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EASY MAGAZINE ABOUT THE WORLDWIDE INNOVATIVE COMMUNICATION

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The FSB Creative Office



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Issue 125 - Year 11 - 2024

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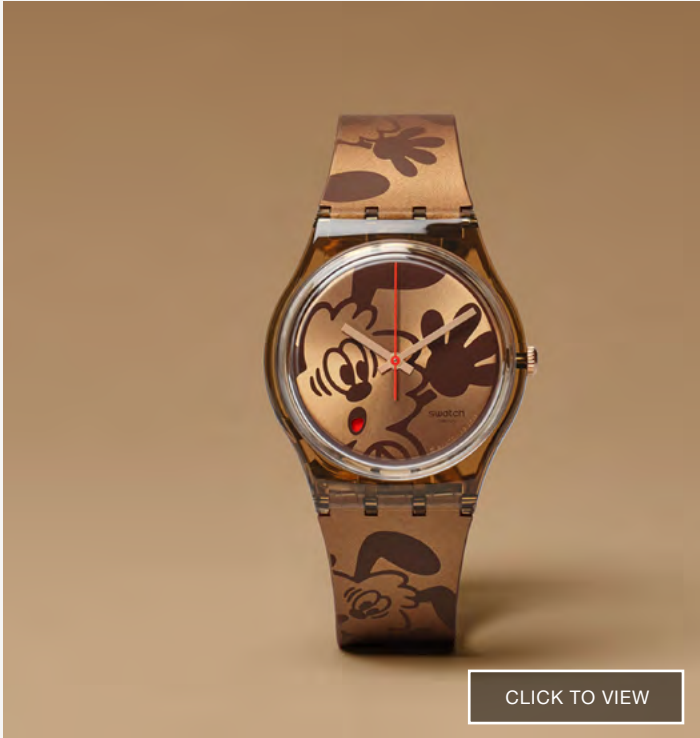


BRANDS OVERVIEW



SWATCH

Swatch And Verdy Want You To Meet Vick



When it comes to collaboration, Swatch is the blueprint. Over the years, the Swiss watchmaker has allowed a fleet of high-profile artists and celebrities free reign over its ubiquitous timepiece...

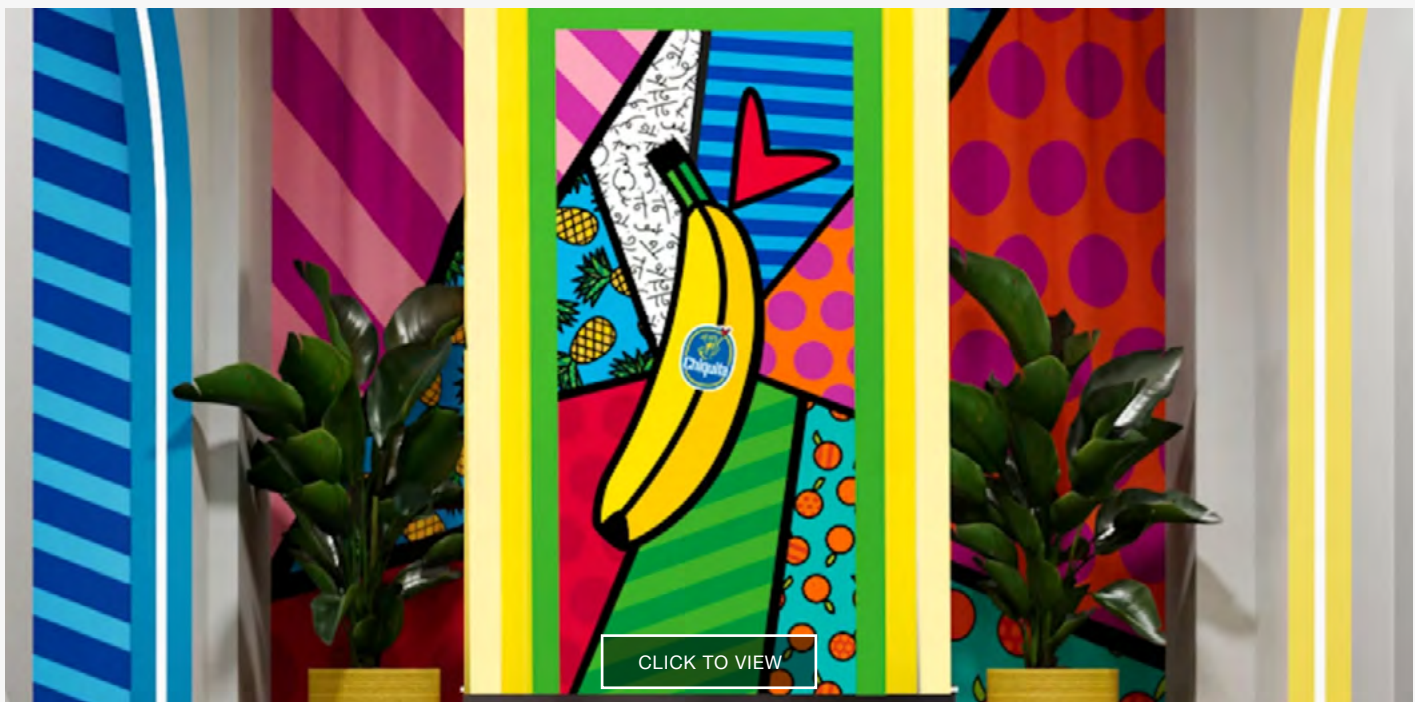
CHIQUITA

An All-Pop Home For Chiquita Bananas



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BRANDS OVERVIEW P.6



On the occasion of Milan Design Week, the Brazilian artist, founder of the Happy Art Movement, signs the installation of the Chiquita House: an environment inspired by the famous banana that comes alive with the intervention of visitors...

HEINEKEN

Bodega x Heineken Debuted the “Boring Phone” in This Week’s Tech Roundup

This week, the tech industry saw Bodega x Heineken’s disruptive, disconnect-friendly device got its formal debut at Milan Design Week. Dubbed the “Boring Phone”, the nostalgic flip phone cannot connect to the internet or any external applications...



PRINGLES

Pringles Unveils First Footwear Collaboration with Crocs



Pringles has joined forces with Crocs to unveil the collaborative collection. Marking Pringles’ first foray into the footwear industry, the collection features three unique shoe designs inspired by its iconic flavors and packaging...

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CURIOSITY

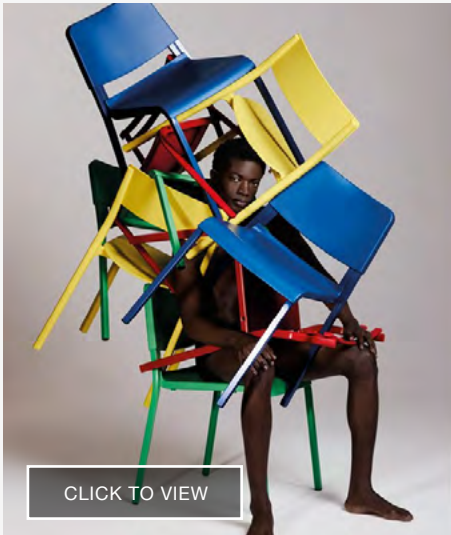


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IKEA

What Went Down At Dazed And Ikea's Catalogue!!! Launch At Milan Design Week

IKEA is the go-to place for pretty much any young person tasked with furnishing their first home. Appropriate, then, that the company's takeover of Padiglione Visconti at this year's Milan Design Week, titled 1st, was dedicated to the experience of leaving home for the first time and finding...

