

# bulletin



**EASY MAGAZINE ABOUT THE WORLDWIDE INNOVATIVE COMMUNICATION**

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Issue 124 - Year 11 - 2024

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APR 2024

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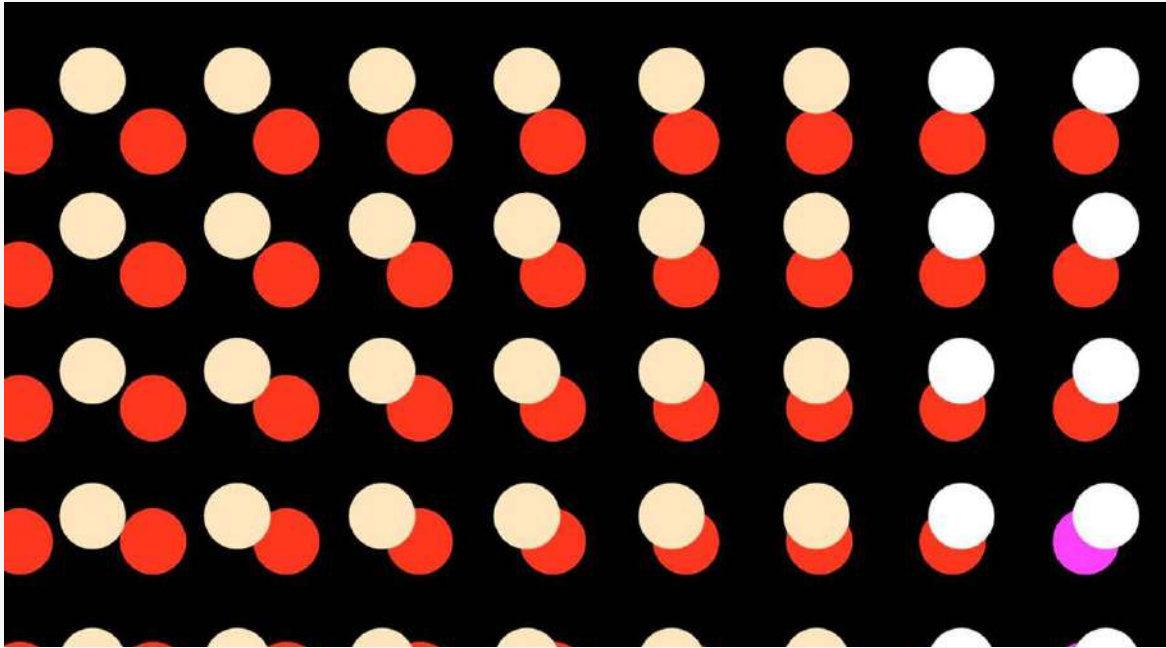
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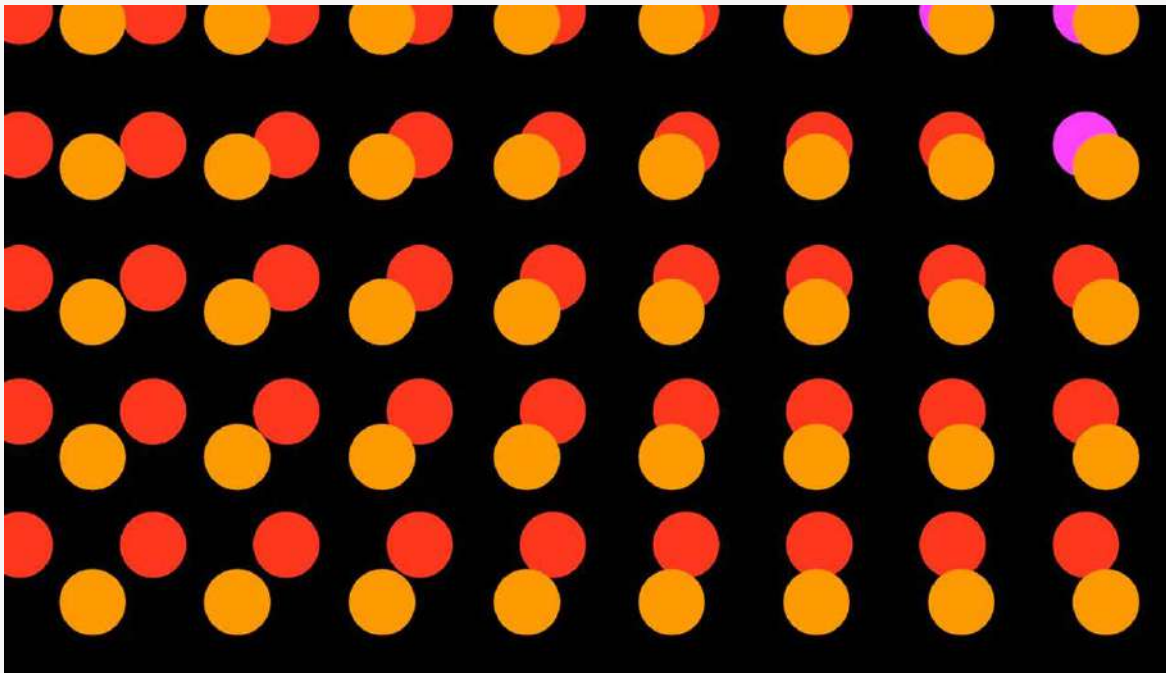
Bottega Veneta  
Tiffany & Co.  
Damien Hirst



