

# GENIUS LOCI IN LUXURY

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Branding and Brand Equity Management

Final Individual Assignment

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FDLM M1

*“The soul of place is like an invisible net --or a force field --  
cast up at times from within a house, neighbourhood, or  
landscape to draw us into its labyrinthine folds.”*

Linda Lappin



# EUROPE

# HERMÈS IN PARIS – 1951

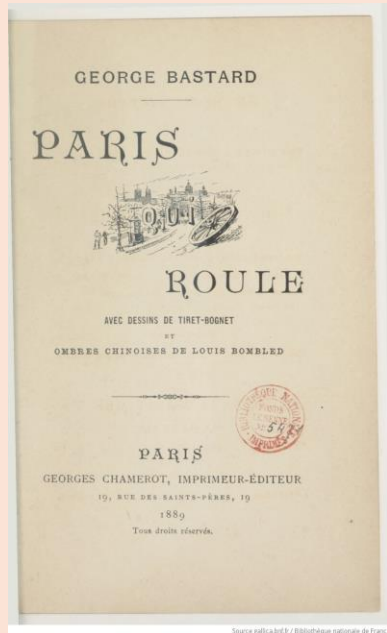


Image from Gallica.fr



Image from Abebooks.fr



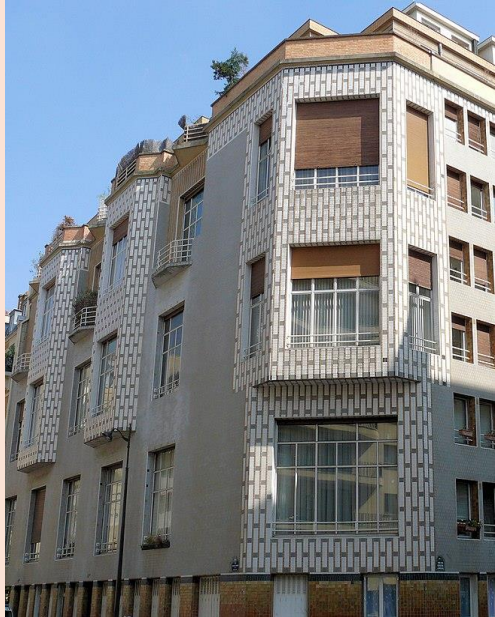
Hermès Bandana 55 Paris Qui Roule - Image from Hermès.com

Published in 1889, «Paris qui roule» by Georges Bastard described the transportation means and traffic conditions of Paris in the late 19<sup>th</sup> century.

In 1951, Hermès launched the «Paris qui roule» foulard designed by Hugo Grygkar. This product has been reproposed recently by the Maison and it is currently on sale in bandana shape.

Hermès takes inspiration from an ancient Parisian book to design the pattern of the foulard, capturing the spirit of Parisian streets in 19<sup>th</sup> century and bringing the consumer back to the past. The history and identity of a typically Parisian brand are mixed with the history of the city, in a peculiar celebration of the place.

# HERMÈS IN PARIS – 2024



The Building at 65 rue La Fontaine by Henri Sauvage (1926–28) - Wikipedia



Apartment of Auguste Perret in Boulogne-Billancourt (1929) - Wikipedia

The Art Deco Parisian apartments of 1920s were embellished by geometrical patterns. In this sense, the work by Henri Sauvage is particularly meaningful, as it recovered the facades of various private residences with ceramics reproducing these motifs. Similarly, Auguste Perret made a recurrent use of straight lines in his architecture and embellishment.

Hermès celebrates the history of Paris through details, that intertwine with the heritage of the brand, recreating a very specific allure on their products.



Cravate H Deco - Image from Hermès.com

The necktie H Deco by Hermès reproduces the H letter of the brand with a geometrical pattern inspired by Art Deco Parisian architecture.

# DIOR IN PARIS – SS2023



Image from mapparis.com

The image represents an old topographical map of Paris, reminding the inspiration of the pattern created by Monsieur Dior.

Maison Dior honours the city of Paris, adorning different elements of the collection with the Plan de Paris pattern. This series of products strengthen the bond between the city and Dior, inviting the customer to explore the city through the eyes of Monsieur Dior to discover his dearest spots.



Image from Christiandior.com

The Plan de Paris motif was presented during SS2023 RTW collection, recalling an old foulard created by Monsieur Dior. The motif represents the streets of Paris, highlighting meaningful location for the brand founder such as Avenue Montaigne and Rue Faubourg Saint Honoré.

# CHANEL IN PARIS – 2019

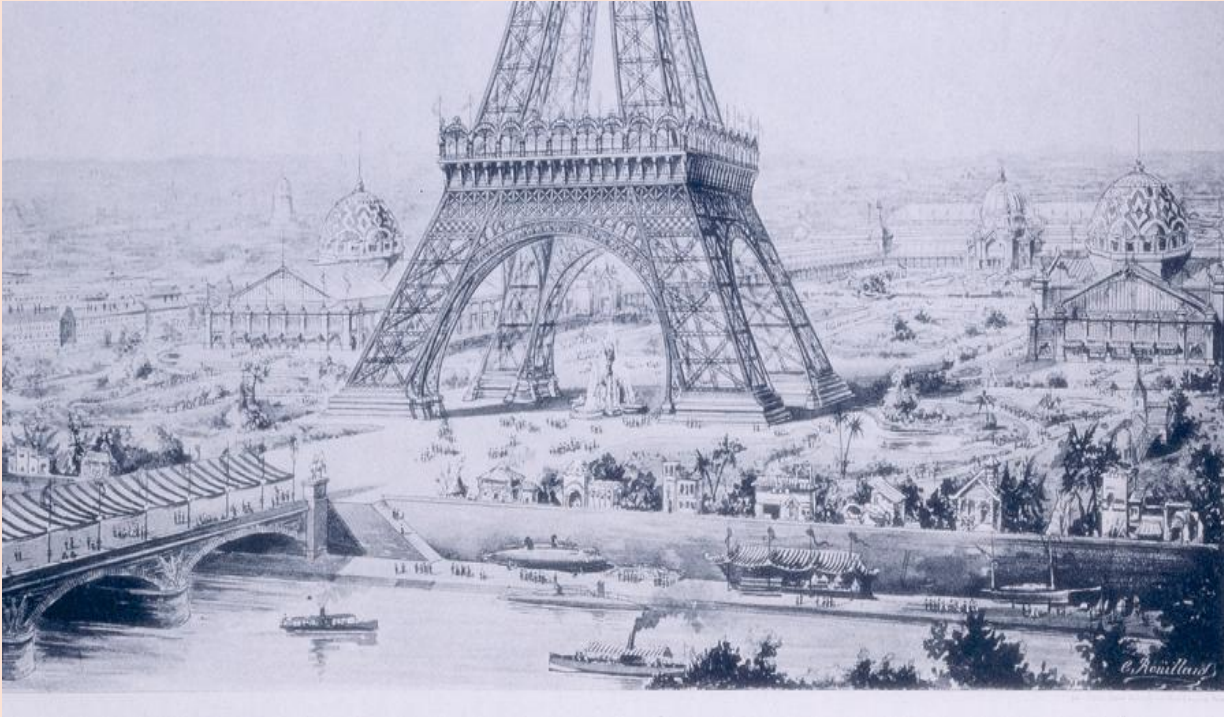


Image from Latoureiffel.com

Designed by Gustave Eiffel as the centerpiece of the 1889 Exposition Universelle, the Eiffel Tower is the most popular symbol of Paris.



Chanel Pop Up store in Galeries Lafayette Champs-Élysées – Image from hauteliving.com

In the pop-up store opened in Galeries Lafayette in 2019, Chanel images for its clients a walk through Paris, with different installations reproducing the Parisian symbols. Among those, the most iconic is the reproduction of the Eiffel tower.

Chanel strengthen its connection with the city of Paris, through an installation of a white Eiffel Tower.

# GOYARD IN PARIS – 2024



The Marché d'Aligre was inaugurated in 1781 in the XII arrondissement, near Bastille. It was renowned in Paris for its picturesque atmosphere, becoming popular as “**le second ventre de Paris**”. It still exists today and attracts locals for its flea market and food area.

Goyard takes inspiration from a picturesque location of Paris. This market, barely known by people outside the city, is a symbol of the most popular part of the Paris, far from the glitz of the city centre. Creating a bag to carry over grocery named after a local grocery market, Goyard consolidates its status as true, handmade Parisian brand.



Sac D'Aligre – Image from Goyard.com

The Sac D'Aligre by Maison Goyarde is made of a hand-woven raffia net. This small bag is designed to carry small grocery.

# VALENTINO IN PARIS – SS2024



Interiors of noble Parisian apartments - john-taylor.fr

Old noble Parisian Apartments are hosted in Hotels Particuliers, luxurious private dwellings that spread through Paris city centre in the XVIII century. Synonym of social status, the Parisian Hotels Particuliers are characterised by high ceilings and large windows, gold trim and large chandeliers, creating a recognizable elegant atmosphere.

Valentino captures and makes his own the sophisticated allure of effortless beauty that is typically Parisian. The interplay between the models and the location enhances the elegant, centuries-old spirit of Place Vendome and it conveys a Parisian allure to Valentino's couturier identity.



