



FASHION & INNOVATION: RETHINK THE RUNWAY

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**Change can be difficult.
The pandemic forced
the world to change.
Throughout history
disease, hardship,
and social change
have become what
shapes the next era
of art. Fashion now
welcomes a new age of
possibilities.
windowwear**

Fashion in the present day is not all about clothes but *brand innovation, accessibility, and experience*. Innovation and creativity have kept fashion alive and well, especially in a world where physical connection is limited. Now that the pandemic has slowed, the concept of what makes fashion, *fashion* has been reborn.

Leaps in technology and the shift of power towards influencers, celebrities, and social media have dramatically changed the industry. Individuals, who were once a part of the masses, now have the power to participate in shaping trends and style.

Brands find community in bringing together all types of consumers with new design, art, and experience. Therefore, a new path is made, transforming the basic gray catwalk or typical launch party into genuinely memorable experiences fueled by innovation.



NON-TRADITIONAL MODELS

Fashion has often been considered a conservative industry. But now, the barriers to what is regarded as a “proper model” have been broken. The typical runway usually employs six-foot size zero models, but now digital models, diverse models, and even models as marionettes have been seen walking the runway. According to The Fashion Spot, Spring 2022 was the most racially diverse season, 48 percent of appearances were models of color. On the other hand, there was only a slight increase in diverse age, size, and gender representation.

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MOSCHINO

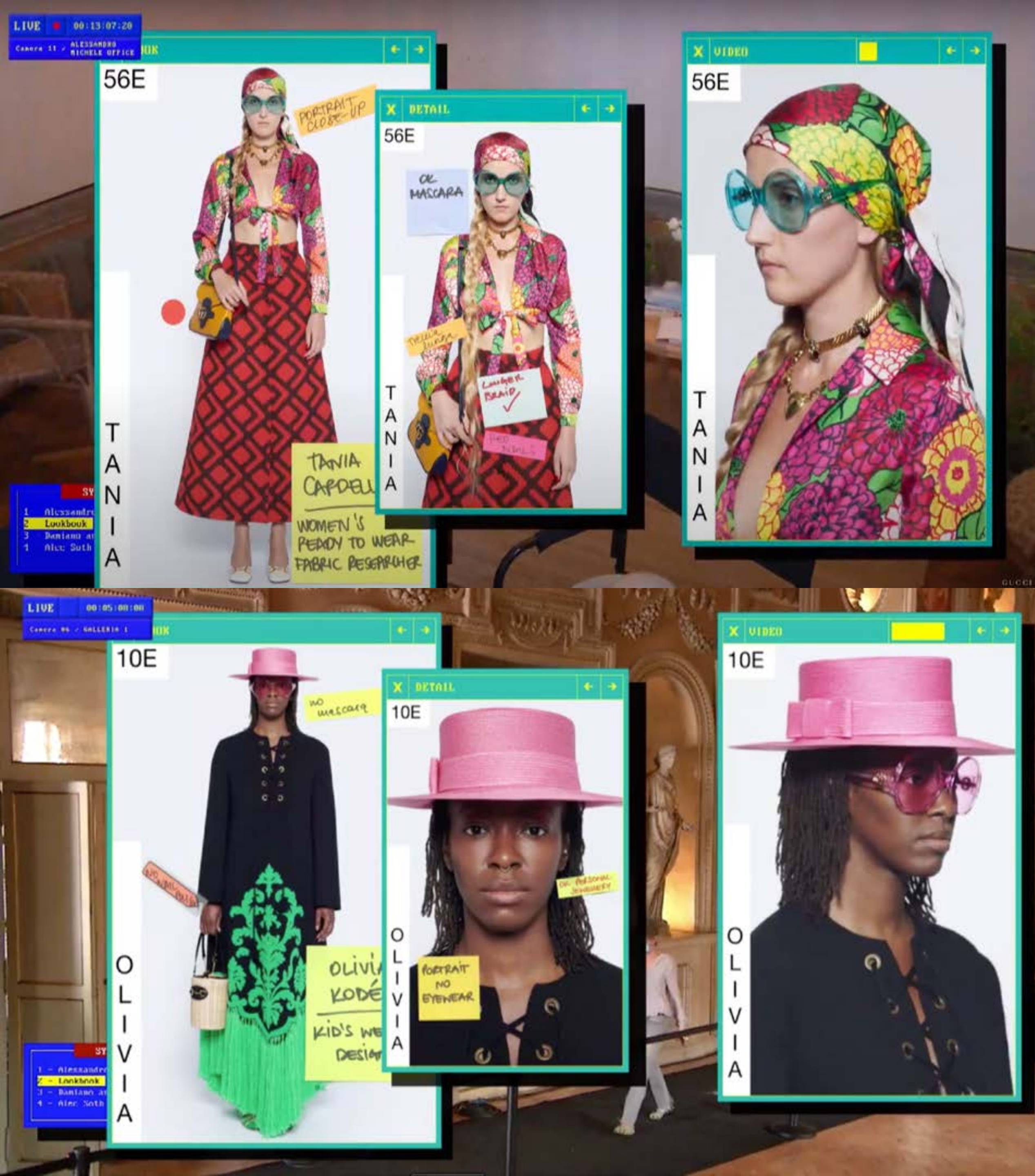
SPRING/SUMMER 2021

Jeremy Scott created a film called “no strings attached” using puppets/marionettes to display the 2021 Spring/Summer collection. He collaborated with Jim Henson’s Creature Shop (the company behind the muppets).

All 40 pieces of the collection were miniaturized by hand. The purpose was to celebrate the craftsmanship of haute couture.

Not only were the models on the runway miniaturized, but the audience was as well. Names such as Anna Wintour, Vanessa Friedman, Edward Enninful, etc. You can also spot a miniaturized version of creative director Jeremy Scott and his stylist.





GUCCI EPILOGUE

RESORT 2021

Gucci premiered its Spring-Summer 2021 collection during Milan Digital Fashion Week with a 12-hour live stream.

The video is cleverly laid out with a vintage digital aesthetic. It shows behind-the-scenes shots of fashion show preparation. Gucci's design team models the fashion looks through the live stream. After each look is shown, the audience is met with a brief view of the location where the collection was produced.

The show pays homage to those who work for Gucci and devoted fans who want a behind-the-scenes glance.

Alessandro Michele also released a playlist as an audio representation of the collection.

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AUROBOROS

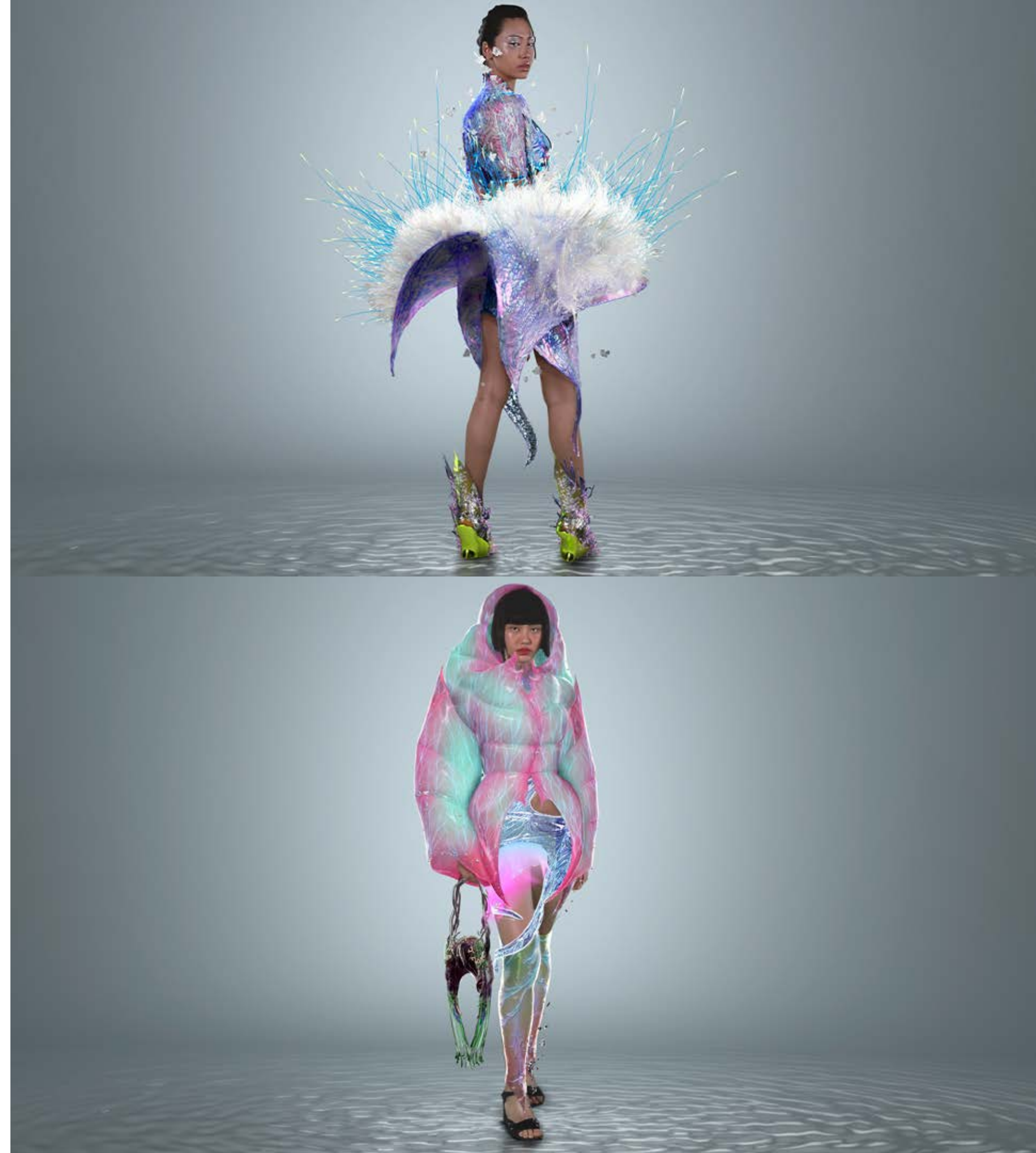
LONDON DIGITAL FASHION WEEK 2021

Auroboros, a luxury fashion brand that only creates digital clothing partners with the Institute of Digital Fashion. They presented its inaugural “biomimicry” collection during London Fashion Week.