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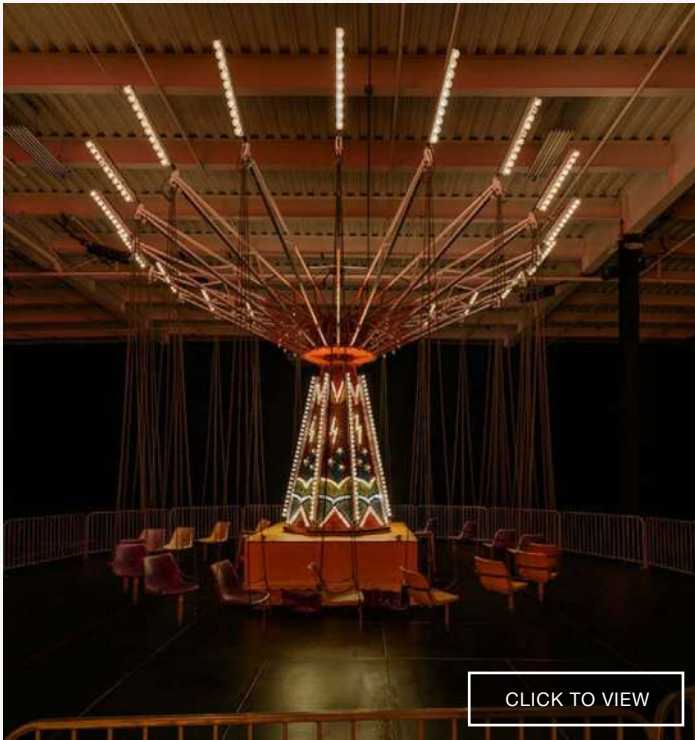
# **BRANDS OVERVIEW**



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# PRADA

The Double Club Los Angeles Presented By Prada Mode



Prada Mode presents the third edition of The Double Club, a creative venture by Carsten Höller, in partnership with Luna Luna, the world's first traveling art carnival. The Double Club Los Angeles brings forth a unique site-specific installation that embodies key elements of Carsten Höller's artistic style...



# DIPTYQUE

## Please Don't Eat Diptyque's Café Verlet Collab

Perfumery's gourmand craze isn't going anywhere. On Tuesday, Diptyque — the French fine fragrance brand best known for turning scented candles into a status symbol — debuted a food-inspired collaboration with Café Verlet, a Parisian roastery that's been around since 1880..



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BRANDS OVERVIEW P.6

# THE MACALLAN

## The Macallan Celebrates 200th Anniversary With Rich and Dark Single-Malt Whisky



The Macallan is celebrating its 200th year of operations in 2024. Founded and still based out of Scotland, the single-malt whisky has evolved to become one of the most popular names in the space...

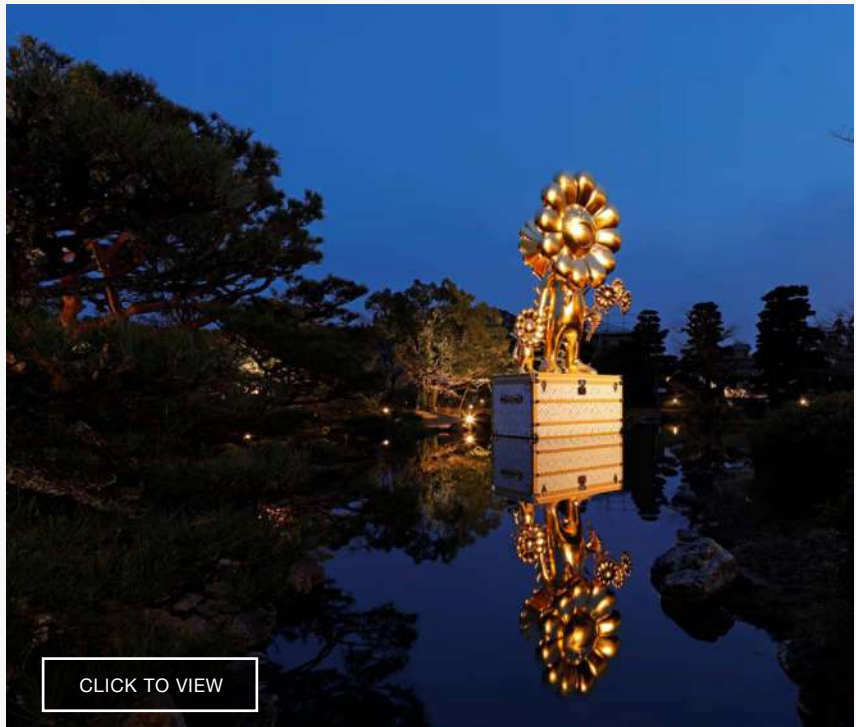
# LOUIS VUITTON

Louis Vuitton And Takashi Murakami's 'Flower Parent and Child' Sculpture



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BRANDS OVERVIEW P.7



Louis Vuitton and Takashi Murakami's Flower Parent and Child sculpture has landed at the Kyocera Museum of Art in Kyoto, Japan. The installation, which was first revealed in Tokyo in 2020, is on display as part of the museum's Takashi Murakami — Mononoke Kyoto exhibition, showcasing 170 works...