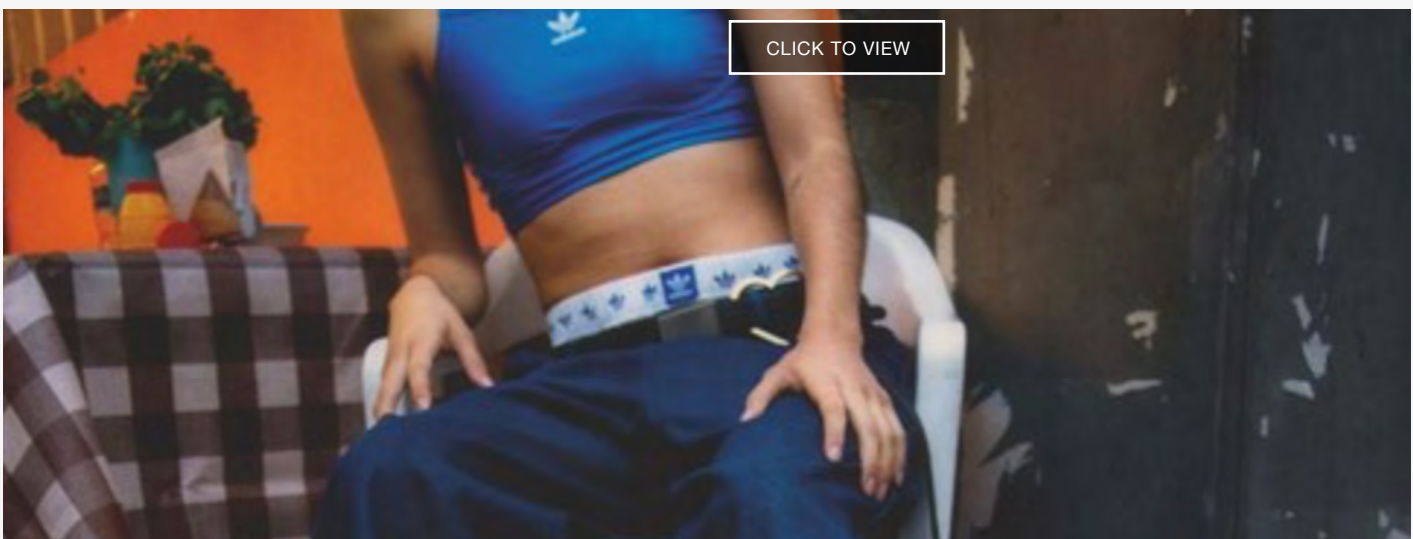


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CURIOSITY P.9

ADIDAS

Celebrate Creative Community At Adidas And Zalando's Sound Bar In Berlin



Across the world, adidas Originals are synonymous with emerging subcultures, adopted by creatives and their audiences alike as a versatile outlet for their unique style and sensibility. The brand is well aware of this – see: last year's A to Z of streetwear, in collaboration with Zalando...

BUDWEISER

Thisisneverthat X Budweiser Pop The Top On New Capsule



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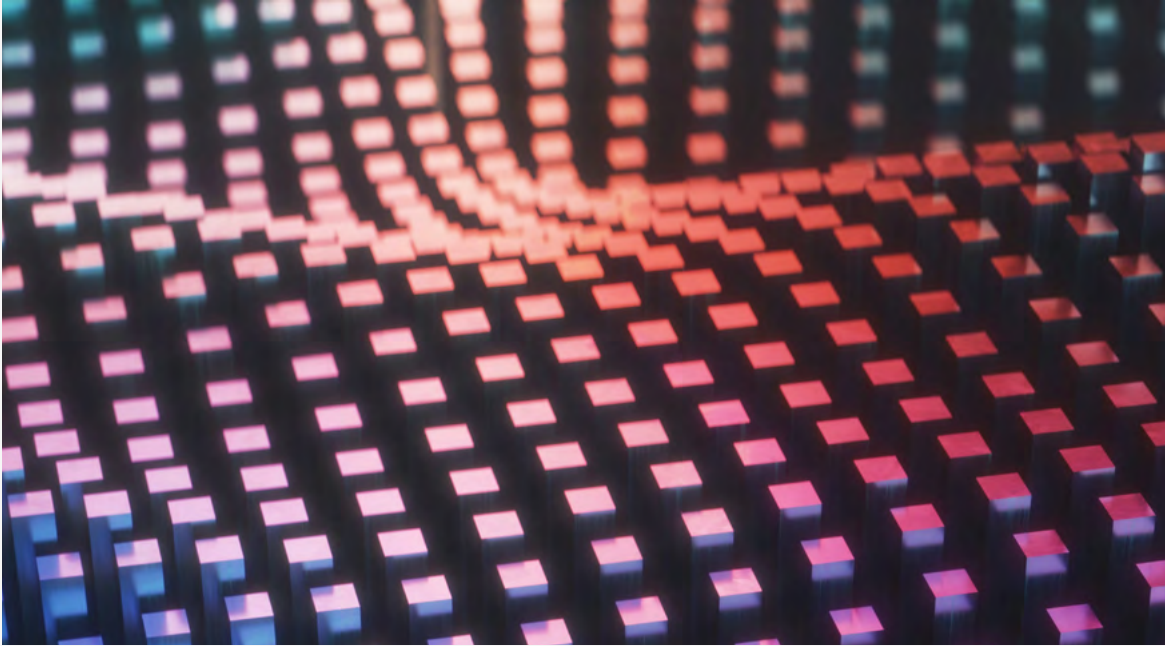
CURIOSITY P.10

[CLICK TO VIEW](#)

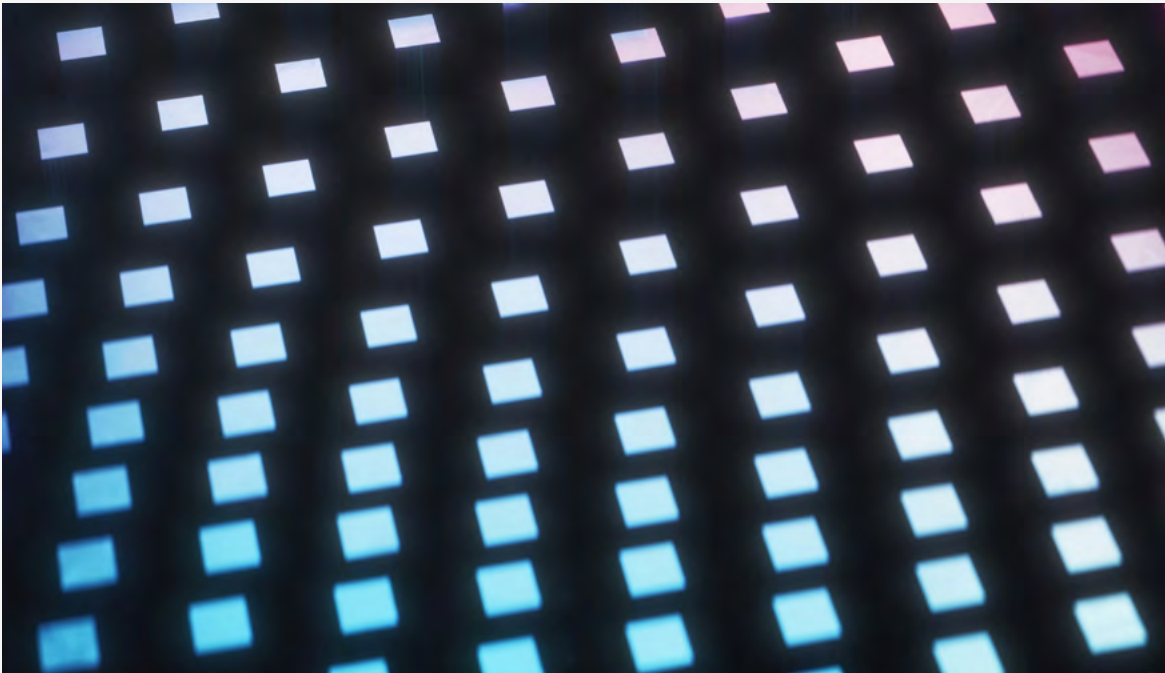


Thisisneverthat x Budweiser have uncapped a co-branded capsule. Spanning a range of apparel and accessories, the duo stamped the concise range of goods with co-branded signage...