The company utilizes 3D scanning and AR technology.

The collection is presented through a series of “hologram” models where digital clothing is superimposed onto the hologram’s body.

After the collection debuted in 2021, the brand ended Metaverse fashion week 2022, collaborating with architecture studio “Voxel” to create a digital building in the luxury fashion district of Decentraland. Within, Auroboros had its first digital pieces available for purchase and mini-games visitors could play to win real life luxury jewelry.





ESTER MANAS

SPRING/SUMMER 2023

The fashion world has a problem with the lack of inclusivity on the runway. Ester Manas directly addresses this issue.

There has been increase in body inclusivity on the runway but not a devout effort. Often brands are seen using mid-size models labeled as “plus size.”

But on the runway with Ester Manas, a team of diverse models in size, shape, and race debuted. The show was about “ethics” and to create a “body-confident utopia.”

The collection and use of diverse models highlights the desire for that “summer body”, which usually means dieting and exercise. But, the “summer body” with Ester Manas is authentically loving your body; no matter what shape or size.

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JOHNATHAN SIMKHAI

AUTUMN/WINTER 2022

For Simkhai's Autumn/Winter 2022 collection, the models were created in a virtual world called Second Life.

The show had ten looks from their physical fashion collection, which were modeled by characters in the game. During the show, attendees watched as their own digital characters. Afterwards, the garments went on sale for Second Life users. After the digital show, Simkhai privately exhibited the collection to individuals through appointments instead of a physical runway show.

This event was created by Everyrealm, a metaverse real estate company. They carefully designed the set with a classic gray runway surrounded by pools of glistening water, bordered by flames.





SELKIE

SPRING/SUMMER 2023

Selkie, appeared this fashion week with one of the most diverse runways.

Selkie is all about celebrating everyone's pure femininity. The show featured models of various heights, races, shapes, and sizes.

The Spring/Summer collection focuses on their collaboration with the movie "The Last Unicorn." The central message of "The Last Unicorn" is to embrace unique beauty.

Kimberley Gordon, the creator of Selkie, aimed to make the brand size inclusive with not only her models but also created a silhouette that universally looks good on all bodies.



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CAROLINA SARRIA

2020 CAPSULE COLLECTION

The fashion show “Them and Theirs” was created in a popular video game, “Animal Crossing.”

The models shown were real-life people walking the virtual runway with avatars. Including transgender and disabled model, Aaron Phillips. The audience was also real individuals attending as their “Animal Crossing” avatars.

The show was created in honor of Marsha P. Johnson, a trans woman activist for the LGBTQ community.

The pieces in the collection were also inspired by Andy Warhol, who Johnson notoriously modeled for. Johnson sat in Warhol’s studio to take portraits for an art series called “Ladies and Gentlemen.” which peered into the lives of drag queens and transwomen.





COLLINA STRADA

SPRING/SUMMER 2021

Collina Strada's Spring/Summer 2021 collection was created in video format instead of the classic runway setting. The film mixed clothing with art and 3D animation to music by Angel Emoji.

The models in the film are seen dancing and jumping for joy in nature. As the video plays, vivid and bright graphics ranging from farm animals to sparkling images slide in and out of view.

The video was called "Change is Cute" and stars a diverse mixture of Collina Strada friends. The "Change is Cute" video's goal was to bring together all types of individuals into a community and provide comfort during the pandemic. The video reminds the world that change is inevitable and can be cute too.

The models that stood out the most were disabled and transgender models, Aaron Phillips, and elderly model Kathleen McCain Engman.

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COLLINA STRADA

AUTUMN/WINTER 2021

Collina Strada, for their Autumn/Winter collection, decided to team up with the Animorphs book series illustrator David Burroughs Mattingly to transform her models into various animals.

The inspiration behind the models turning into animals was to raise feelings of nostalgia from reading the “Animorphs” books as kids. Many of us experienced negative feelings as a result of the change and sense of loss the pandemic brought. The transforming models represent these creature-like, negative feelings. The show brings a sense of positivity but also reflects and acknowledges the anxiety preceding an unpredictable future.

The most significant component of the show is the use of age diverse, body-diverse, and disabled models.





THE NEW FRONT ROW

As social media and celebrity influence grows, a new type of model and front row guest has appeared. Celebrities, K-pop stars, and influencers now grace the runway and guest lists. According to Ramos, attendees with over 1 million followers represented 40% of the total influencer attendance for SS23, but they generated 88% of the earned media value.

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PETER DO

SPRING/SUMMER 2023

Peter Do and South Korean entertainment company, SM Entertainment collaborate for their latest runway show and collection.

A part of the collaboration included runway appearances from K-pop artists including, NCT's Jeno and SM Rookies (pre-debut boyband trainees within SM entertainment) Shohei and Eunseok. BLACKPINK's Seulgi was also invited as a highly valued guest and watched from the front row.

Jeno made history in the K-pop industry as the first K-pop artist to ever open for a luxury fashion show during New York fashion week.

Jeno's look consisted of a backless, oversized tuxedo jacket cinched at the waist, silky billowing pants slit at the side, and black platform heels.





COPERNI

SPRING/SUMMER 2023

Coperni closed their Spring/Summer runway show in Paris with extraordinary spray-on dress demonstration on Bella Hadid.

Supermodel and influencer Bella Hadid walked onto the runway in only nude undergarments and for ten minutes was sprayed with “Fabrican” by a team of individuals. The dress was then shaped and cut at the bottom by head of design Charlotte Raymond. The artificial spray-on fabric “Fabrican” was created by scientist and fashion designer Manel Torres in 2003.

According to WWD, the 48 hours after the show, the media impact was measured at \$26.3 million, including \$20.9 million via social media.

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TOMMY HILFIGER

AUTUMN/WINTER 2022

Tommy Hilfiger returns to New York Fashion Week 2022 with celebrities walking the runway and a closing surprise performance by Blink-182 member Travis Barker.

The runway and collection were inspired by Andy Warhol's art studio, where Hilfiger and Warhol first met. During the rainy show named "Tommy Factory," prominent celebrity names walked the runway, including Julia Fox, Winnie Harlow, Lila Moss and Ashley Graham.

The show was closed with a surprise performance by Travis Barker, where Barker was pulled from the audience, stripped shirtless, and performed a drum set.





VERSACE

SPRING/SUMMER 2023

Versace for their Spring/Summer 2023 show featured iconic supermodels and a closing walk from early-2000s reality star Paris Hilton.

Supermodels Bella and Gigi Hadid, Emily Ratajkowski, and Irina Shayk walked the runway in a variety of black, purple, and pink garments.

Paris Hilton closed in garments reminiscent of her time filming "The Simple Life." Hilton wore a short, glittering pink dress, pink fingerless gloves, and pink pointed-toe stilettos. The final accessory was a pink veil atop her head. The veil mirrored a theme of the collection, fantasy bridalwear.

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LOUIS VUITTON

SPRING/SUMMER 2020

Louis Vuitton, for their Spring/Summer 2020 show, featured the first K-pop star on the Paris runway, Mino, of the boyband WINNER.

Virgil Abloh employed K-pop star Mino as a runway model. Mino is notoriously known in South Korea as an icon of streetwear fashion and this aligns with Abloh's vision. As the first K-pop star to walk the runway in Paris, the appearance blew up on social media with positive responses.

Abloh created the collection to help adult men remember their boyhood and childish pleasures. The collection featured wild flowers, pastel colors, and couture techniques.

Mino wore a pastel yellow button-up, a grey tuxedo jacket with Fuschia floral fabric peeking from the garment's interior, muted turquoise pants, and white patent leather shoes.





BALENCIAGA

COUTURE AUTUMN/WINTER 2022

For their Autumn/Winter 2022 couture show, Balenciaga presents celebrity models on the runway.

Celebrities, including BFRND, Kim Kardashian, Dua Lipa, Nicole Kidman, and Naomi Campbell, are some high-profile individuals who walked the runway. The celebrities on the runway began the show wearing masks and at the end revealed their identities.

The couture show produced by Demna was Balenciaga's way of showing that they can produce sophisticated haute couture and streetwear simultaneously.

The haute couture, similar to Demna's ready-to-wear line, used black neoprene and dystopian face shields. The designs welcome you into Demna's view of the future in fashion and reflection of the state of the world.