Source Instagram - Valentino



Source Youtube - Valentino  
Valentino's campaign «Paris, A Night's Tale »

In the «Paris – A Night's Tale» campaign by Valentino, Theo Wanners creates an allure of effortless beauty and sophistication. The models are shot in a Parisian saloon and, in the video, moves around a Place Vendome Hotel Particulier.

# FENDI IN ROME – 2021



Mosaic of “Real Casa” Musei Capitolini - Image from centralemontemartini.org

Roman mosaic art flourished in the Roman Empire between the 1<sup>st</sup> century BCE and the 4<sup>th</sup> century CE, adorning walls and floors of public buildings and private houses. Different examples of this artistic expression specifically in Rome are exposed in the Capitolini Museum.



Fendi Fall-Winter Haute Couture 21 – Image from orientpalms.com

In the FW21 Haute Couture show, Fendi presented a collection with different references to its Roman character. Among those, we can distinguish two pieces inspired by the Ancient Roman art of mosaic.

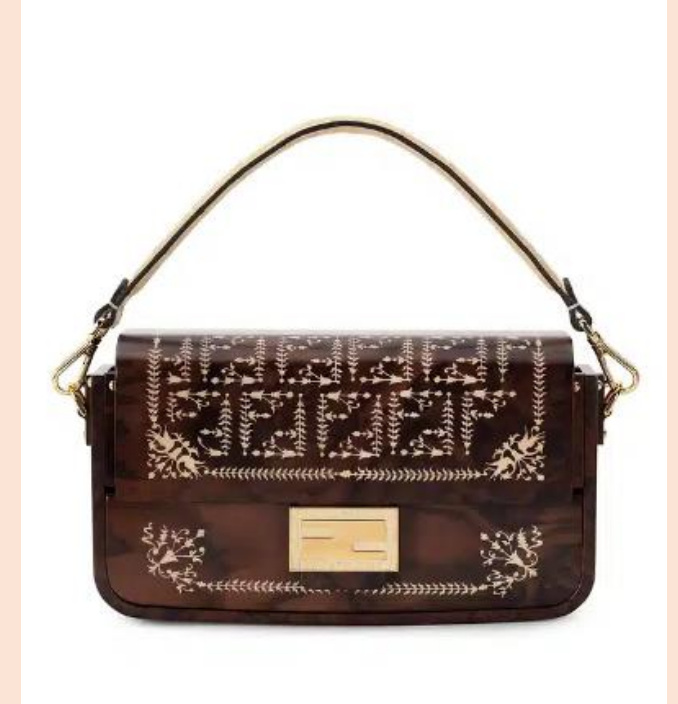
Fendi’s DNA is rooted in Rome and the brand expressed it through different artifacts, celebrating the present and the past of the city. In particular, these creations are inspired by the artistic beauty and grandeur of Roman Empire.

# FENDI IN SORRENTO – 2023



Inlaid furniture from Sorrento - Image from turismo.it

The art of “Tarsia Sorrentina” was born in the Benedictine monasteries around 6<sup>th</sup> and 7<sup>th</sup> century. This technique consists in creating geometrical motifs and decorations inspired by nature.

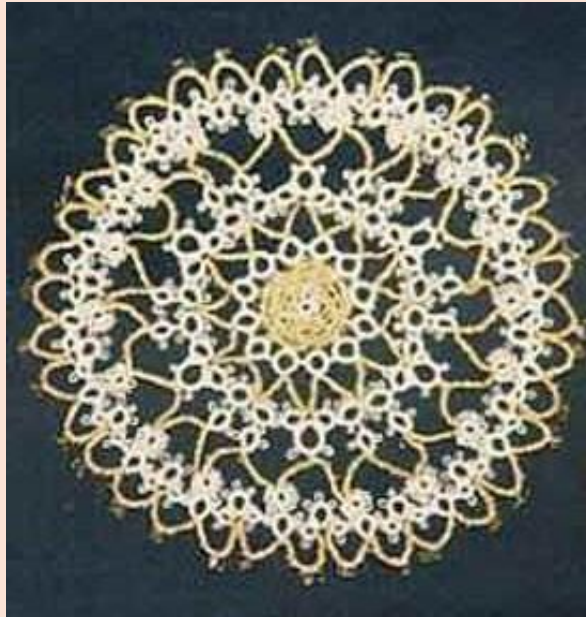


Fendi Baguette inspired by Campania region– Image from soldoutservice.com

In the range of «Hand in Hand» project in collaboration with Italian artisans, Fendi created this Baguette Bag in wood with unlaid decorations. The typical «Tarsia» technique is used to created to FF logo embellishment.

One of the Fendi’s most iconic products and its FF logo are reinterpreted by artisans of Sorrento, in a meaningful celebration of the place, highlighting the bond of the brand with craftsmanship.

# FENDI IN APULIA – 2023



Apulian Chiacchierino - Image from merlettoitaliano.it

In Apulia region, the old art of embroidery is still performed by old ladies, particularly in Salento area. This Apulian technique is known as «chiacchierino», as ladies are used to chat among them while working.



Fendi Baguette inspired by Apulia region – Image from soldoutservice.com

In the «Hand in Hand» project, Fendi creates the Apulian Baguette made up of white embroideries that create a peculiar texture in relief.

Throughout the «Hand in Hand» project, Fendi celebrates the Italian craftsmanship and its heterogeneity. This example is particularly relevant because it really captures the street spirit of Apulia. Looking at the habits of common housewives in the little villages of Salento, Fendi catches the vibes and the essence of popular Apulian culture.

# DIOR IN LECCE – 2021

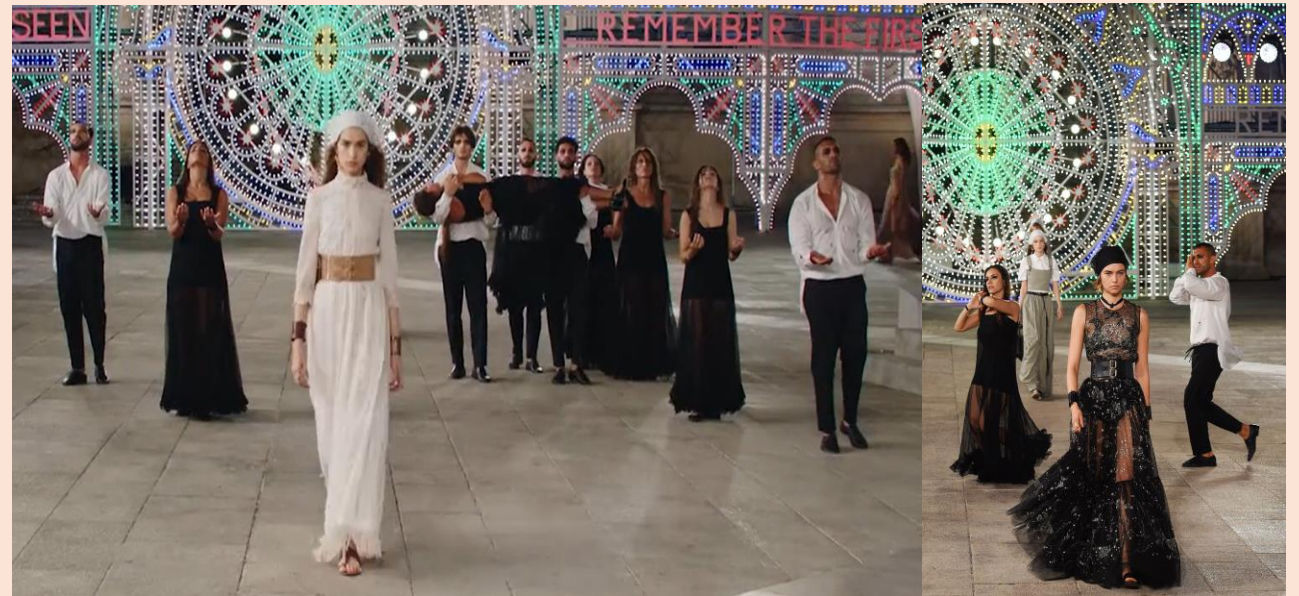


Lightning in Salento - Image from issimo.it Apulian Pizzica - Image from issimo.it

Colourful lightning is a typical attraction of Apulian towns and villages during patron saint holiday. Originally made up of candles and coloured canvas, the first examples were created in the XVII century.

Pizzica is an ancient dance from Salento, usually performed during popular feasts. It was initially considered «musical catharsys», able to purify the body in case of spider poisoning, thanks to the rapid and contorted movements. Its origin is also related to the celebration of Greek God Dionysus.

Dior captures the mixture of sacred and profane typical of Apulian peasant culture. Lightning in honour of the patron saint, village rituals, and the primordial sounds of Pizzica, provide the backdrop for a cruise collection that takes inspiration from the arid landscapes of Puglia. Dior opens the doors to a mystical and little-known land, celebrating its essence.



Dior Cruise Collection 2021 – Image from Dior.com

The 2021 Dior Cruise Collection Show was hosted in the centre of Lecce, where a huge installation reproducing the lightning was created. During the fashion show, a group of dancers was performing Pizzica, interpreting at the end a profane mortuary ritual.

# ETRO IN FORTE DEI MARMI – 2021



Beach club in Forte dei Marmi - Image from Dreamstime

Forte dei Marmi is a famous coastal location in Versilia, Tuscany. It is recognizable for its beach clubs, with light blue bathing-huts.

