

bulletin



EASY MAGAZINE ABOUT THE WORLDWIDE INNOVATIVE COMMUNICATION

DIRETTORE RESPONSABILE

Andrea Reina

RESPONSABILE DIGITAL

Chiara Fornari

CONTENT CONSULTANT

Costanza Cerchier

Giulia Lagrasta

RESPONSABILE COMMERCIALE

Gianluca Reina

Filippo Richeri

GRAPHIC PROJECT

Matteo Bonacci

SPECIAL THANKS TO

The FSB Creative Office

GRAPHIC DESIGNER

Camilla Zanon Curci



bulletin

Issue 123 - Year 11 - 2024

ISSUE #123

CONTENTS

MAR 2024

BRANDS OVERVIEW

New Balance
Louis Vuitton
Lancia Ypsilon
Hamilton

CURIOSITY

Lacoste
Tyler, the Creator
The Roger

DIGITAL

Tinder
Artifact
Robotical

GREEN

Ganni
Mit
J Crew

ART

Iris Van Herpen
Spike Jonze
Issey Miyake

METAVVERSE

Max Mara
8th Wall
Apple

Burberry
Open AI

VIDEO

Louis Vuitton
Hocus Pocus
Mercedes-Benz

FSB GROUP

Maison Yoshiki
Spotify Italia
Diesel
Khrisjoy
Sergio Rossi
LVMH
Ferragamo
Iceberg
Bottega Veneta
Palm Angels
Raisa Vanessa
Sergio Rossi
Stone Island
Antony Morato
Canali
La Double J
MCM
Aperol
Veralab
Sephora
Santoni

fsb bulletin



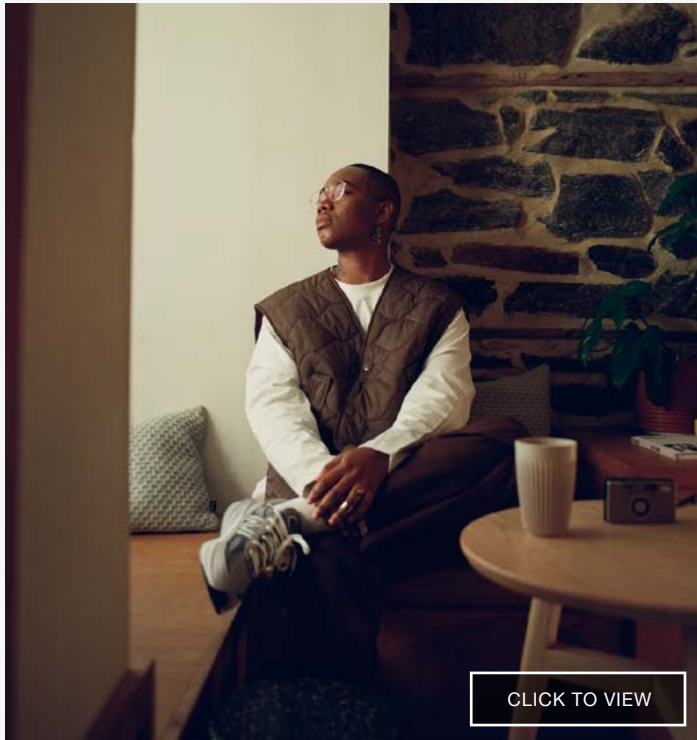
BRANDS OVERVIEW



ISSUE #123 / MARCH

NEW BALANCE

New Balance's Sounds of an Icon Series Visits Baltimore



New Balance Presents: Sounds of an Icon

Please join us in a celebration of craftsmanship in Baltimore through an interactive project with local creators

A gallery evening featuring real-time interactive filmmaking with Shan Wallace celebrating Baltimore and the 990

March 2, 2024
Gallery: 7PM – 9PM

NoMüNoMü
709 N Howard St, Baltimore, MD 21201

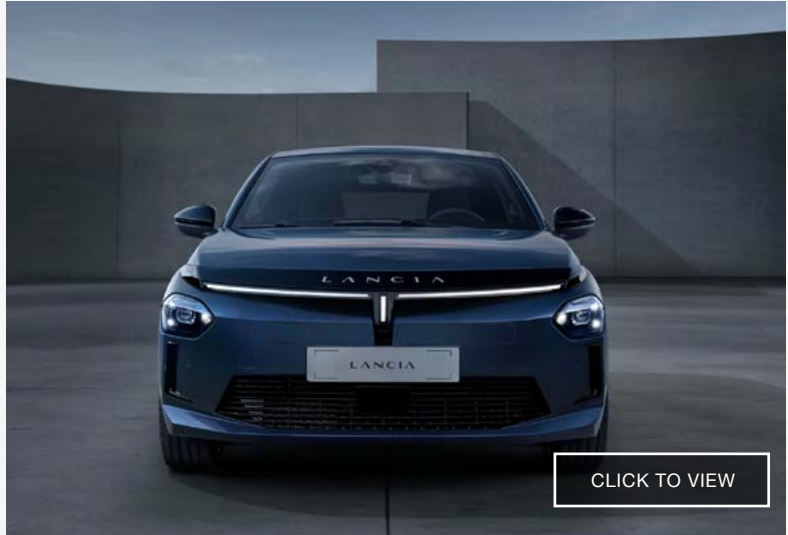


The 990 is an iconic streetwear style that has reigned supreme across major East Coast cities since its launch. This past summer, New Balance launched its Sounds of an Icon series, visiting Philadelphia, Washington DC and Baltimore to dive into the expansive history of the style. Now, the brand...

LANCIA YPSILON

The First Car In Collaboration With Cassina Has Arrived In A Limited Edition

On board, you feel at home. And it is a house that praises the elegance that is entirely Made in Italy, in full Cassina style. This is how the New Lancia Ypsilon Limited Edition Cassina was born, the result of the collaboration of two brands symbolizing Italian excellence, united by the same values...



[CLICK TO VIEW](#)

ISSUE #123 / MARCH

BRANDS OVERVIEW P.6

HAMILTON

Hamilton To Unveil Dune: Part Two



[CLICK TO VIEW](#)

American watch company, Hamilton has teased its collaboration with Denis Villeneuve's upcoming sci-fi film, Dune: Part Two..