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VALENTINO

SPRING/SUMMER 2023

Valentino presented their ready-to-wear collection in Paris with special influencer and celebrity guests.

In the front row were prominent luxury fashion influencers, Leonnie Han and Caroline Daur. Celebrities who joined them were individuals such as Florence Pugh, Erykah Badu, and Zendaya.

Leonnies Han and Caroline Daur both wore monochromatic Fuschia looks for the show. Han wore a long sleeve dress with slits cut into the side, brightly colored tights, and a matching sparkling handbag. Daur wore a chic floor-length, sleeveless dress.





ARTIST & RUNWAY COLLABORATION

Today's Runways are more than just a catwalk. Runways have been transformed into fully developed art exhibits. Fashion is no stranger to collaborations in designing collections, but now designers are edging their way towards extravagant experiences on the runway. Artist's collaborations with designers introduce followers of both fashion design and separate disciplines of art to new like-minded communities.

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BOTTEGA VENETA

GAETANO PESCE
SPRING/SUMMER 2023

Italian architect Gaetano Pesce made a runway using a vivid, colorful resin floor along with 400 specially designed resin and cotton chairs. The colors were in stark contrast against the warehouse space where the show took place.

Pesce is quoted, "This space is a tribute to diversity; it is about the human being; we are all different. People who say we are all the same – f*ck them! We are all different, and this is our defining quality – otherwise, we are just a copy..." Notice how no chair is the same.

The chairs were made of cotton canvas dipped in various colors of resin; they were randomly marked with drawings and text. Some were marked with Pesce's signature smiley face or stamped "Bottega Veneta." The chairs will be up for exhibition and sale at the "Design Miami" art fair 2022.



MONCLER PRESENTS MONDOGENIUS



MONCLER

MONDOGENIUS
FEATURING 11 "GENIUS" DESIGNERS

"MONDOGENIUS" is a digital, immersive show that was seen all around the world. The show moved through 5 cities in Europe, Asia, and America to present the ideas of 11 "genius" designers that created their upcoming fashion collections.

The immersive phy-gital show was hosted by Alicia Keyes, where participants traveled around the world and each label chose to communicate their creativity in various ways. There were music performances as well as carefully created landscapes and digital exhibits.

Brands that were included: JW Anderson, 2 Moncler 1952 Man, 2 Moncler 1952 Woman, Grenoble, Hyke, Craig Green, 1017 ALYX 9SM, FRGMT Hiroshi Fujiwara, Palm Angels, Dingyun Zhang, and Gentle Monster.

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DIOR

ANNA PAPARATTI
SPRING/SUMMER 2022

Dior's set was designed by iconic 1960s artist Anna Paparatti. The show is meant to resemble a large circular game board with various vibrant colors contrasting against a black background.

The game board is the "Game of Goose" reinterpreted. Fashion as a "game." Fashion is uncertain and unpredictable; as is the human experience.

As the music plays, carefully choreographed, the models move across the game squares as if they were pieces on an actual game board. The game board represents the uncertainty, possibilities, and directions life offers.

The set's design is also reminiscent of the Piper Club that opened in Rome in 1965, an environment of experimental fashion and music.





DIOR

EVA JOSPIN
SPRING/SUMMER 2023

French artist Eva Jospin created a baroque-inspired castle-like structure with corrugated cardboard for Dior's latest runway show. The set was not only inspired by baroque architecture but the "progression of nature."

The cardboard was glued down into hundreds of layers and then carved into to create a detailed structure that felt similar to caves and caverns in Europe. The design also takes inspiration from the ornate Villa Borromeo Visconti Litta in Lombardy.

The show included mesmerizing dancers gracefully traipsing throughout the structure as models walked around the castle on the runway.

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ALEXANDER MCQUEEN

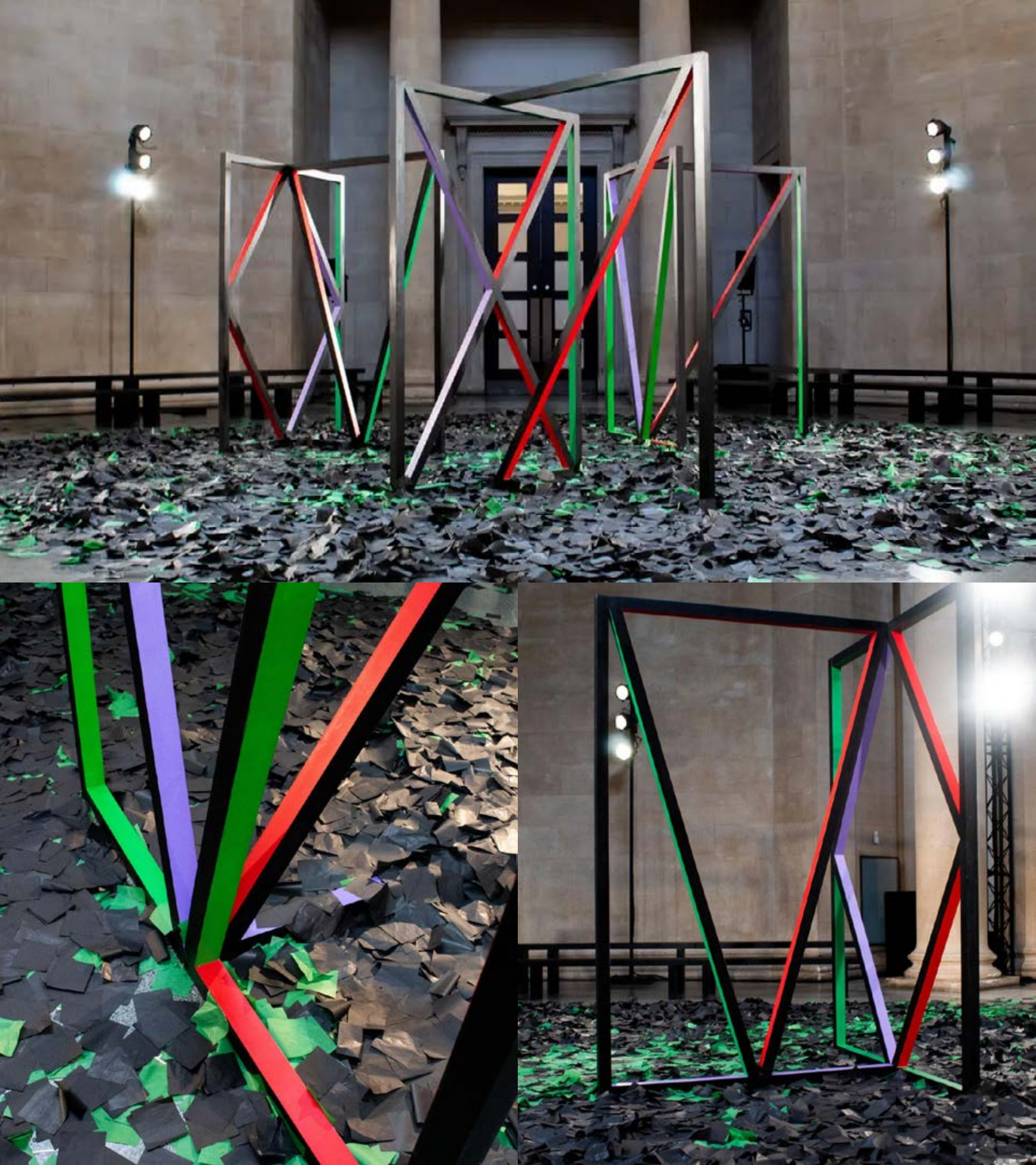
SMILJAN RADIC
SPRING/SUMMER 2022

Alexander McQueen collaborated with Chilean architect Smiljan Radic to create the runway set for their Spring/ Summer 2022 London show.

The set resembled a cloud, therefore the structure was named "London Skies." The runway sat on a platform that revealed constructional elements at the sides. Where then, a clear plastic dome was blown up and covered in a net of steel ropes, the dome appearing as if it was bulging through the net.

Inside the dome were two rings of wooden chairs where the audience sat and models ascended stairs through an entrance centered on the floor. The dome had air blown into it powered by hydrotreated vegetable oil (a fuel made of oils, grease, and food waste) generators to keep it inflated. The structure was designed to be reused for other shows and events because of its ease of use.





ROKSANDA

*EVA ROTHCHILD
AUTUMN/WINTER 2022*

Roksanda and artist Eva Rothschild collaborate to create a runway for their Autumn/Winter 2022 show.

Roksanda's and Eva Rothchild's shared styles come together in unison to display geometric shape and vivid colors. The clothing collection took inspiration from Rothchild's works to create abstract patching and padding; experimenting in different fabrics and colorblocking.

The work displayed by Rothschild was meant to be used for dancers, to let the body and mind explore the structure. The sculpture also challenges the eye, with different bold colors on each flat surface of the frames.

The collection and sculpture come together to explore form, utilize geometric shapes, and bold coloring.