In occasion of the Pop-Up in Forte dei Marmi, Etro captures the holiday spirits of the place, recreating a small beach club in the design of the store. Everything recalls the atmosphere of the city, from the chairs, to the display cabinets, including the colours of the boutique.



Etro in Forte dei Marmi – Image from Wondernet Magazine

Etro opened a pop-up store in Forte dei Marmi, reproducing the coastal environment of the place. The themes of the collection proposed were inspired by maritime atmosphere with hawser, ship wheels and typical wooden bathing-huts of Versilia.

# EMILIO PUCCI IN CAPRI – 2023



Piazzetta of Capri - Image from Il Mattino

The Piazzetta is the centre of local life on Capri island. It is known among tourists for its café and bars, and the historical church.

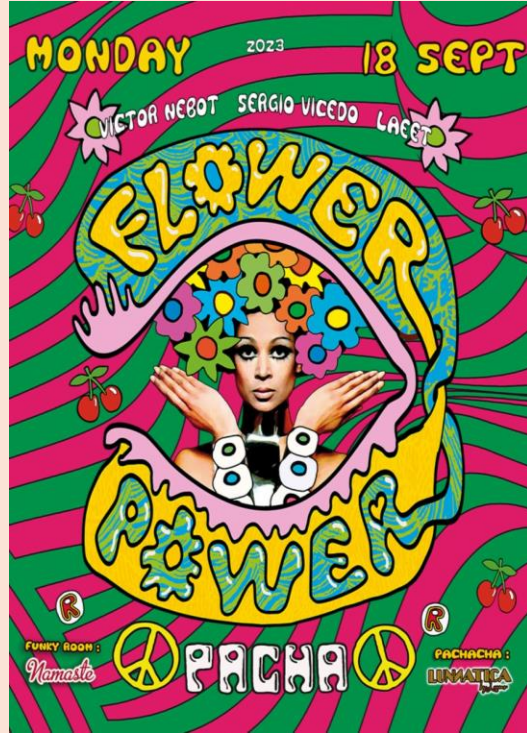


Emilio Pucci bags – Image from Symbol.com

Emilio Pucci launched a series of bags with the «Piazzetta di Capri» print, an historically relevant place for the brand. The print depicts with vivid colours the vibrant scene at the centre of the island.

With this print, Emilio Pucci does an homage to its history, as the first Pucci boutique was originally opened in the square of Capri. At the same time, the illustration captures the vibrant and holiday spirit of Capri Island.

# GUCCI IN IBIZA – 2021



Flower Power parties in Ibiza - Images from Pacha Ibiza

Ibiza became a popular touristic destination in the 70s. During this period the Hippy culture was brought there by artists and singers, until it became a symbol of the island atmosphere. Recalling these vibes, parties such as Flower Power are hosted in the island.



Gucci store in Ibiza – Image from APREU Design and Build

For its opening in 2021 in Ibiza, Gucci recreated a summery allure in the store. The floral prints on the walls by Ken Scott and the raffia furniture made up a summer-like scenario suitable for the presentation of 2021 Resort collection by Alessandro Michele.

The store caught the summery, funny, hippie style of Ibiza, reinterpreted through the codes of Alessandro Michele.

# LOEWE IN GALICIA – 2022



Francisco Fernández del Riego dressed in a Coroza - image from wikipedia.com

The Coroza is an ancient Galician garment that was made of reeds, used to cover the body in case of rain. It was made of three parts protecting completely the individual during rainstorms.

Loewe captures the Galician spirits going back to the rural customs of the region, in a peculiar celebration of the place.



Basket by the Loewe part of the project Weave, Restore, Renew– Image from alvaroleiro.es

In the project «Weave, Restore, Renew», Loewe investigated how old materials can be infused with new meanings, through craftsmanship techniques from all over the world. In this occasion, the brand collaborated with the Galician artisan Alvaro Leiro to create a basket bag inspired by the Coroza.

# LUISA WORLD IN PAROS – 2023



Street of Paros - Images from Elle

Cycladic architecture is characterized by low, cubic houses with a simple structure to cope with the scarcity of building materials. The roofs were flat to protect the dwelling from the wind and the walls completely white to disperse the strong heat.

In contrast to many luxury brands that establish their stores in the Cyclades, Luisa World reflects the true Cycladic spirit, characterized by stark, essential, white environments.



Luisa World Store in Paros – Image from luisaworld.com

Being Greek by birth, the multibrand Luisa World, totally reflects the Cycladic style in its store in Paros. Indeed, we can see a very simple facade, adorned with small colorful vases, reminiscent of the exterior of a private home. Luisa World maintains the bare and basic interior of fishermen's houses, with small niches in the wall used as displays.

# DIOR IN SEVILLA – 2023



Flamenco Dancer in Plaza de España, Sevilla - Images from Pearceoneath.com

Flamenco music and dance genre, originated in Andalucía, at the end of the 18th century. Nowadays is a form of entertainment, but it was born as a private perform to express emotions. It still maintains its strong expressive and emotional character and it is usually performed in the streets of Sevilla and other cities in Andalucía.

Dior pays homage to the Andalusian spirit, representing in the show the costumes and Flamenco, in an interesting combination of dance and fashion.



Dior Cruise Collection 2023 – Image from LVMH.com

To present the Cruise 2023, Dior organized a fashion show in the famous Plaza de España in Sevilla, while Flamenco dancers were performing the traditional dance. The collection celebrated the Spanish craftsmanship and traditional customs, in a highly evocative location, where the rhythm of models' walk is intertwined with the dance steps of performers.

# RICHARD QUINN IN LONDON – 2024



Queen wearing Peau de Soie in 1962 - Images from mailonline.com



FW24 Richard Quinn – Image from mailonline.com

Elizabeth II reigned for over 70 years, being the longest monarch of British history, and the longest female monarch of the world. She became and she still is a symbol of United Kingdom, in the British territories and worldwide.

Paying homage to Elizabeth II, Richard Quinn presented a wedding dress with ivory gown and crystal embellished, inspired by the Queen's Peau de Soie taffeta dress.

The Londoner designer captures the spirit of the city, honouring the most popular and loved icon of UK, showing his deep English character and devotion to the most remarkable monarch of the world.

# VERSACE IN MAGNA GREECE – 1993

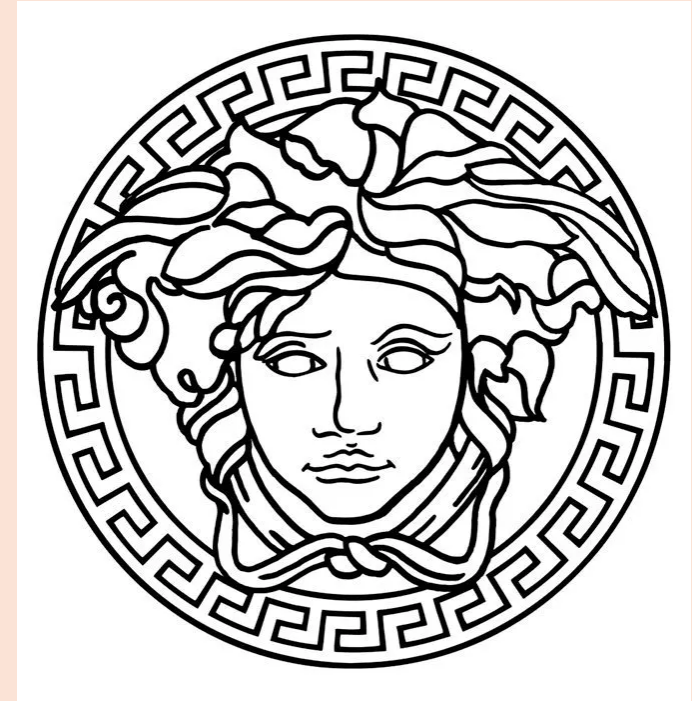


Medusa findings in Reggio Calabria - Images from [calabriavisione.com](http://calabriavisione.com)

Medusa is a character of Ancient Greek mythology. Characterised by an hideous beauty, anyone who looked at her was turned into stone.

One of the three gorgons, she was recognized as a guardian and often identified as a symbol of power. Several sample of Medusa sculptures have been found in Sicily and Calabria, old territories of Magna Greece.

Medusa is more than a logo for Versace. From one hand, it symbolises the ancestral bond of Gianni with his homeland, celebrating the fasts and culture of Magna Greece. On the other hand, Medusa mirrors the Women of Versace, extremely captivating and sensual, but dangerous at the same time.



Versace Logo – Image from [Versace.com](http://Versace.com)

In 1993, Gianni Versace registered as a trademark the Medusa logo, embodying the strong bond between his brand and his place of origin. He took inspiration from a sculpture of Medusa he remember from his childhood in Reggio Calabria.

# LOUIS VUITTON IN PORTO CERVO – 2024



Goldsmith from Sardinia - Images from ilmondicapovolto.com



SPIAGGIA DEL PRINCIPE, PORTO CERVO, SARDEGNA - Images from ilmondicapovolto.com



Louis Vuitton Porto Cervo – Image from louisvuitton.com

Sardinia is recognized for its astonishing landscapes, characterised by transparent sea water and heavenly beaches. Among the traditions of Sardinia, the Art of Goldsmithing is one of the most renowned with families transmitting the techniques for over six generations.

