

STYLE GUIDE



www.style-guide.biz
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2013 02-03

SHORT CUTS




Store: Jades

Concept/Realisation: Domagoj Mrsic

Mannequins: GenesisDisplay

Butterfly Projection: Derksen

Address: Düsseldorf

Photos: Uschi Fellner

www.jades-fashion.com

Butterfly Project

Thousands of butterflies were specifically produced for Jades in the current trend-colours for spring/summer 2013. Those are nude, pink, light blue, turquoise, vanilla, salmon. They were coloured by hand and manually put in different flight formations, representing current patterns of for example Emilio Pucci or Alexander McQueen. Butterfly projections support those flight formations.

SHORT CUTS

Enchanted Forrest

At Rabe's showroom customers are received in a mystical-autumnal, elfish-romantic and open-friendly surrounding on occasion of the upcoming trade fair days in February (The Gallery Düsseldorf, DATE, Premium Order Düsseldorf). Forrest dwellers like squirrels, little birds, fox or raven, designed in autumnal colours and created out of handmade Japanese premium-papers becharm the customers.

Store: Rabe

Installation: Domagoj Mrsic

Address: Düsseldorf

Photos: Domagoj Mrsic

www.rabemoden.de

