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**EASY MAGAZINE ABOUT THE WORLDWIDE INNOVATIVE COMMUNICATION**

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JAN 2024

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# **BRANDS OVERVIEW**



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# L'IPPOCAMPO

The Publishing House L'Ippocampo Turns 20 And It Publishes A Book On Givenchy

Behind the books, there are the publishing houses. In some cases “even” independent. L'Ippocampo is among the most famous, and in 2023 it turned twenty. To celebrate the anniversary, the Japanese artist Yuko Higuchi has created a coordinated image and a new logo...



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BRANDS OVERVIEW P.5

# HELLO KITTY

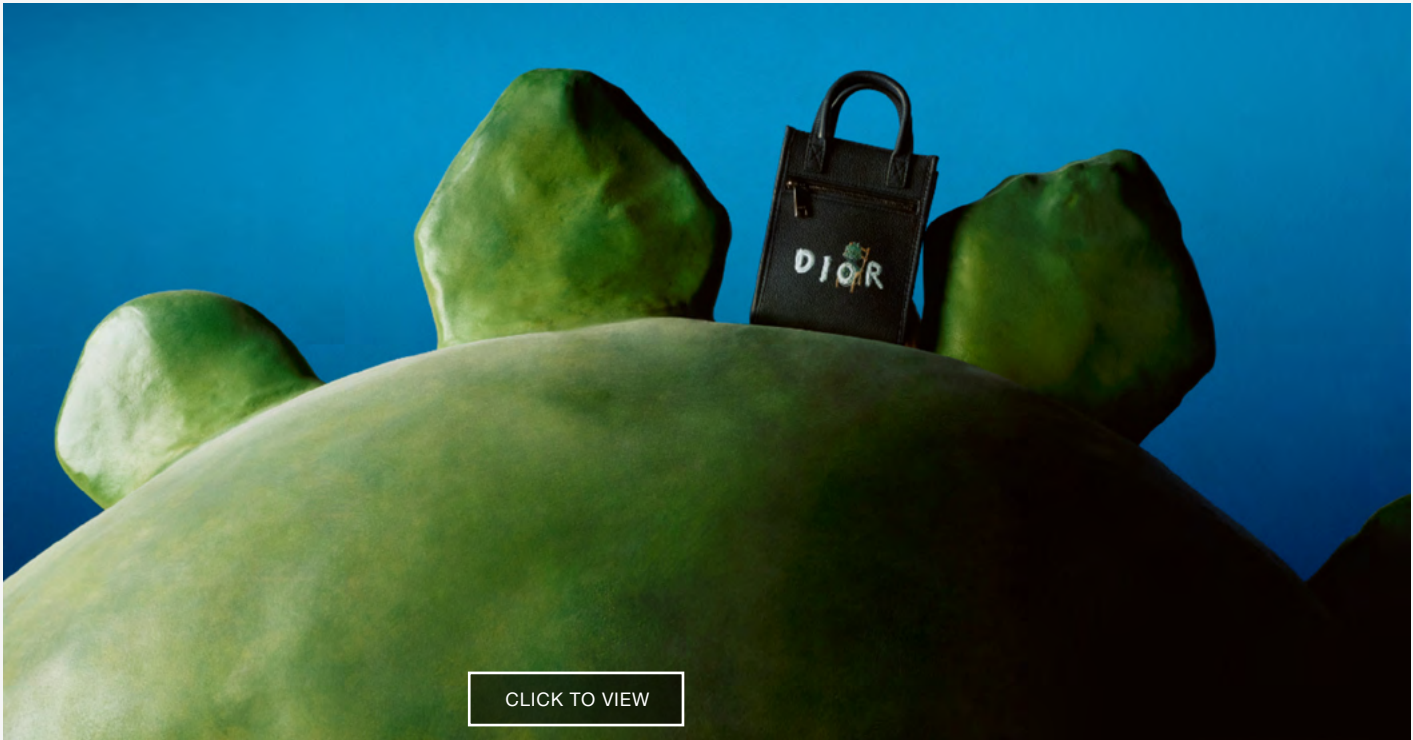
Hello Kitty's 50th Birthday Gift Is A Painfully Cute Mcdonald's Meal



Hello Kitty turns 50 this year and to celebrate five whole decades of adorable-ness, Sanrio has partnered with McDonald's for a special Hello Kitty menu and cutesy packaging...

