

STYLE GUIDE 09/2014

# STYLE GUIDE



[www.style-guide.biz](http://www.style-guide.biz)  
B 6081

2014 09

# "Concrete"



An installation made of concrete and some noble metal was chosen as theme for this year's autumn/winter season at Jades. According to Domagoj Mrsic "this is the ultimate trend in architecture and fashion in general". The concrete walls are built by artist and fresco painter Berthold Mohr from Düsseldorf and were specifically manufactured for Jades based on a design of Domagoj Mrsic. His idea was to show lacerated concrete walls with noble metals behind them. Mannequins of the "Vogue"-series from GenesisDisplay with exchangeable heads were also specifically produced for Jades.





**Store: Jades**

Address: Düsseldorf

Concept: Domagoj Mrcic/sayonara visual concepts

Mannequins: Genesis Display

Photos: Uschi Fellner

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