The store of Louis Vuitton in Porto Cervo celebrates the maritime landscapes of Emerald Coast and the traditional craftsmanship of Sardinia. The floor ceramics are inspired by the shades of the sea. The walls displays have been created specifically for the boutique, paying tribute to Gold craftsmanship of Sardinia.

Louis Vuitton honours Porto Cervo and Sardinia, with small details recalling the beauty and customs of the place, creating an immersive Sardinian experience for its clients.

# DOLCE & GABBANA IN SOUTH OF ITALY – 2024



Frame from *Ossessione* (1943) by Luchino Visconti – Image from Wikipedia.com



SS24 D&G Campaign – Image from dolcegabbana.com

The Italian Neorealism is a cinematographic and literature genre, developed after the World War II and fall of Mussolini dictatorship. The films were depicting the poor conditions of working class after the war and themes were usually oppression, injustice and desperation.

The Spring Summer 2024 campaign by Dolce & Gabbana creates postcards from a little village in South of Italy. Models are wearing 60s style clothes. The large hats recall the old habits of women of covering their faces, with a certain sense of modesty. Both the black and white colours and the location are inspired by the Italian Neorealism.

Dolce & Gabbana go back to their roots, in South of Italy, depicting a typical village landscape in which the models interact and are part of the town. Capturing the old spirit of South of Italy, D&G consolidate their Southern Italian character to the eyes of their clients.



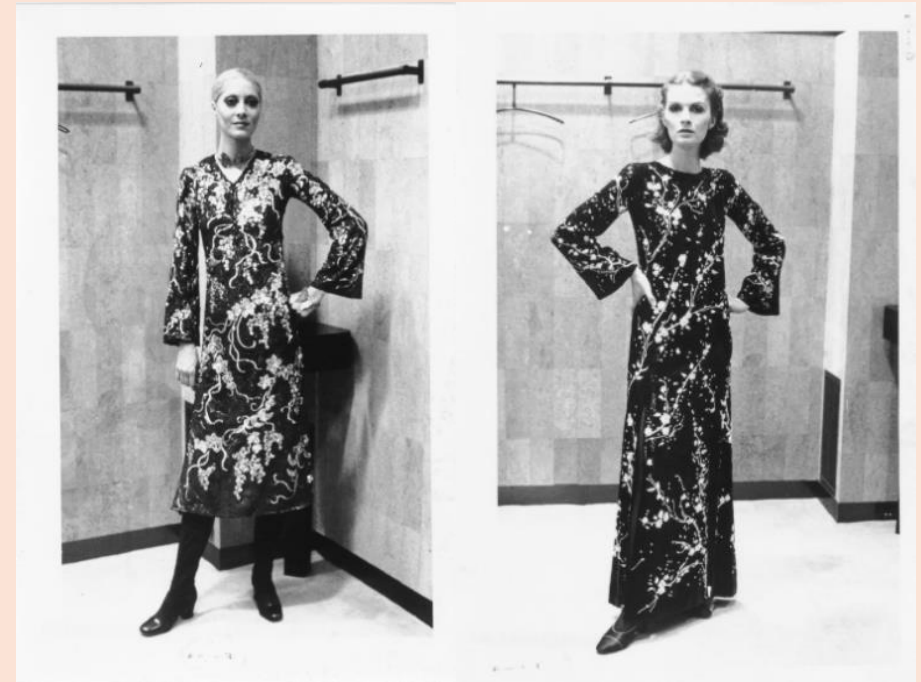
# ASIA

# YVES SAINT LAURENT IN JAPAN –1970



Sakura embroidery – Image from Pinterest.com

The Nihon Shishu (Japanese embroidery) is a techniques that originated more than 1600 years ago. Initially developed to decorate the clothes of Imperial Court people.



Yves Saint Laurent FW 1970 – Image from museumyslparis.com

In the FW1970, a series of seven georgette dresses is inspired by Yves' trips to Japan. The Japanese inspiration is particularly visible in the embroideries with natural elements, such as sakura and fuji.

Yves Saint Laurent was a great admirer of Japan and he tapped into this market several times, starting from 1963. He took inspirations and techniques from the ancient traditions of the country, embracing them in his design. Mixing the ancient technique of Nihon Shishu, he captured and transported Japanese spirit in Europe.

# GUCCI IN CHINA – 2022



Tiger illustratio and talisman– Image from Pinterest.com

The tiger is one of the characters of Chinese Calendar, standing for rebellion, strenght and magnetism. It has been used as talisman for soldiers, because of its role of leader in the natural world.



Gucci drop for Chinese New Year 2022 – Image from X.com

To celebrate the Year of Tiger in Chinese Calendar, Gucci dropped a collection with this animal as a central theme. The patterns proposed were archive pieces from 1960s works of the illustrator Vittorio Accornero at Gucci.

From the one hand, the collection celebrates a crucial event of the Chinese culture, engaging customers and capturing the spirit of the place. From the other hand, the patterns and design inspired by the Gucci's archive bring the client closer to the history brand, strenghtening in consumers' mind the bond of the Italian firm with Chinese culture.

# DIOR IN CHINA – 2023



Iced Songhua Lake

The Songhua Lake is a renowned ski location in China, with 30 km of sky runs and lifts.



Dior Store at Songhua Lake Ski Resort in Jilin, China.– Image from inthesnow.com

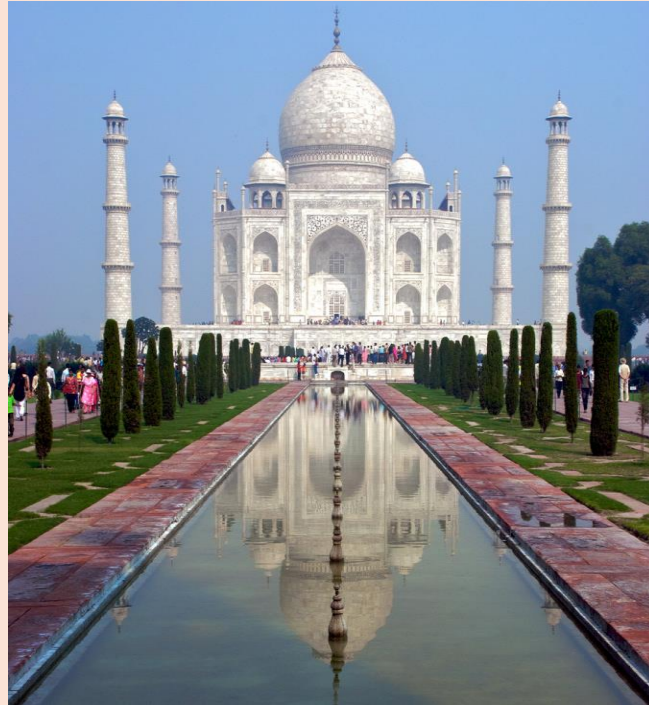
In this location, Dior recreated his Paris 30 Avenue Montagne store made of ice.

Dior is capturing the spirit of the place, mixing it with his strong Parisian identity. The codes and symbols of Dior are combined with the character of Songhua Lake creating a suggestive atmosphere.

# GAZAL GUPTA IN INDIA – 2023



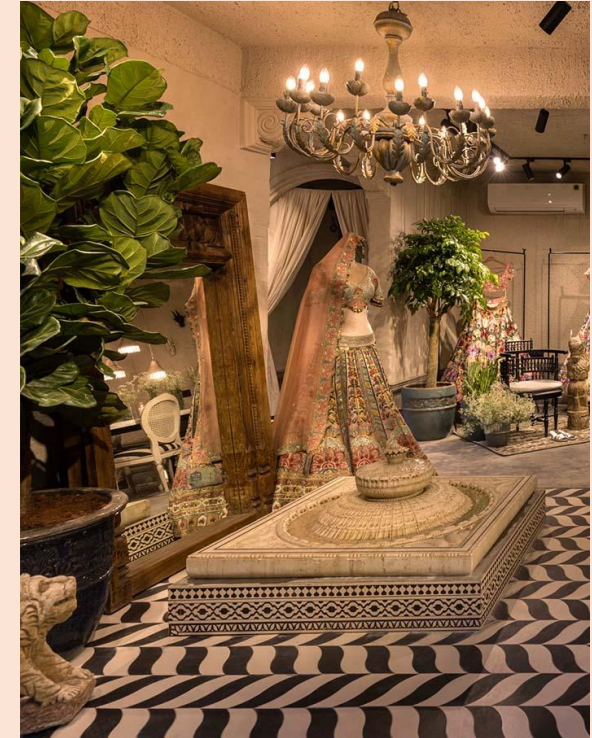
Indian fountain in Makrana marble  
– Image from indiamart.com



Taj Mahal construction employed Makrana  
marble – Image from wikipedia.com

Makrana marble is a white Indian marble, extracted in the town of Makrana, in Rajasthan. This refined material has been used in the construction of iconic Indian monuments such as the Taj Mahal and Masjid-e-Rasheed.

Fashion brand Gazal Gupta expresses its bond with the country of origin celebrating its craftsmanship and excellences in its flagship store.



Interior of Gazal Gupta store in Hyderabad – Image from elledecor.com

Gazal Gupta celebrates its Indian character throughout its flagship store in Hyderabad, Telangana. The store is organized in opened verandahs, divided by a fountain made of Makrana marble.