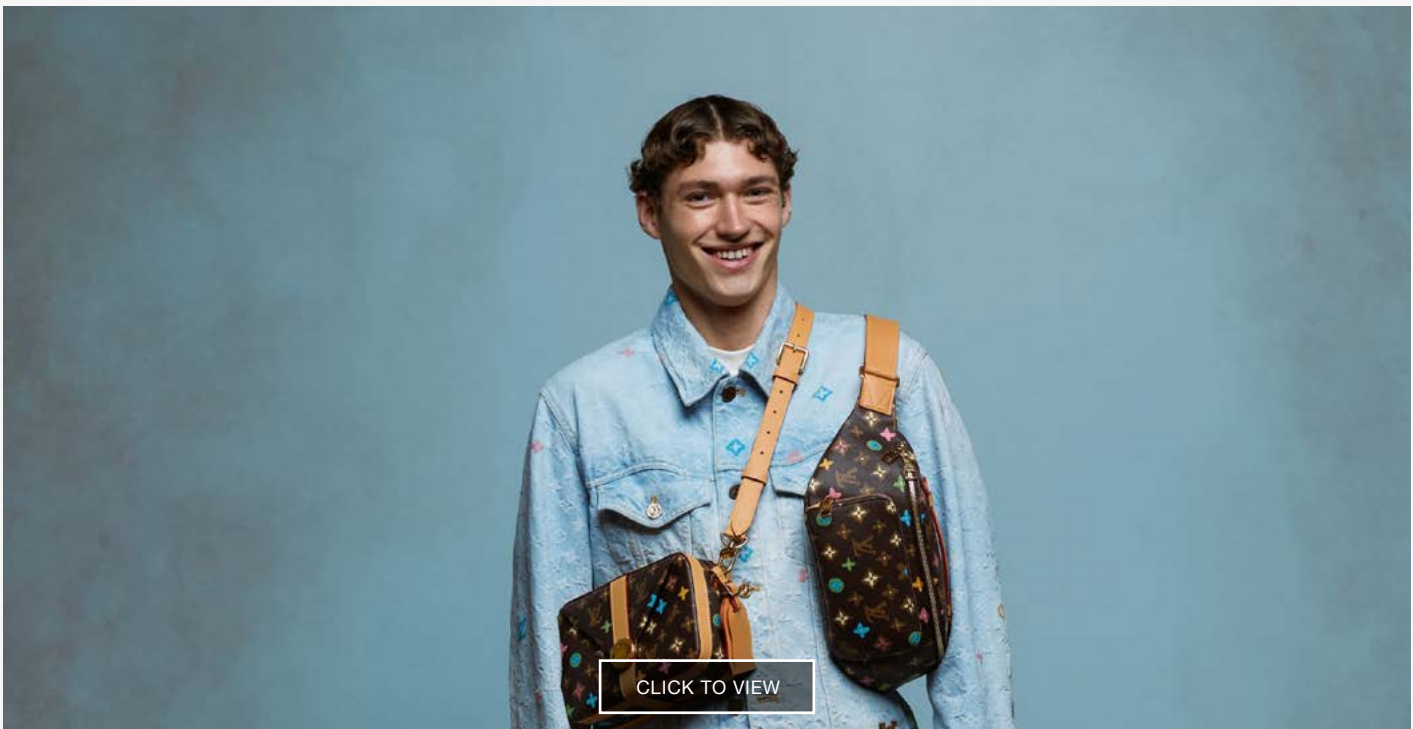
LOUIS VUITTON

Louis Vuitton Collaborated With Tyler, the Creator



ISSUE #123 / MARCH

BRANDS OVERVIEW P.7



This week, fashion's biggest headlines were ruled by collaborations, acquisitions, campaigns and runways. Among the most notable, Pharrell Williams' Louis Vuitton revealed a colorful collaboration with Tyler, the Creator; Tomorrow London acquired Samuel Ross...

fsb bulletin



CURIOSITY

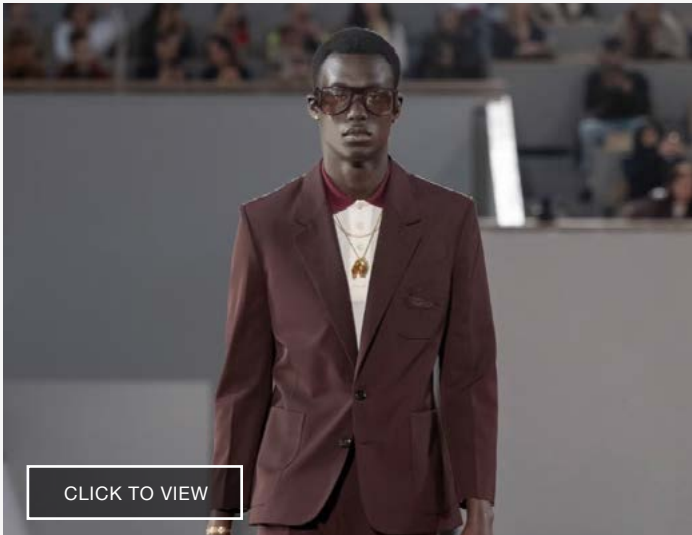


ISSUE #123 / MARCH

LACOSTE

Lacoste FW24

The Fall/Winter 2024 runway presentations were packed with creative directorial debuts. Some were promising, some were controversial, and some breathed fresh air into legacy fashion houses...

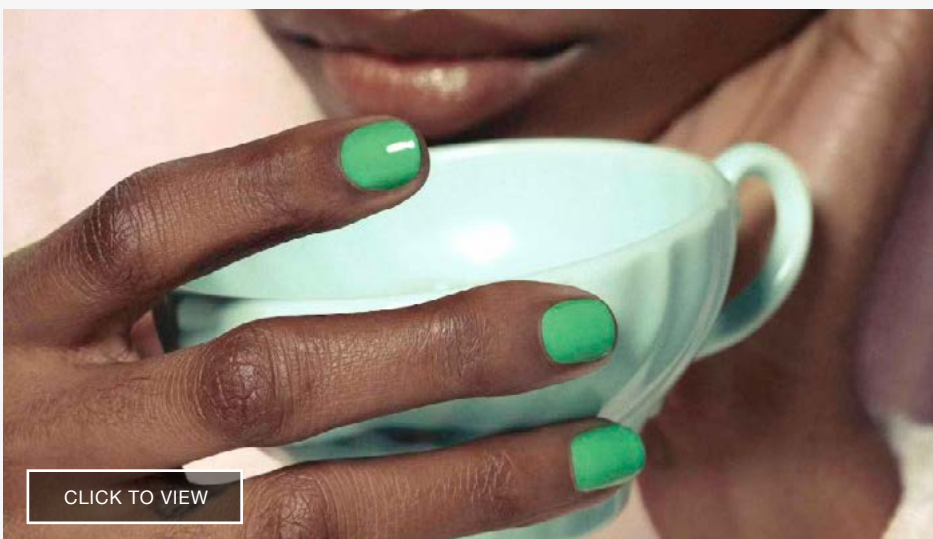


ISSUE #123 / MARCH

CURIOSITY P.9

TYLER, THE CREATOR

Pharrell & Tyler, the Creator's Second Collab



They say you shouldn't mix friends and money, but when it comes to Tyler, the Creator and Pharrell Williams, that all goes out the window. For instance, Tyler only just designed a Louis Vuitton capsule collection with creative director Pharrell that brought to life Tyler's own wardrobe with an LV touch...

THE ROGER

Roger Federer's New On-Court On Shoe Is Actually Super Clean



ISSUE #123 / MARCH

CURIOSITY P.10



[CLICK TO VIEW](#)



Roger Federer is releasing his latest On performance sneaker THE ROGER Clubhouse Pro, a super clean, minimalist silhouette that aims to bridge the gap between on and off-court footwear...