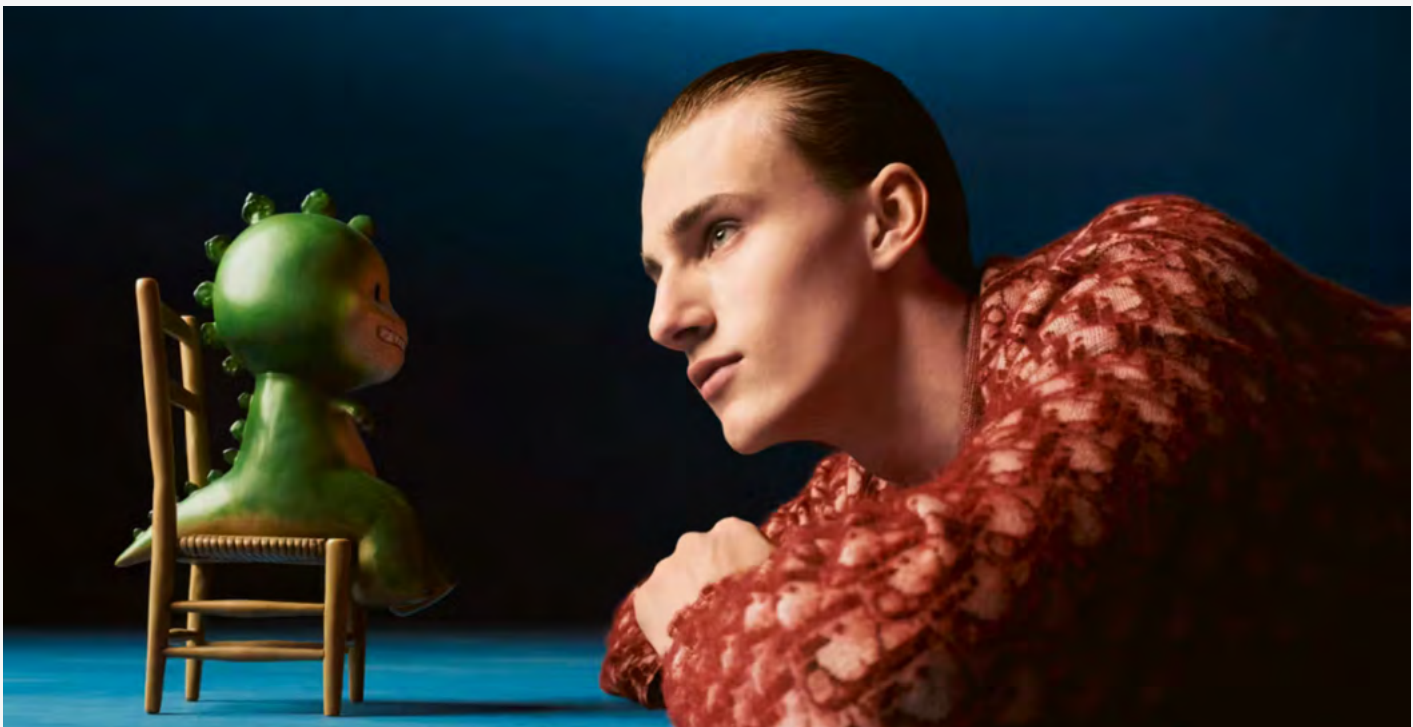
# DIOR

Dior's New Collab Is Here To Make You Smile



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BRANDS OVERVIEW P.6



The world of luxury fashion can be a bit serious at times. So when a splendor label like Dior takes a step back to reconnect with its more playful side, if only for a one-off capsule, it's extremely pleasing to say the least...

# THOM BROWNE

Thom Browne And Baccarat Reveal Archive-Inspired Crystal Glass Collection



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BRANDS OVERVIEW P.7



Thom Browne has joined Baccarat for a collection of artisanal coupes, wine glasses, tumblers and whiskey carafes, inspired by those from the Lorraine, France-based crystal purveyor's archives...



# **CURIOSITY**





# CARHARTT WIP

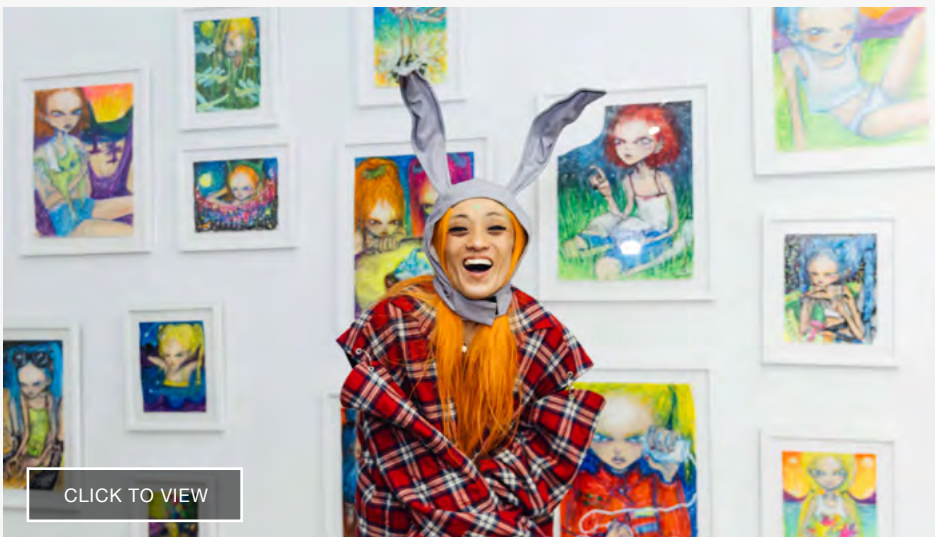
This Isn't Just Coffee, It's Carhartt Wip Coffee

Coffee on its own is all well and good, but when you throw Carhartt WIP into the caffeine-fueled equation by way of an IRL collaboration with Rocket Espresso Milano, it really does get better...



# SAMSUNG

'Let Me Know When You Land' Exhibition For Samsung Galaxy



During Miami Art Week, New York-based artist Eri Wakiyama debuted a collection of mystical artworks in partnership with Samsung Galaxy. Held at HUB Miami in the city's Little Haiti neighborhood, Let Me Know When You Land championed the bounds of visual media, merging art and technology into a whimsical...