# VINAY VASTRALAY IN INDIA – 2023



Sari made of Zari textile – Image from wikipedia.com

The Surat Zari is a traditional textile made in the Surat district, in Gujarat, India. This textile is made of silk, cotton and gold. Its origin is not clear, however the first mentions about it appeared in the third century BC.

Vinay Vastralay describes itself as a brand that celebrates the «traditional, luxurious and exquisite handlooms of India». Its identity is built around heritage, spirit and traditions of Indian culture.



Vinay Vastralay's zari saree– Image from facebook.com

Vinay Vastralay's celebrates the Indian textile art and this particular technique from Surat through its products. The craftsmanship, mixed with traditional patterns and vibrant colours, convey the cultural heritage and sense of sophistication.

# BOTTEGA VENETA IN CHINA – 2022



China Great Wall – Image from wikipedia.com

The Great Wall of China is a fortification built to protect the Northern borders of the ancient Imperial China against nomads coming from the Steppes. It is one of the most famous symbols of China, due to its majestic proportions.



Bottega Veneta wishes of Good Year at China's Great wall – Image from rrush.com

Bottega Veneta pays tribute to Chinese New Year by means of an installation at the Great Wall, with the Green colour of the brand and tangerine, symbol of good luck. The name of the brand is displayed with an Happy New Year wish in Chinese.

Bottega Veneta gets closer to its Chinese customers, honouring them with an installation in occasion of the Chinese New Year. The Bottega green is mixed with traditional Chinese good luck colour, in a symbolical union.

# DIOR IN INDIA – 2023



Gateway of India – Image from viator.com



Indian embroidery – Image from linkedin.com



Dior fashion show in Mumbai – Image from dior.com

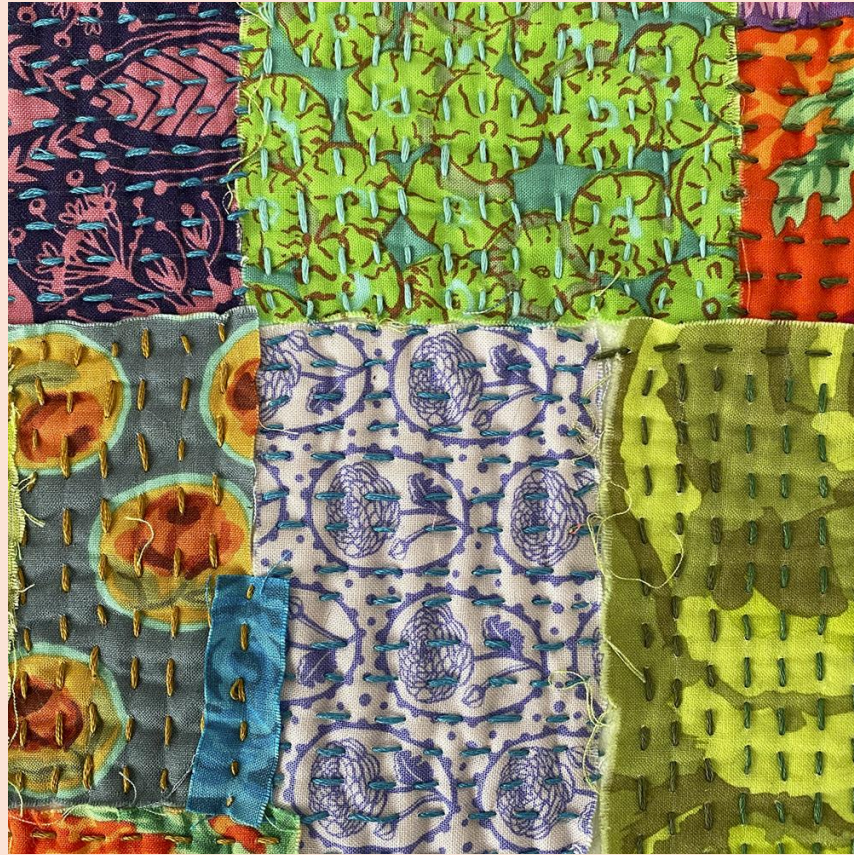
Indian embroidery is a rich form of art that is deeply rooted in the cultural heritage of the country. It includes various techniques, styles and motifs.

The Gateway of India is a famous monument located in Mumbai, built in 1911 to commemorate the visit of King George V and Queen Mary to the city. It is one of the most iconic monuments and symbols of the city.

Dior honours the Indian craftsmanship and its contribution to worldwide fashion industry with its Pre-Fall 2023 Fashion Show. The collection, rich of embroideries and recalling Indian style, has been presented in the historic location of Gateway of India.

For its Pre-Fall 2023 Fashion Show, Dior revives the old bond between India and the French brand in a creative dialogue with local craftsmanship.

# HAMAJI IN INDIA – 2024



Kantha Stitching – Image from wisecraftshandmade.com

The Kantha Stitching is an ancient textile techniques used in Eastern India that uses pieces of old fabrics that are handled together to create new patterns and garments.



The Kantha Puffer Jacket – Image from hamaji.com

The African emergent brand Hamaji recreates the Kantha Stitching technique on its puffer jackets, creating a one-of-a-kind bomber, that combines contemporary design and traditional craftsmanship techniques.

Hamaji demonstrates a strong attachment and commitment to ancient traditions of Africa and Asia. This jacket represents the effort of giving value to Indian craftsmanship, using a traditional technique in a contemporary product category.

# GUCCI IN JAPAN – 2022



Bamboo can be found anywhere in Japan and it is a symbol of the country.



Bamboo installation at Gucci in Namiki Tokio – Image from superfuture.com

Gucci Namiki store featured an installation by the Japanese Chikuinsai Tanabe IV made of bamboo. The sculpture is anchored on the ground floor and it is made up of white bamboo, that represents the future, and black bamboo, that symbolises the tradition.

In order to celebrate the first year of the Gucci store in Ginza, the brand has honoured Tokio with an installation by a local artist. Bamboo is not only a symbol of Japan, but the two types also stand for future and tradition, leaving space to an interesting metaphor.

# LOEWE IN JAPAN – 2021



Omontesando street - Tokio

The Zelkova tree is an ornamental tree that grows in Japan, Korea, Eastern China and Taiwan. The Omontesando street in Tokio is adorned by these trees.

Loewe creates an interesting retail experience, melting the store with the environment, as if the client was continuing its walk among the trees entering the boutique.



Gucci store in Namiki – Image from insideretail.com

Casa Loewe in Omontesando, Tokio has been reopened, with a design evocating a strong bond with nature. Starting from the façade of the boutique that creates a seamless transition between the building and the natural environment, Loewe creates an interesting relationship with the surrounding landscape. Touches of green can be seen also in the interiors of the boutique, creating a seamless transition between the outside and the interior of the store.

# LOUIS VUITTON IN KOREA – 2019



Dongnae Hakchum – citydancefestival.com

The Dongnae Hakchum or Crane Dance originated in Dongnae region, as a form of entertainment. The performers were considered dignified dancers and the dance is characterized by elegant and refined movements.



Louis Vuitton Maison in Seoul – Image from archdaily.com

Located in the Gangnam district, the Louis Vuitton Maison has been projected by Frank Gehry and Peter Marino, inspired by the movements and white dresses of Dongnae Hakchum dancers.

Louis Vuitton pays tribute to Korea celebrating a specific form of traditional dance, capturing the essence of elegance and refinement of Korean culture.

# VALENTINO IN JAPAN – 2019



The moon is a major protagonist in Japanese culture. In Zen Buddhism, it represents enlightenment.

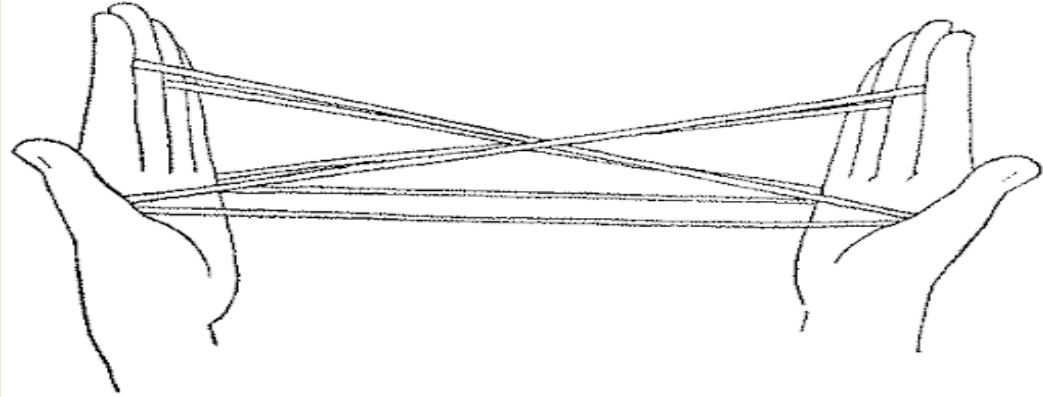
Valentino captures the Japanese spirits through different symbolical references, that can be more or less explicit, creating an interesting homage to the country and its traditions.



Pre-fall 2019 in Tokio - Image from valentino.com

Pierpaolo Piccioli presented its Pre-fall 2019 collection in Tokio. The creations were based on different concepts and aspects of the Japanese culture, such as this dress featuring the moon.