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DIGITAL



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YOUTUBE

Jump Ahead



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DIGITAL P:12

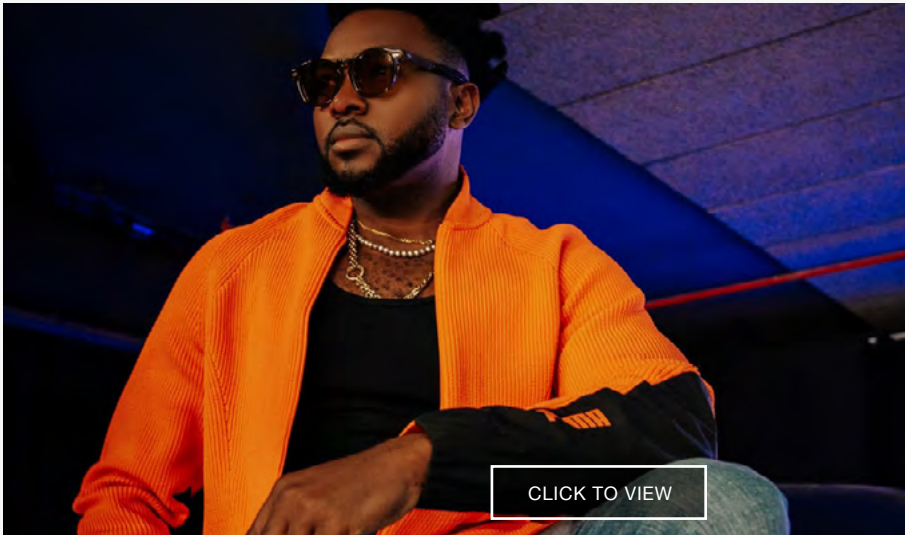


YouTube is expanding the reach of its experimental Jump Ahead feature that it began testing in March with a limited number of users. As reported by the 9to5Google site, the feature is now available for YouTube Premium users..

CHIVAS REGAL

I Rise, We Rise

Over the past two years, “I Rise, We Rise” has been the defining ethos behind Chivas’ modern-day chapter. Breaking down stereotypes and elevating pioneering individuals, it continues to bring positive change to communities across the globe with the launch of a new podcast focused...

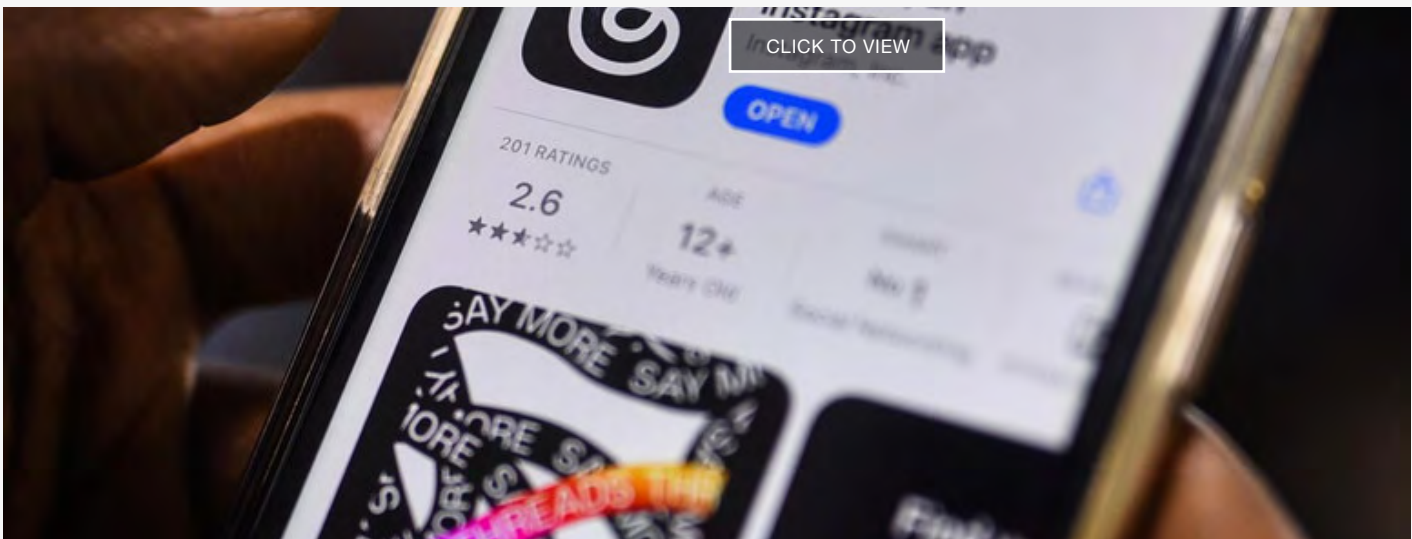


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DIGITAL P:13

META

Meta Updates Threads With More Privacy Features



Strengthened by the wave of interest in Threads, which reportedly reached an audience of 150 million monthly users, Meta continues to update the social network launched a year ago...

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GREEN



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WWF

WWF And Inter Bring Their Extinction Numbers Onto The Field In The Derby With Milan

On the occasion of Earth Day, Inter in the derby against Milan – which could already make them champions of Italy – will put their colors at the service of planet Earth, to shine the spotlight on...

