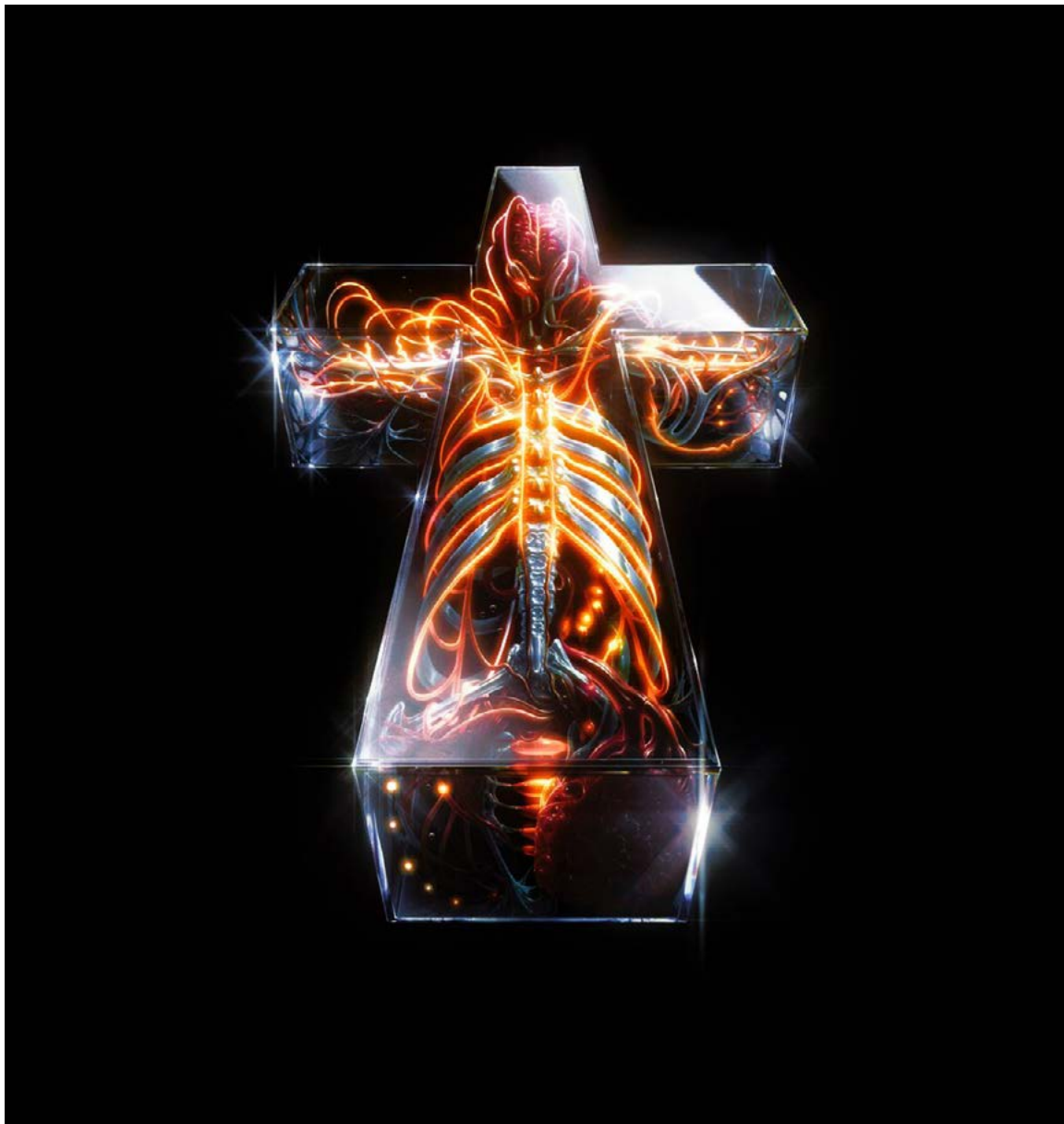


# bulletin



**EASY MAGAZINE ABOUT THE WORLDWIDE INNOVATIVE COMMUNICATION**

**DIRETTORE RESPONSABILE**

Andrea Reina

**RESPONSABILE DIGITAL**

Chiara Fornari

**CONTENT CONSULTANT**

Costanza Cerchier  
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**RESPONSABILE COMMERCIALE**