fsb bulletin



DIGITAL



ISSUE #123 / MARCH

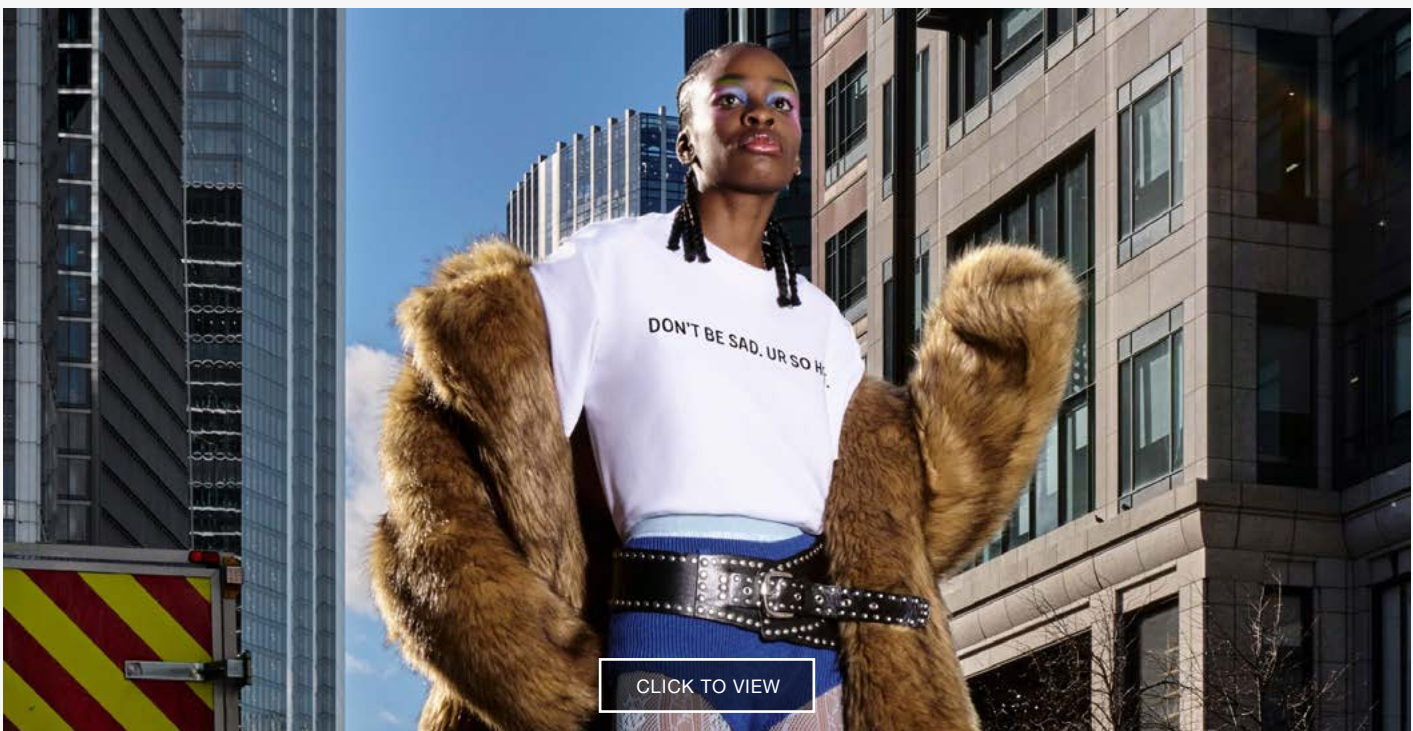
TINDER

Tinder and Chet Lo's Latest Campaign is a Definitive Guide to East London Style



ISSUE #123 / MARCH

DIGITAL P:12

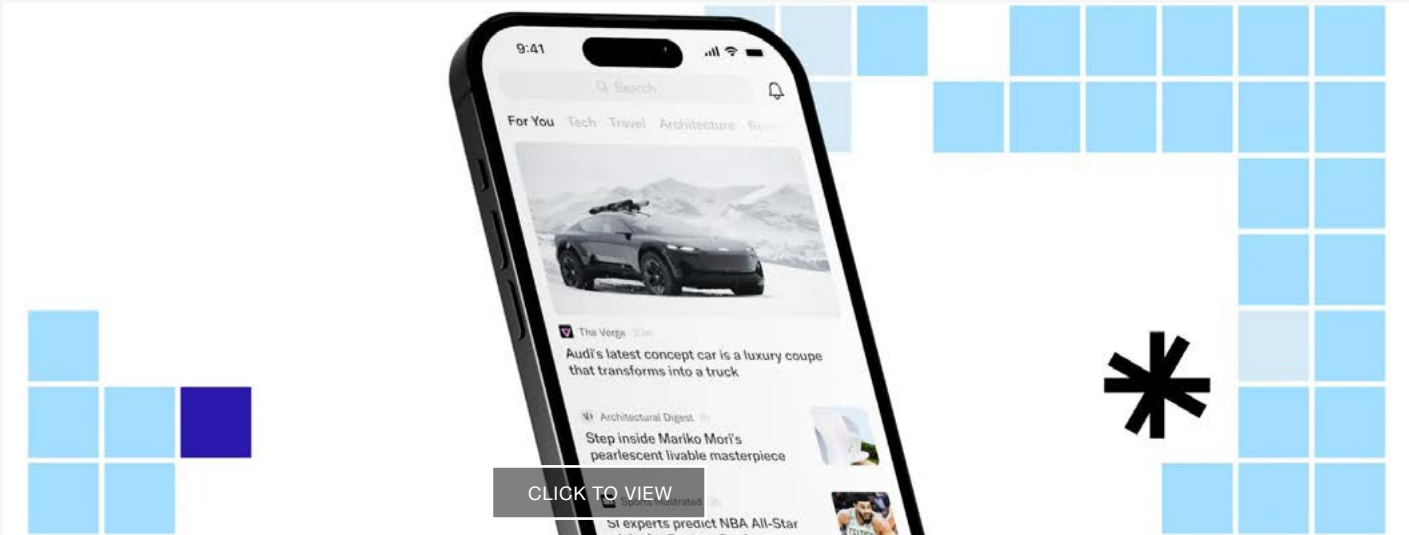


In the more quiet and serene neighborhood around the Barbican Centre, the second look appears distinctively lavish and bold to mirror the style of those who frequent gallery showcases...

ARTIFACT

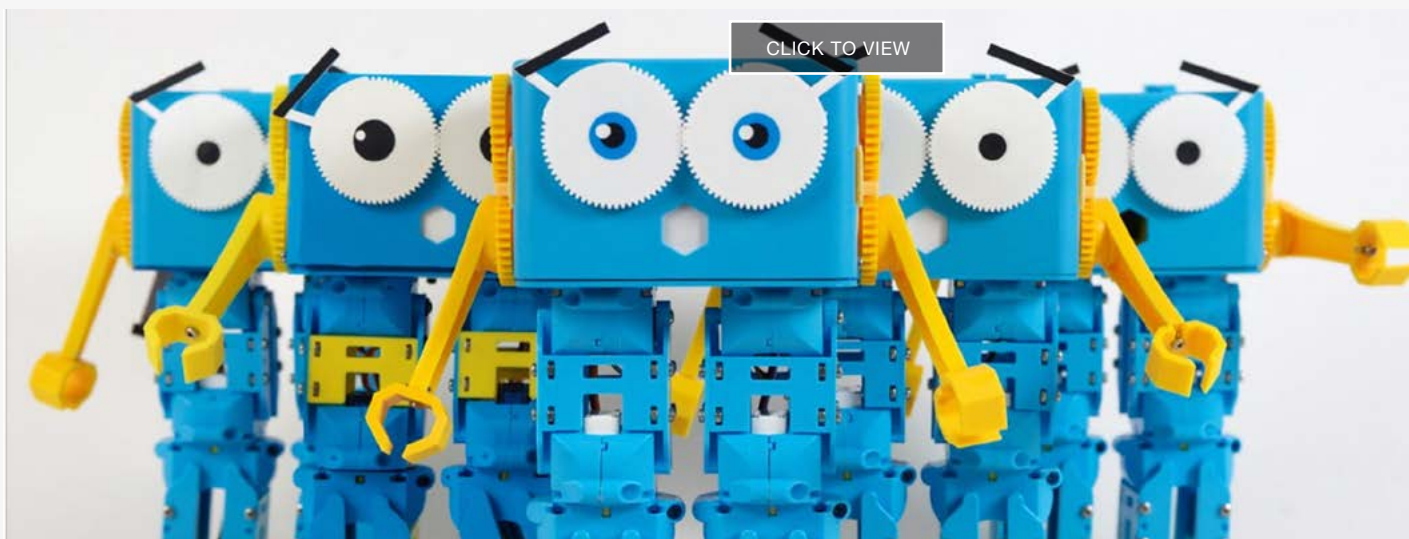
Instagram Founders' News App, To Shut Down Next Month

Artifact, a news aggregator app that also allowed users to create and share their content, is closing down its operations next month. The app was co-founded by Kevin Systrom and Mike Kreiger, the former founders of Instagram, which was acquired by Meta...



ROBOTICAL

We Had To Adapt To The AI Revolution



Sandy Enoch, the founder of Scottish tech firm Robotical, explains how he had to adapt his educational robots, designed for the classroom, to reflect the revolution taking place in artificial intelligence...



GREEN



GANNI

Ganni Makes Biofluss Bags From World's First Plant-Based Fur

Plastic-free, fake fur made from nettle, hemp and flax fibres envelops these special edition bags that Danish fashion brand Ganni has unveiled at Copenhagen Fashion Week...



MIT

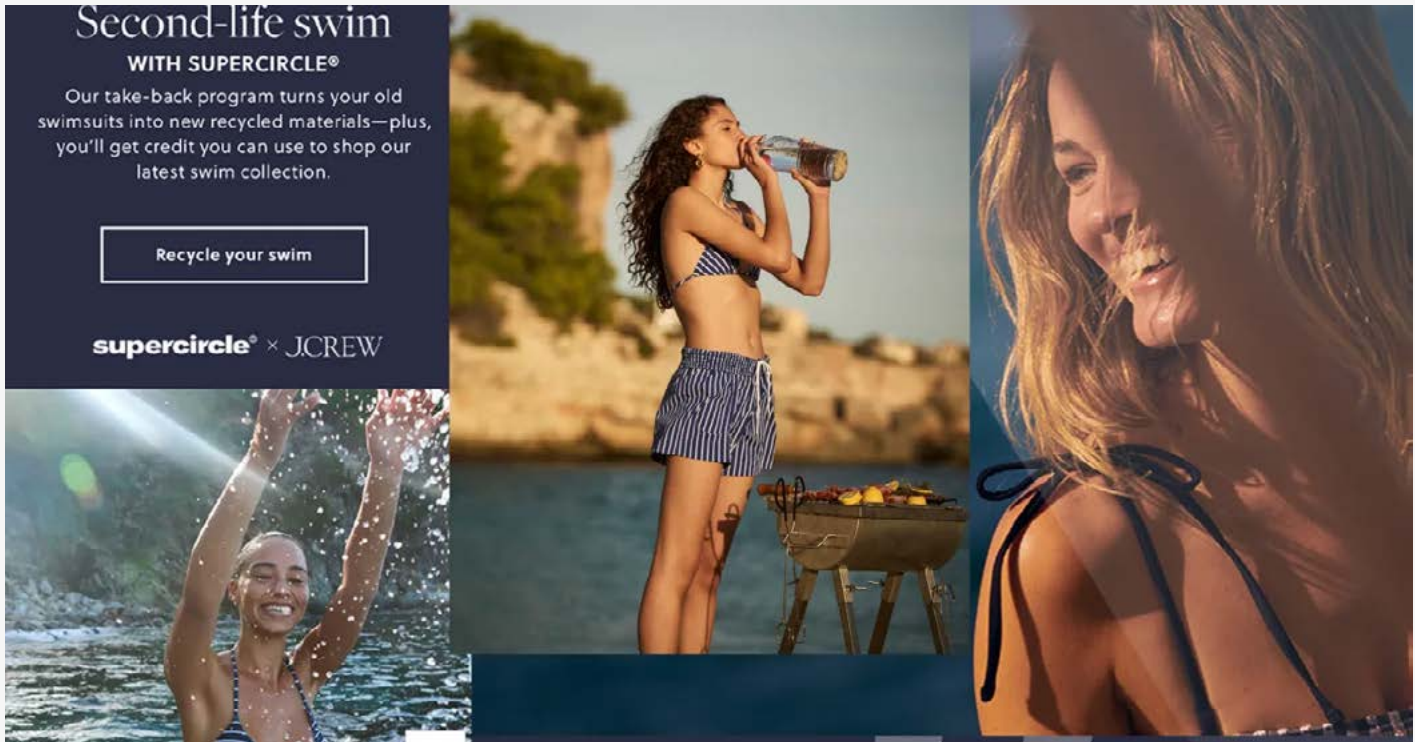
Mit's 4Dd-Knit Dress Changes Shape In Response To Heat



Massachusetts Institute of Technology researchers and fashion brand Ministry of Supply have produced a 4D-knit dress, using heat-activated yarn that allows its shape and fit to be altered in an instant...