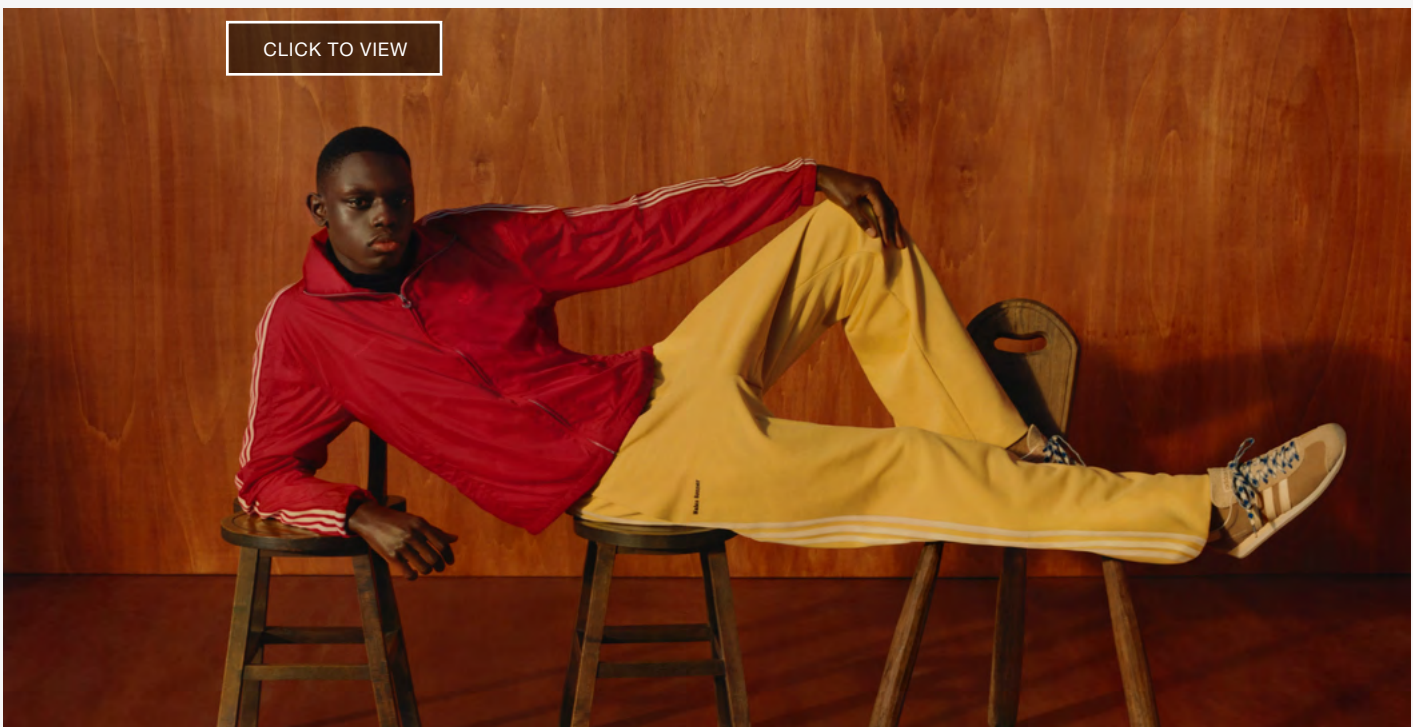
# ADIDAS

Wales Bonner's First Adidas Collab Of 2024 Is Perfection



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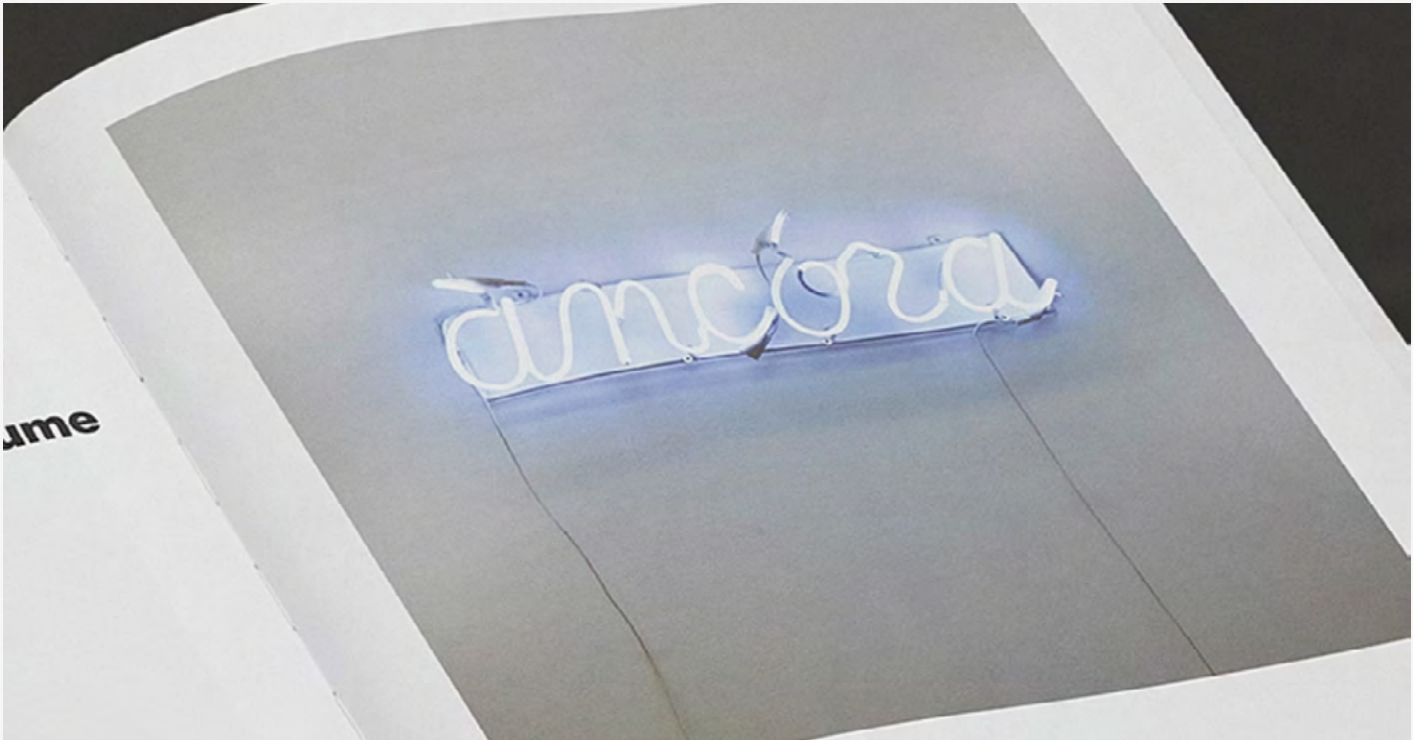
CURIOSITY P.10