Gianluca Reina  
Filippo Richeri

**GRAPHIC PROJECT**

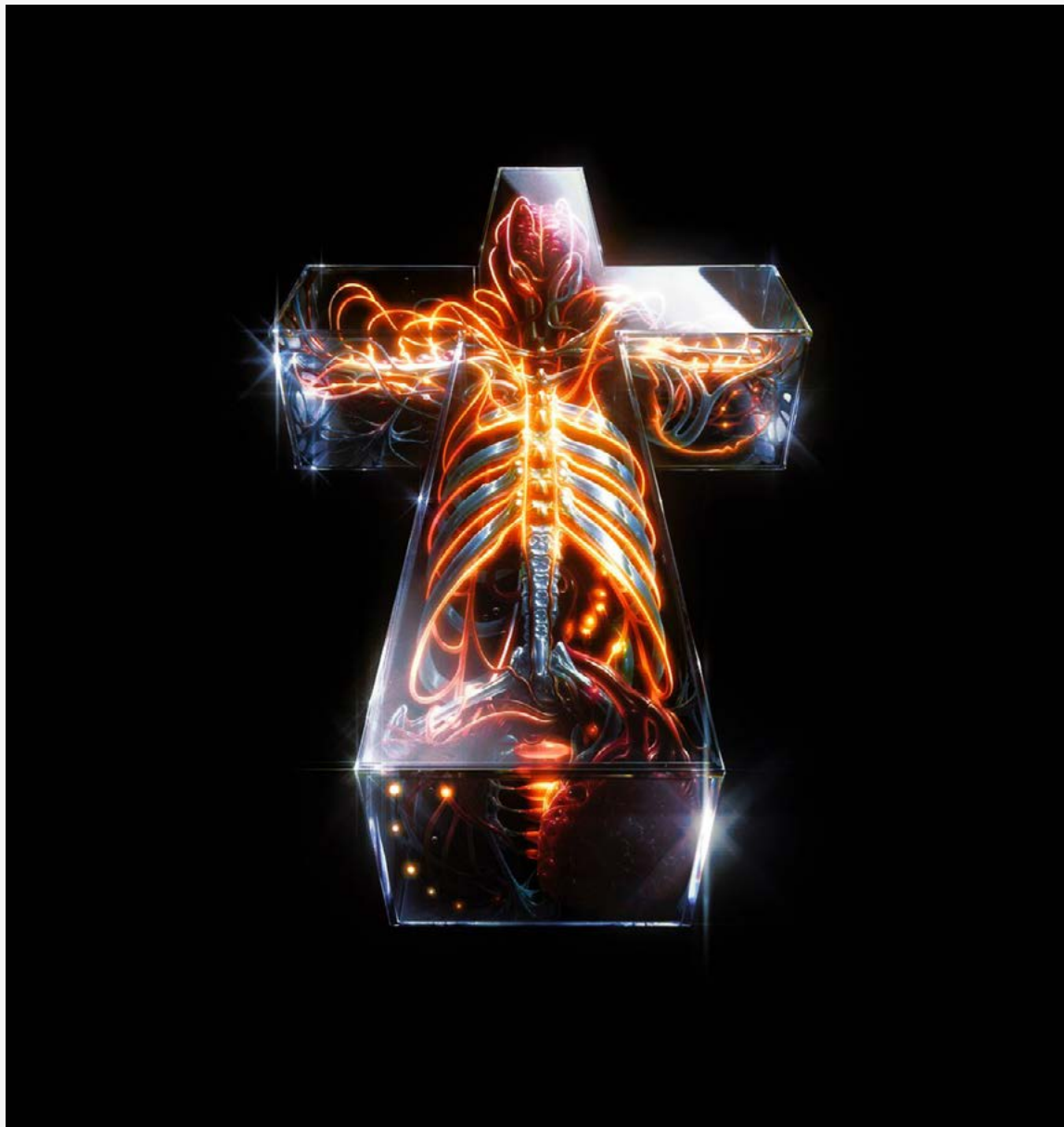
Matteo Bonacci

**SPECIAL THANKS TO**

The FSB Creative Office

**GRAPHIC DESIGNER**

Camilla Zanon Curci



# bulletin

Issue 122 - Year 11 - 2024

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ISSUE #122

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FEB 2023

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### ART

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# **BRANDS OVERVIEW**



# OPEN BEER

Open Beer Makes It Debut With Inaugural Artist Series

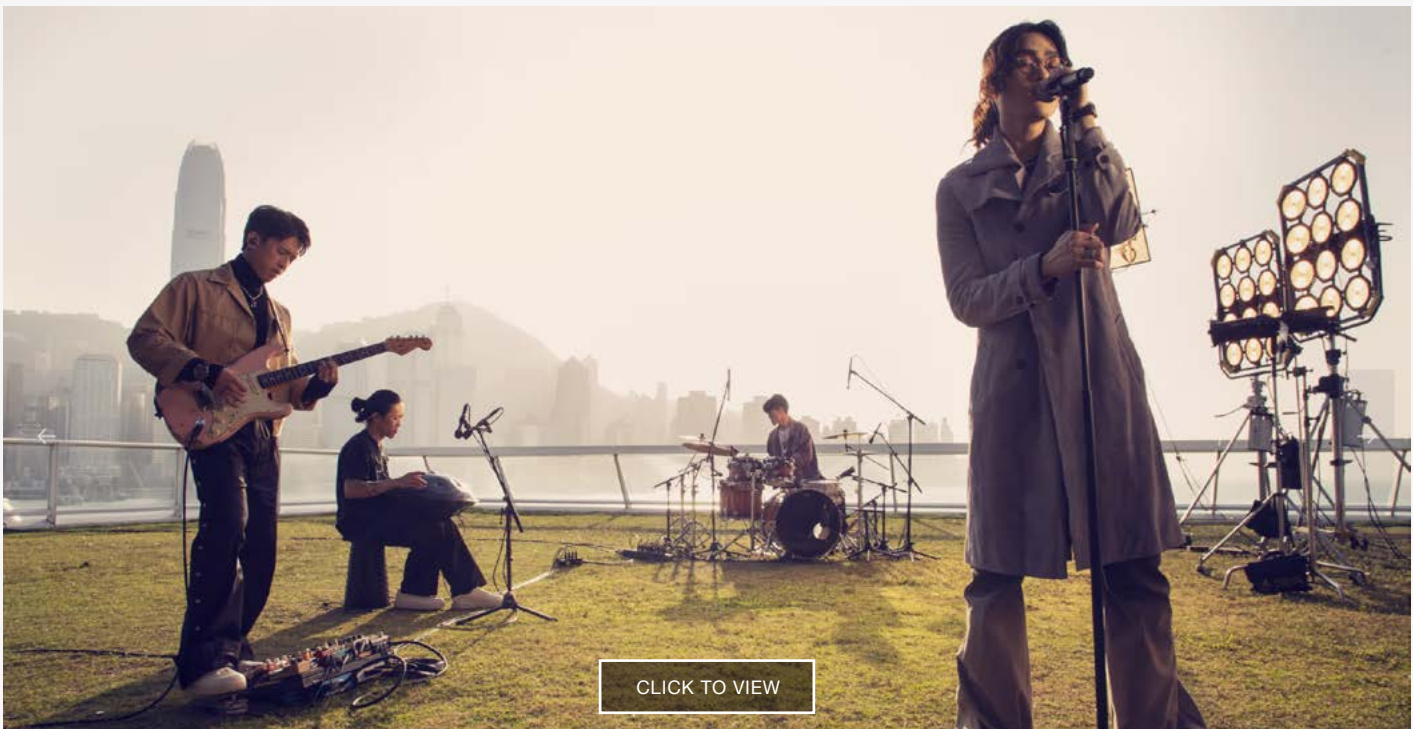


Open is a newly launched beverage brand with a creative core. Founded by skateboarding legends Don “Nuge” Nguyen, Tino Razo, Ako and Atiba Jefferson, the team of multidisciplinary LA-based creatives united their shared experiences to create a brand that channels their desires to invigorate the beer industry with diversity...



# AUDEMARS PIGUET

Audemars Piguet's Mini Music Series: Part 2



Music creation is an endless adventure; it is a path for artists to embark on to pursue their dreams and to demonstrate their courage to explore the unknown. After the last collaboration with Hong Kong independent artist Tyson Yoshi, Swiss watchmaker Audemars Piguet continued its Mini Music Series with...