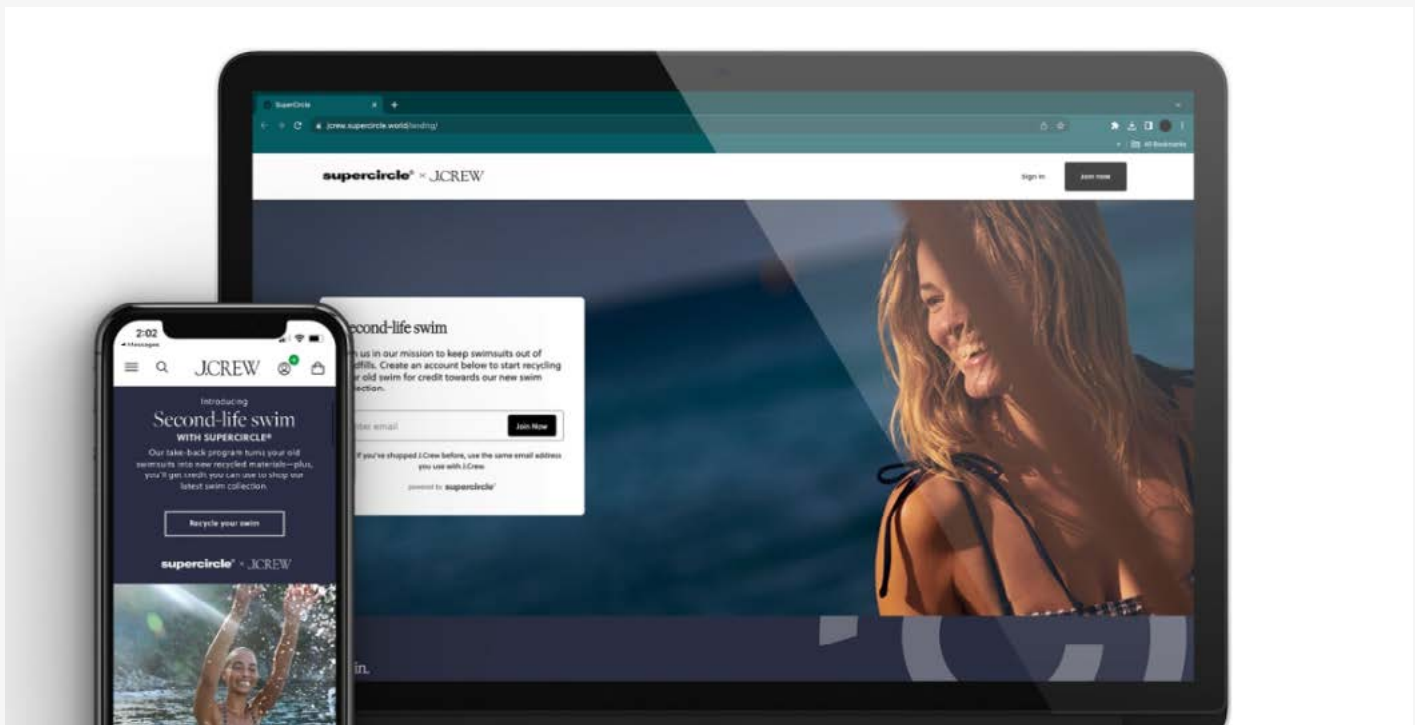
J CREW

J Crew Is Recycling Swimwear In New Textile Fibers



ISSUE #123 / MARCH

GREEN P.16



When an old swimsuit wears out or no longer fits, it usually ends up in the trash. Unlike most other clothing, it doesn't have a resale market...

fsb bulletin



ART

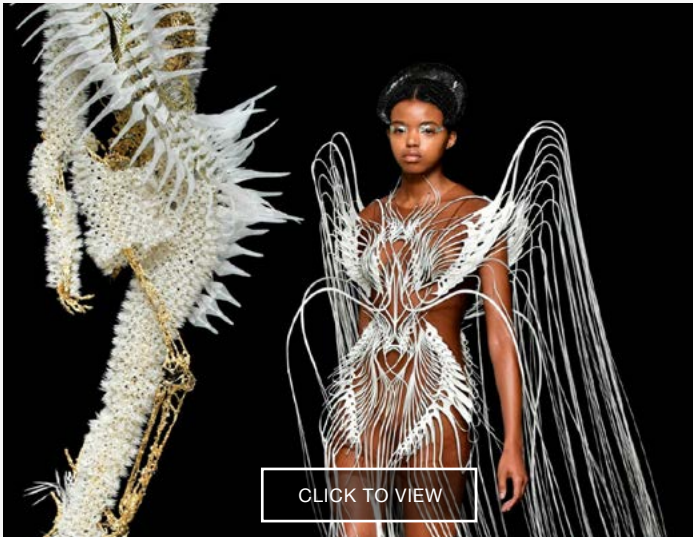


ISSUE #123 / MARCH

IRIS VAN HERPEN

For Iris Van Herpen, Fashion's Intrepid Explorer, Anything Is Possible

Rarely can an artist or fashion designer be described as truly original – free of influences from their predecessors and continuously forging their own path. But one such innovator is Iris van Herpen, who, since 2007, has revolutionized the industry with her distinctive combination of couture-level...



SPIKE JONZE

Spike Jonze's Unseen Photos Of Bjork



As a new zine of previously unpublished photographs of Björk is released, Spike Jonze talks about shooting the Icelandic musician on the cusp of stardom, and the lost mystique of Chateau Marmont...