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BALENCIAGA

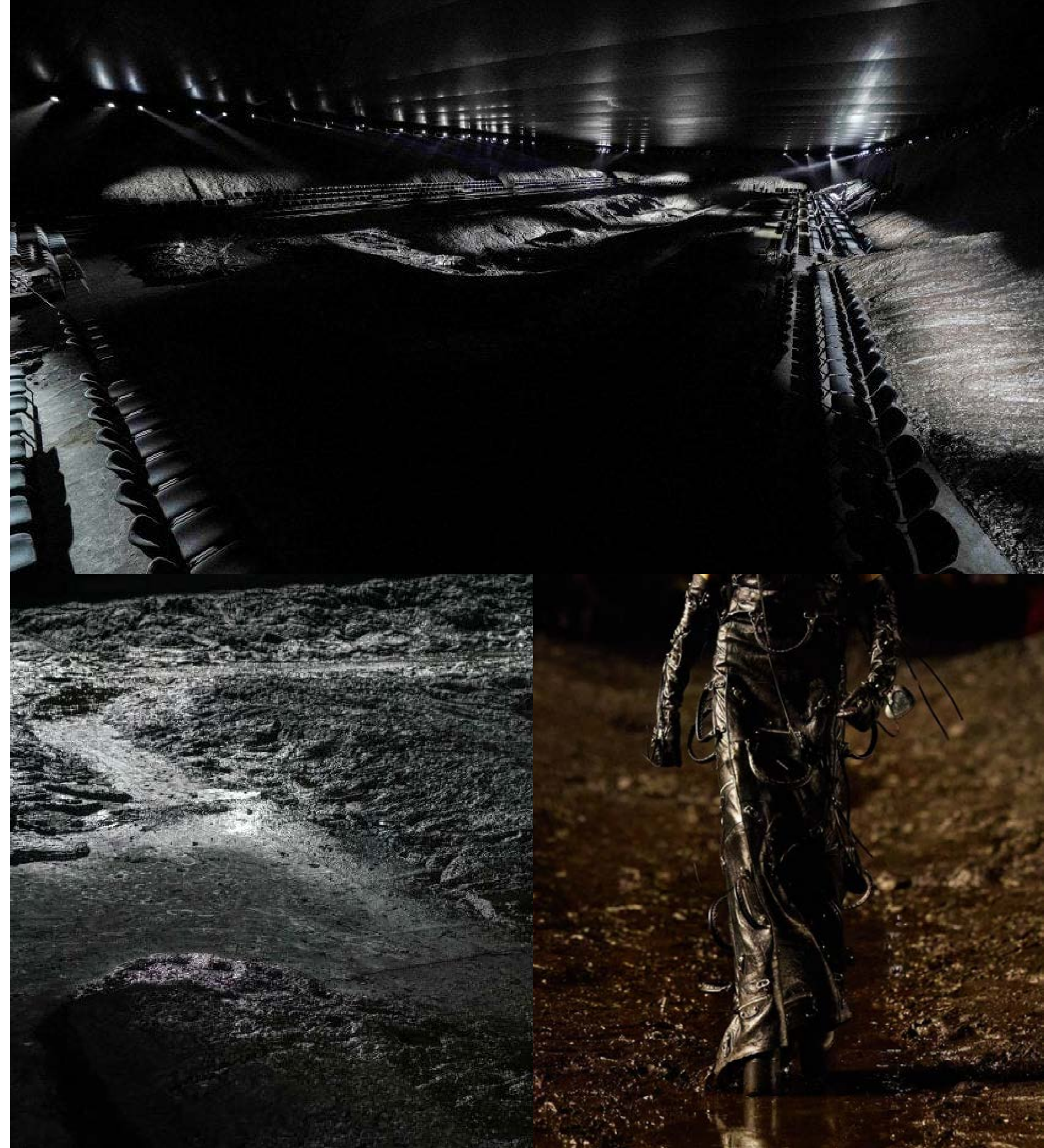
SANTIAGO SIERRA
SPRING/SUMMER 2023

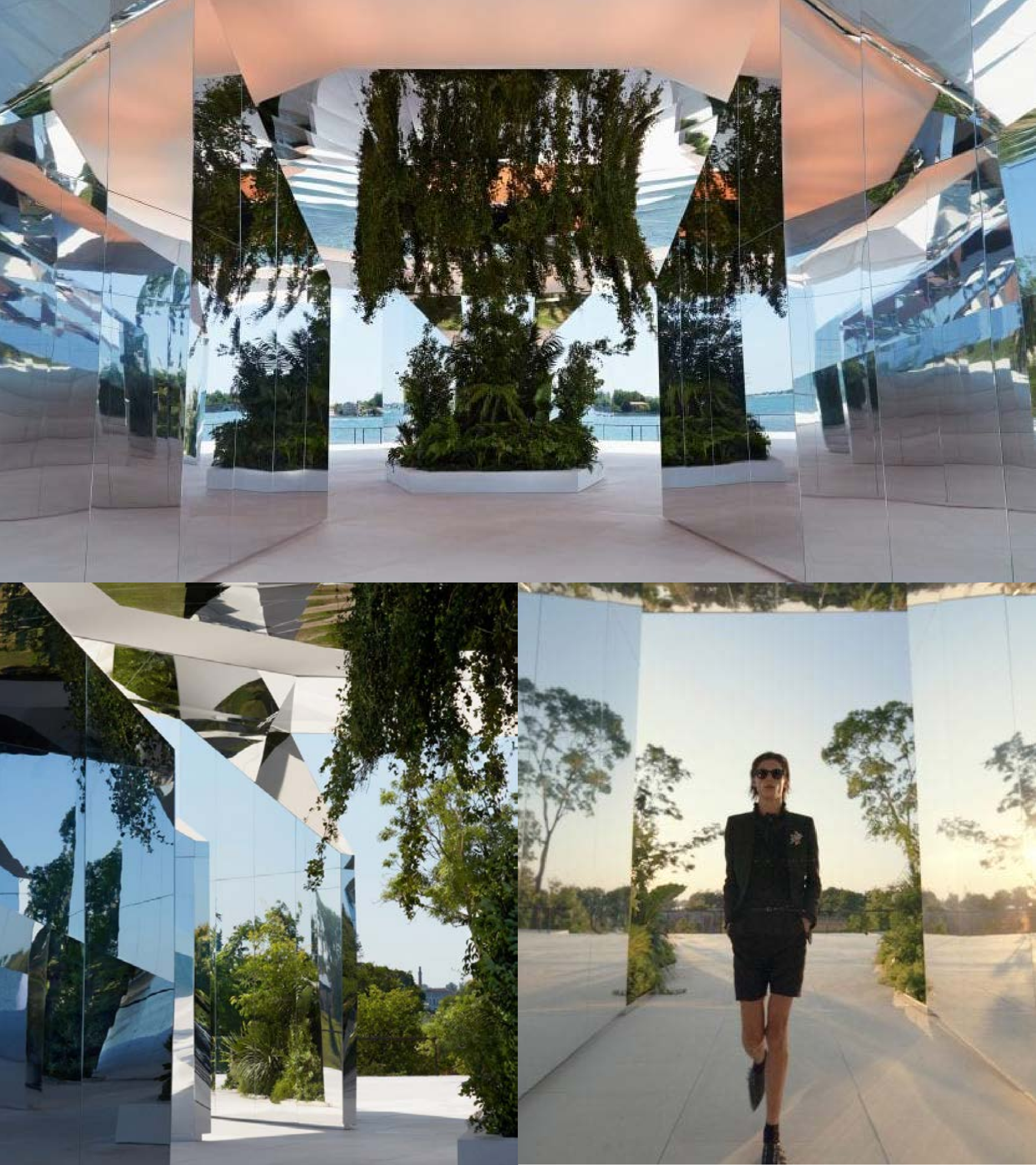
Balenciaga collaborates with artist Santiago Sierra to create a runway set for their Spring/Summer 2023 collection in Paris.

The runway was made of abundant amounts of mud from a peat bog. Sierra created another art installation he started in Germany 2005 called, "House of Mud," that addresses worker and labor rights. Similar to Sierra, Demna also focuses on social issues. Including his Autumn/Winter 2022 show that paid tribute to the invasion of Ukraine.

Mud splattered all over the luxury clothing and shoes, while a scent described as the "raw odor of decomposition" was spread through the space, created by artist Sissel Tolaas.

Demna's purpose of the show is to say that fashion presently is not exclusive and pristine.





SAINT LAURENT

DOUG AITKEN
SPRING/SUMMER 2022

Saint Laurent and artist Doug Aitken collaborate to create a futuristic runway set for their Spring/Summer 2022 show.

The modern structure was titled the “Green Lens” and was located on the Venetian island of Certosa. Aitken created the mirrored structure amongst lush greenery and was meant to feel as if you were walking through a forest landscape. The building was composed of “Alucobond”, aluminum covered with fire retardant. During the show, the runway was immersed in fog, lights that alternated in color, and soundscapes taken by recording the noises of nature on the island.

The purpose of the building was to force people to reflect on the past, welcome the present, and look into the future.

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PRADA

REM KOOLHAAS
SPRING/SUMMER 2023

Prada collaborates with long-time friend and artist Rem Koolhaas to create a paper structure for their Spring/Summer 2023 runway show.

The purpose of the space was to convey childhood, simplicity, and innocence. The building was constructed entirely of stark white paper and cardboard. "Childhood" is what this structure screams, reminiscent of paper dolls, dollhouses, or projects done in elementary school. Paper is how many kids express their boundless imagination in the simplest ways.