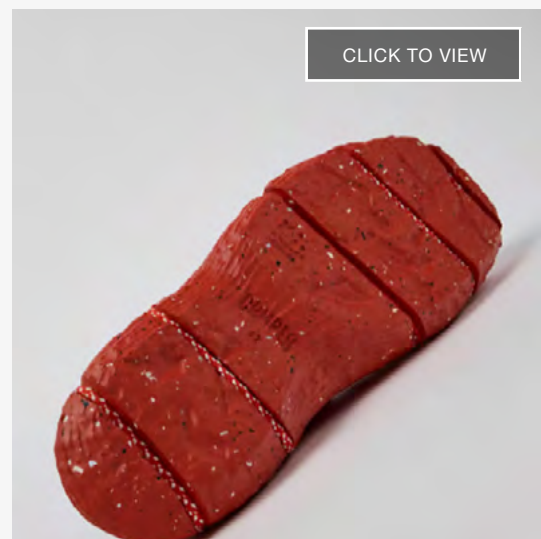


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CAMPER

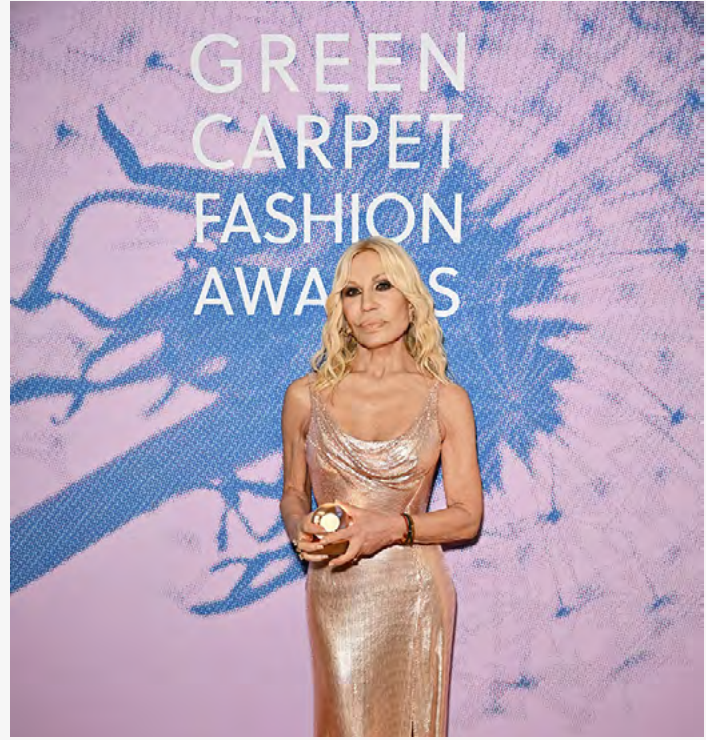
Camper Roku: Modular Design For Sustainability And Customisation



The sneaker world is just one area of fashion that needs to become more sustainable and those in the sector have been working on new ideas and better solutions for years. As such, new materials, new recycling concepts and shorter supply chains are helping to reduce the carbon footprint...

VERSACE

Donatella Versace Honored With Game Changer Award At The Green Carpet Fashion Awards



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GREEN P.16

Italian designer and fashion icon Donatella Versace recently received the Game Changer Honor at the Green Carpet Fashion Awards (GCFA) 2024 in Los Angeles, a distinction that celebrates her impactful contributions and advocacy for the LGBTQ+ community...