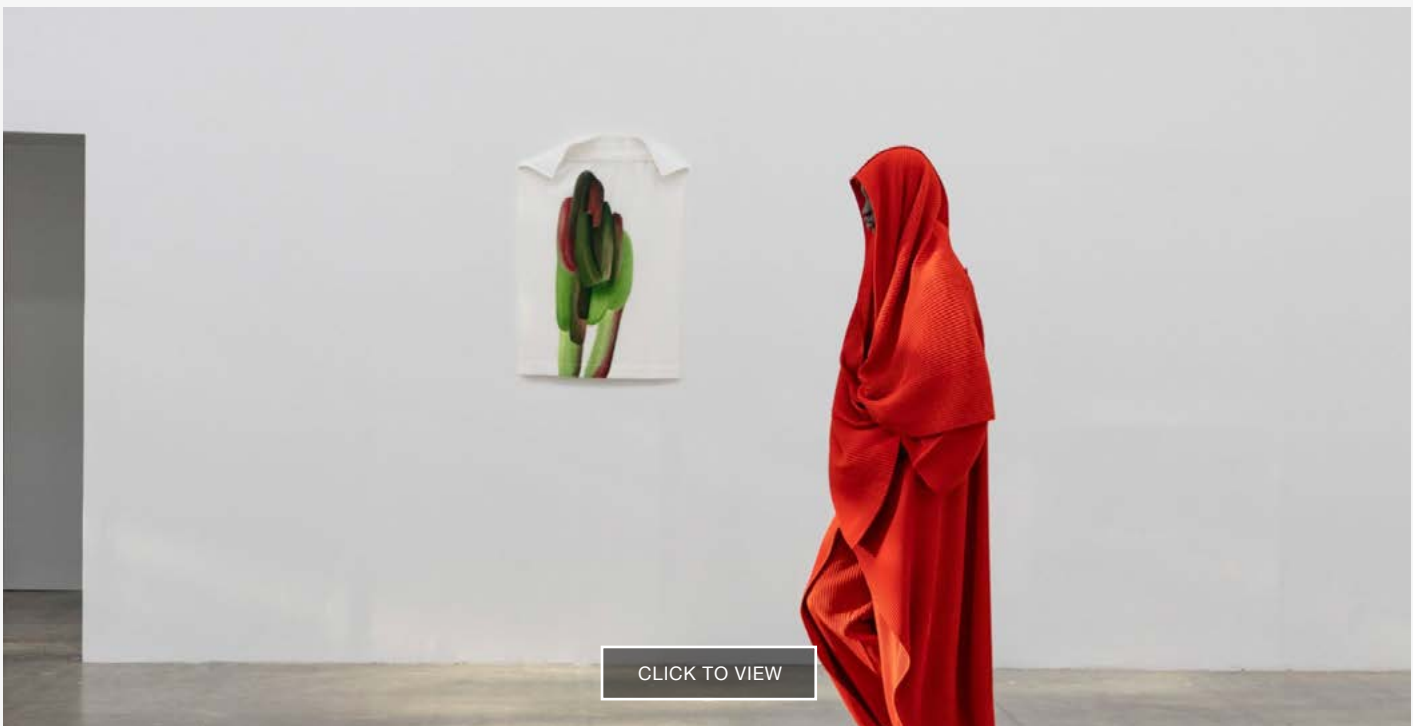
ISSEY MIYAKE

Issey Miyake Turns Ronan Bouroullec Drawings Into Wearable Art For Home Plissé Collection

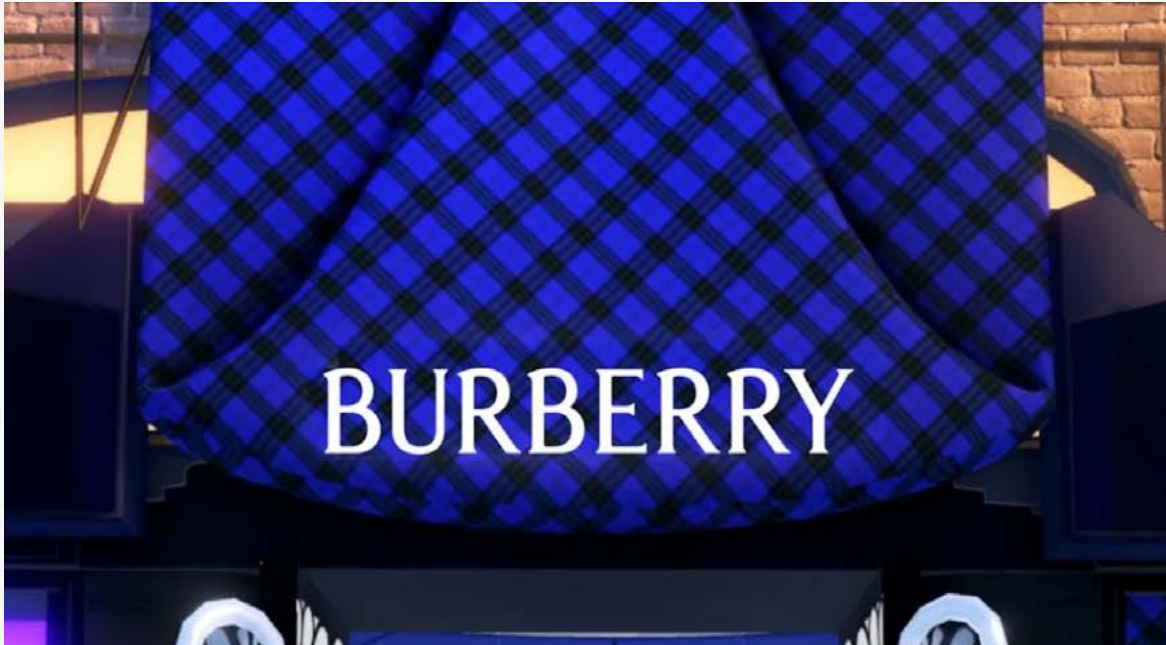


ISSUE #123 / MARCH

ART P.19



Coats that convert into cushions and scarves that can be worn as hats feature in the latest collection from fashion brand Issey Miyake, created in collaboration with French designer Ronan Bouroullec...



METAVVERSE



MAX MARA

Max Mara on Roblox

Max Mara Fashion Group's "Coats Adventure" has created an immersive experience, developed in collaboration with We Are Muesli and Poptropica LTD for Roblox's 70 million daily users, combines education, empowerment, and entertainment...