# CURIOSITY





# GAP

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## Palace Short-Circuits Gap

Just over a month ago, Zac Posen became Creative Director of Gap. News that surprised many professionals. Today, a real revolution seems to be taking place within the Brand...



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CURIOSITY P.9

# POLO RALPH LAUREN

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## Polo Ralph Lauren Unveils Second “Artist In Residence” Collection



After launching its “Artist In Residence” program with seventh-generation Navajo weaver Naomi Glasses in December, Polo Ralph Lauren has returned to unveil its second of three collections with the award-winning textile artist...

# JAMESON

Music And Street Art Come Together In Jameson's New Project



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CURIOSITY P.10



[CLICK TO VIEW](#)



St. Patrick's Day is now upon us and to celebrate the very famous Irish patron saint we want to talk to you about the new project by Jameson, the Irish Whiskey par excellence which always has an eye for art and music...



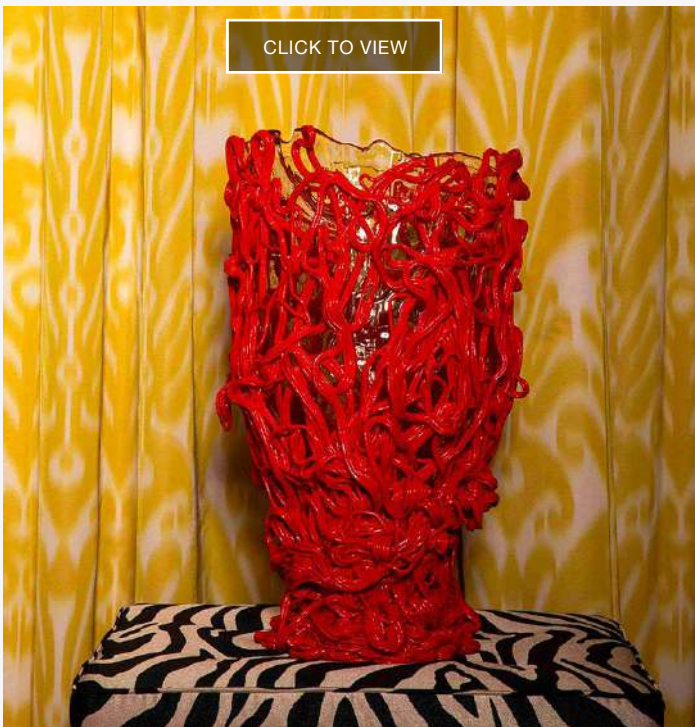
# GAETANO PESCE

The Last Enfant Terrible



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CURIOSITY P.11



Ironic, irreverent, playful, contemptuous of the rules, the world of design has lost its last terrible child: Gaetano Pesce. Elsa's hat-shoe, Dalí's mouth-sofa, Matta's jar-armchair, Meret's table with crow's feet, are similar to Pesce's Up armchair (which has become an icon) and his sunset sofa a-NewYork...

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# **DIGITAL**



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# POEM/1

The Clock That Tells The Time With A Poem



There is a clock that tells the time by formulating poems. All this, also thanks to Artificial Intelligence. It's called di Poem/1 and is inspired by the now obsolete table clocks and alarm clock radios of the past...

# CLUB PENGUIN

Club Penguin's Style Catalog Was The Original Fashion Grail

A cropped pink shirt, slouchy cargo pants, and a couple of tiny layered necklaces. Straggling friendship bracelets, white Sambas, and hair perfectly unkempt. A barely messy bedroom in the background. The TikTok "look" is instantly clockable...



# YAHOO

Yahoo Has Bought Its First Artificial Intelligence Company



Yahoo has bought its first artificial intelligence (AI) company. This is Artifact, the AI news aggregator started by Instagram founders Kevin Systrom and Mike Krieger. It promises to offer users "more content personalized based on their interests" but, in the meantime, as the US presidential election approaches...



**fsb bulletin**



# **GREEN**



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# H&M

## H&M Embraces New Venture To Buy 50 Percent Of Its Recycled Polyester Supplies

In a bid to revolutionise the fast fashion textile industry, H&M Group, in collaboration with Vargas Holding, has unveiled Syre, a groundbreaking venture supported by TPG Rise Climate. The primary objective is to scale up textile-to-textile recycled polyester and foster sustainability within the textile sector...



# ASOS

## The Brand Avoids Greenwashing



Asda, Asos and Boohoo must avoid making misleading claims about the green credentials of their clothes in future, after a regulatory crackdown on “greenwashing” in the fashion sector...



# LUND UNIVERSITY

Swedish Researchers Created Viscose From Recycled Cotton



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GREEN P17



Researchers at Lund University in Sweden have achieved a breakthrough in textile recycling by developing a technique to produce new viscose from worn-out cotton sheets. Currently, viscose textiles are typically made from forest biomass, and fully recycled viscose is not available...