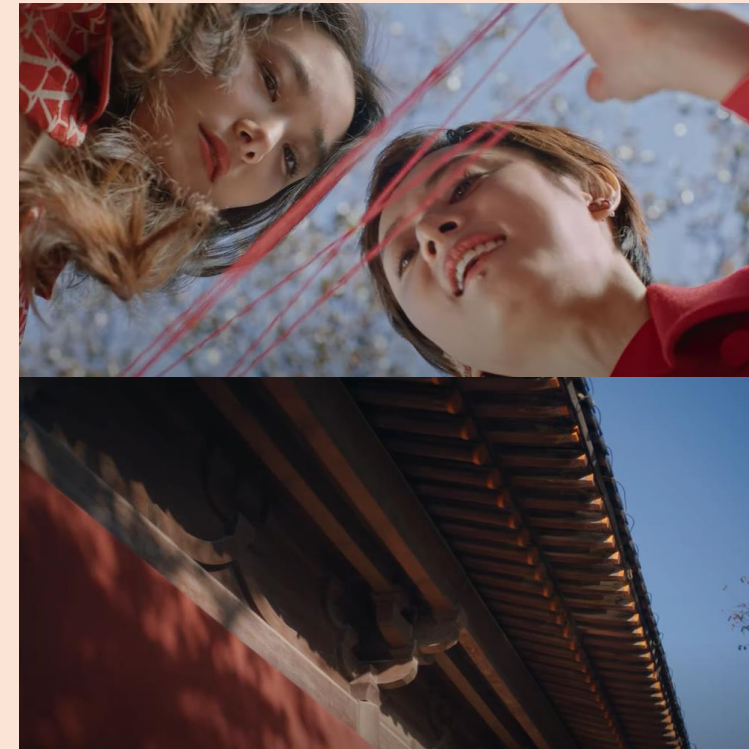
# VALENTINO IN CHINA – 2023



Imperial red gates of Chinese palaces are usually of red colour, standing for nobility, authority and solemnity.

The cad's cradle or fan sheng in Chinese is a game consisting in the creation of different images among the fingers using a string.

Valentino celebrates Chinese New Year with an accurate campaign, that captures the spirit of Chinese culture and blends it with the codes of the Maison, to create an emotional and sensitive bond with the client.



Pre-fall 2019 in Tokio - Image from valentino.com

This campaign launched in occasion of Chinese New Year 2023, mixes the Chinese red elements and symbology with the iconic meaning of this colour for Valentino. The whole scene is played near a traditional Chinese Imperial Gate, where the two characters are playing fan sheng with a red string. The red string symbolises in Chinese culture the youzi (游子), that refers to people travelling far from their home.

# DFS IN INDONESIA – 2023



Pura Lempuyang temple - Image from oovatu.com

Pura Lempuyang is the most sacred temple in Bali. It is located on the mountain from which it takes its name, and it is organised in three sections to represent the Hindu trinity.



T Galleria by DFS - Image from DFS.com

T Galleria by DFS is a large duty-free luxury destination in Bali. The mall takes inspiration from the Pura Lempuyang temple to create its structure.

DFS captures the Indonesian spirit creating an architecture similar to the famous temple in Bali, hosting its client in an evocative and typical Indonesian location.

# LOUIS VUITTON IN UAE – 2010



Dubai International Boat show set - Image from zawya.com

Being a seaside location, Dubai is popular for its maritime activities and events. In particular, the Dubai International Boat Show gathers several maritime attractions and yachts from all over the world.



Louis Vuitton Trophy

The Louis Vuitton Trophy was a maritime competition organized in 2010 by Louis Vuitton in Dubai, capturing the maritime spirit of the city.

Louis Vuitton lifestyle concept is melted with the spirit of the place, creating this interesting event in one of the most luxurious locations in the world.

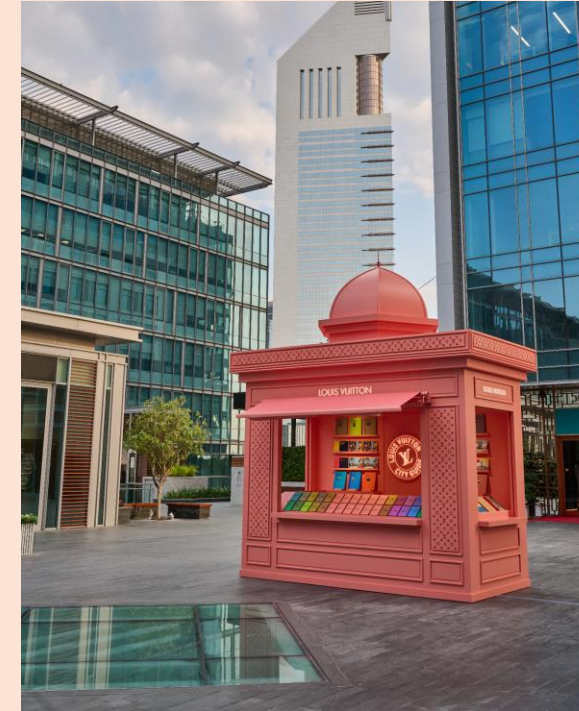
# LOUIS VUITTON IN UAE – 2023



Dubai- Image from wikipedia.com

Dubai, in United Arab Emirates, is situated on the southern eastern coast of Persian Gulf and it is a popular luxury destination in Middle East.

Dubai City Guide captures and shares the spirit of the place through Louis Vuitton eyes, engaging the community of customers to discover the city with the brand.



Louis Vuitton City Guide - Image from louisvuitton.com

Louis Vuitton added to its City Guide project the city of Dubai, showing to its client its double nature, modern and futuristic, but also traditional and ancient.



# DIOR IN UAE – 2021



Camping in desert - Image from superviaggi.com



Clay and sand in desert - Image from wikipedia.com



Dior Concept Store in Nammos - Image from insidelifestyle.com

Sand and clay are two natural materials abundant in the Dubai area, since the city is characterized by a desert landscape.

The desert is inhabited by small rural communities and Bedouin tribes. The Bedouin are semi-nomadic groups that sets their camps and dwelling in the desert.

This Dior Riviera location captures the desert vibes of Dubai creating a full Dior lifestyle concept perfectly integrated with the local culture.

Dior settled its pop-up store on the Dubai's Jumeirah beach in Nammos. The beach equipment recreated the atmosphere of a Bedouin camping. The two structures that hosted the collection were built using 3D printing and exclusively natural local materials, such as clay, sand and raw fibers

# SAINT LAURENT IN UAE – 2022



Saint Laurent exclusive Green bag in Dubai - Image from buro247.com

Green is a highly symbolical colour in Muslim religion, that stands for the abundance of the Earth. It is worn during Eid-al-fitr, the feast of Ramadan's ending, to wish prosperity and optimism.

For its exclusive pop-up in Dubai, Saint Laurent proposed a full range of accessories in emerald green, in occasion of Eid-al-Fitr.

Saint Laurent creates a range of products to match the vibes, the cultural habits and spirit of Dubai in a specific period of the year, joining its clients in the celebration of Eid-al-Fitr.

# DIOR IN CHINA – 2019



Red hydrangeas - Image from hirtsgarden.com

In Asian countries, the hydrangeas flowers are a symbol of good news. In China, they are even more symbolical, and they are used at weddings, anniversaries and births to bring joy. Red is the colour of good luck in China, and it usually represents the holiday.

The codes and iconic products of Dior are mixed with the Chinese spirit and traditions in a joyful celebration of Chinese New Year.



Dior Saddle and Toile de Jouy reinterpreted for Chinese New Year 2019- Image from dior.com

To celebrate Chinese New Year, Dior reinterpreted the Toile de Jouy in red, a colour that was careful to Monsieur Dior.

The pattern represented red hydrangeas, as a symbol of prosperity and good luck, on various iconic leather goods and accessories of the Maison.

# LORO PIANA IN SAUDI ARABIA – 2024



Al-Ula - Image from wikipedia.com

Al-Ula is an ancient oasis of Medina Province in Saudi Arabia. It is renowned for historical artifacts, such as ancient inscriptions in Arabic, and Nabatean and Dedanite tombs.

The first settlement of human beings in this oasis in the desert dates back to 5000 BC.

Loro Piana joins its customers in the Ramadan period with a collection of essential pieces inspired by the nuances of an ancient place, capturing the spirit of Al-Ula.



Loro Piana Ramadan collection - Image from the sandytimes.com

To celebrate Ramadan, Loro Piana launches a collection inspired by the Al-Ula landscape, with caftans, pantsuits and large dresses. The colours are soft, celebrating the nuances of Al-Ula environment and they are decorated with embroideries and stones.

The background of the slide is a blurred photograph of a city street. In the foreground, there are lush green trees on both sides of a road. In the background, several tall, modern skyscrapers are visible against a clear sky. The overall scene is bright and sunny.

# NORTH AMERICA

# GUCCI IN CALIFORNIA – 2019



Millennium Biltmore Hotel in Los Angeles- Image from hirtsgarden.com

Since the 1920s, Hollywood has been one of the most glamorous locations in the world and capital of cinema production. The bond between cinema and Los Angeles started in the 1920s when productions were moved to the West Coast. In Hollywood the myth of the divas from 40s and 50s was born, fueling the cinema industry.



Gucci Salon Los Angeles - Image from fashionnetwork.com

Gucci Salon pays homage to Hollywood splendours of the 50s with interiors inspired by the cinema world. Big chandeliers and furniture of the period recreates the glamorous and vintage attire.