Few sneaker collaborations have garnered as much hype as consistently as Wales Bonner and Adidas in recent years. Ever since the release of the pair's super-successful debut Samba back in 2020, Wales Bonner and adidas have continued to deliver eccentric, high-end takes on the archival terrace silhouette...

# GUCCI

The Second Chapter Of Prospettive, The Editorial Project Dedicated To Milan



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CURIOSITY P.11



[CLICK TO VIEW](#)

On the eve of the Gucci Ancora Men's Fall Winter 2024 fashion show, the fashion house led by Sabato De Sarno presents the volume Gucci Prospettive 2: Ancora Milano. This is the second chapter of an editorial project that links art, design and fashion, and which...

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# **DIGITAL**



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# DOMĚSTIKA

The Online Community That Unleashes Creativity



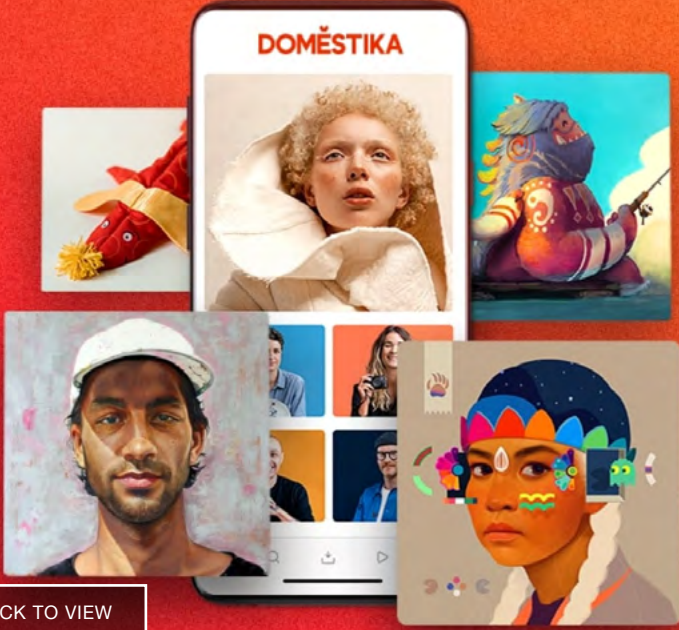
Learn at your  
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professionals

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DIGITAL P.13



Join the largest  
online community  
for creatives

DOMĚSTIKA

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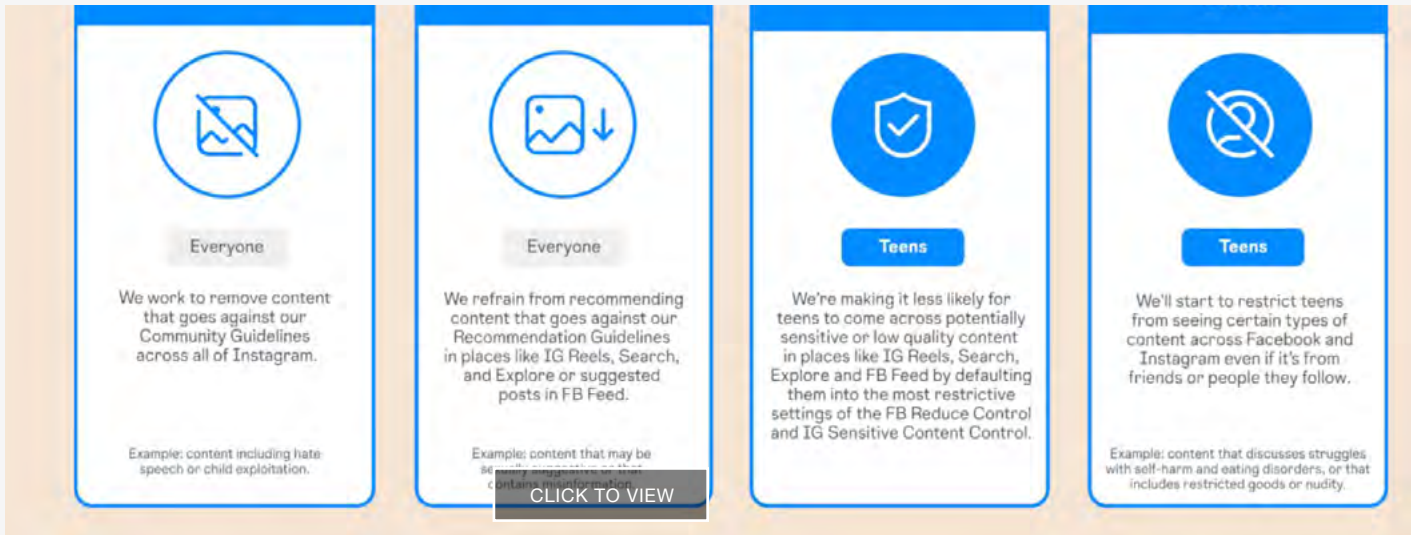
@ Alan Coulson @Alvaro Cardozo @Maria Mandeia