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# ART



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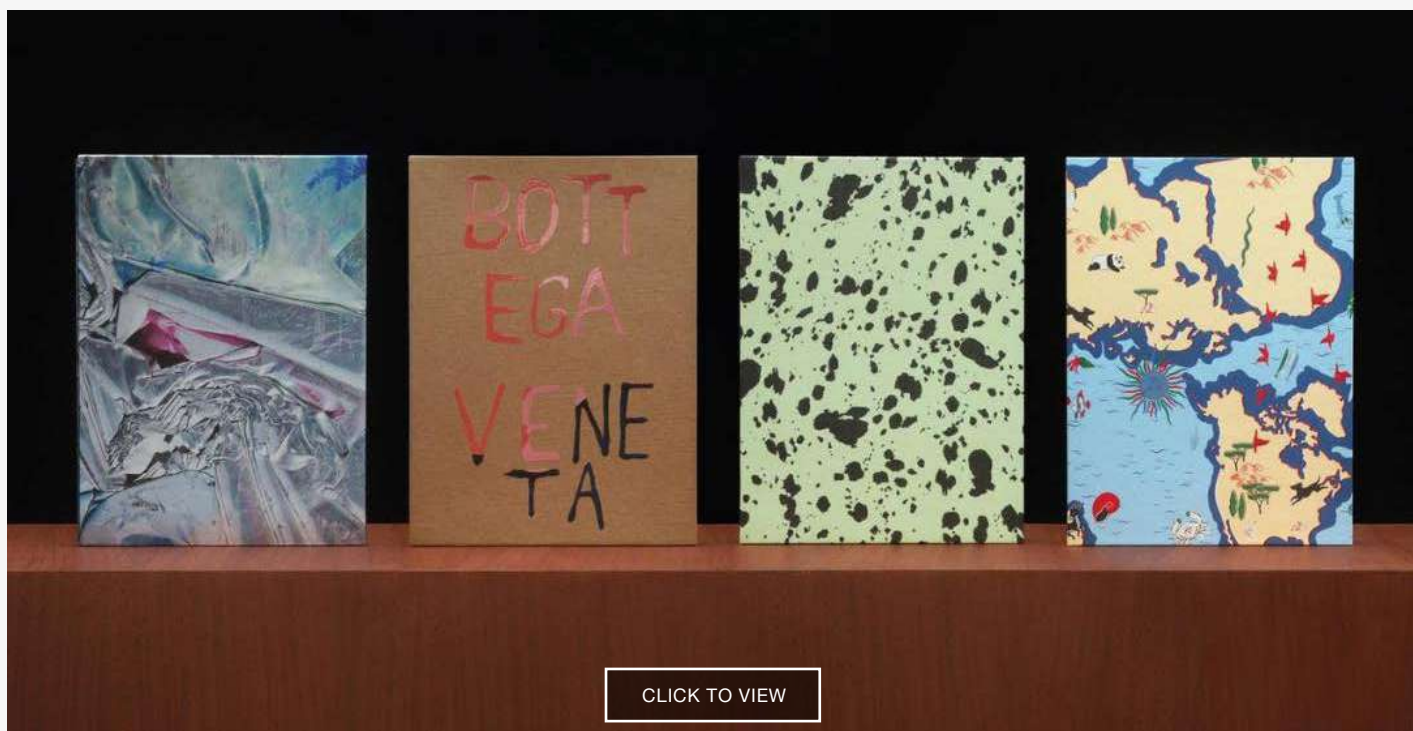
# BOTTEGA VENETA

A Journey To Discover The Creative Processes Of Matthieu Blazy

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ART P.19



[CLICK TO VIEW](#)

Bottega Veneta launches its fourth and new fanzine in 4 volumes, available in all the brand's official stores and in some selected bookstores worldwide. A journey to discover the creative processes of designer Matthieu Blazy behind the Summer '24 collection, which collects photographs taken by Alec Soth together...

# TIFFANY & CO

Tiffany & Co Unveils Iconic Pieces At 'Tiffany Wonder' Exhibition In Tokyo

Ever wondered what the design archive for celebrated jewellery brand Tiffany & Co holds? Tiffany Wonder is an immersive exhibition that will take visitors on a visual journey through hundreds of the house's masterworks through legendary diamonds and breathtaking compositions at Tokyo Node gallery...