# MCDONALD'S

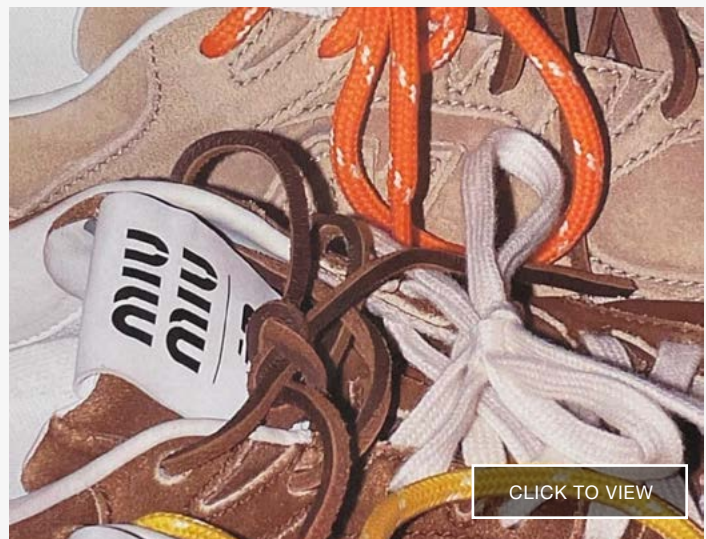
McDonald's Unveils Custom 1970 Plymouth Barracuda: The Burgercuda

McDonald's has introduced a revamped lineup of its classic burgers, said to be its "hottest, juiciest and tastiest classic burgers ever." The news, however, has caught the attention of the chain's iconic mascot, the Hamburglar, who with his custom 1970 Plymouth Barracuda, the "Burgercuda," is on a mission to steal these new burgers...



# MIU MIU

Miu Miu's Flattened New Balance



We may have seen the last of Miu Miu's New Balance 574 sneakers. But there's more Miu Miu x New Balance sneakers collabs where that came from...



**fsb bulletin**



# **CURIOSITY**



ISSUE #122 / FEBRUARY



# NEW BALANCE

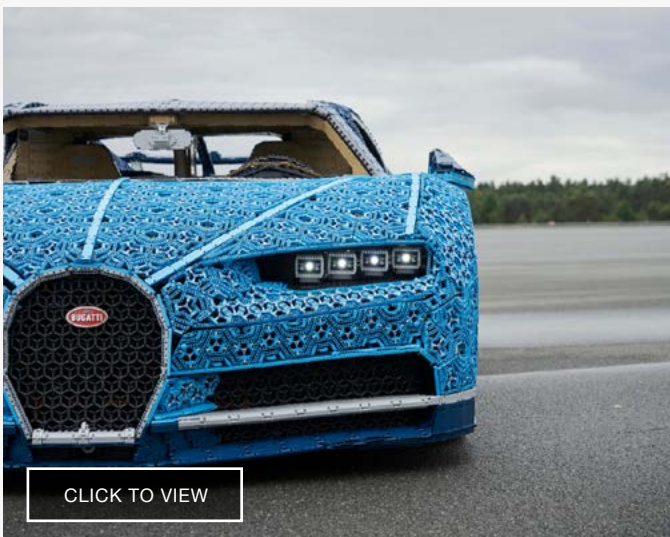
## New Balance Continues Sounds of An Icon Series In Philadelphia

In honor of the New Balance 990's lasting legacy within street culture across major East Coast cities, the footwear brand visited Philadelphia, Washington DC, and Baltimore this past summer to learn firsthand how the 990 became "the people's sneaker" within these creative communities...



# LEGO

## Lego Builds A Real Bugatti



When the idea of building a 1:1 LEGO® Bugatti Chiron was first formulated at the Lego headquarters in Billund, Senior Design Manager Jeppe Juul Jensen knew exactly who to call. The phone was picked up nearly 1,000 km away in the city of Kladno, Czech Republic home to an official...

# CARHARTT WIP

All About The New Carhartt Wip Film, Precious



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CURIOSITY P.10



Carhartt WIP is about to release Precious, the film directed by Parisian director Joaquim Bayle. Following the success of their previous project, Inside Out, in 2022, also directed by Bayle, this feature delves into the skateboarding scene in the United States...



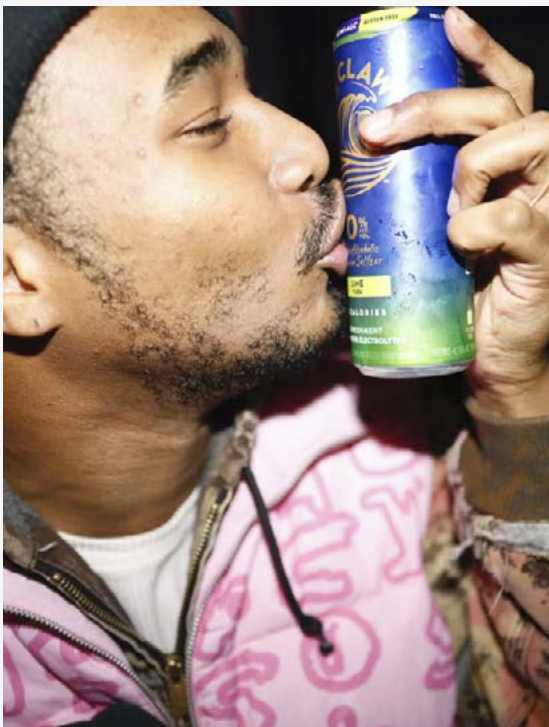
# WHITE CLAW

Zero To 100: Step Into The Ring With White Claw™ 0% Alcohol And Overthrow Boxing



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CURIOSITY P.11



[CLICK TO VIEW](#)

“Nobody is getting in tonight unless you all clear this pathway! It doesn’t matter if you’re on the guest list or in VIP! We are at MAX capacity,” roared a bouncer at the door of the Bowery Ballroom in the Lower East Side...