Do you know Domestika? If this is not yet the case and you are passionate about creation, this article might interest you. It is one of the largest and most active creative communities in the world, allowing anyone to take online courses in the disciplines at the heart of contemporary design and creation...

# FACEBOOK

## New Social Controls For Teenagers On Instagram And Facebook

At the beginning of November, around thirty American states accused Meta of having created functions within Facebook and Instagram capable of manipulating adolescents and children. Yesterday Mark Zuckerberg placed more stringent limits on the content that young people can encounter...



# THREADS

## What Is The New Social App From Instagram



Threads is a text-based social media app created by Instagram to compete with X (formerly Twitter). The new social app was announced on July 5, 2023, and quickly surpassed 150 million downloads, becoming the most successful launch of a social media platform in history...

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# **GREEN**



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# PRADA

Prada Group Joins The United Nations Global Compact Initiative



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GREEN P.16

A graphic featuring a light blue background with a mountain range and clouds. At the top, there are five icons: an equals sign, a snowflake, wavy lines, a square with a cross, and the United Nations logo. To the right of these icons is the hashtag "#UnitingBusiness" in red. Below the icons, the text reads: "WE SUPPORT THE MISSION OF THE UNITED NATIONS GLOBAL COMPACT TO **MOBILIZE A GLOBAL MOVEMENT OF SUSTAINABLE COMPANIES AND STAKEHOLDERS TO CREATE THE WORLD WE WANT**". In the bottom right corner, there is a button that says "CLICK TO VIEW".

Prada Group proudly joined the United Nations Global Compact initiative, the largest corporate sustainability initiative in the world for the development, implementation and disclosure of responsible business practices...



# PETA

## Peta Has Launched Its First Inaugural US Fashion Awards

The People for the Ethical Treatment of Animals Peta, has launched its first inaugural US Fashion Awards, an extension of its already established UK awards, through which it said it wanted to recognise “industry trailblazers making fashion kinder to animals and the planet”...



[CLICK TO VIEW](#)

**PETA** The PETA logo is displayed in a large, white, sans-serif font on a dark blue background. To the right of the text is a light blue silhouette of a rabbit in a running pose.

# PUMA

## Puma X Vivid Visions By Andrew Burgess: A Textile-To-Textile Fashion Experiment



Working closely with Puma, Andrew has created five designs, each crafted entirely from PUMA’s recycled polyester Re: fibre fabric. Shot on models in London’s iconic York Hall Leisure Centre, the art direction combines futuristic fashion design with retro sports nostalgia, paying homage to PUMA’s roots...

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# **ART**



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# BOTTEGA VENETA

Bottega Veneta Celebrates Global Artistry With Bottega For Bottegas



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ART P.19



In its very essence, Italy, a nation celebrated for its opulent cultural legacy, has indelibly woven the spirit of craftsmanship into its fabric. At the core of this venerable cultural ethos lie the 'bottegas', sanctuaries of artistry where small batches of handmade treasures flourish...

# FERRAGAMO

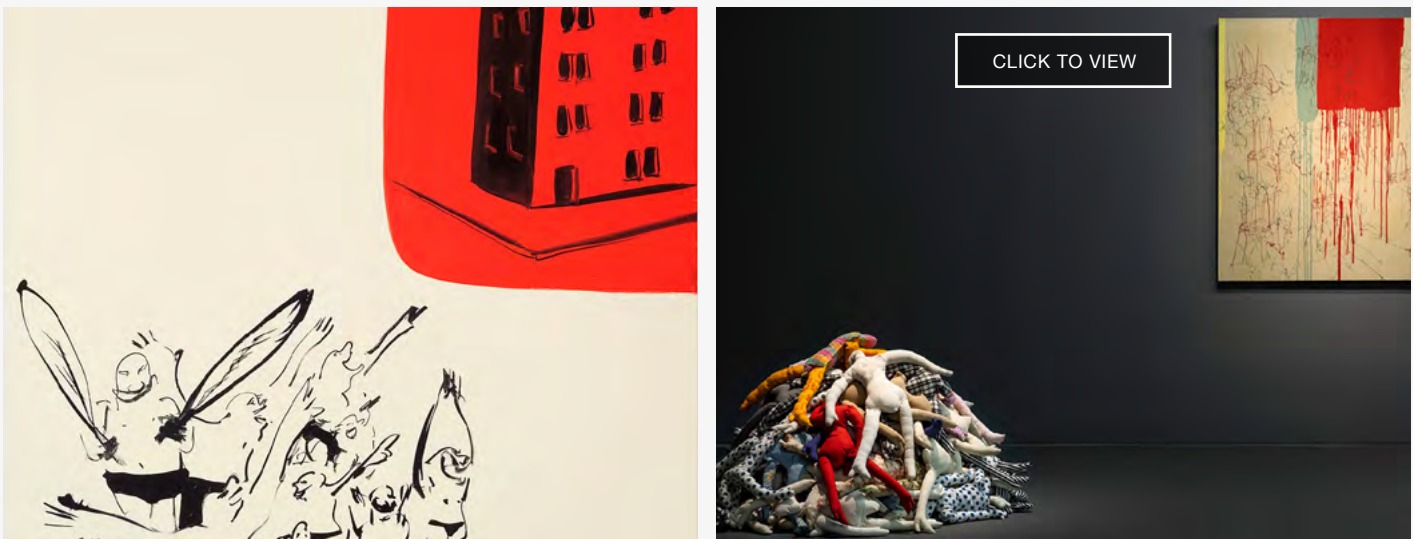
## Ferragamo's Special Treasure Hunt at Pitti Uomo in Florence