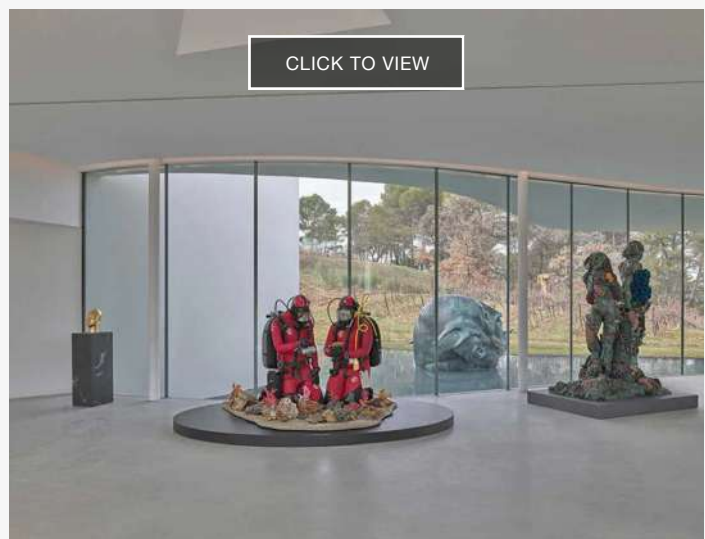


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ART P.20

# DAMIEN HIRST

The First Artist To Take Over Château La Coste



From 2 March until 23 June 2024, Damien Hirst takes over the entire Château La Coste in France with a major exhibition titled The Light That Shines. Spanning the estate's expansive 500 acres, the showcase fills all five pavilions, each masterfully designed by renowned architects like Renzo Piano, Oscar Niemeyer, and Richard Rogers...



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# **METAVVERSE**

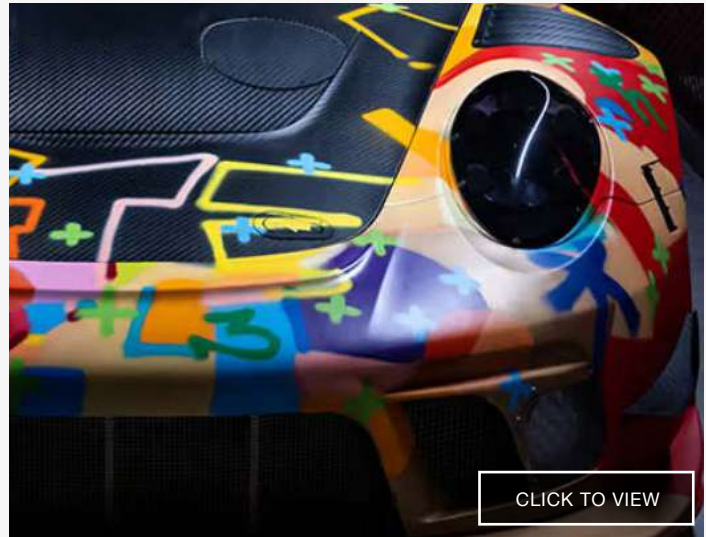


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# PORSCHE

## Studio Singapore Launches Range of Immersive Activations

To kick off the month of March, Porsche Singapore has embarked on a journey, showcasing innovation, art and automotive excellence through a trio of captivating activations. The first of these is with a collaborative art car with artist Vexx, exhibited at the HSBC Vortex Fountain at Jewel Changi Airport. Titled “Vexx at the Vortex,”...



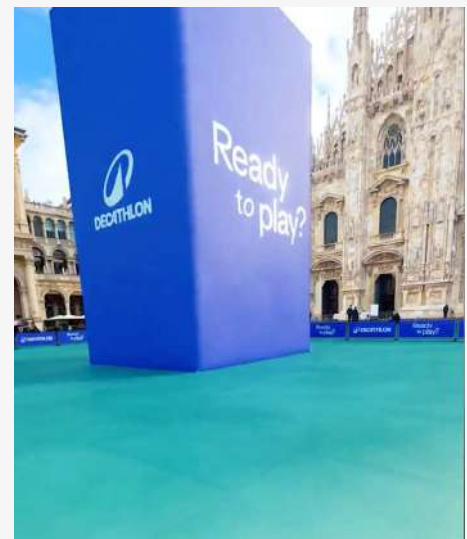
[CLICK TO VIEW](#)

# DECATHLON

## Decathlon Turned Milano Piazza Duomo Into a Basketball Court



[CLICK TO VIEW](#)



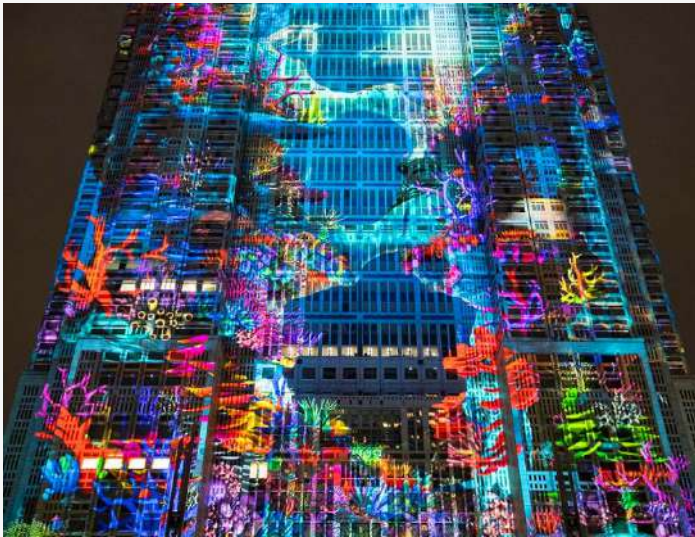
In Decathlon they think that anywhere and anytime is a good time to play sport. For this reason, the Brand believes in the power of hashtag #CityPlaygrounds: squares, parks and streets can become an opportunity to do physical activity in different ways, while keeping up the fun...