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**DIGITAL**



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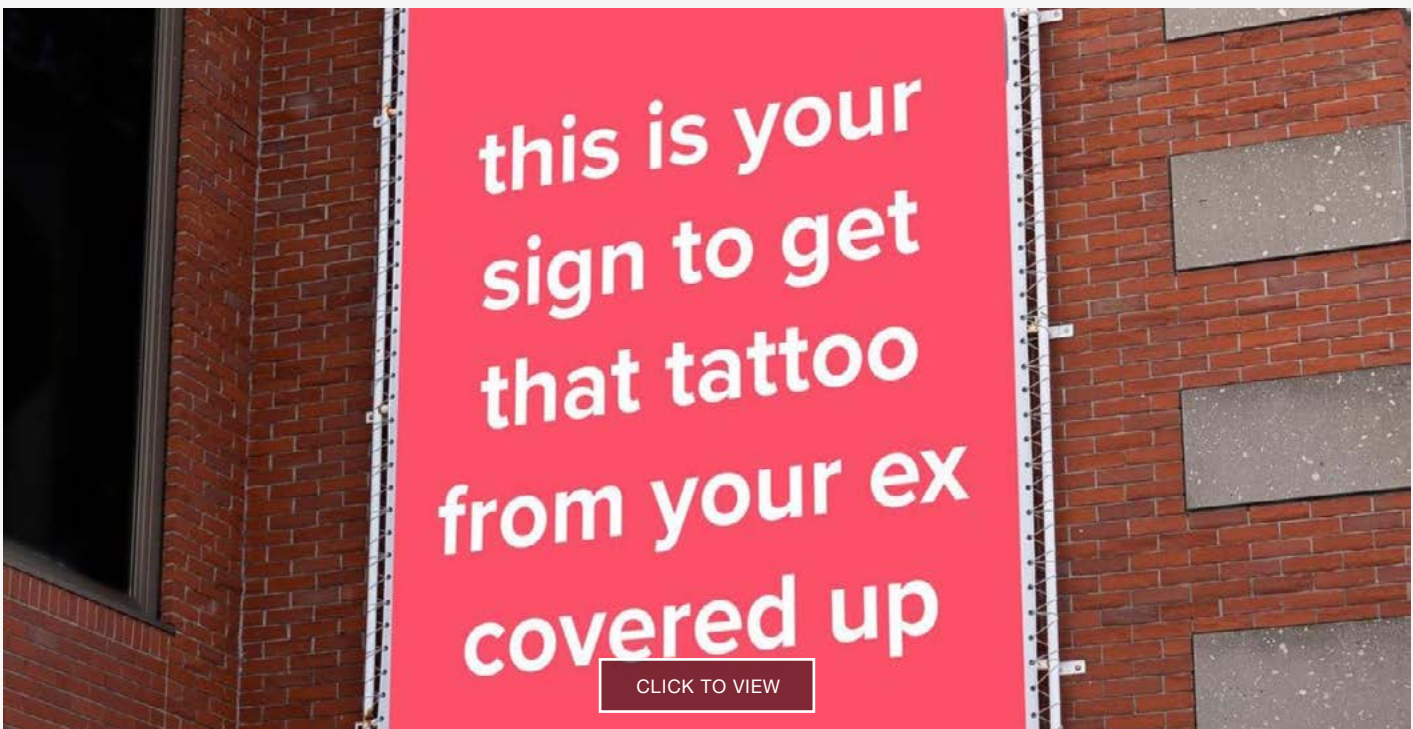
# TINDER

Tinder Will Cover Up Your Cringey Couples Tattoo



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DIGITAL P.13



Ah, young love. It'll drive you crazy so crazy that getting a tattoo of your partner's name seems like a good idea. This Valentine's Day, tattoo parlors in four major cities are offering free cover-ups to hopeless romantics inked with reminders of their ex...

# MATTEL

## Mattel Creations Unveils Range Of Super Bowl LVIII Collectibles

In anticipation of the Super Bowl LVIII, Mattel Creations has launched an exclusive line of NFL and NFL Players Association officially licensed collectibles to honor the championship team of this year's eagerly awaited game...

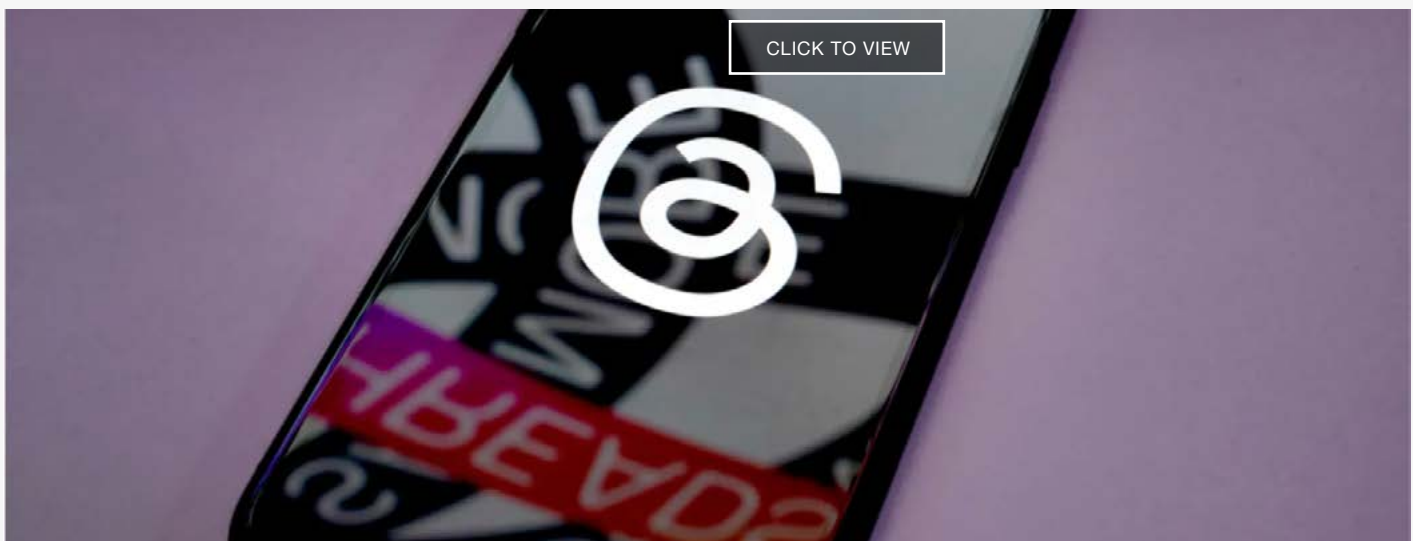


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DIGITAL P.14

# INSTAGRAM THREADS

## Instagram Threads Triples Downloads In December, Reaching The Top 10



Instagram Threads is gaining traction after growth stalled last year, which had some prematurely wondering if the app was already dead. New data indicates that's not the case in fact, Threads is continuing to grow, having tripled its downloads month-over-month in December...



**fsb bulletin**



**GREEN**



ISSUE #122 / FEBRUARY

# LOTTO

## Lotto Launches New Pair Of Sneakers And Starts A Responsible Path

Lotto Sport Italia, a historic Italian sportswear and sneaker company, participated in Pitti Uomo by presenting the Lotto Leggenda f/w 2024 collection and Ooh!, a new sneaker made from recycled materials...



# PRADA GROUP AND UNESCO

## Sea Beyond Educational Program



Ahead of the International Day of Education, Unesco and Prada Group announced the 3rd edition of their Sea Beyond educational program dedicated to the dissemination of ocean literacy and ocean preservation. More than 34,000 students in 56 countries will benefit...



# SELFRIDGES

Selfridges To House Sojo Fashion Repairs Permanently



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GREEN P17

The B-Corp-certified repairs and alterations business, founded in 2021 by Drapers 30 Under 30 2024 alumna Josephine Philips, had previously appeared in Selfridges as part of a one-month pop-up concession which ran between May and June 2023...



