

STYLE GUIDE



SHORT CUTS

Store: more Jades

Creative Director: Domagoj Mrsic

Mannequins: Rootstein

Address: Düsseldorf

[www. morejades-fashion.com](http://www.morejades-fashion.com)

Photos: Uschi Fellner



Union Jack

On the occasion of the Hudson Jeans presentation with the mannequin and young designer Giorgia May Jagger at Jades in Düsseldorf, the shop windows at moreJades were correspondingly staged. The fashion video with G.J. For Hudson was shown on flat screens. Window mannequins painted in the style of the campaign, wore Hudson Jeans, the same hair style and make-up as Giorgia herself. The Union Jack as Hudson-typical element was integrated into the decoration in various ways. By using different media and mannequins with various postures movement was created in the shop window.