Koolhaas, like Prada, is interested in merging his works with politics and social movements. This is mirrored in using easily recyclable paper as the primary material used to build the structure.





LONGCHAMP

ANDRE SARAIVA
SPRING/SUMMER 2022

Longchamp collaborates with artist Andre Saraiva for the latest handbag collection and take-over of Longchamp's Soho boutique.

The store was decorated in the collection's primary colors of pink, blue and green, layered with hand drawn doodles. Longchamp and Saraiva provided a custom pinball machine available to play.

The launch event invited a copious number of celebrities and friends of the brand and artist. The DJ Alix Brown provided the music for the event. Simultaneously, Saraiva engaged in a live art performance where the audience was invited to participate.

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DIOR

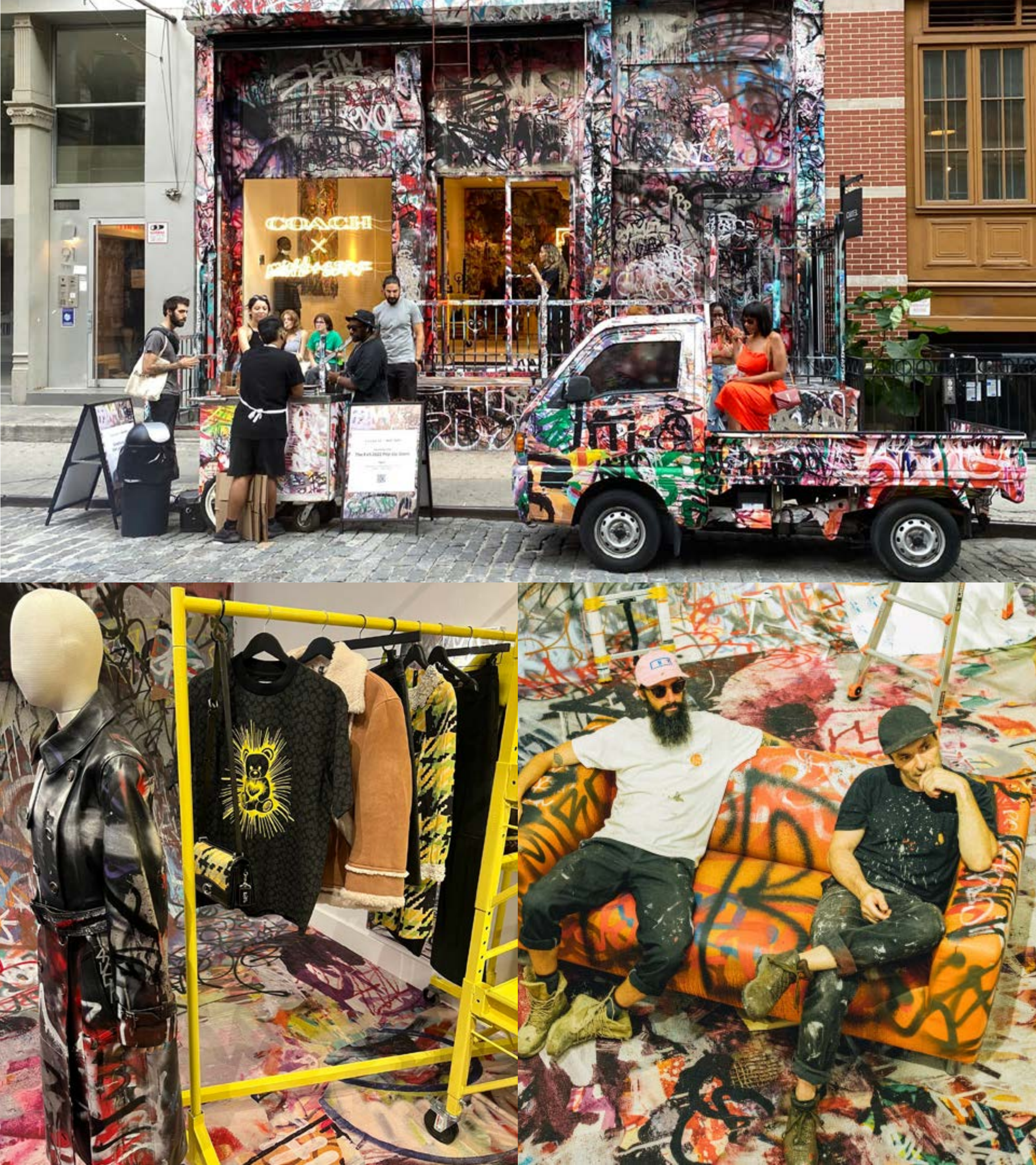
DANIEL ARSHAM
SPRING/SUMMER 2020

Dior collaborates with artist Daniel Arsham to create a runway and collection inspired by the timeless aesthetics of the House of Dior.

Arsham is known for his monochromatic style that combines sculpture, architecture, and the perception of time. Arsham was influenced by the archives of Dior, including an old clock that the founder once owned.

The runway he created was done in a monochrome pink with broken letters that spelled out "Dior." Most notably, the sculptural elements were created in white, with fossils and crystals growing from the damaged portions. The bottom of the catwalk was filled with pale pink sand, nodding to the perception of time. The runway felt dystopian, with a juxtaposition of broken and polished elements, the old and the new.





COACH

MINT & SERF
SPRING/SUMMER 2023

Coach collaborates with graffiti artist duo Mint and Serf for the latest collection and pop-up store in New York City. The collection featured handbags, clothing, and a limited edition zine.

Mint and Serf meticulously covered the event in graffiti art and vibrant colors. The exterior included a food cart and a small truck painted in their signature graffiti style.

The interior presented the new collection on vivid yellow displays that mirrored industrial scaffoldings you might see scattered about a cityscape. As you move into the store, there was a wall of vintage tv displays and a graffitied living room set perfect for photographs.

Spanning the two weeks of the pop-up store, there were many activities featuring tasty treats, custom clothing, and live DJ sets.

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IMMERSIVE EXPERIENCES, POP-UPS, AND EVENTS

Fashion brands have learned since the pandemic that to create community and engage their consumer they must provide a variety of platforms and innovative experiences that anyone can enjoy including, installations, cafes, video game releases, and special events. According to Latana, 61% of surveyed consumers said they would be “more likely to buy from a brand that uses immersive technology” while 47% said “immersive technologies make them feel more connected to brands and products.”

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BURBERRY

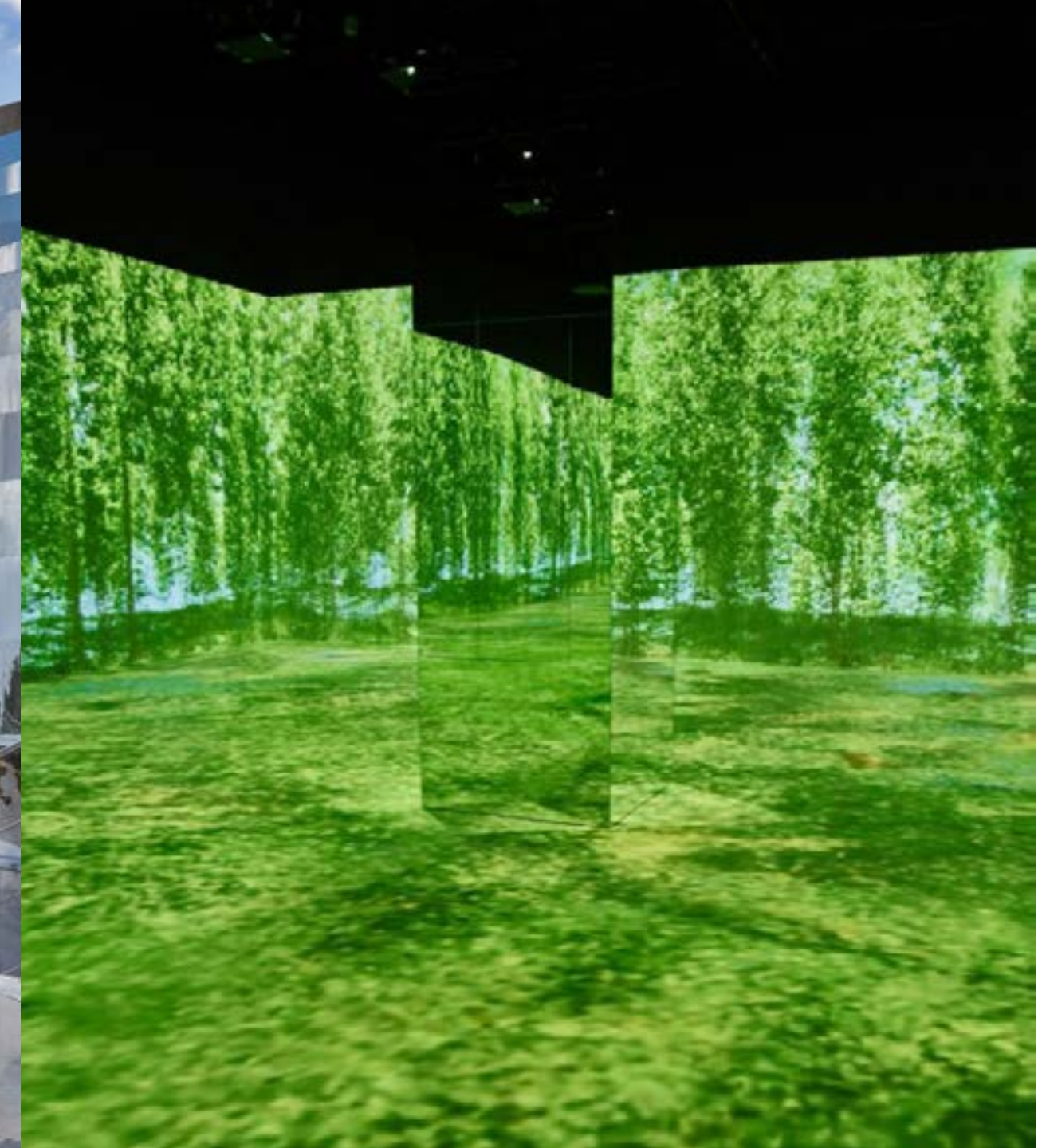
THE IMAGINED LANDSCAPES EXPERIENCE
NOVEMBER 2021

Burberry opens “The Imagined Landscapes Experience” on Jeju Island, South Korea.