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# **ART**



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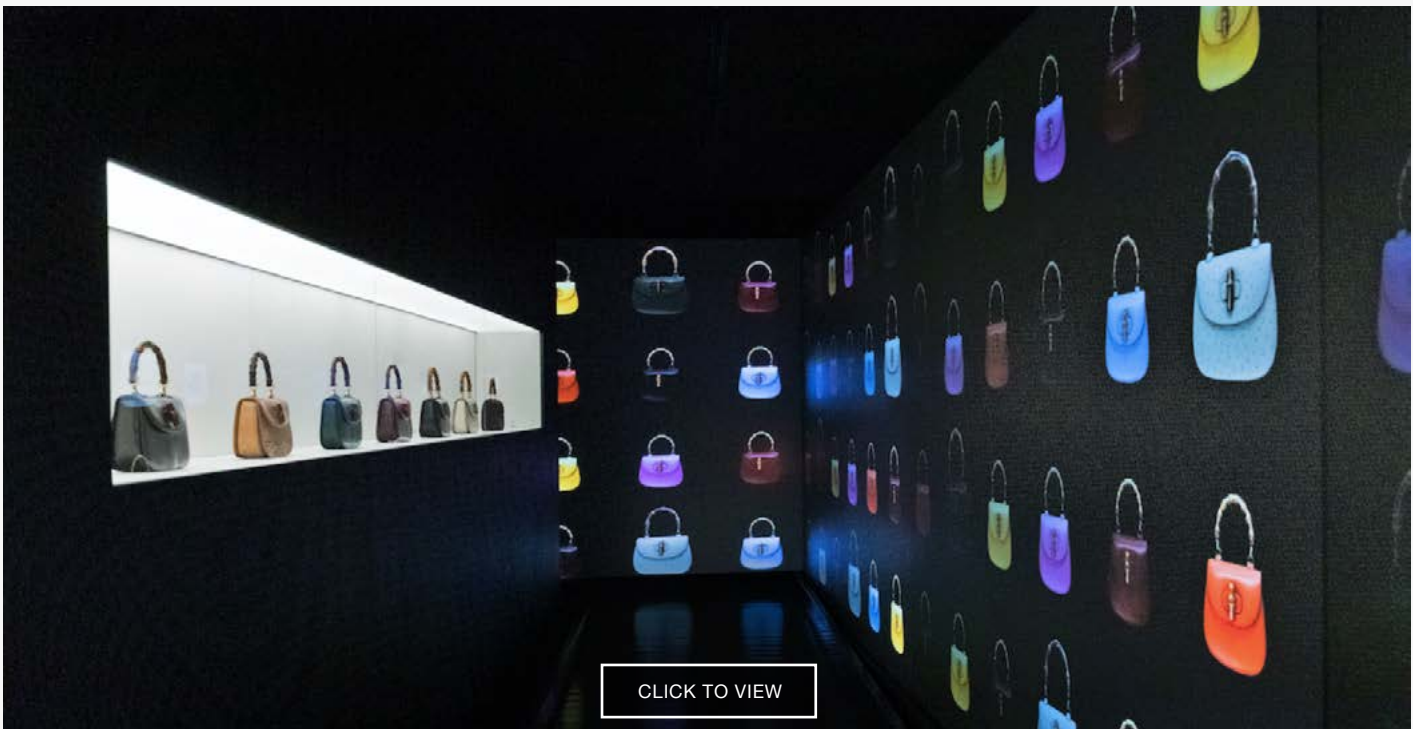
# GUCCI

New Gucci Visions Exhibit In Florence



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ART P.19



While waiting to open a new chapter under the creative direction of Sabato De Sarno next fall, Gucci is celebrating its heritage with a new exhibition to be unveiled at Gucci Garden in Florence this week...



# ICONIC AVEDON

See Richard Avedon's Most Iconic Photographs During Haute Couture Fashion Week

Gagosian presents Iconic Avedon, a celebration of the centennial of Richard Avedon — exploring the genius of the photographer, whose work created cult imagery of many pop culture icons..



# MUNDUS SUBTERRANEUS

The Radical, Profound And Limitless Imagination Of Robert Smithson



In a 1972 reflection Smithson described his early works as “attempts and investigations” made at a time when he was interested in the origins and archetypal nature of things...

# fsb bulletin



# METAVVERSE





# VISA

## Visa Pilots Web3 Customer Loyalty Platform

Visa is releasing a Web3 loyalty service that involves gamified giveaways and immersive treasure hunts. The customer engagement platform, named the Visa Web3 Loyalty Engagement Solution, will let brands create digital wallets where they can store reward points and experiences on behalf of consumers...



# LACOSTE

## Lacoste Launches Iconic Designs As Virtual Clothing Into The Metaverse

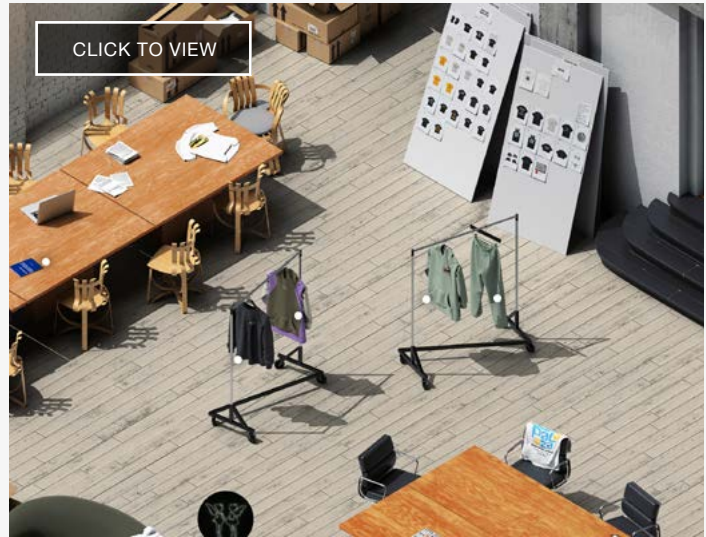


The French luxury brand Lacoste introduced 10 exclusive designs (honoring the brand's signature bestsellers) on virtual platforms Roblox & Naver Z (Zepeto). Lacoste has been a true pioneer in web3 & the metaverse with its many initiatives so far...