# PANASONIC

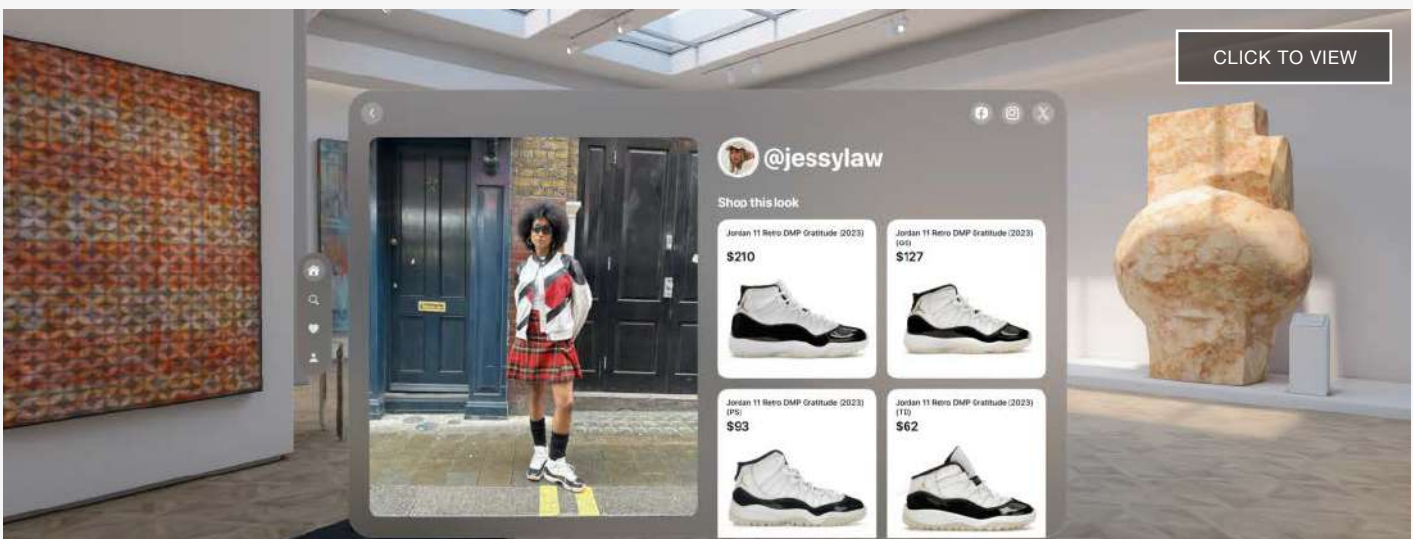
## Panasonic's World-Largest Projection Mapping Display In Tokyo

Panasonic illuminates the Tokyo Metropolitan Government Building in Shinjuku, Japan using the world's largest permanent projection mapping display and a series of joyous, live animations. The mapping display and its light installation-like visuals are remotely played and managed using...



# APPLE

## Apple Vision Pro and Fashion



Fashion brands and retailers including MyTheresa, E.I.f Cosmetics and Alo Yoga launched the first fashion experiences for the Apple Vision Pro, a mixed reality headset from Apple. Nearly two months in, those experiences are getting more sophisticated...

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# VIDEO



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# NAPAPIJIRI

Obey X Napapijiri Collabo

For the second chapter of their collaboration, Napapijiri and obey show their Beeman symbol to highlight the issue of endangered species and evoke surreal imagery, amazement, and the concept of hive mentality...

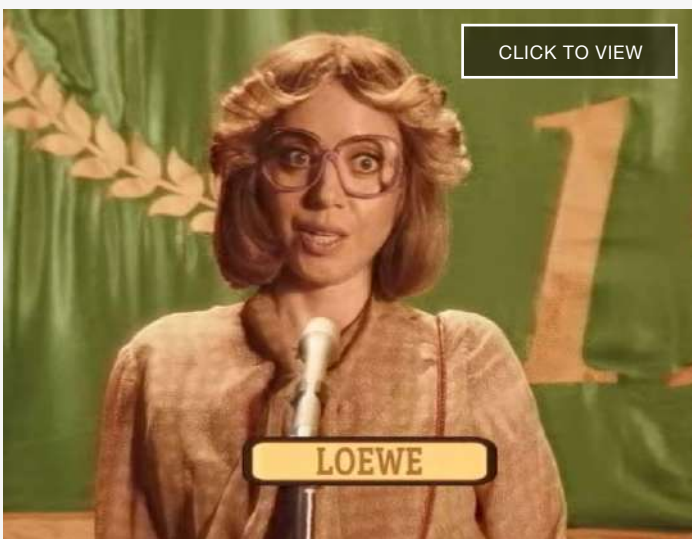


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VIDEO P25

# LOEWE

Decades Of Confusion



A short movie starring Dan Levy and Aubrey Plaza that continues Loewe's tongue-in-cheek exploration of how to say (and spell) the brand's name...

# CHANEL

The Iconic Handbag

CLICK TO VIEW



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VIDEO P26



The Chanel Iconic Handbag campaign, Featuring Brad Pitt and Penelope Cruz, pays tribute to A Man and a Woman, a film by Claude Lelouch.