The pop-up honors the Fall/Winter 2021 collection. The most notable feature of the pop-up is how it combines classic Burberry aesthetics with technology, local culture, and nature. Activities inside the pop-up include the clothing shop with carefully selected merchandise in a wooden interior that evokes Jeju’s outside world.

The immersive digital discovery rooms realize the beauty of Jeju’s nature in films done by artists Maotik, Cao Yuxi, and Lia Jiayu. The exterior of the building resembles a topographic mountain, reflecting its surroundings’ beauty.

The Thomas’ Café, directly positioned in front of the main building, takes inspiration from local dishes with a world-class chef.





LOVESHACKFANCY BALL

"PAINTING THE PLAZA PINK"
FEBRUARY 2022

LoveShackFancy celebrates founder Rebecca Hessel Cohen's 40th birthday and eveningwear collection release.

The Plaza hotel's ballroom was made into a rose-pink Victorian wonderland. Extravagant pink flowers and cascading large pink bows decorated every corner of the space. The tables were also extravagantly decorated, with flowers, crystal glasses, and delicate plates. There was a luxuriously set dessert table with 13 types of cake and other sweets.

During the party, there was an assortment of entertainment, such as a DJ, burlesque dancers, fireworks, surprise performances, and aerialists serving sparkling wine.

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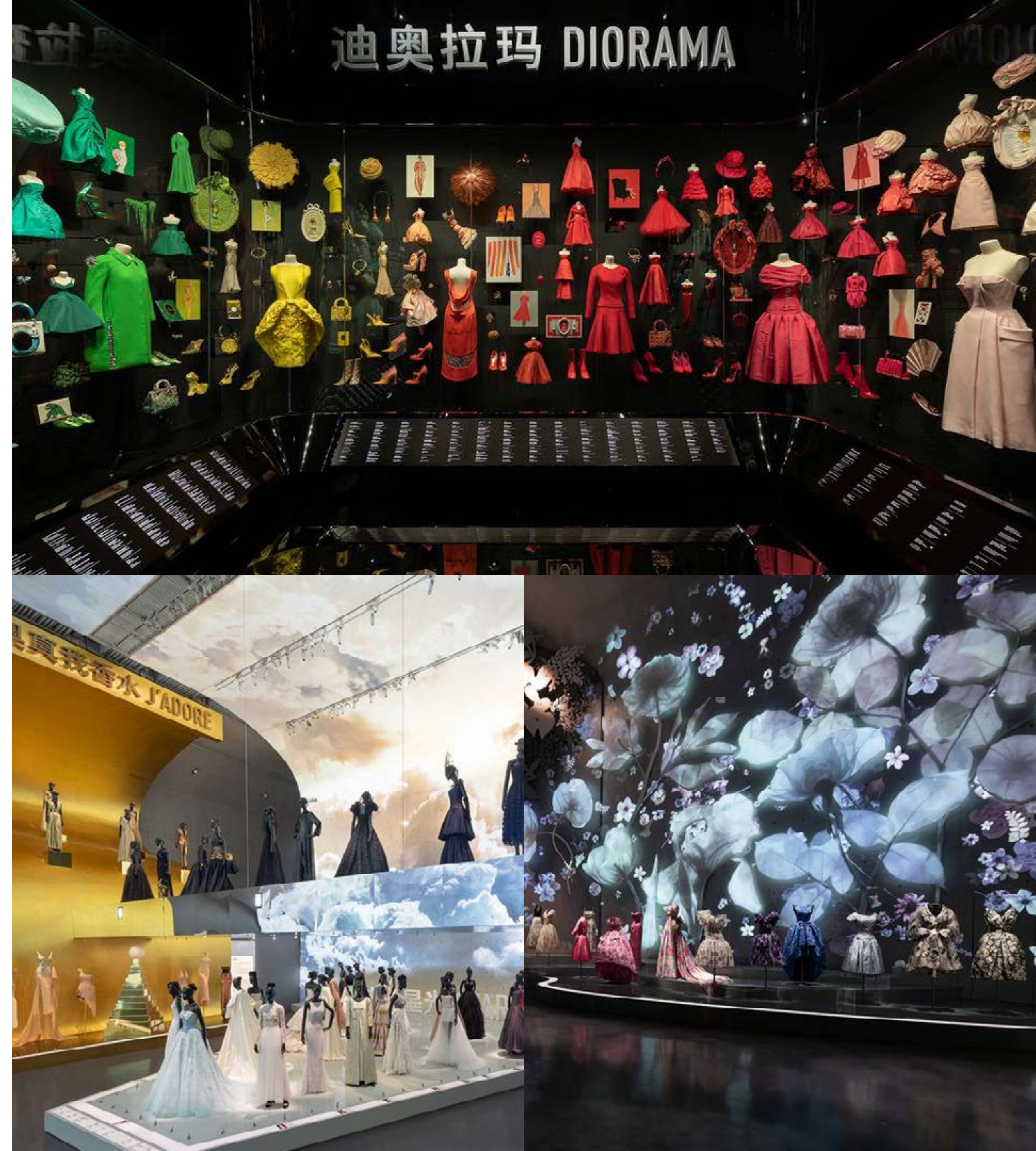
DIOR DESIGNER OF DREAMS

*THE HISTORY & LEGACY OF DIOR EXHIBITION
JULY 2020*

The exhibit shows the rich history and legacy of the House of Dior. The exhibition brings to life some of Dior's most prominent inspirations, notably, the founder's most famous garment that celebrates the female form.

The objects presented in the exhibit are a vast array of garments and other items from the Dior archives. The exhibition rooms are expertly designed to reflect the valor of Dior.

The varying galleries represent Dior and the designers that followed him, such as Yves Saint Laurent, Marc Bohan, Gianfranco Ferré, John Galiano, Raf Simons, and Maria Grazia Chiuri.





LOEWE X SPIRITED AWAY

POP-UP & EXPERIENCE
JANUARY 2021

To celebrate the second Studio Ghibli capsule collection between LOEWE and Spirited away, a pop-up store in Harajuku, Tokyo, was opened in a traditional Japanese-style home.

The home is a combination of the Loewe and Ghibli aesthetic. The whimsy from both brands makes the space feel as if you have entered a fantasy world.

The artwork within the home displays Spirited Away's most beloved scenes. Such as crossing the bridge into the bathhouse and sitting on the train with No-Face.

The pop-up features limited edition items, photo spots, and delicious tea with cups designed with images from Spirited Away.