# DRAKE

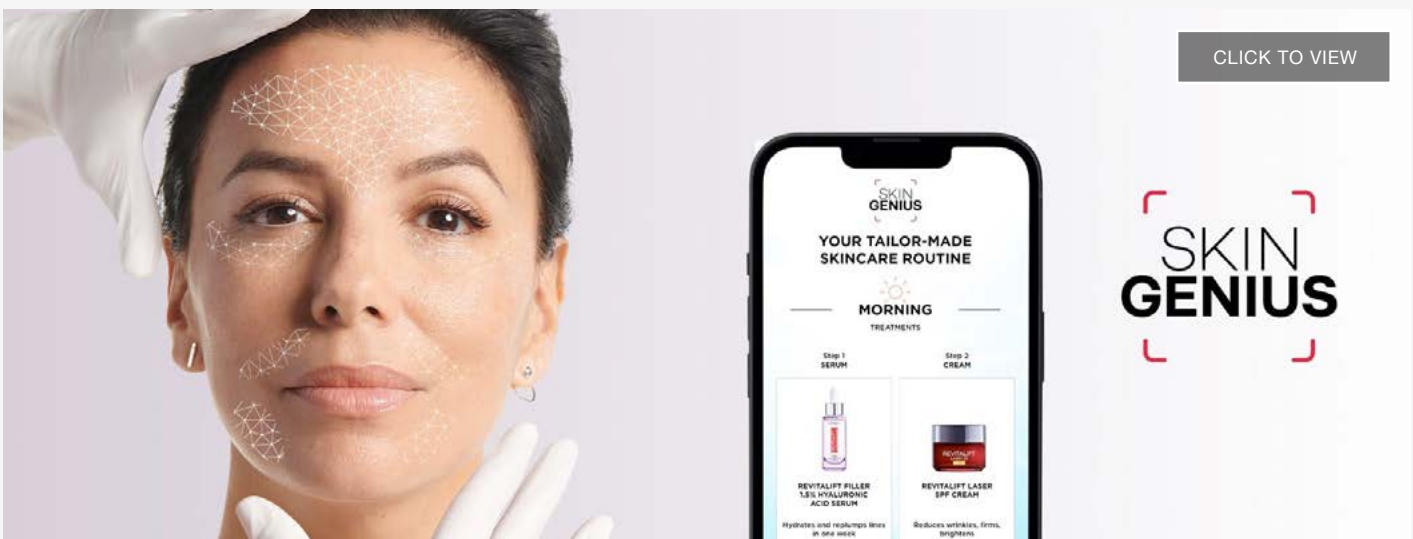
Drake Official Website

Drake's official website is the right mix of coolness, AR art, music and merchandise...



# L'ORÉAL

Beauty Genius



During his keynote at CES 2024, L'Oréal CEO, Nicolas Hieronimus, announced Beauty Genius, a fully personalized AI and GenAI powered solution. This extraordinary feat of product design and AI engineering will help L'Oréal build a personalized, reliable, scalable service, answering their consumers' beauty...



**fsb bulletin**



# VIDEO



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# JUSTICE

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One Night/All Night (Starring Tame Impala)

The french electronic duo anticipates its new album release with a stunning music video, featuring Tame Impala, showing us the biology of a new organism...



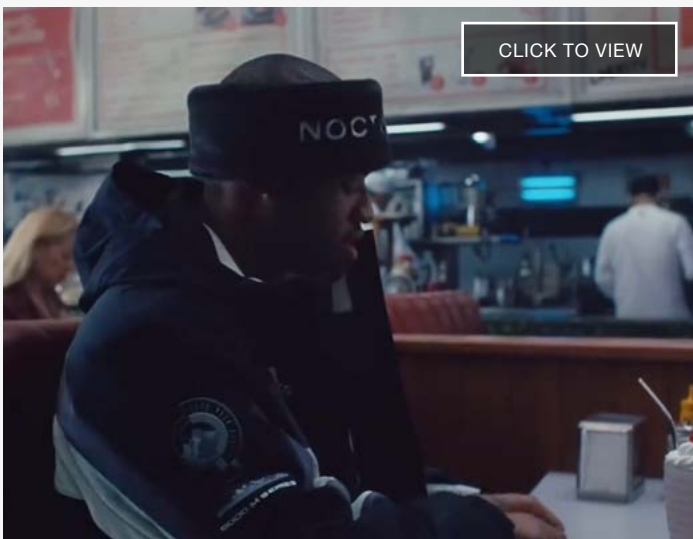
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VIDEO P25

# NOCTA X NIKE

---

It's Peak



Nike and Nocta introduce 8K Peaks Apparel Collection, outerwear and apparel for colder climates, with an ironic and unexpected storytelling...



# CHANEL

Spring-Summer 2024 Haute Couture

CLICK TO VIEW



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VIDEO P.26



Margaret Qualley is the protagonist of this adventurous and elegant story, with an original soundtrack by Kendrick Lamar.