Gucci Salon celebrates the spirit of the place, with a store inspired by the Golden Age of Hollywood.

# BALMAIN IN MIAMI – 2024



Miami south beach - Image from cgiwindows.com/



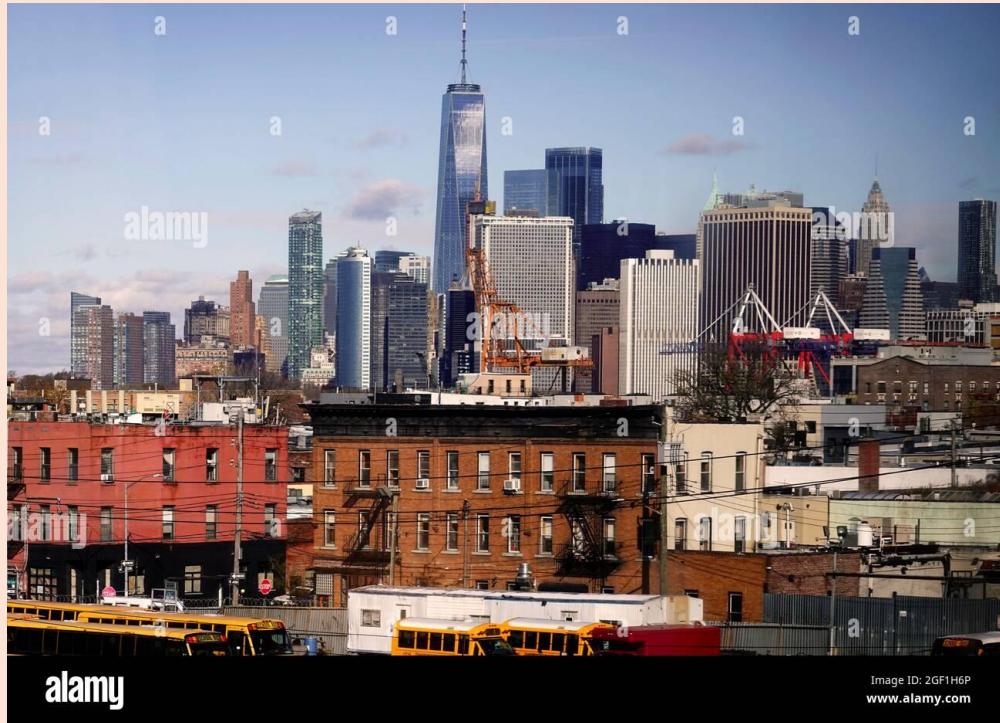
Balmain Pre Fall 2024 - Image from balmain.com

Miami is recognizable for its wide landscapes, palms and beaches. The area of South Beach in particular has a particular palette, made of pastel colours that match the coastal and holiday vibes of the place.

In its Pre Fall 2024, Balmain's creative director Olivier Rousteing was inspired by the character and vibes of Miami, recreating the palette, Art Deco details and typical palms on the garments.

This collection captures the holiday and relaxed mood of Miami, paying homage to its landscape and architecture.

# COACH IN NEW YORK – 2018



New York view from Red Hook - Brooklyn

Red Hook is a neighborhood in Brooklyn, located on a peninsula that give views on the Upper New York Bay. An important port area in the 20<sup>th</sup> century, this neighborhood has now declined.



Coach campaign 2018- Image from fashionetowork.com

This campaign shot by the photographer Steven Meisel in 2018, shows the models in the ex-industrial area of Red Hook, with the New York view behind them.

This campaign, as many other of Coach, has been shot in New York to express the strong bond between the brand and the city. By showing a pretty unknown and declined suburb of the city, the brand talks to its consumers as proudly and authentic New Yorker.

# VALENTINO IN NEW YORK – 2014



Seagram Building, New York – image from wikipedia.com

The Seagram Building has been designed by Ludwig Mies van der Rohe. Located in Midtown Manhattan, this skyscraper made of black steel and aluminium is one of the greatest examples of Modernism in New York.

Valentino captures a specific aspect of New York atmosphere, with a modern and innovative design idea, that, back in 2014, reflected a change in retail practices. The luxury stores started to become more than simple showrooms, including a more complex and meaningful design development and retail experience.



Valentino Flagship store in Madison Avenue, New York - Image from divisare.com

The Valentino flagship store in Madison Avenue takes inspiration from the Seagram Building and its Modernist style.

# GUCCI IN PALM BEACH – 2022



Retro-style hotel in Palm Beach – image from pmdailynews.com

Palm Beach was a popular luxury destination for summer tourism in the 60s. Attended by American celebrities and wealthy families, such as the Kennedys, the Rockfellers, it was renowned as a glamour destination.

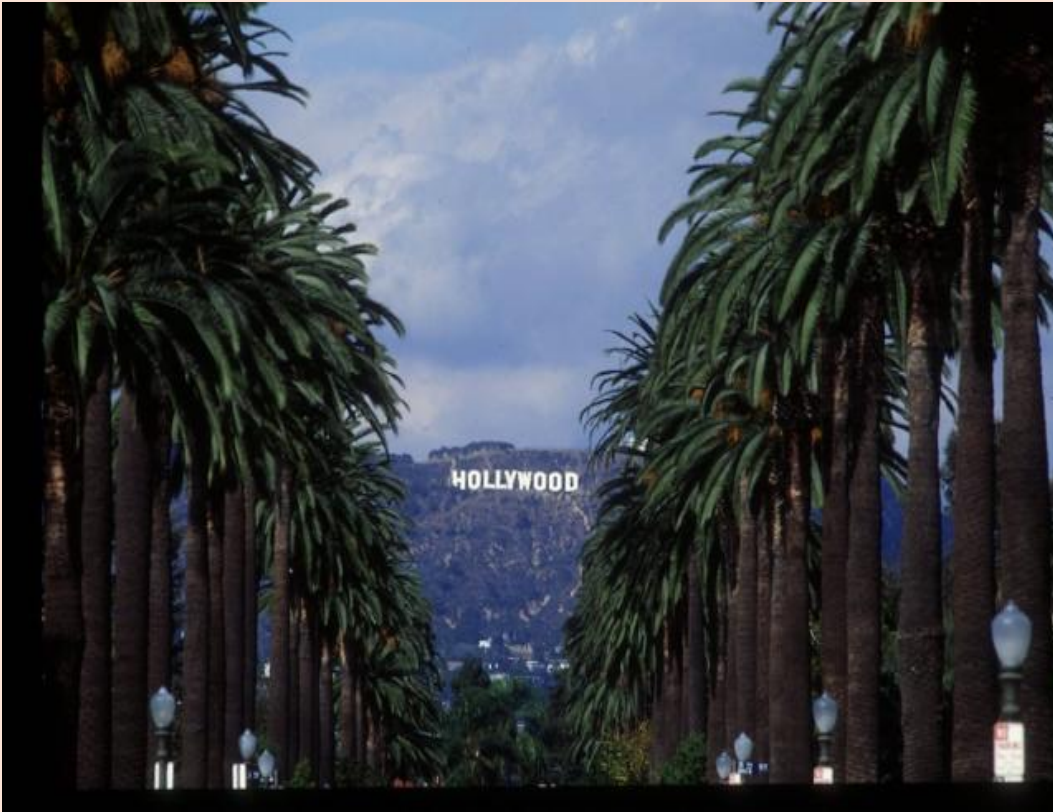
The retro and summery spirit of Palm Beach is blended with the collegiate vintage aesthetics of Gucci by Alessandro Michele, creating an interesting throwback.



Frames of Gucci Pineapple campaign – image from youtube.com

Gucci campaign for Pineapple selection by Alessandro Michele was shot in a retro-style hotel capturing the Palm Beach vibes. The palms, pools and the pastel colours recreated the typical atmosphere of Florida in the 60s.

# GIORGIO ARMANI IN LOS ANGELES – 2022



Palms in LA– image from losangeles.com

The palms are the typical vegetation of Los Angeles, with more than 75000 trees, becoming a worldwide known symbol of the city.



Giorgio Armani store in Los Angeles – image from thehollywoodreporter.com

Giorgio Armani store in Los Angeles creates a bond with the landscape of the city with «stencil-like imagery of two giant palm trees.

Giorgio Armani recreates the symbols of the city on the facade of his store, fostering the link between the boutique, the surrounding environment and the spirit of LA.

# GANNI IN TORONTO – 2022



Canada flag – image from canada.com

Since the 19<sup>th</sup> century, the maple leaf has been recognized in Canada as a symbol of national identity, due to the abundance of these trees in the country.



Ganni t-shirt for Toronto store opening – image from hypebea.com

For its first store opening in Toronto, Ganni proposed a customized version of its t-shirt with the maple leaf, combined with the classic «Have a nice day» slogan of the brand.

With a simple communication and highly recognizable symbols, Ganni blends his brand with the spirit of the place, in a customized product for its Canadian customers.

# MARNI IN NEW YORK – 2011



Meatpacking district – image from realdeal.com

The Meatpacking district in New York is an ex-industrial neighbourhood, characterized by red brick buildings conceived to host factories, manufacturing facilities and warehouses. In the last fifteen years, this area has been a lively and glamorous enclave for fashion and entertainment.