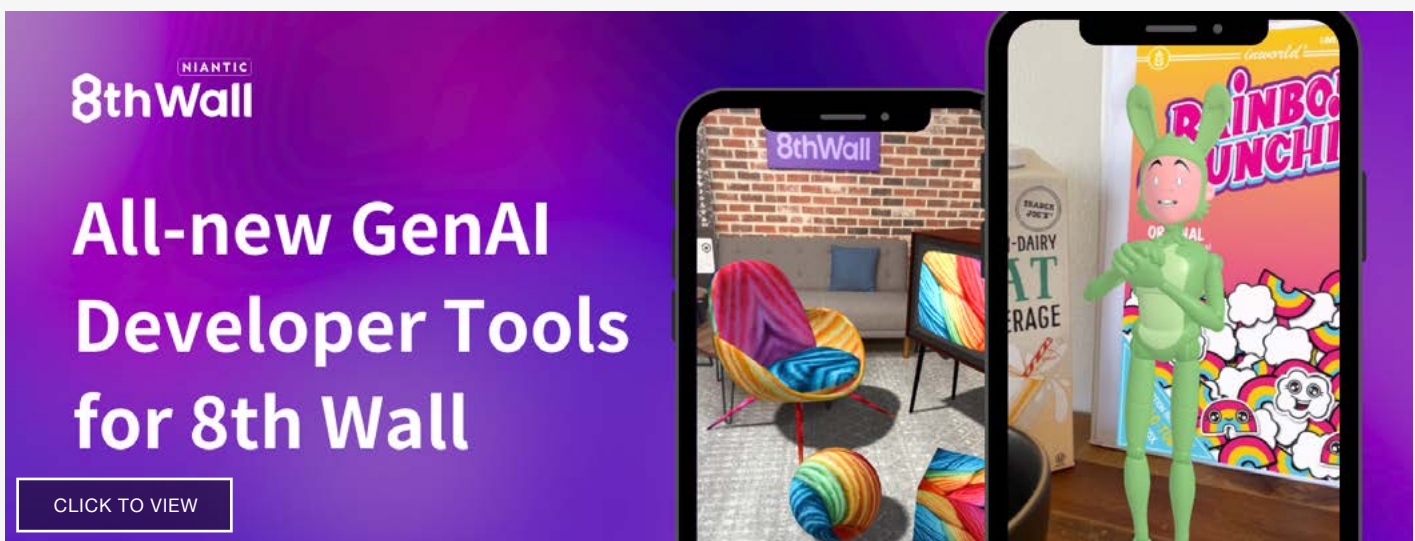


ISSUE #123 / MARCH

META P.21

8TH WALL

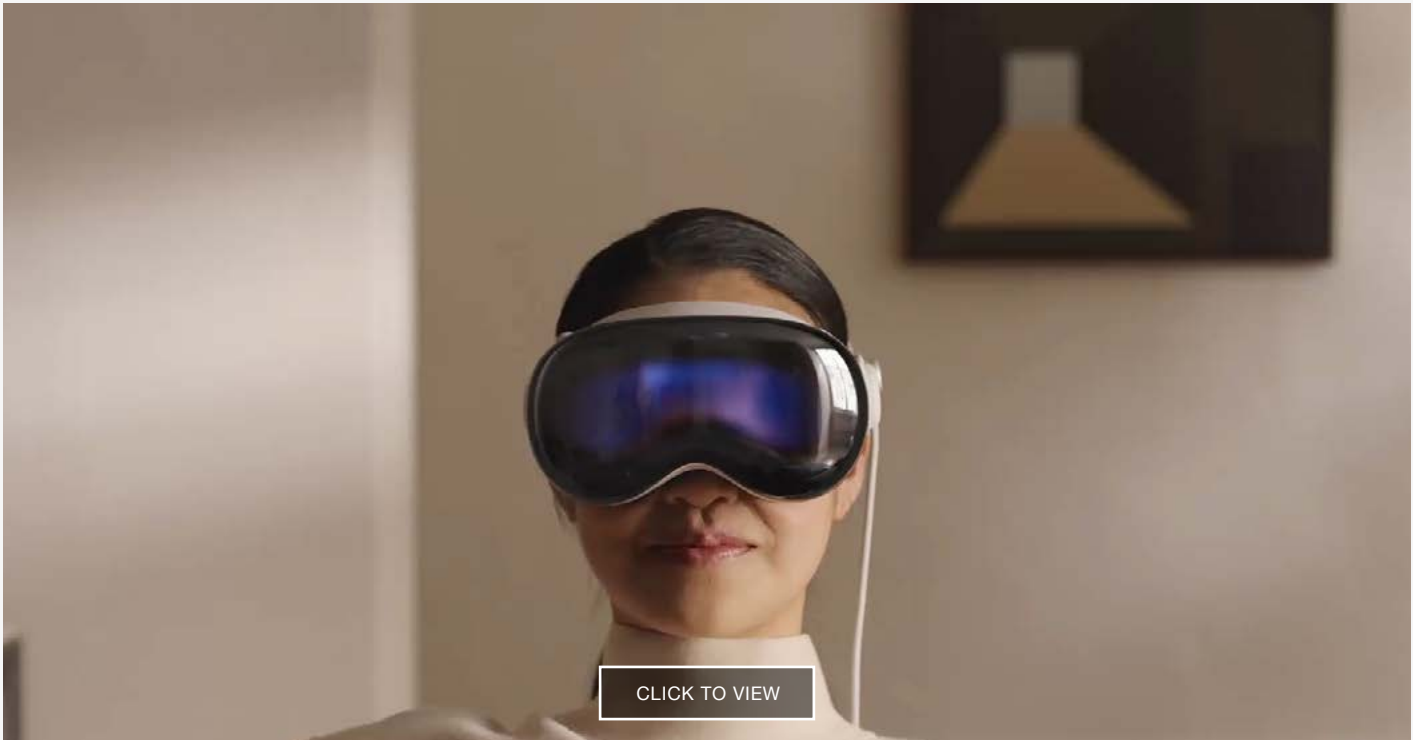
WebAR Experience



WebAR experience accessible to users by scanning an AI-generated QR code, which also functions as an image target for AR tracking...

APPLE

Apple Vision Pro



ISSUE #123 / MARCH

META P.22

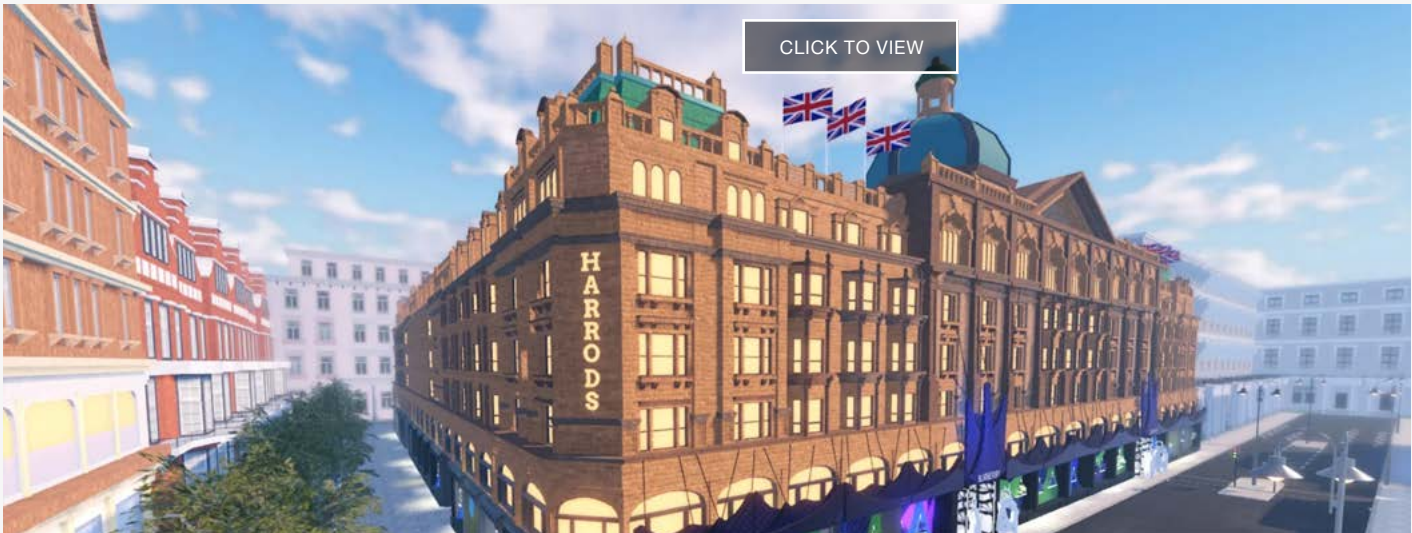


Apple today unveiled Apple Vision Pro, a revolutionary spatial computer that seamlessly blends digital content with the physical world, while allowing users to stay present and connected to others...

BURBERRY

Burberry on Roblox

Burberry launches its takeover of Harrods on the immersive online platform, Roblox. This launch invites Roblox's global community to explore the digital extension of Burberry at Harrods, which celebrates Burberry's heritage of exploration and the outdoors...



OPEN AI

Open AI introduce Sora



Open AI's latest model takes text prompts and turns them into 'complex scenes with multiple characters and specific types of motion...

fsb bulletin



VIDEO



ISSUE #123 / MARCH

LOUIS VUITTON

Women's Cruise 2024 Campaign

CLICK TO VIEW



ISSUE #123 / MARCH

VIDEO P25



In an ode to contemporary femininity, Nicolas Ghesquière's mythical reverie continues against the backdrop of Lake Maggiore, with a campaign featuring actress Emma Laird, personifying a series of striking new creations...

HOCUS POCUS

Unknown T, Hocus Pocus ft. Loyle Carner

Music video by Unknown T performing Hocus Pocus. An Island Records recording; 2023 Unknown T, under exclusive licence to Universal Music Operations Limited...

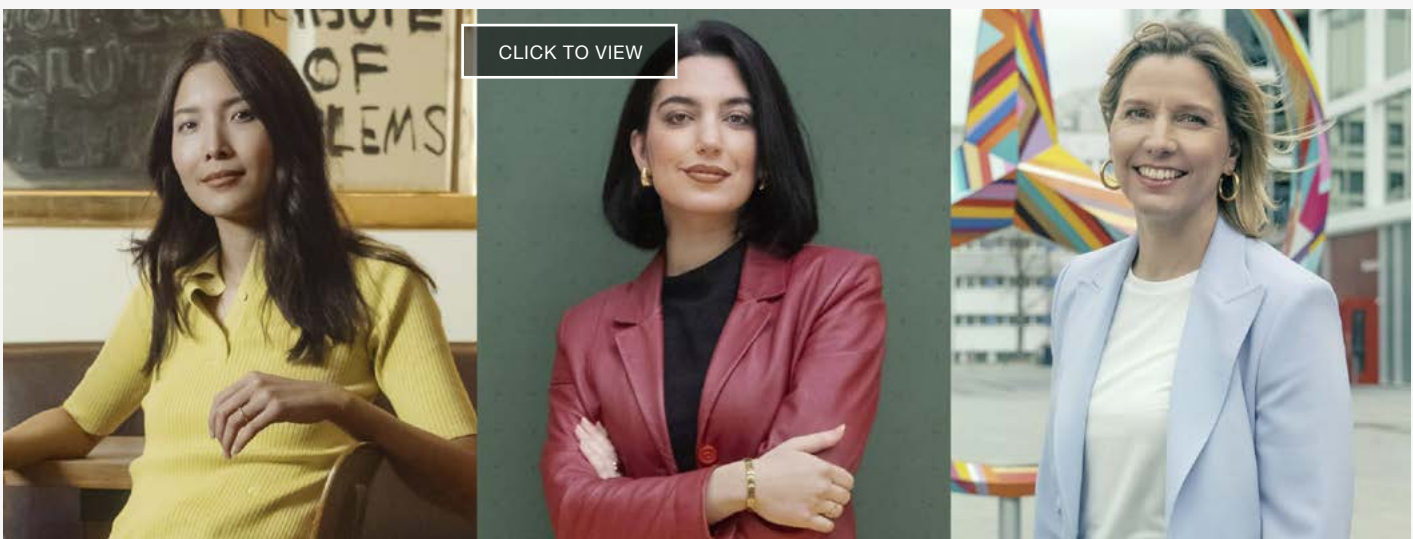


ISSUE #123 / MARCH

VIDEO P26

MERCEDES-BENZ

Mercedes-Benz Promotes Equal Opportunities For Women In Latest Campaign



Mercedes-Benz has launched a new global campaign titled 'Be one of many' for International Women's Day. It aims to promote equal opportunities for women and provides a platform for them to share their experiences and successes...

fsb bulletin



fsbgroup



FASTEN SEAT BELT

THE AIRLINE

READY-FLY

TAKE OFF

PILOT ROOM

RED-EYE

CABANA

MAISON YOSHIKI

Maison Yoshiki FW24 Fashion Show

FASTEN SEAT BELT
PILOT ROOM



ISSUE #123 / MARCH

FSB GROUP P28



Maison Yoshiki Paris, Yoshiki's haute couture brand, premiered on February 20th as an integral part of the official schedule for Milan Fashion Week Autumn/Winter 2024/25 in the Prestigious Fashion Events category. The inaugural fashion show of Maison Yoshiki Paris unfolded within the premises of Bocconi University in Milan.