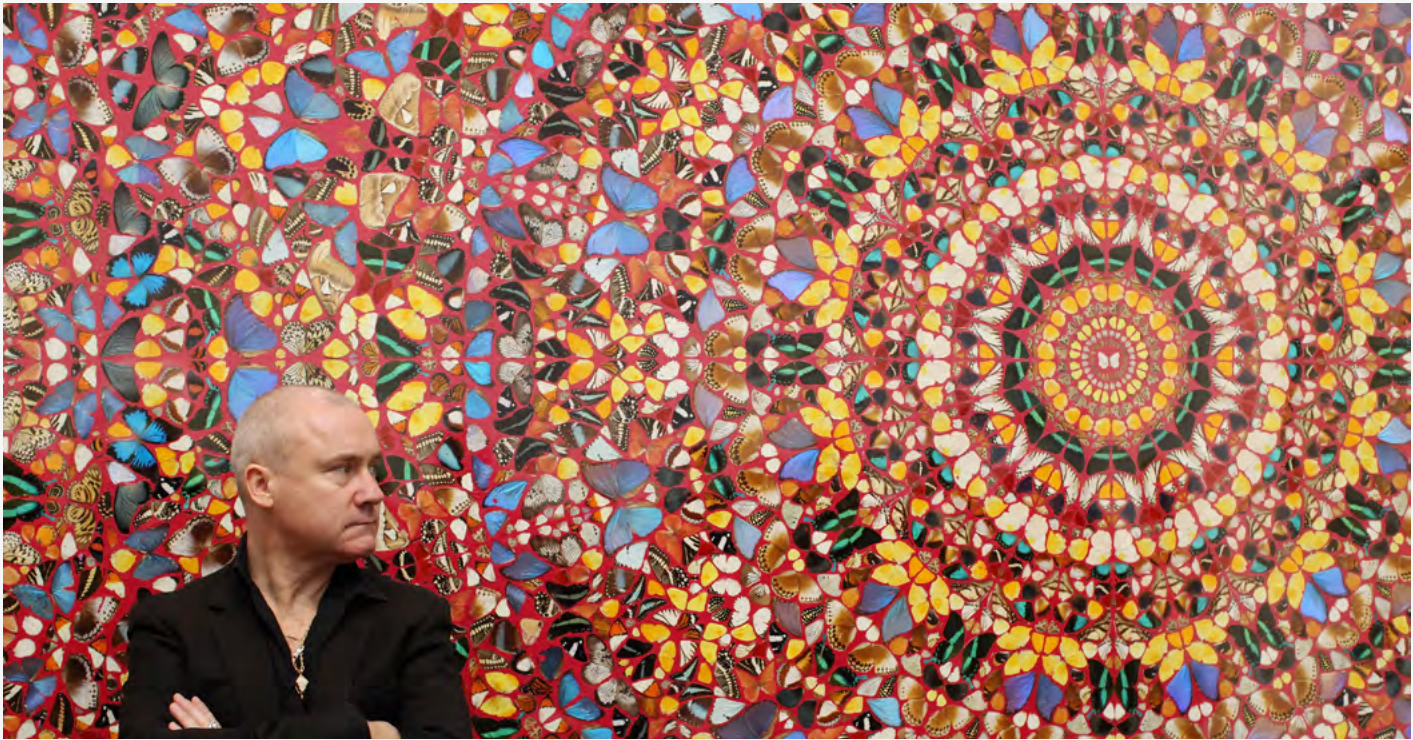


ART



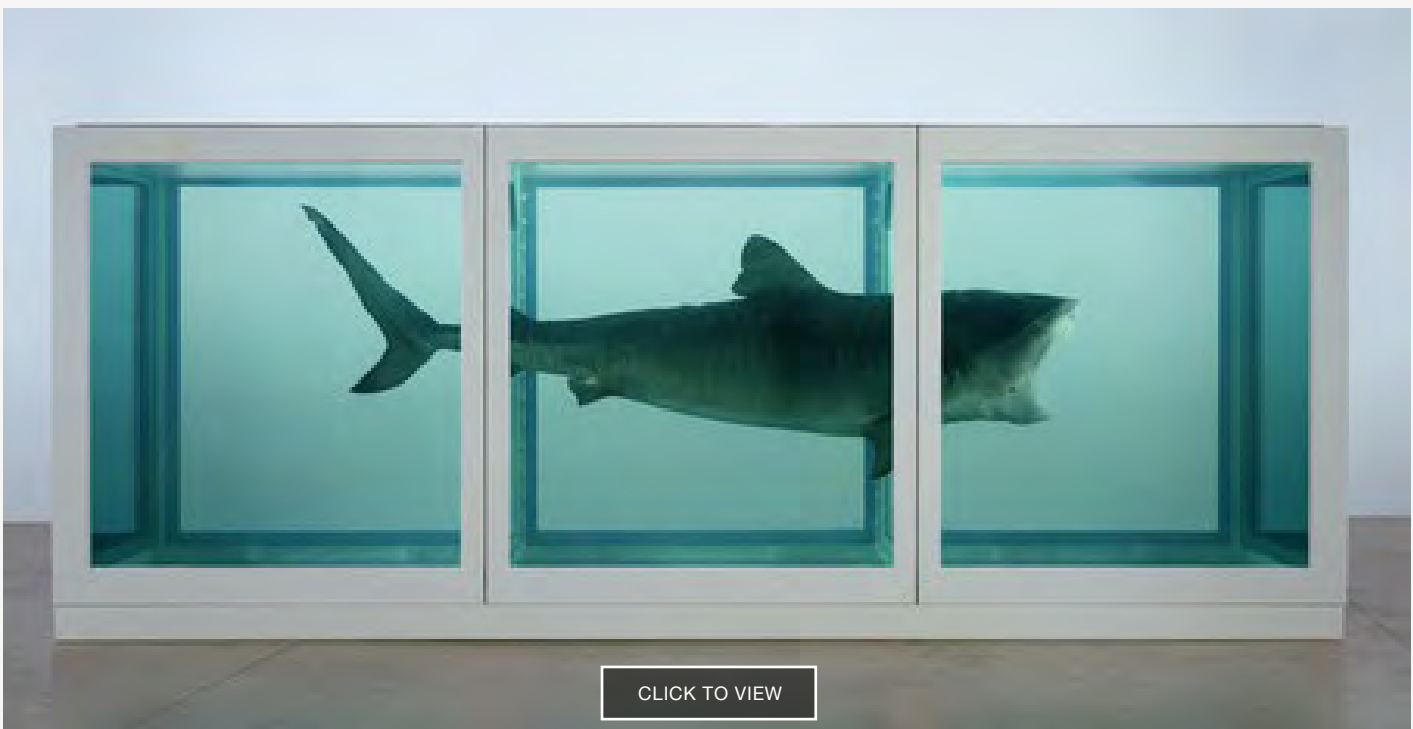
DAMIEN HIRST

The Damien Hirst Exhibition In A Famous French Wine Estate



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ART P.18

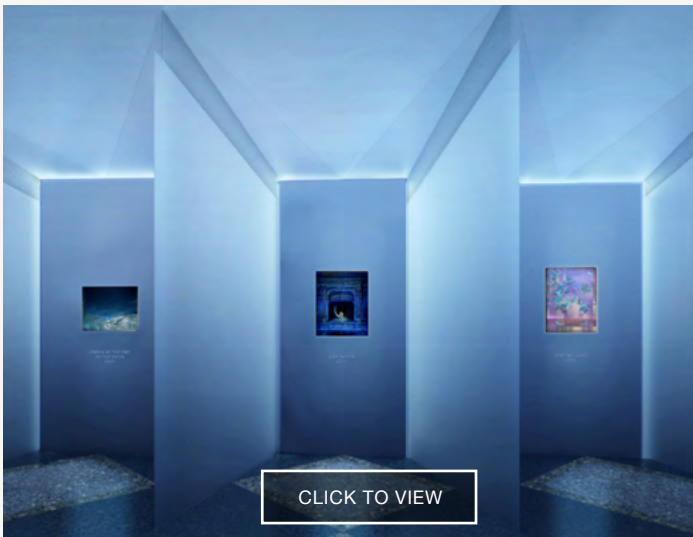


The fascinating and controversial works of Damien Hirst are about to “invade” Château La Coste, the vineyard on the outskirts of Aix-En-Provence which since 2011, under the direction of entrepreneur Paddy McKillen, has combined winemaking tradition, art and architecture Contemporary...

TIFFANY

Tiffany & Co. Announces The Tiffany Wonder Exhibition In Tokyo

Tiffany & Co. today announces its latest brand exhibition, Tiffany Wonder. The immersive show will bring visitors on a visual journey through hundreds of the House's design masterworks, Tiffany's legendary diamonds and breathtaking wonders, each telling a story of craft and creativity, heritage and modernity...



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ART P.19

MIC FAENZA

Mic Faenza Dedicates An Exhibition To Gio Ponti's Art



Over 200 works by the great Milanese artist and designer will be exhibited in the exhibition entitled "Gio Ponti. Ceramics 1922-1967". Curated by Stefania Cretella and with the partnership of the Richard Ginori Archive Museum Foundation of the Manifattura di Doccia di Sesto Fiorentino (FI) and the Gio Ponti Archive...

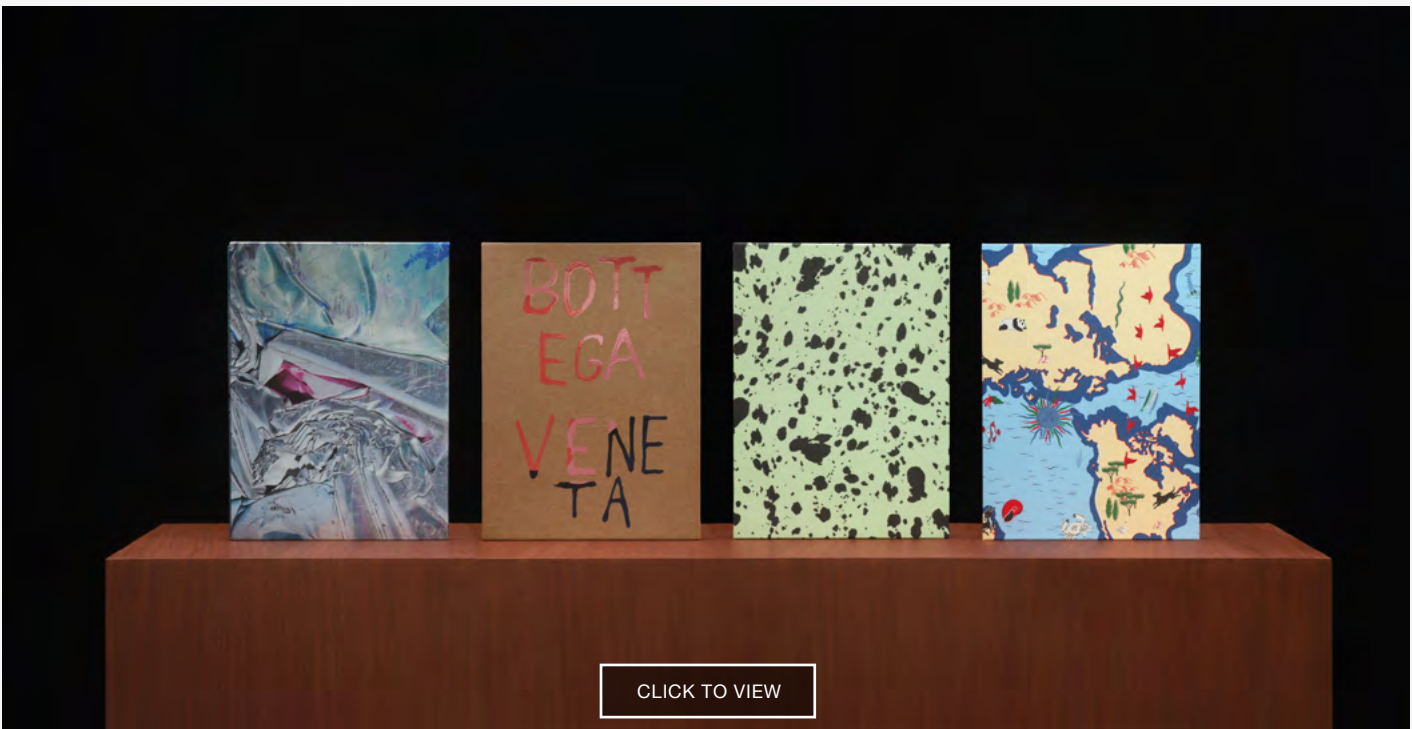
BOTTEGA VENETA

Bottega Veneta Presents Its Summer24 Fanzine



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ART P.20



Bottega Veneta presents its latest fanzine, available in a limited edition and free of charge in all Bottega Veneta stores, as well as in some selected bookstores around the world. The fanzine reveals Matthieu Blazy's creative process behind the Summer 24 collection...