# fsb bulletin



# fsbgroup



FASTEN SEAT BELT

THE AIRLINE

READY-FLY

TAKE OFF

PILOT ROOM

RED-EYE

CABANA



# WOOLRICH

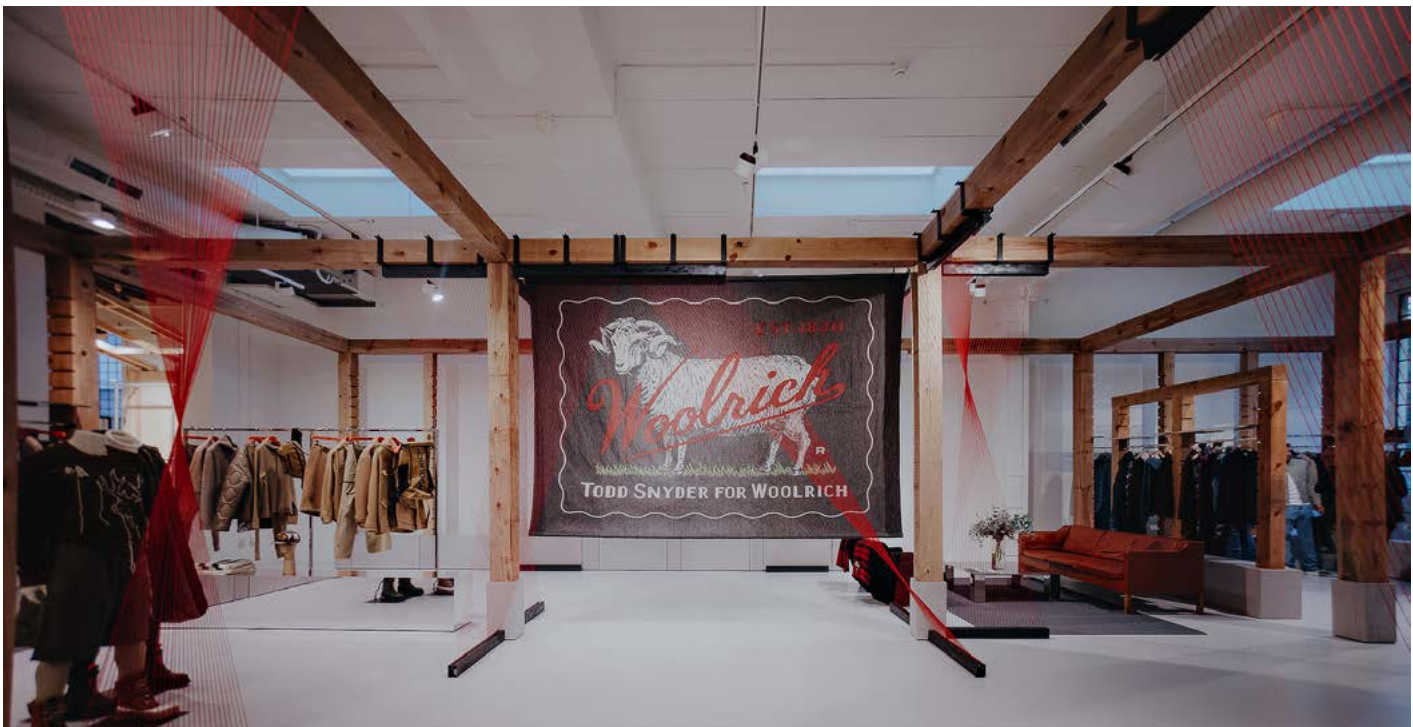
Woolrich Todd Snyder Installations

FASTEN SEAT BELT



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FSB GROUP P28



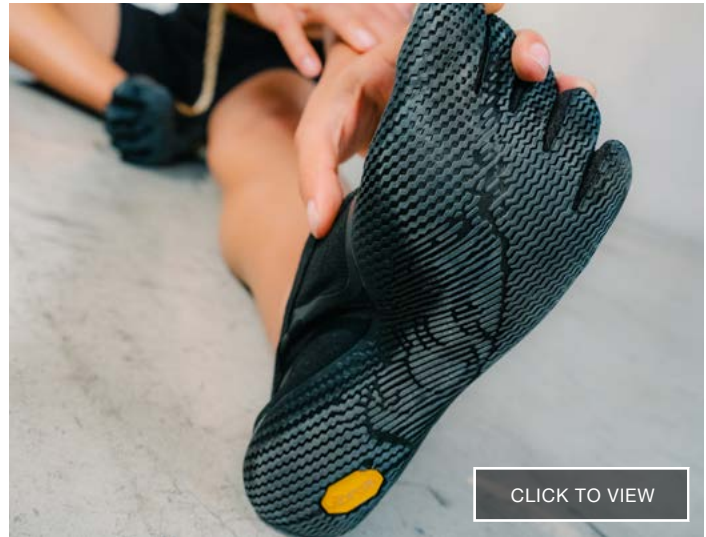
For the launch of the first Woolrich collection in collaboration with Todd Snyder, the Brand took care of the concept and production of the two different installations, one in order to honor the heritage soul of of the collection, and the other one in celebration of the tech side.

# VIBRAM

Move Freely

TAKE OFF

In its new campaign video, Vibram shows the silhouettes of their signature shoes five fingers, made for different terrains and purposes, with a video in constant tension between the suspension of the air and the contact with the ground.



# WOOLRICH

Pitti Immagine Pop Up

FASTEN SEAT BELT



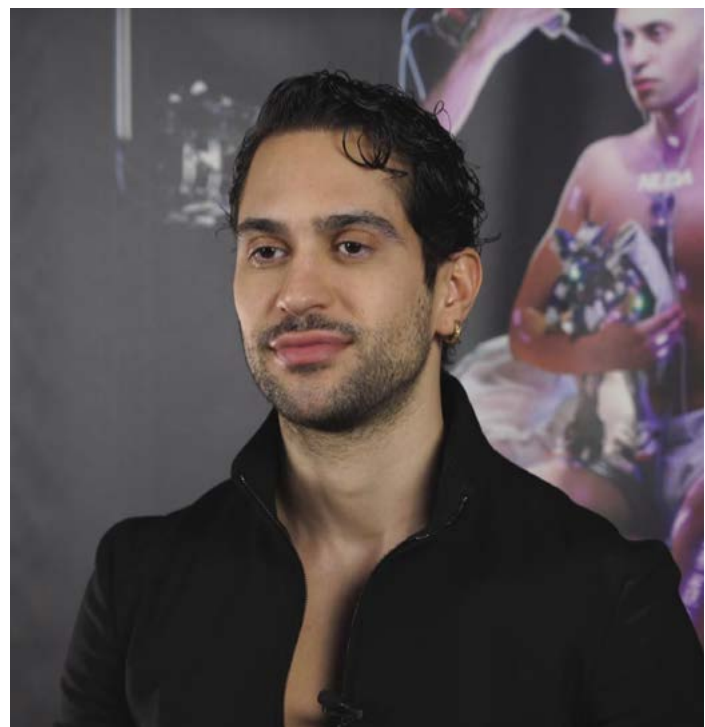
On occasion of Pitti Immagine Uomo 2024, the Brand took care of the realization of the Woolrich pop-up. A structure developed with the collaboration of an international architectural studio in order to enrich the new identity of the client.



# UNIVERSAL MUSIC

Mahmood, "Nei Letti Degli Altri" Press Release And Guerrilla Marketing

THE AIRLINE



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FSB GROUP P.30

The Brand managed the creativity and production for the press release event of Mahmood "NLDA" new album, a private location with an ad hoc set up. Universal Music also managed the guerrilla marketing activities happened simultaneously in the three main cities of Italy creating buzz and rumor around the artist.

# CANALI

Milan's Men Fashion Week

FASTEN SEAT BELT



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FSB GROUP P.31



A winter stroll through misty landscapes. The Canali Autumn-Winter 2024 collection, titled “Into Nature,” embraces experimentation and artisanal mastery, embodying the excellence and savoir-faire cultivated by the brand over decades of history.



# ISAIA

Milan's Men Fashion Week

FASTEN SEAT BELT

Inspired by the Napoli's fresh comedic voice Massimo Troisi and the claim "Morto Troisi, Viva Troisi", Isaia unveils its new FW24 collection with a strong link with superstition and tradition in a unique location: a deconsecrated Milanese church, enriched with an ad-hoc set-up and light design to recreate the Neapolitan world.



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FSB GROUP P.32

# ETRO

Opening Cocktail

PILOT ROOM



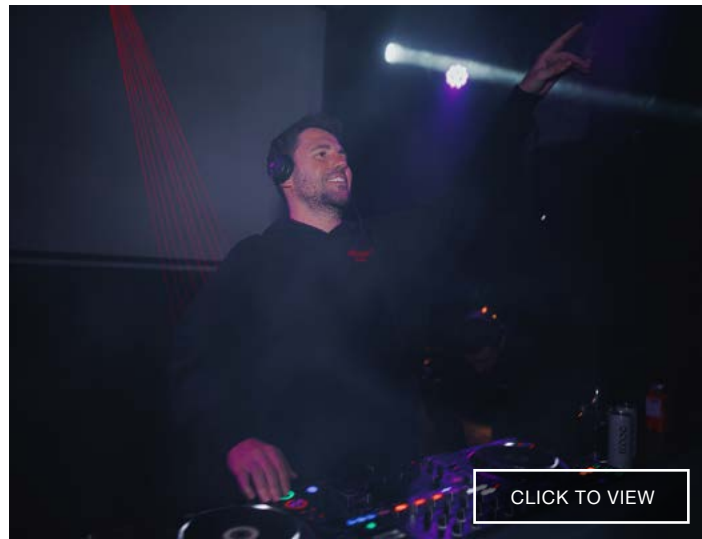
On the occasion of the new opening of the Etro Made to Order boutique in the heart of Milan, in via Montenapoleone, the Brand invited a curated selection of socialites, influencers and potential clients who could enjoy the event and celebrate with the brand during Milano Fashion Week.