# fsb bulletin



# fsbgroup



FASTEN SEAT BELT

THE AIRLINE

READY-FLY

TAKE OFF

PILOT ROOM

RED-EYE

CABANA

# BREAKING NEWS

## Pilot Room Unveils Global Independent Pr & Strategic Communications Network: Palomar, To Enhance Meaningful Connections



In the photo: Chiara Fornari and Enrico Fasoli.

# PALOMAR

INTERNATIONAL PR NETWORK

**Milan, April 2024 – Pilot Room, a renowned PR agency specializing in luxury, fashion, beauty and lifestyle within the FSB Group, proudly introduces PALOMAR, an innovative network of independent agencies united by shared values and a bold vision.**

PALOMAR serves as the definitive solution, with one platform, one network and as a sole contact point, acting as the ultimate reference for clients both **globally and locally**. It seamlessly orchestrates every aspect of a clients' requirements, from initial strategy development to meticulous management and execution.

PALOMAR provides an all-encompassing offering for brands seeking to foster campaigns with the objective of integrating their global narratives through strategic networking in target markets. Leveraging exceptional local partners to establish **meaningful connections within communities worldwide**, it grants client's access to a global network of experts capable of crafting and managing personalized communications activity for specific territories, all whilst maintaining a complete international prospective and effectiveness in global outreach.

With an **international presence stretching from Milan to London, Paris, Madrid, Amsterdam, Dubai, New York, and Los Angeles**, PALOMAR's member agencies bring unique expertise to the forefront of high-end fashion, beauty, design, lifestyle, and hospitality sectors.

PALOMAR blends local insights to develop campaigns that resonate with audiences on both local and global stages.

Offering a wide-ranging suite of services ranging from Strategic PR and Communications Consultancy to Press Office & Showroom, Talent & Influencer Marketing and Social PR & KOL. Its approach ensures that each campaign is designed to maximize impact and relevance, regardless of the geographic location.

Today, PALOMAR's agency network **includes Pilot Room (Milan), Alpha-Kilo (London & New York), the Floor X (London), DM Media international, (Paris & Los Angeles), The Communications Lab (Madrid), In House (Madrid), SO PR (Amsterdam) , Stephen PR (Dubai), MV PR (New York & Los Angeles)** as members. As the network continues its expansion journey, the goal is to tap into increasingly significant markets, aligning with brand communication and business development strategies.



# MARNI

Marni FW24 Runway Show and After Party Event

FASTEN SEAT BELT



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FSB GROUP P.29

Marni returns to Milan to celebrate the Brand's 30-year history and the launch of the new collection. For the occasion, the tunnels of the venue that hosted the fashion show were transformed ad-hoc into "caves" made of white paper. The runway show was accompanied by a live performance on synthesizer and live singing by a professional choir. Later that evening, the venue also hosted an after-party exclusively for Marni guests.



# SEPHORA

Sephora Opening Event

THE AIRLINE



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FSB GROUP P.30

The Brand organized the opening party on the occasion of the inauguration of the new Sephora flagship store in Florence. The event was curated in order to set a spectacular start for the new store, from the custom activities to the performances. In attendance were talents and influencers of the beauty industry as well as major beauty brand representatives.



# WEEKEND MAX MARA

Phantasie

PILOT ROOM



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FSB GROUP P.31

On the occasion of the new Weekend Max Mara Collection, Phantasie by Arthur Arbesser, where a dancer performed wearing clothes from the New Collection. The Brand invited a curated selection of socialites who could enjoy the evening at Weekend Max Mara boutique.

# GUCCI

Who Is Sabato De Sarno - A Gucci Story' Documentary Launch

FASTEN SEAT BELT

The Teatro Piccolo in Milan was transformed into a Gucci cinema, hosting the launch of the documentary, now visible to the general public. The press was invited to the screening and a dedicated cocktail inside the theatre space. An Apple corner was present for the evening to test the new augmented reality visors.



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FSB GROUP P32

# GUCCI

Gucci Top Clients Dinner

FASTEN SEAT BELT



A selection of Gucci Top Clients were invited to join a special aperitif, dinner and after dinner in the brand's style at Milan's most gossipy new opening - Trattoria Del Ciumbia.



# SEPHORA

Flagship Store Firenze New Opening

PILOT ROOM

The project involved selected lifestyle & beauty talents to talk about the premium experience through free social media contents. The talents were invited in Florence to experience the city as its fullest through a Sephora experience that combined art and food, linked to the new Sephora claim “We belong to something beautiful”.



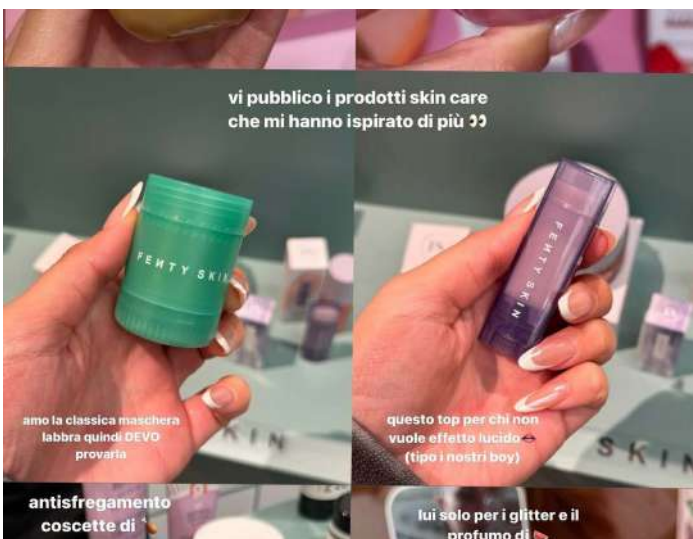
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# SEPHORA

Sephora House

PILOT ROOM



The Sephora House Spring is an event that takes place every year where all the most influential beauty talents are invited to discover and try out all the new products in preview. In addition to discovering all the new products, exclusive services such as skin and hair analysis, and much more, are offered.