During the days of Pitti Uomo, a unique experience by Ferragamo will begin in Florence: "The Walking Story". This is a special treasure hunt that will allow participants to immerse themselves in the atmosphere of the city between the 1930s and 1950s, through a journey that evokes the bond between the brand...



# EMST

## What If Women Ruled the World?



Many centuries have passed since the first, contrasting experiences of Lavinia Fontana (1552-1614) and Artemisia Gentileschi (1593-1653). Because beyond a few examples, women have never had an easy life in the art world...



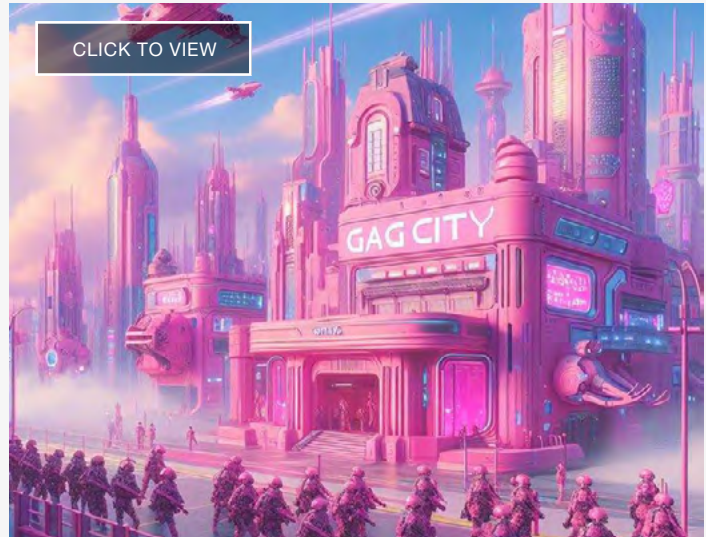
# **METAVVERSE**



# NICKI MINAJ

## Nicki Minaj Announces Immersive 3D Shopping Experience

The launch of Nicki Minaj's Gag City coincides with the launch of Nicki Minaj's new album, Pink Friday 2. With an immersive pink 3D shopping experience in Gag City...



# LAMBORGHINI

## Lamborghini Lanzador Lab On Roblox



Automobili Lamborghini has landed on Roblox, the popular digital gaming platform, to offer fans an engaging one-of-a-kind experience. Within this immersive digital experience, users can explore the cutting-edge design and technology of the Lanzador, Automobili Lamborghini's all-electric Ultra GT car...

# ULTA BEAUTY

How Ulta Beauty Is Using AI To Advance Its Tools And Services

Ulta Beauty has been a pioneer in the implementation of AI tools. For example, prior to this year's AI boom, in 2019, the company acquired AI company QM Scientific to focus on personalization...



# TOMMY HILFIGER

Tommy Hilfiger On AI And His New Fashion Game



Tommy Hilfiger, through his investment firm Hilfiger Ventures, has created his own fashion styling game targeted at millennial and older Gen Z fashion consumers. It's the first mobile game to launch using generative AI that enhances 3D looks — meaning the graphics are a step up from what's currently on the market...

# GIVENCHY

Festive Winter Escape



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META P.24



This holiday season, discover a new exclusive experience in the Givenchy Beauty House on Roblox. Explore a snowy festive universe and (re)discover the Maison's emblematic products...



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# **VIDEO**



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# UNICREDIT

Everyone Has A Talent

CLICK TO VIEW



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VIDEO P26



In its new touching commercial, Unicredit follows the path of a young italian chef...