# JUST CAVALLI

Wild Party

PILOT ROOM

A cocktail party to celebrate Just Cavalli with a special Dj Set performance curated by Dimitri Vegas. The Brand managed the guest list for selected guests.



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FSB GROUP P.33

# KITON

Kiton and Omar Hassan Collaboration Launch

PILOT ROOM



**Investimenti in logistica e retail per spingere l'export**

**Le priorità per il 2024**

**Il Pitti Uomo di Firenze ospita da oggi a venerdì 12 marzo la moda maschile**

**Le vendite 2023 del settore hanno sfiorato i 2 miliardi, assorbiti dall'export al 15%**

**Ufficiali Presentati**

**Un'industria italiana della moda di 41,5 miliardi di euro di fatturato, di cui 10,5 per l'export. I dati sono stati pubblicati da un report di settore che non fa tempo tornare agli operatori del settore. Un'industria che non fa tempo tornare agli operatori del settore. Un'industria che non fa tempo tornare agli operatori del settore.**

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**BREVI**

**COLLABORAZIONI**

**L'artista Omar Hassan crea con KNT Kiton**

**Manterlo rileva Casentino Lane: «Proteggiamo il patrimonio toscano»**

**Industria tessile**

**Nell'azienda pratese confluiscono 27 artigiani e il loro saper fare secolare**

**Chiara Puglisi**

**Chiuso un anno in cui ha colto il periodo di crisi del settore tessile e del made in Italy, il gruppo di lavoro di Casentino Lane, che ha investito in nuove tecnologie e in nuovi mercati, ha chiuso l'anno con un fatturato di 10,5 miliardi di euro, di cui 1,5 per l'export. Un'industria che non fa tempo tornare agli operatori del settore. Un'industria che non fa tempo tornare agli operatori del settore.**

**Fatturato 2023 a 100 milioni, mantene da prodotti innovativi come il knitwear**

**SOSTENIBILITÀ**

**Marco Ramboldi per Casale di Toscana**

**Due giorni creativi**

**Paola e Chiara**

**Ricavi sopra il miliardo e crescita del 23,9%**

KNT Kiton New Textures attended the biannual Pitti Firenze to present its new project, the capsule collection with the Italian artist Omar Hassan. The Brand was in charge of scheduling dedicated interviews with journalists and the designers, in order to ensure press coverage.



# MIU MIU

Miu Miu Select In Store Cocktail

PILOT ROOM



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On the latest edition of Miu Miu Select curated by Cailee Spaney in the Miu Miu's boutique at Via Sant'Andrea, the Brand invited a curated selection of socialites who could enjoy the evening during Milano Fashion Week.

# K-WAY

K-Way FW24 Fashion Show

PILOT ROOM

In occasion of Milan's Fashion Week, the Brand managed the K-Way Fashion Show and invited the Italian press.



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# K-WAY

FW24 Fashion Show Press Coverage

PILOT ROOM

Moda Le sfilate di Milano



**Dettagli**  
Miuccia Prada e lo stilista Raf Simons - che dall'aprile 2020 è un direttore creativo del brand milanese - eccitano un'emozione che affonda, dal secondo Prada sui comodi e pratici materiali della collezione (che è per il momento un'adattamento di quello di Prada a un'alternativa che non vede l'ora di tagliare le taglie stringenti per tornare a camminare a tutta

## Natura & cultura

**«Riappropriamoci delle stagioni» il messaggio della collezione Prada K-Way riparte dal logo e dalla zip**

MILANO Ricominciano alla natura ricominciando a dipingere i colori delle stagioni. È nella semplicità del messaggio che, ancora una volta, Prada centra i tempi e sposta lo sguardo al futuro più prossimo. Così ecco che torna il senso della praticità e della comodità, con le zip e i bottoni e i tasconi, e quella voglia di andare a spasso in natura, in un mondo sano e pulito, con la terra, anche solo come gesto di rispetto. La collezione è una risposta a questa esigenza di praticità e di naturalezza, che non ha mai abbandonato.

«Il ritorno delle stagioni» - dice poi Miuccia Prada nel backstage della sfilata - «è una collezione che riparte dal logo e dalla zip, con i colori naturali, come dall'idea dell'artigianato degli anni Trenta, ma piace l'idea che si sia aperta bisogno delle stagioni, di vivere con le nostre emozioni».



**Miuccia e Raf Simons riflettono sul presente e i cicli della vita. Il binomio città - ambiente domina anche la collezione di K-Way**

**L'intervista**  
**Della Valle "Per me IA è Intelligenza Artificiale"**

**Green**  
Non solo outdoor, K-Way si concentra con il classico

**Urban**  
Tod's presenta Pashmy una tecnica esclusiva che rende il gambo artigianale, artigianale e morbido come pashmy

**Trendsetters**  
C'è tutto l'estro del direttore creativo Prada e della collezione al 2024 di Tagliatore. La sfilata è una parata di paesaggi accesi e accenti in natura, pashmy e pashmy (strutture beige e rosate), e gli immutabili black e white.

In occasion of Milan's Fashion Week, the Brand managed the K-Way Fashion Show and invited the Italian press in order to generate Press Coverage.



# DIESEL

Xmas Party

THE AIRLINE

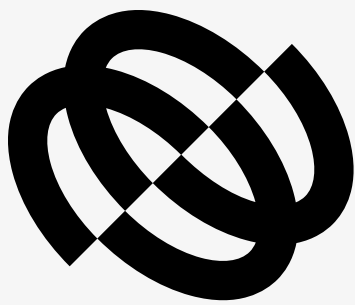


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FSB GROUP P.36



Over the Christmas period, The Brand produced three amazing events for OTB Group, managing the creativity, production and coordination of the three events for Staff International - OTB Foundation - Lanerossi - Diesel. Many figures were involved for the evenings, including presenters who entertained guests, Brenda Lodigiani, Niccolò Toriello, Rudy Zerby and many others.



**fsbgroup**

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