SPOTIFY ITALIA

Sanremo After Party

THE AIRLINE



ISSUE #123 / MARCH

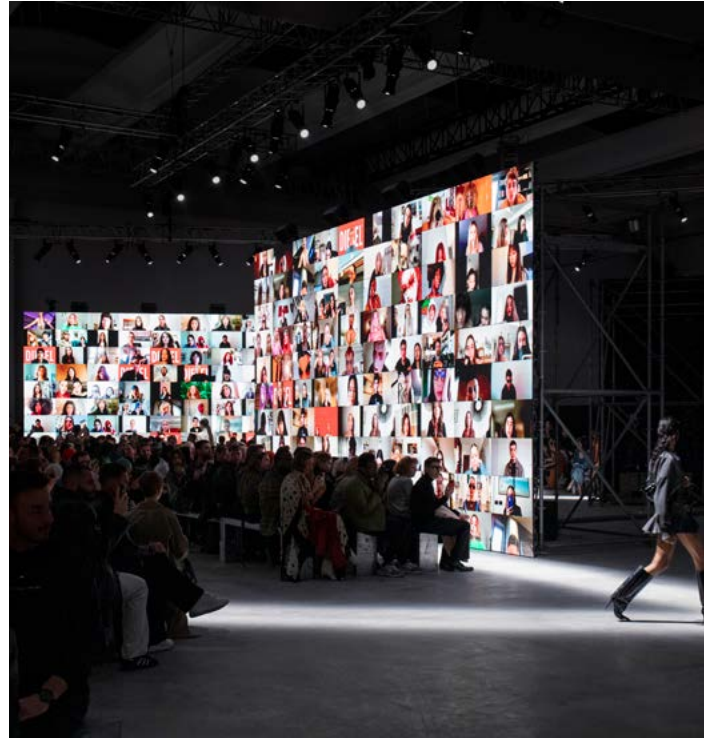
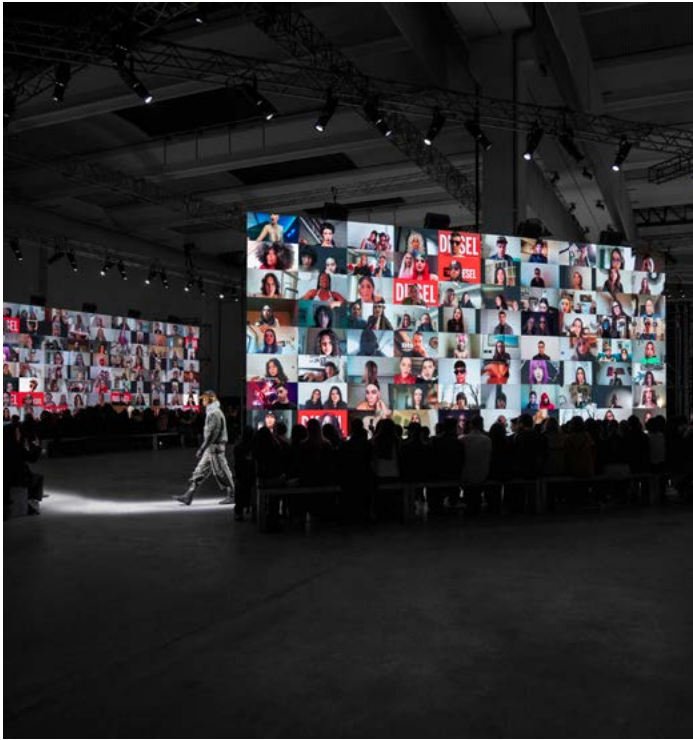
FSB GROUP P.29

The Brand managed the creativity and production of Sanremo After Party, hosted by Spotify Italia to celebrate the end of the 74th edition of the Sanremo Music Festival. All the singers in the competition and major record labels representatives showed up at the party.

DIESEL

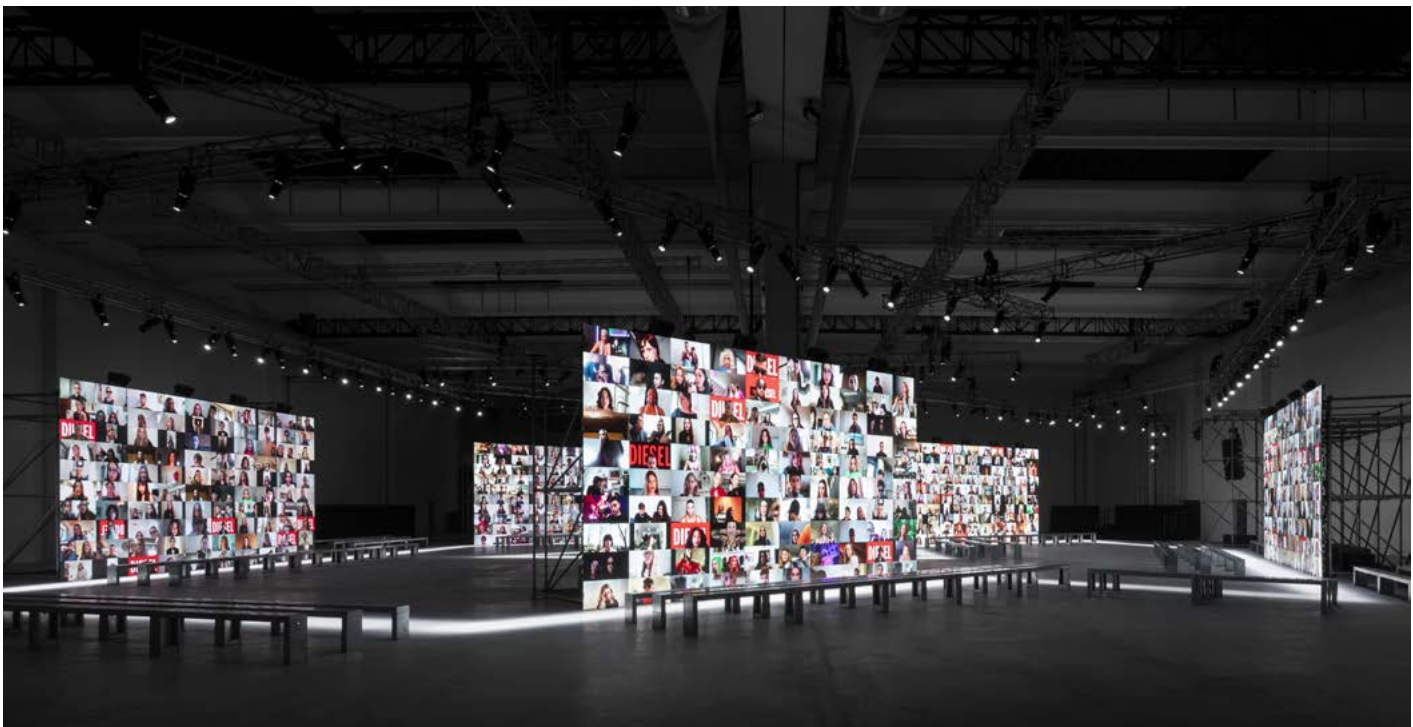
Diesel FW24 Fashion Show

FASTEN SEAT BELT



ISSUE #123 / MARCH

FSB GROUP P.30



Located in the Rubattino area within an industrial setting, The Brand curated an exceptional fashion show. Glenn Martens' Fall 2024 production built on the brand's big-thinking identity, broadcasting an enormous Zoom call with 1,000 meeting members on the walls of its catwalk.

KHRISJOY

Khrisjoy FW24 Presentation

PILOT ROOM
FASTEN SEAT BELT

The Brand presented the FW24 Collection during Milan Fashion Week. Khrisjoy invited a curated selection of journalists, socialites and talents. The atmosphere was surrounded by a dj set played from a customized DJ booth. The Brand managed also the press amplification after the event.



ISSUE #123 / MARCH

FSB GROUP P31

SERGIO ROSSI

Sergio Rossi FW24 Press Presentation

FASTEN SEAT BELT
PILOT ROOM



The Brand curated the production and creative concept for an exclusive press showcase, presenting the new Sergio Rossi FW24 collection to press, buyers, influencers, and esteemed clients. The event, hosted at the brand's boutique, featured a specially designed setup inspired by the collection's theme, Selleria: transitioning seamlessly from horseback riding to a vibrant "Rodeo" party ambiance.