# CHANEL

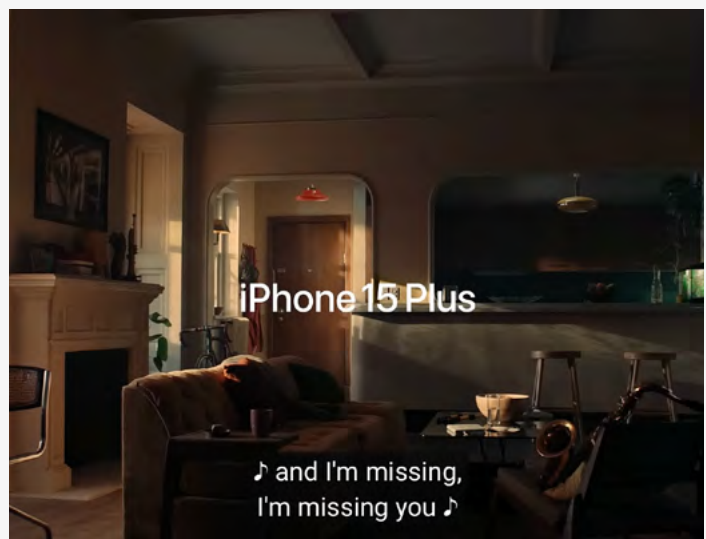
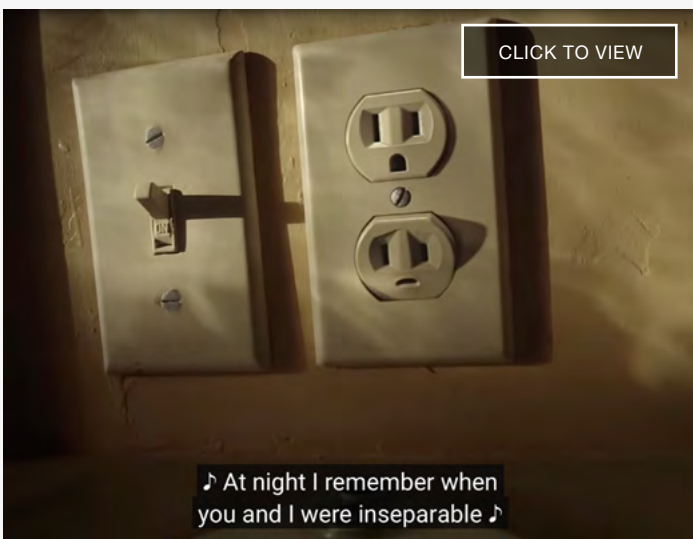
## Coco Crush - Some Encounters You Wear Forever

For Gabrielle Chanel, every encounter was a game where luck and destiny intersect. With clean and even incisions that crisscross the curved surface of each piece, the Coco Crush collection is a story of encounters...



# APPLE

## Miss You



Apple ironically advertises the new battery life of the iPhone 15 Plus through the lament of a lonely power socket...

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FASTEN SEAT BELT

THE AIRLINE

READY-FLY

TAKE OFF

PILOT ROOM

RED-EYE

CABANA

# SPOTIFY

The Podcast Era

THE AIRLINE



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FSB GROUP P.29

The Brand organized the first event in Italy dedicated to the podcast world. The event was built around the evolution of the podcasting world, with the aim of guiding guests on a path of discovery and awareness of the new frontiers of this multimedia tool. A day of work, built through dedicated panels, in the Garage 21 location.

# GUCCI

Opening Montenapoleone

FASTEN SEAT BELT  
PILOT ROOM



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FSB GROUP P.30



The prestigious Gucci store on Montenapoleone reopened its doors with a splendid restyling by Sabato De Sarno. Guests were welcomed with a tequila shot at the entrance as a gesture of hospitality. The elegant atmosphere was enhanced by Giardino 25, offering exclusive cocktails and a dedicated corner for rum tasting.

# ICON DENIM

Christmas Lunch

PILOT ROOM



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FSB GROUP P.31

In order to increase the brand awareness, Icon Denim took care of the arrangement of an intimate Christmas lunch inviting a selection of press and talents, who could match the cool vibe of the Brand. Icon Denim curated also a seeding activity in order to present the product to the guests.

# LUISA SPAGNOLI

Christmas Events

PILOT ROOM



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FSB GROUP P.32



Luisa Spagnoli boutiques organized three appointments in three different cities during the month of December to have a sparkling Christmas Cocktail. The Brand took care of the invitations of selected people who could enjoy the brand



# B&B ITALIA

B&B Italia Art Basel Opening Event

THE AIRLINE



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FSB GROUP P.33



The Brand managed the creativity and production for the grand opening of the renovated store of B&B Italia in Miami. A special night dedicated to VIP and top clients to present the new layout of the design studio during Art Basel 2023.

# JO MALONE

Christmas Season Activities

THE AIRLINE

Jo Malone brings us into the magical atmosphere of Christmas with the giant tree and the fabulous gingerbread house in Milan's Piazza XXV Aprile. Sweet decorations, delicious fragrances and a wonderful program of activities to dive into the Christmas spirit.



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FSB GROUP P34

# THE NORTH FACE

The North Face Holiday Activations

THE AIRLINE



During Christmas holiday season, The North Face offered a unique opportunity to customize the The North Face garments in-store. Clients were able to choose between a hand-customization with an artist through lettering and icons or a live printed cotton patch.

# CHANEL

Rinascente Party

FASTEN SEAT BELT

At the iconic Rinascente in Milan, a Chanel inaugural event was set to captivate the senses. The grand opening encompassed the transformation of the facade, windows, and interior, culminating in a visually stunning spectacle. Guests were entranced by an unexpected light ceremony that ignited a brilliant, shimmering ambiance.



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FSB GROUP P.35

# SWAROVSKI

Swarovski Christmas Activation

FASTEN SEAT BELT



Swarovski brought festive joy to 15 Italian stores with a delightful activation. Live illustrators adorned shopping bags with unique designs, turning them into personalized masterpieces. Additionally, customers indulged in a Candy Corner, choosing colorful sweets to create charming holiday boxes.

# PIAGGIO GROUP

EICMA 2023

THE AIRLINE

Piaggio Group participates at EICMA 2023 with a huge stand celebrating the Group's major innovations. The Brand coordinated the stage direction where riders, designers, vips and managers spoke about the future of the two-wheeled world.



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FSB GROUP P.36

# PAUL & SHARK

Paul & Shark Take-Over in Cortina d'Ampezzo

FASTEN SEAT BELT



P&S orchestrated a takeover of Cortina d'Ampezzo's Scoiattolo chalet, promoting their local presence and collaboration with the ski club. The winter-themed chalet, bathed in blue hues, featured a giant mask as a scenic photo booth against the mountainous backdrop.