# SEPHORA

Haus Labs

PILOT ROOM



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The project involved 2 beauty talents very close to the brand: Carlotta Fiasella and Luca Esposito with the aim to focus on the European launch of Haus Labs in Paris. It was a 2 days trip and they involved their communities in this experience through Instagram and TikTok contents, showing the beauty line and the event.



# END.CLOTHING

END.Clothing x Adidas

THE AIRLINE



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To celebrate the first year of the store END.Clothing in Milan, the Brand made a collaboration with Adidas for a limited-edition sneaker, with only 500 units available. The Brand was responsible for designing and producing the windows shop of the store located at the heart of Milan. Furthermore, a private party was hosted at the store together with a sponsorship of Espolon Campari.

# ZEGNA BARUFFA

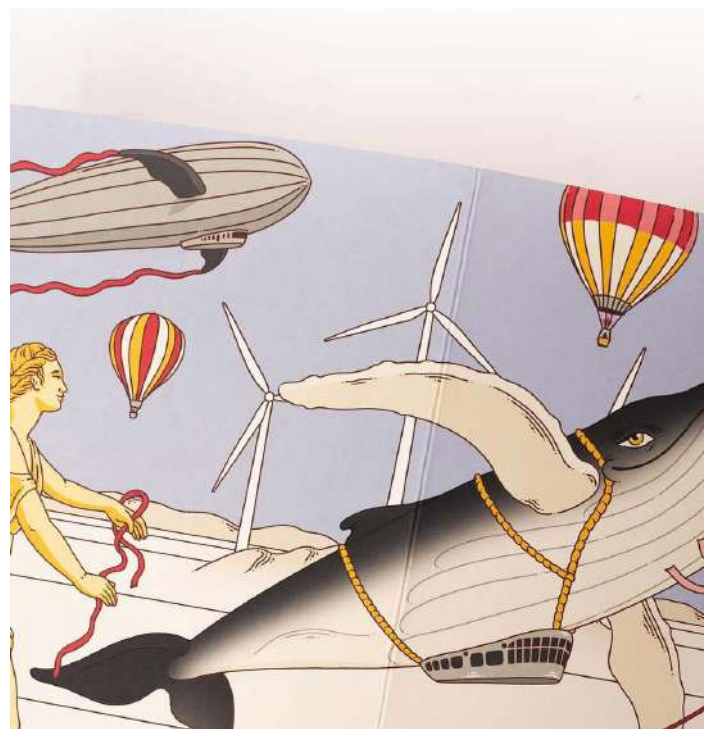
The Wonder Garden SS25 Collection

TAKE OFF



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FSB GROUP P.36



The Brand unveils its new yarn collection with a catalogue and a video, taking us into a park full of wonders, divided into different fantastic environments, ready to be discovered.



# ATELIER EMÉ

Emé è Arte

PILOT ROOM

To presentation of the New Collection SS24, the Brand invited a selection of socialites who could enjoy the unique event.



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FSB GROUP P37

# KAPPA

Kappa X Genoa CFC Presentation

PILOT ROOM



At the gates of the spring season, Kappa has teamed up with Club Genoa Cfc to launch the 4th Rossoblù kit, a powerful revival of the 2000s soccer T-Shirt. Pilot Room contributed by inviting selected press and talent who could celebrate with the Brand.



# 1664 BLANC

1664 Blanc Winter Trade Activation

THE AIRLINE



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FSB GROUP P.38

The Brand developed the creativity and the production of the 1664 Blanc Trade Activation, organizing the activity in 4 Blanc flagships in sky resorts. With a street recruiting session, the hostesses engaged people in target to join the apres skis. 1664 Blanc created an aperitif format with a local DJs to invite the target to taste Blanc beer into a unique environment...



# BRUNELLO CUCINELLI

The Solomeo Post

TAKE OFF

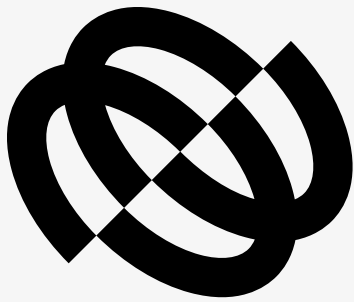


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FSB GROUP P39



For their FW24 Fashion Show, the brand teases us with the creation of their very own newspaper - "The Solomeo Post". From concept, to printing, until arriving to the final reader, the crafted journal became an essential companion throughout the streets of Milan.



**fsbgroup**

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