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METAVVERSE

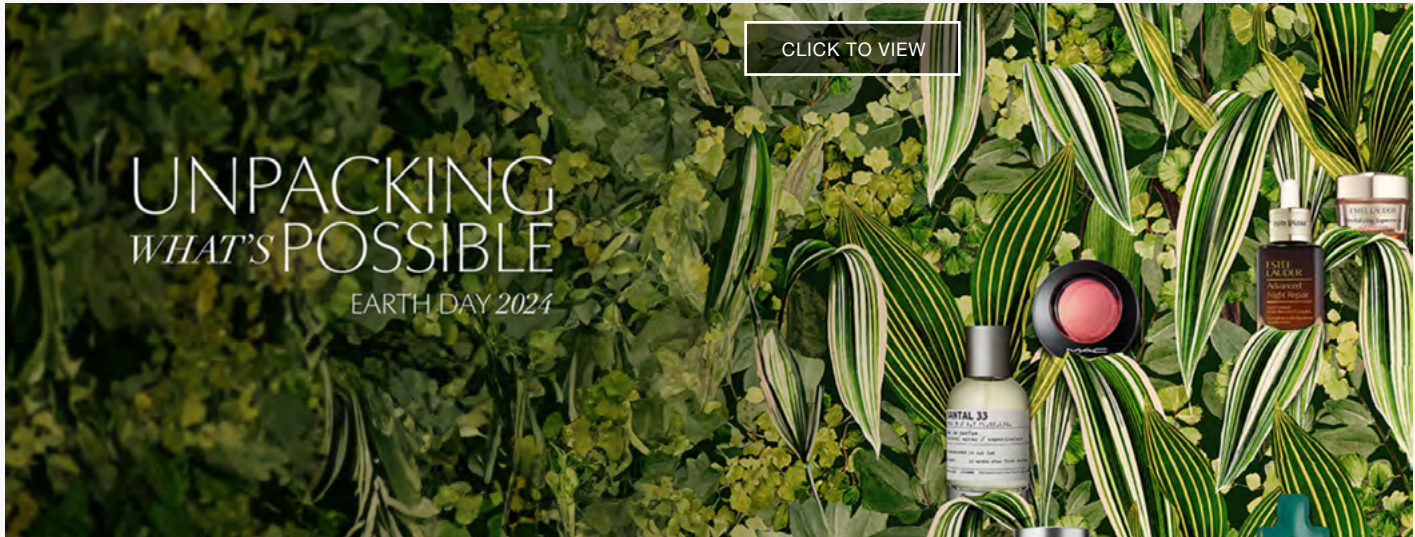


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ESTÉE LAUDER

Estée Lauder And Microsoft Create The AI Innovation Lab

Estée Lauder and Microsoft Create AI Innovation Lab. Estée Lauder Companies and Microsoft Corp. announced the creation of an AI Innovation Lab as an expansion of their global strategic relationship. Leveraging the cutting-edge generative artificial intelligence capabilities of the Microsoft Azure OpenAI service...

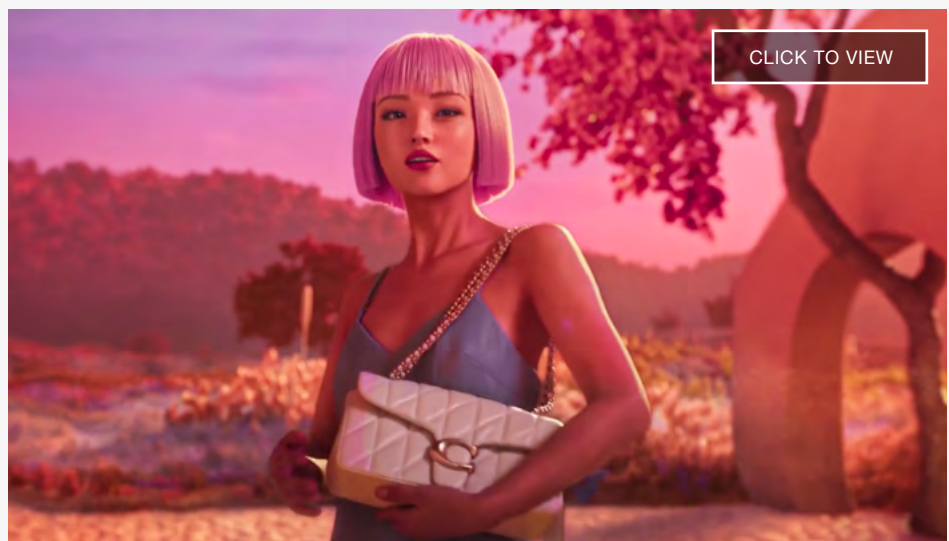


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META P.22

COACH

The Virtual World Can Be A Scary Place. The Real World? Sometimes Even Scier



The real world? Sometimes even scarier but against the odds, AI ingenue imma is on a quest to find the courage to be real...

ASICS

Asics Goes Around The World For New Gt-2160 Drop

Asics decided to trek the globe for its new GT-2160 colorways. Well, digitally of course. Asics wants its wearers to get outside as the new colorways serve as the perfect fit for the spring and summer seasons. Appearing in “Beige” and “Blue,”...



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META P.23

PEPSI

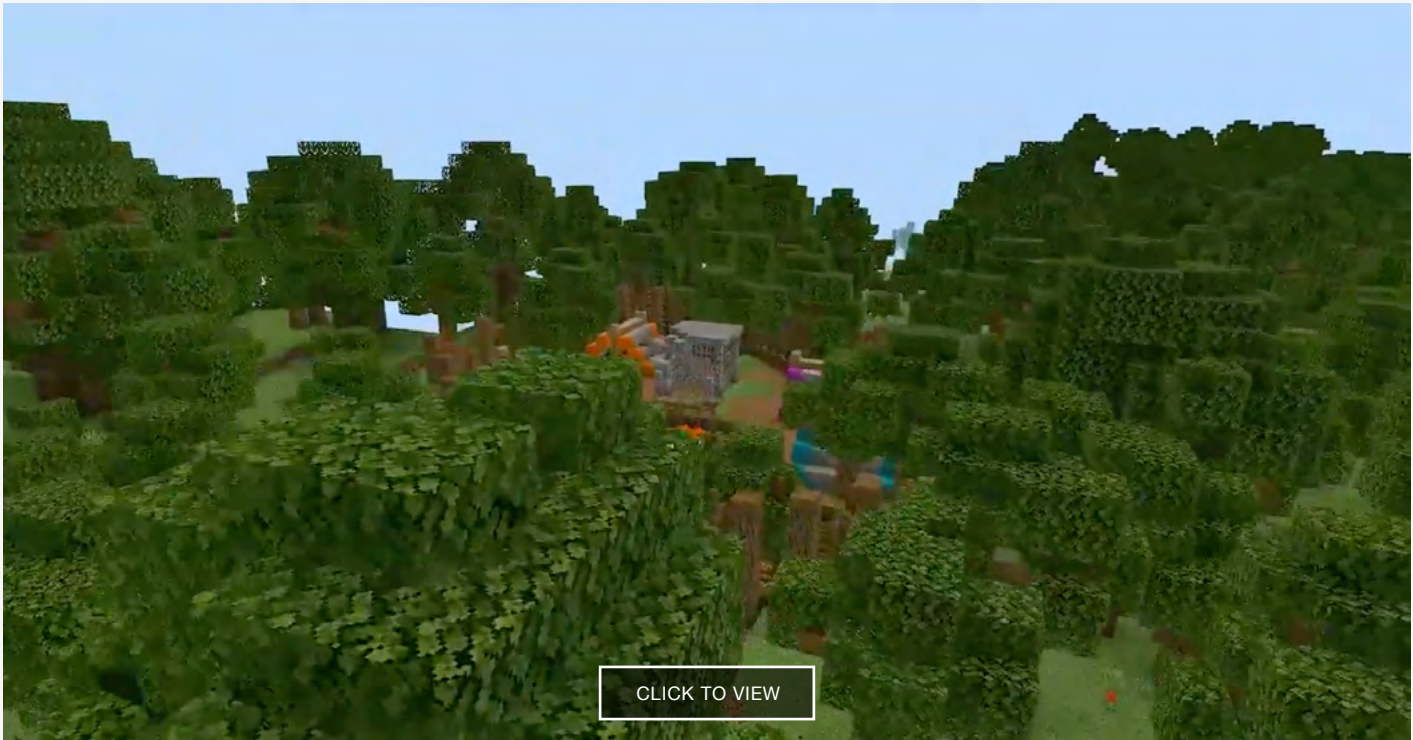
Pepsi Partners With Australian Designer Jackson Cowden For AI-First Capsule Collection