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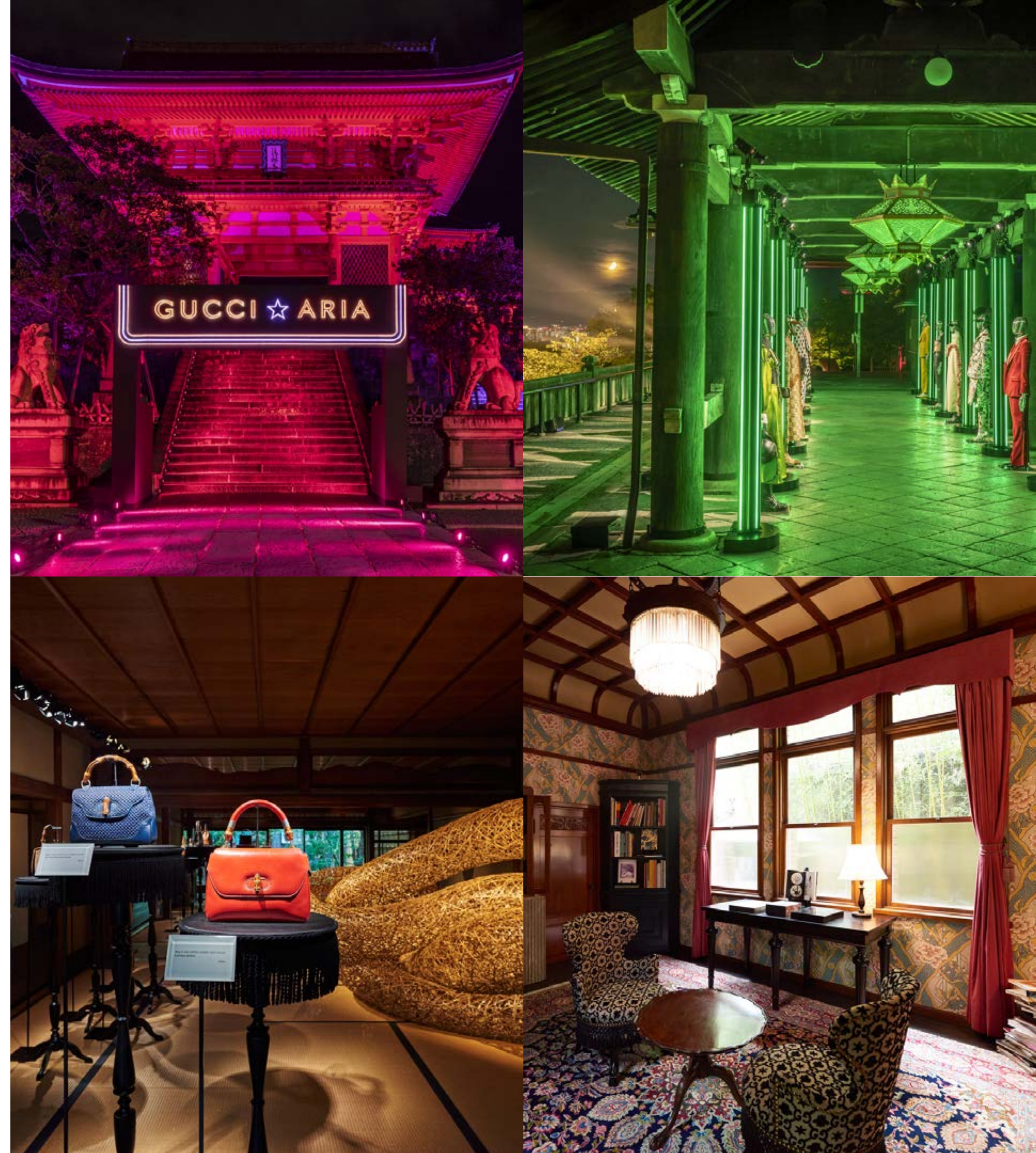
GUCCI ARIA

THE THREE PART EXHIBITION
JULY 2021

For Gucci's 100th anniversary, Alessandro Michele created "Gucci Aria" a three part exhibition in Kyoto, Japan.

The first part of the showcase began in Kiyomizudera, where a party unfolded, exhibiting various items from the Aria collection. The second portion, "Hortus Deliciarum," was a luxury jewelry collection presentation at Ninna-Ji Temple. The final and main exhibit was a pop-up shop in an old Japanese townhome called "Gucci Bamboo House."

The home blended Japanese and western architecture that portrayed Gucci's signature eclectic style. It even features a traditional Japanese garden in the center of the house.





LOUIS VUITTON

*"WALK IN THE PARK" POP-UP & EXPERIENCE
JANUARY 2021*

Virgil Abloh created this series of digital and physical experiences for Autumn/Winter 2021-2022. The experiences were "anchored in inclusive values."

The pop-up allows you to check out their most valued sneakers, jewelry, and sunglasses. The rarest models are displayed like a Hall of Fame museum.

The store is lit up in a rainbow of neon, rich colors. A large "LV" logo plaque in a gradient neon orange is centered on the green back wall. The interior was kept simple, with only a few displays of the most iconic products.

Paired with the physical pop-up opening, individuals visiting Louis Vuitton's Maison on Place Vendome can begin the experience through a filter on their app. This is where the vibrantly colored "Zooom with Friends" animates the establishment.

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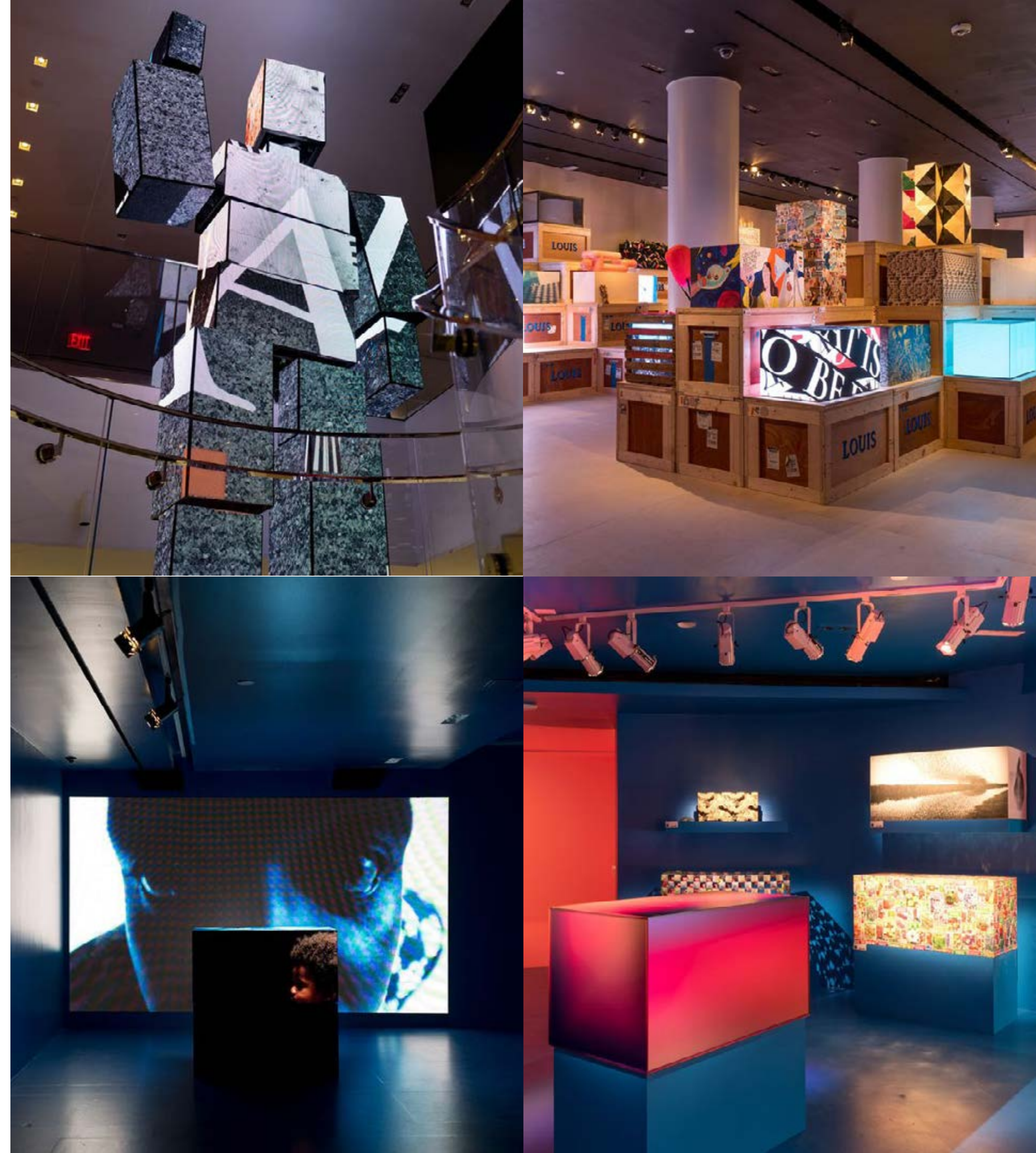
LOUIS VUITTON

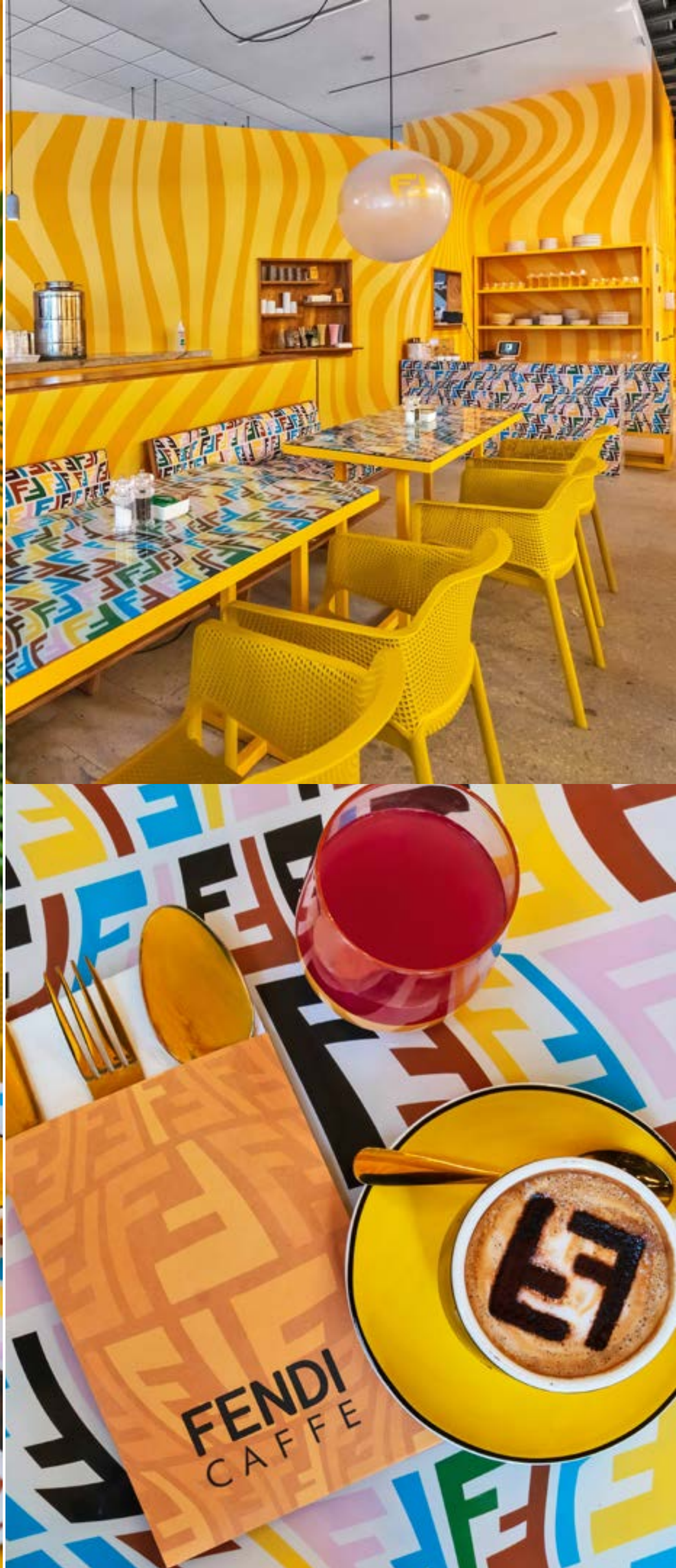
200 TRUNKS, 200 VISIONARIES
OCTOBER 2022