LVMH

LVMH Métiers d'Art Exhibition

FASTEN SEAT BELT

Following the first exhibition, on the occasion of the Lineapelle fair organized in conjunction with Milan Fashion Week, LVMH Métiers d'Art presented for the second time the companies of the LVMH Métiers d'Art family as a whole, a single Métiers community.



ISSUE #123 / MARCH

FSB GROUP P32

FERRAGAMO

MFW Top Clients Private Dinner

FASTEN SEAT BELT



The day before the Ferragamo runway show, a selected group of the brand's top clients had the chance to attend a special dinner in the loggia on the first floor of the exclusive Portrait venue. The historical allure of the location provided a fitting contrast for a modern table setting, distinguished by the black color and enhanced by green and white accents from the centrepieces and table arrangements.

ICEBERG

Iceberg FW24 Fashion Show

FASTEN SEAT BELT



ISSUE #123 / MARCH

FSB GROUP P.33

Set in in the historic Spazio La Pelota in Via Palermo 10 in Brera, the Brand handled the event production and the show direction of the Iceberg FW24 fashion show .

BOTTEGA VENETA

MFW Top clients Private Dinner

FASTEN SEAT BELT



ISSUE #123 / MARCH

FSB GROUP P34

After the brand's runway show, a select group of 103 top clients of Bottega Veneta had the opportunity to indulge in a private dinner within the Salone d'Onore at the Triennale di Milano. The space, adorned with Bottega Veneta-style lighting, featured a long table measuring 27x5.8 meters, meticulously decorated with 800 vases of red and green flowers, along with candles.

PALM ANGELS

Son Of A Beat

PILOT ROOM

Palm Angels featured Son Of A Beat during Milan Women's Fashion Week, a brands' new format of events that redefines the bond between music and street culture. The Brand managed the guest list by inviting a curated selection of socialities and influencers.



ISSUE #123 / MARCH

FSB GROUP P.35

RAISA VANESSA

Brand Presentation

PILOT ROOM



During FW24 presentation, Raisa Vanessa invited and welcomed journalists, socialites and influencers inside the Cariatidi Suite of Palazzo Reale. The Brand was responsible for seeding and fitting of Raisa Vanessa looks to the influencers and managed the press opportunities, such as interviews and coverage.

STONE ISLAND

Monaco In Store Cocktail

PILOT ROOM



ISSUE #123 / MARCH

FSB GROUP P.36



On the occasion of the launch of the new Stone Island Ghost Collection, the Brand invited a curated selection of socialites, who could enjoy the evening in Monaco at Stone Island Boutique.

ANTONY MORATO

Unity SS24 Campaign

TAKE OFF

Antony Morato unveils its new collection following the UNITY concept, with a video and pictures shot in studio...



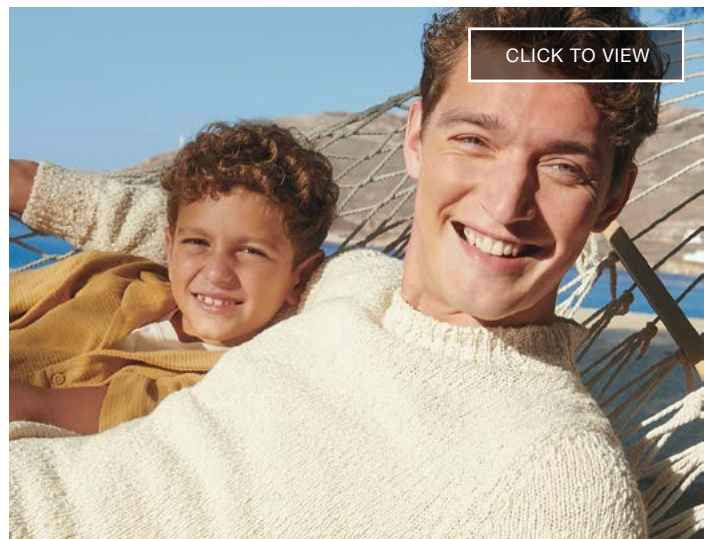
ISSUE #123 / MARCH

FSB GROUP P37

CANALI

SS24 Campaign

TAKE OFF



Canali follows for its SS24 campaign a gentle approach that suggests a whispered presence. In the poetic landscapes of Greece...

LA DOUBLE J

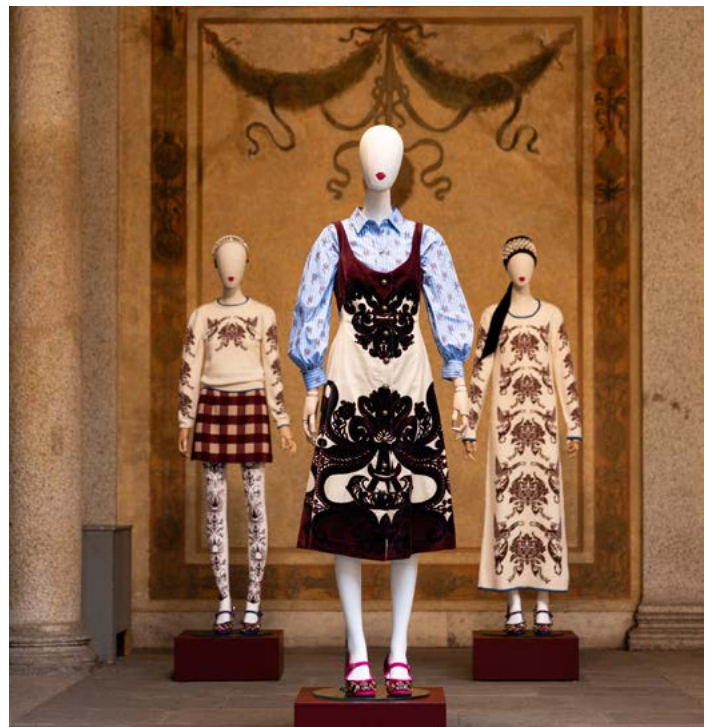
La Double J FW24 Press Presentation

FASTEN SEAT BELT



ISSUE #123 / MARCH

FSB GROUP P.38



Rebirth Yourself is the title of La Double J new collection FW24 inspired by the transformative power of the Renaissance era, presented during the Milan Fashion Week by taking over Palazzo Isimbardi and making it the ultimate place of Rinascimento Italiano.

MCM

MCM FW24 Press Presentation

FASTEN SEAT BELT

Exploring the frontiers of innovation and artistic expression, MCM's Autumn/Winter 2024 press presentation during Milan Fashion Week took attendees on an exceptional journey. Set against the grand backdrop of Palazzo Serbelloni, over 500 guests experienced a dedicated setup that embodied the theme 'From Munich to Mars'.



ISSUE #123 / MARCH

FSB GROUP P.39

APEROL

Aperol Orange Wave

PILOT ROOM



Aperol created an exclusive experience for talents in order to generate online buzz about Aperol sponsorship with Super G through organic social media contents.

VERALAB

Italian Story

TAKE OFF



ISSUE #123 / MARCH

FSB GROUP P.40



The campaign spans from TV, radio, OOH, DOOH, TikTok, YouTube and other social platforms, with the real employees of Veralab as main characters.

SEPHORA

Digital PR Activity Focused on Sanremo 2024

READY 2 FLY



ISSUE #123 / MARCH

FSB GROUP P.41



The project involved selected lifestyle talents with a strong interest in beauty such as Cecilia Rodriguez, Beatrice Valli, Guglielmo Scilla, Elena Hazing, Valentina Cabassi, Martina Tinarelli, Sara Luna Canola, Giulia Gaudino, Elettra Lastra, Martina Strazzer, Jingherly and Arianna Montefiori to tell the story of the experience.

SANTONI

Santoni FW24 Presentation

PILOT ROOM

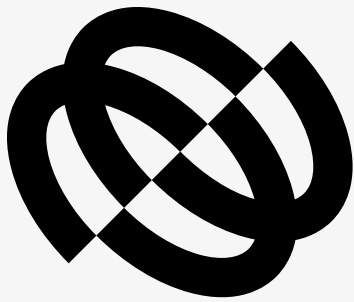


ISSUE #123 / MARCH

FSB GROUP P.42



During Milan Fashion Week Santoni presented its new FW24 Women's collection inside one of the main gems in the city, Galleria Meravigli. The Brand managed the journalists invitations as well as the press amplification of the event and collection.



fsbgroup

FOR INFO & CONTACTS

FSB GROUP | info@fastenseatbelt.it | www.fsbgroup.it

Via Marcona, 12 - 20129 Milan