Pepsi has partnered with designer Jackson Cowden, celebrating not only Pepsi’s new identity but the reinvention of classic fashion items and conventions, via Special PR. In partnership with the 22-year-old Digital Fashion Artist, the launch of the Pepsi Pulse Collection showcases the brand’s new visual identity...

UNESCO

Lombard Unesco Sites Can Now Be Visited On Minecraft



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MEIA P.24



Two maps have been released for the Minecraft video game that allow you to explore the monuments of the UNESCO serial site Lombards in Italy: the places of power (568-774). Here they are in a demonstration video...

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VIDEO



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LAVAZZA

Earth Day News



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VIDEO P26



Major television broadcasts are talking about it nonstop: last night, the world ran out of coffee. This is a fake news today, but in the future could not be anymore. That's why the Lavazza Foundation is committed to promote sustainable agronomic practices taking care of coffee...

MONTBLANC

100 Years Of Meisterstück

CLICK TO VIEW



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VIDEO P27



Montblanc collaborates with director Wes Anderson to celebrate a century of its Meisterstück with a campaign reflecting his unique vision...

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 **fsbgroup**



FASTEN SEAT BELT

THE AIRLINE

READY-FLY

TAKE OFF

PILOT ROOM

RED-EYE

CABANA

MOLTENI

Molteni 90th Anniversary Party

THE AIRLINE
PILOT ROOM



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FSB GROUP P.29



The Brand created an unforgettable party for Molteni during Design Week 2024, in occasion of the 90th Anniversary of the brand, and to celebrate the release of their new book “An Italian Design Story”. The theme of the night was the world of cinema, which was communicated through the set up, creating a “movie set brought to life”, a creative ode also to the direction behind the book, which was shot by Jeff Burton.

RUINART

Ruinart Miart 2024

THE AIRLINE



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FSB GROUP P.30



The Brand designed a custom lounge in occasion of MIART 2024. The lounge was designed to host an exhibition area, champagne bar and lounge space in collaboration with Saba Italia. The lounge was created for MIART 2024 and this year's theme was Conversations With Nature. Ruinart VIP lounge served as the perfect frame to host the works of esteemed artist Martine Pascale Tayou.

MCM

“MCM Wearable Casa” Exhibition

FASTEN SEAT BELT



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FSB GROUP P.31



MCM hosted an event dedicated to press, vip and influencers where a pop-up store was set up in a glass tensile structure in the courtyard of Palazzo Cusani. Additionally, there was a special exhibition on the first floor with Atelier Biagetti. The exhibition was then open to the public from april 15th to 21st.

VOGUE CLOSET

The Vogue Closet 2024 Exhibition

FASTEN SEAT BELT



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For the second edition, Vogue Italia opens the doors of the editorial office as if they were the doors of a wardrobe and the layout of the magazine, recounting the revolutions in the language of fashion inside and outside the magazine with the curatorship of studio (AB)NORMAL.

GUCCI

Gucci Exhibition At The Gucci Store Montenapoleone

FASTEN SEAT BELT



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From an idea by Sabato De Sarno, a project curated by Michela Pellizzari and designed by Guillermo Santomà, Gucci delves into the world of design through the customization and reissue of five iconic pieces of 20th-century Italian design, in the color Red Again. The project, launched during Milan Design Week 2024, includes: the reissue of design pieces and the spatial design of the Gucci Design Ancora exhibition at the Via Montenapoleone store.

SPOTIFY

Spotify Radar 2024

THE AIRLINE



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The Brand managed production and creativity for Spotify Radar 2024 launch event of six emerging artists in the Italian music scene. The singers performed live for the audience and were interviewed by the presenter.

KERING EYEWEAR

Kering Eyewear Press Day

FASTEN SEAT BELT

During Milan Design Week, Kering orchestrated an exclusive press event tailored for a handpicked audience, offering a platform to unveil the latest additions to the brand's esteemed eyewear collections.



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FSB GROUP P.35

ROBERTO CAVALLI

Roberto Cavalli Cocktail Event

FASTEN SEAT BELT

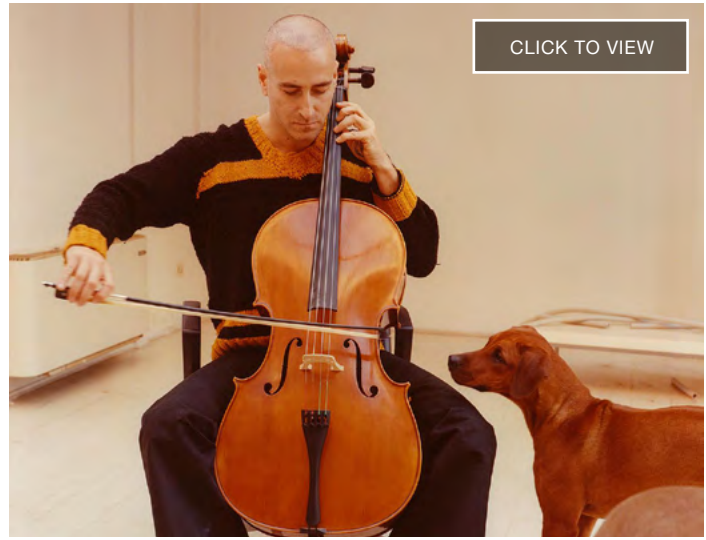


A special cocktail was held at Conde Nast's bistrot Frame to commemorate the collaboration between Roberto Cavalli and AD on the occasion of the Milan Design Week. The event highlighted Roberto Cavalli's iconic Ray of Gold print, which was showcased through a home collection crafted from the fabric. A selection of 500 guests, including VIPs, talents, and friends of the brand, attended the event.

How Marni Designer Francesco Risso Built The Ultimate Fashion Playground

TAKE OFF

When Francesco Risso was in the early stages of designing his latest collection for Marni, the Italian fashion house where he serves as creative director, he entered a sort of primal state. It began when he covered every surface of his Milan design studio in paper, from the floor to walls...



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FSB GROUP P.36

LOEWE

Spring Summer Collection

TAKE OFF



Production for LOEWE SS24, the new Spring Summer collection in the elegant setting of a northern Italy villa. Shot by Valentin Giacobetti and Marton Perlaki, DOP Ebba Hult.