Louis Vuitton invites 200 talented individuals to customize a blank canvas the same size as the original Louis Vuitton trunk that was imagined in the 1850s.

The exhibit spans three floors in the building where the former Barney's department store was. The top floor where Barney's restaurant "Freds" was, is an exclusive Freds X Louis Vuitton revival that features exclusive dinnerware, linens, and Freds favorite dishes from over the years.

Some individuals who created trunks were Willo Perron, Francesca Sorrenti, Gaetano Pesce, Alexandra Kehayoglou, Pat McGrath, and Urs Fisher.





FENDI CAFFE

IN CELEBRATION OF 2021 CAPSULE COLLECTION
MAY 2021

To celebrate Fendi's new 2021 capsule collection, Fendi Caffè opened at the OTL restaurant in Miami's design district.

The cafe occupied the outdoor space of OTL and contained yellow "FF" logo tables, yellow seating, and tableware. The walls had mustard yellow waving stripes that felt reminiscent of the 1970s.

The menu is a combination of Italian and local cuisine, and it also featured various types of pastries and coffee. The cafe paid attention to small details, including latte art with the iconic double 'F' logo.

Across from the cafe is the "Peekaboo Bar," where you can customize and purchase a Fendi bag.

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ALICE + OLIVIA

*"SOMEWHERE OVER THE RAINBOW" PRIDE PROM
JUNE 2021*

To celebrate Pride Month, Alice + Olivia threw a "Somewhere over the Rainbow Prom" themed party. The event supported the Ali Forney Center, an organization that protects LGBTQ youth from homelessness.

They presented at the event, Volkswagen's first electric vehicle wrapped in a fun rainbow pattern.

As the guests arrived, they were greeted with a boutonniere station and an array of social-media-friendly photo spots.

There was a rainbow wall of various flowers, monochromatic living room sets in multiple colors, and other rainbow spaces for that perfect prom photo.





LOUIS VUITTON

200TH BIRTHDAY CELEBRATION "LOUIS THE GAME"
AUGUST 2021

"Louis the Game" was created to celebrate the ongoing legacy of Louis Vuitton and to educate the audience about its long history.

The creation of the mobile game demonstrates the brand's high level of innovation and artistry.

In the game, you can customize your character in various colors and prints taken from Louis Vuitton.

The adventure takes place in six imaginary worlds where the player travels as the Louis Vuitton mascot, Vivienne, to collect candles from 200 different birthday celebrations. The candles, that double as keys to the following levels, educate you on Louis Vuitton's life, family, and iconic brand.



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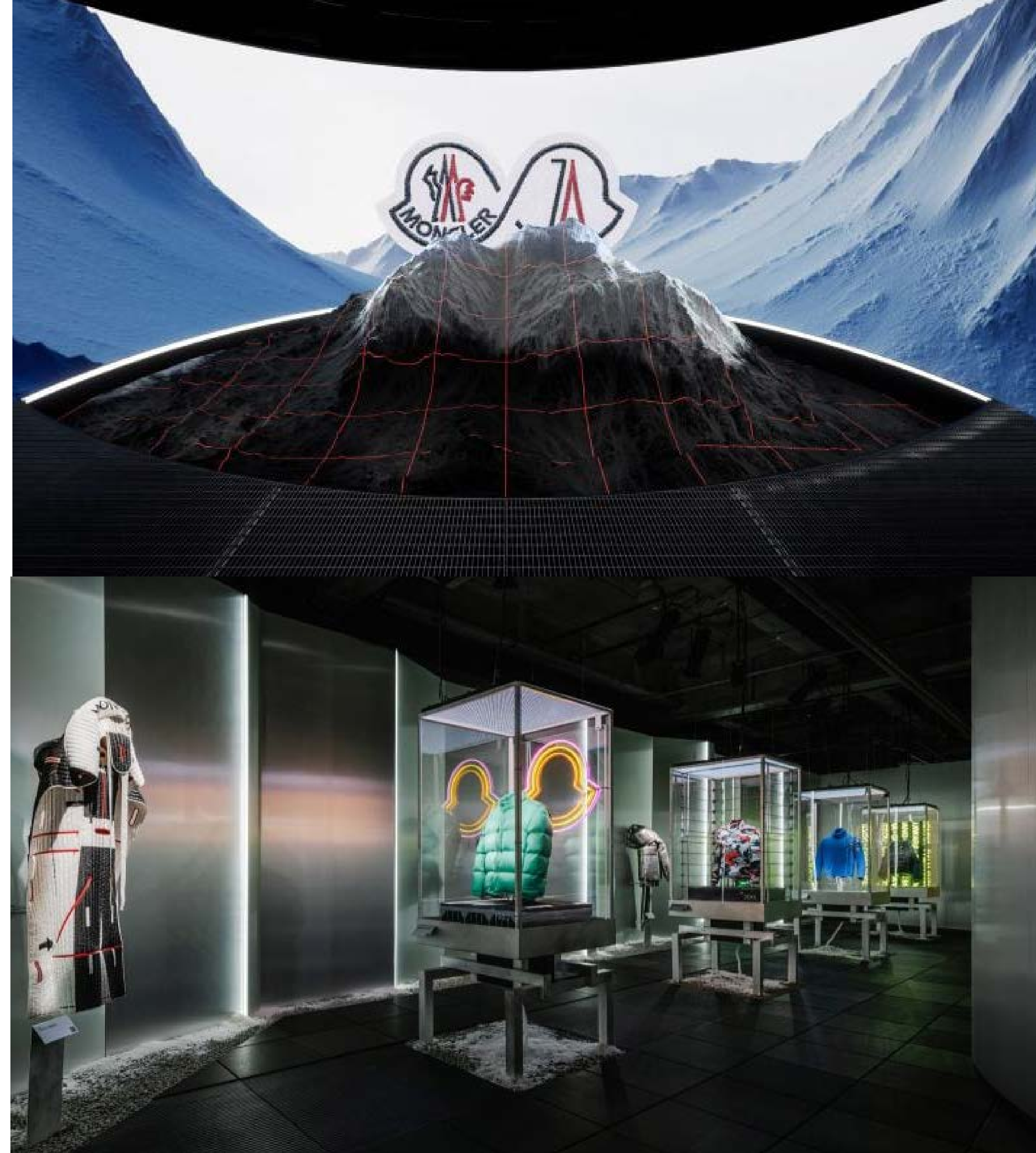
MONCLER

"THE EXTRAORDINARY EXPEDITION"
OCTOBER 2022

Moncler opens an immersive exhibit that takes individuals on an immersive journey reminiscent of the mountains.

The experience is driven by Moncler's history of popularizing the puffer jacket, which is often associated with the frosty weather that comes with an expedition into the mountains. The experience features immersive imagery, sound design, sensory effects, snow, and fog.

Upon entry visitors are taken through three main stages of the experience; The Extraordinary Experience, Extraordinary Moments, and Extraordinary Designs. The first stage features a film on all walls of the space, with a 3D centerpiece resembling a mountain. The second stage displays essential items from Moncler's history shown in seven archive boxes. The final stage presents iconic looks from Moncler's archives.





NIKELAND

ROBLOX COLLABORATIVE EXPERIENCE
JANUARY 2022

The children's first floor of the Nike House of Innovation, Nikeland was created through augmented reality in collaboration with Roblox. Originally, Nikeland debuted in Roblox two months before the opening of this experience.

The space features several different areas dedicated to sports such as basketball and soccer. It also offers a unique online showroom teeming with various sneakers and clothing for use in-game. Users can also create their mini-games from sports equipment.

You can transfer real-life movement to online gameplay using your mobile device's motion tracking. Run or jump, and your movements will be transferred into gameplay.

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