# ROBERTO CAVALLI

Boutique Event

PILOT ROOM



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FSB GROUP P37



For the Christmas event at Roberto Cavalli's boutique in Wien, the Brand took care of the social invitations and local talent activation to further amplify the event's communication on social media.

# CHARLOTTE TILBURY

Step Into Beauty Magic

THE AIRLINE  
PILOT ROOM



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ISSUE #121 / JANUARY

FSB GROUP P38



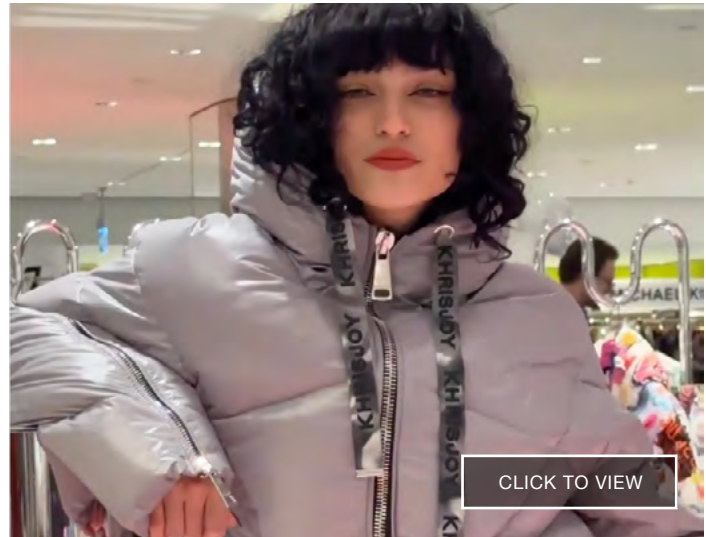
The Brand managed the creativity, production and coordination of the event. It was the first event in Italy for the brand to present the Christmas collection and campaign.

# KHRISJOY

Influencer Marketing Activities

PILOT ROOM

The Brand managed influencer marketing activities to encourage conversion and traffic to the pop-up stores in Düsseldorf, London and Milan. All talents have spread their creativity through the energy of the city, wearing the FW23 collection puffers.



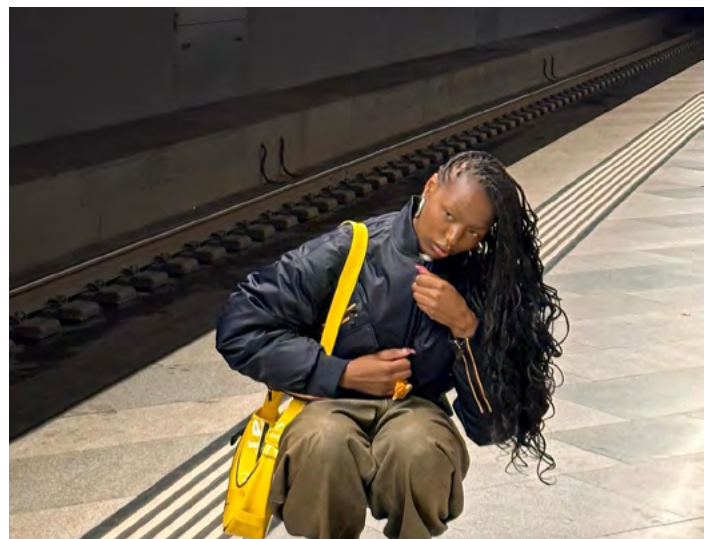
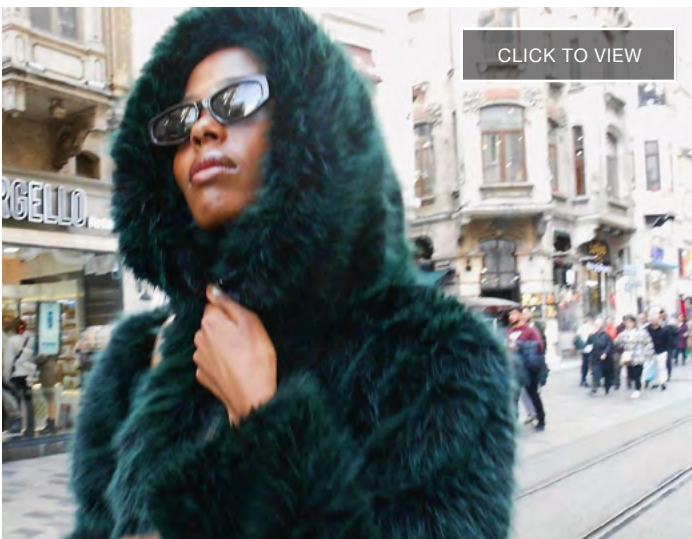
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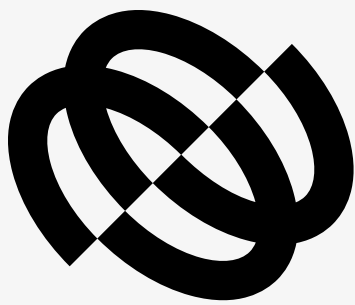
# K-WAY

R&D Digital Campaign

PILOT ROOM



The Brand managed influencer marketing activation to promote K-Way “R&D” digital campaign and FW23 collection’s hero products to mark brand positioning on a Europe level. All talents involved were asked to spread their creativity matching their urban and streetstyle DNA with brand’s visual codes.



**fsbgroup**

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