OFF-WHITE

Off-White Cocktail Event

FASTEN SEAT BELT

During Milan Design Week, Off-White hosted a special cocktail event inside its city boutique to present guests with a preview of the brand's home collection.



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FSB GROUP P.37

MOSCHINO

Moschino Boutique Events

FASTEN SEAT BELT



Moschino has organized several events worldwide driven to offer an experience that captured the essence and the imaginary of the brand and invited to discover the style of the SS24 collection.

FERRARI

Ferrari Q&A Boutique Event

FASTEN SEAT BELT

During Salone del Mobile, Ferrari, with the help of FSB, has organized special Q&A appointments about Ferrari's fashion with the Creative Director Rocco Iannone.



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FSB GROUP P.38

SWAROVSKI

Swarovski New Opening Event In Milan

FASTEN SEAT BELT



On April 18th, in the midst of design week, Swarovski cut the ribbon on its new flagship store in Milan, the first in Italy. This addition joins those inaugurated last autumn on Fifth Avenue in New York and at Dosan Park in Seoul.

WESTWING

Westwing Live Beautiful

FASTEN SEAT BELT
PILOT ROOM

The Westwing exhibition for Fuorisalone 2024 offers an inspiring exploration of the Live Beautiful. Ethos through a sensory journey that invites visitors to experience tranquility, creativity, and community and immerse in the beauty of living.



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FSB GROUP P.39

BAIA

Summer Love Capsule Collection Launch

PILOT ROOM



An intimate candlelight dinner to present Baia's new Summer Lover Capsule Collection. The Brand invited a curated selection of socialites, talents and press, who could enjoy the event.

RANGE ROVER

Range Rover Evoque Milano Dark Edition Launch

THE AIRLINE



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FSB GROUP P.40



On the occasion of Milan Design Week and the launch of the Range Rover Evoque Milano Dark Edition, Jaguar Land Rover opens the doors of the Range Rover House. The Brand developed the creativity and production of House welcomed the guests with exclusive experiences aligned with the brand's modern luxury philosophy.

CANALI

New Boutique Opening

PILOT ROOM

Canali celebrated the opening of the new Canali Boutique, with the presence of the artist Linda Carrara, who created the two works of art present in the boutique. Pilot Room supported the brand by inviting a curated selection of socialites and talents who could enjoy the brand



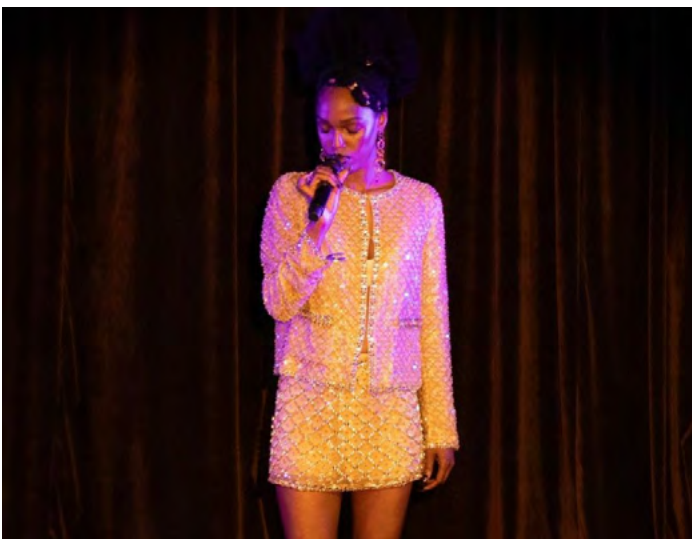
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FSB GROUP P.41

MIU MIU

Miu Miu Literary Club

PILOT ROOM



Miu Miu Literary Club, Writing Life was a two-day event brings back into focus two landmark titles: Alba De Céspedes's "Forbidden Notebook" and Sibilla Aleramo's "A Woman". The event was special thanks to some talks and performances by two singers.

SUPERGA

Superga Event At Antonia

PILOT ROOM

Superga organized an event at Antonia Milano, to celebrate the brand that has represented the excellence of Italian design for over a century and its new corner at Antonia's Portrait Boutique.



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SAN MARZANO WINES

Tramsfiguration Giampaolo Sgura and San Marzano Wines Dinner

PILOT ROOM



The Brand managed a unique dinner inside the astonishing Sala Reale at Stazione Centrale in Milan, to celebrate the collaboration between Giampaolo Sgura and San Marzano Wines.

CASSINA

Somewhere Else – Milan Design Week

THE AIRLINE

The Brand managed and produced the art installation curated by Philippe Starck to celebrate 30 years of collaboration between the designer and Cassina, exhibited during the Milan Design Week. Unique furniture protagonists of an artistic, theatrical, mysterious and intriguing narrative.



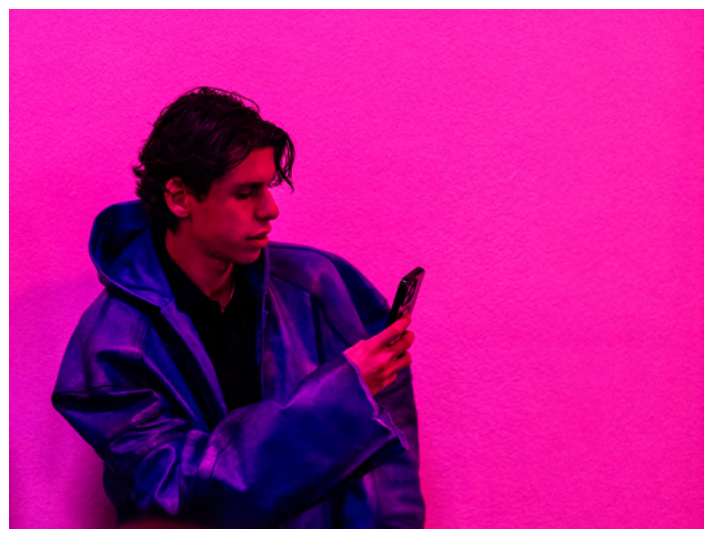
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MOON BOOT

Moon Boot, Spazio Fonte, The Pink Lemonade Better Together

PILOT ROOM



During last Design Week, MoonBoot, Spazio Fonte & The Pink Lemonade celebrated their collaboration with a Tacos dinner, which took place at the circus studios.

MORPHUS

Morphus x Atra Design Week

PILOT ROOM

During Milan Design Week, the Brand celebrated the collaboration between Morphus and Atra with the launch of the new sensory armchair. The Brand invited a curated selection of socialites, talents and press, who could enjoy the evening.



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FSB GROUP P.44

SEBAGO

Sebago Danielle Pop

PILOT ROOM



Danielle Pop - an event to present the new product dedicated to the female world. For the occasion, the Brand organized a styling session in collaboration with the Harper's Bazaar team - Camilla Sossi, Cecilia Braschi and Benedetta Baruffi.

LUISA VIA ROMA

Luisa Via Roma Cocktail Event

FASTEN SEAT BELT

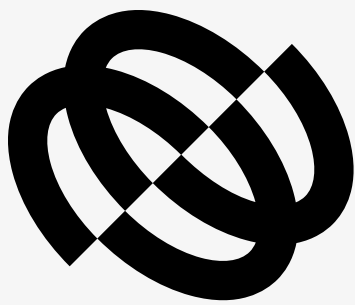


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Luisa Via Roma organized a special cocktail event inside a private suite on Via Spadari, hosting around 600 attendees for the inauguration of the brand's first space in Milan.



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