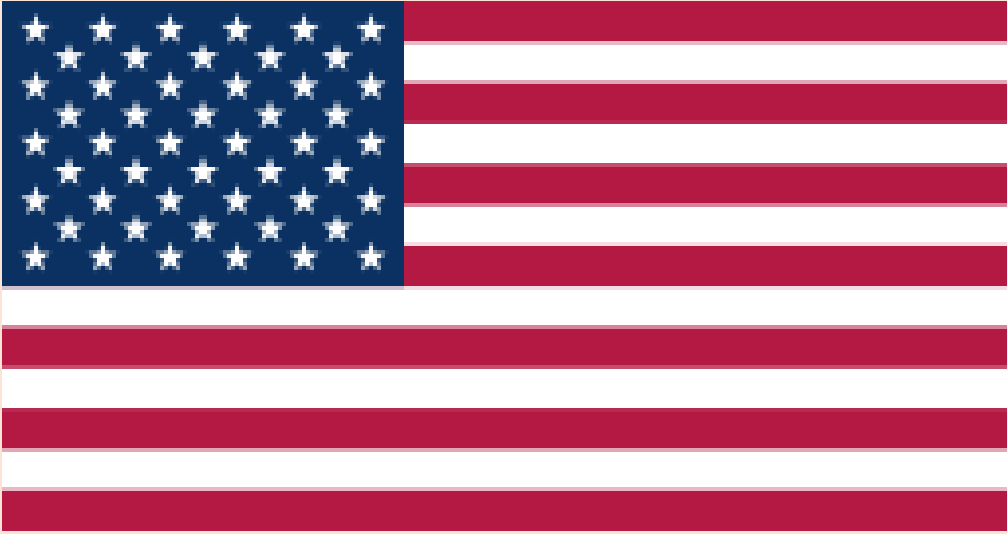
Marni reminds the origins of this neighbourhood of New York, through a creative store design that blends the playful and eccentric style of the brand with the old spirit of the place.



Marni in Meatpacking district – images from pilarrossi.com

Marni opened its Meatpacking district boutique in an old industrial space. The interior design maintained the red brick wall and reused simple components for furniture. Iron profiles, perforated steel plates and fuchsia lacquered displays with wheels recall the industrial character of the district.

# MARK JACOBS IN USA – 2016



Flag of United States of America – image from wikipedia.com

The flag of United States of America is made of thirteen red stripes, symbol of the thirteen colonies that got the independence from Great Britain, and a blue rectangle with fifty stars that represent the fifty states.



SS2016 Marc Jacobs bag – images from forbes.com

In his SS2016, Marc Jacobs plays with the nationalist and conservative sentiment associated with the USA flag. He plays with the symbol of USA on a Python bag, drawing the stripes and stars in painterly strokes.

The American designer Marc Jacobs creates a playful and provocative representation of the US flag, revisiting a national symbol that was previously associated with a reactionary vision.

# LOEWE IN USA – 2024



Spelling bee in 1978 in Washington – image from businessinside.com

The Spelling bees are academic competitions popular in USA, among children in elementary and middle school. These contests were invented in USA, and they involved participants asked to spell broad selections of words.

The campaign Loewe Decades of Confusion takes the American Spelling Bee tradition, playing around the pronunciation and spelling of the Spanish brand name.



Frames from Loewe Decades of Confusion – images from youtube.com

The Loewe campaign Decades of Confusion shows spelling bees over the decades in which the Audrey Plaza tries to spell correctly the name of the brand without success. Archive pieces from the 70s to the 90s and recent looks by the Loewe are shown in the contests over the years.

# BALENCIAGA IN LOS ANGELES – 2023



Hancock Park – image from greatruns.com

Hancock Park is a residential neighbourhood in the central area of Los Angeles, characterized by tree-lined streets and historic houses of different architectural styles, from the Spanish Colonial Revival to the English Country.

Demna makes a truthful, yet sarcastic representation of society and lifestyle in Los Angeles, capturing the spirit of the world capital of entertainment, with its obsessions and customs.



Balenciaga Fall 2024 Collection Runway Show – images from vogue.com

Balenciaga Fall 2024 Collection is Demna's personal interpretation of LA habits and codes. In the glamorous frame of Hancock Park, the designer brings different characters to his fashion show, from those fresh out of the gym to red-carpet attendants, in an accurate portrayal of the American Dream.

# MOSCHINO IN USA – 2019



A frame from 1980s «The price is right» – image from theblogisright.com

The Price is Right is an American television show where players compete guessing the price of items. The show debuted in 1972 with the host Bob Barker, that retired only in 2007. The game has more than 9000 episodes since 1972 and it is one of the longest running show in USA.



Moschino | Fall Winter 2019/2020 – image from vogue.com

In his Fall-Winter 2019-2020 fashion show, Jeremy Scott replicated the ambiance of «The price is right» in the 1980s with eccentric gold set design and kitsch looks inspired by the decade.

Moschino Fall-Winter 2019-2020 fashion show was a sarcastic revival of «The price is right» version of the 1980s, ironising on American popular culture and consumerism.

# KATE SPADE IN NEW YORK – 2021



Dancers from New York City Ballet – image from nycballet.com

Dance is a significant art in the cultural landscape of New York, starting from the musical production in Broadway to several dance schools and professional companies active in the city.



Moschino | Fall Winter 2019/2020 – image from vogue.com

Kate Spade campaign for Fall Winter 2021 was an hymn to joy and art in the streets of New York. In a period of general discouragement given by the Pandemic, the brand features New Yorker artist around the streets of the city to catch a sense of reawakening and optimism during an arduous moment.

Kate Spade Fall Winter 2021 focuses on the rediscovery of its city of origin, infusing it with joy and optimism, starting from one of the forms of art the city is renowned for.

# CHANEL IN CUBA – 2017



Havana Paseo del Prado – image from elitemodellook.com

The Paseo del Prado is the main street of the Old Havana, the ancient part of Cuba's capital. The Old Havana with its Baroque and Neoclassical architecture is the considered UNESCO patrimony from 1982. The Cuban fedora or "guayabera hat" is a classic hat originating from Cuba. Cuba is famous for its mid-20th century cars, due to the Embargo to US goods and political isolation that affects the island.



Chanel 2016/2017 Cruise collection – images from wwd.com

For its resort collection 2017, Karl Lagerfeld brought Chanel to Cuba, with an holiday collection inspired by the vibes of the island. The summery runway looks featured the Cuban fedoras and design that takes Cuban vintage style and peculiarities.

The fashion show was hosted in the historic location of Paseo del Prado

Chanel took the old spirit of island and showed it to the world in a colourful homage to the Cuban style.

# OFF-WHITE IN NEW YORK – 2018



Detail from "Untitled" by Jean-Michel Basquiat, – image from sothebys.com

Jean-Michel Basquiat was a New Yorker artist part of the Neo-Expressionism movement of the 1980s. His art highly influenced New York sub-culture and focused on contrasts, such as wealth and poverty or segregation and integration. Among his most famous art works, «Untitled» is a representation of black identity and culture.

*"Jean-Michel Basquiat is an important link to a downtown New York culture and an American Artist that laid the foundation for Off-White to exist today. The collection celebrates that fact."*

Virgil Abloh



"Off-White" x Jean-Michel Basquiat 2018 – images from myartbroker.com

This collection launched in 2018 mixed the style and themes of Off-White with the art work of Jean-Michel Basquiat, proposing an interesting juxtaposition between the brand concrete and tangible design and the expressive painting of Basquiat.

# CANADA GOOSE IN CANADA – 2019



Arctic landscape – image from wikipedia.com

The Arctic region represents the 40% of Canada's territories, with different landscapes, such as tundras, glaciers, mountains and fjords.

Canada Goose expresses its strong Canadian spirit, tying its identity to the Arctic region. This immersive retail experience goes beyond the sale and trial of a jacket, celebrating the magnificent landscapes of Arctic region, as if clients were brought to discover the origins of the brand and the places that inspired its conception.



Canada Goose Store at Sherway Gardens – images from canadagoose.com

Canada Goose created a fully immersive retail experience in the Canadian Arctic region. Entering the store of Sherway Gardens, Toronto, the clients got into a glacier and walked through a «crevasse». The smell of the Canadian air was spread around the store. Finally, a room with -12°C showed the Arctic landscapes and recreated snow on the ground.

# DFS IN HAWAII – 2023



Hawaiian Hibiscus – image from bikemaui.com

Hawaiian landscapes – image from scottsmorra.com

Hawaii is an archipelago part of USA territories and its characterised by tropical landscapes.

Among the vegetation of the Hawaiiin islands, the typical Hawaiian Hibiscus is probably the most famous.

DFS captures the Hawaiian spirit in the Waikiki T Galleria, thanks to a detailed store design that recreates the atmosphere of the archipelago.



DFS T Galleria in Waikiki Hawaii – images from dfs.com

DFS stores in Waikiki is designed to replicate the typical Hawaiian landscapes, with sea waves in the windows and palms at the entrance. The white interiors are decorated by installations of Hawaiian Hibiscus and surfboards.

# HERMES IN COLORADO – 2024



Ski chalet in Aspen – image from curbed.com

Aspen is a luxury ski destination in the Colorado mountains, recognized for its ski stations opened all year long. The town is characterised by modern wooden chalet that provides a contemporary charm to the location.



Hermes store in Aspen – images from hermes.com

Hermes store in Aspen, Colorado, is hosted in a typical chalet of this ski resort destination. The wooden walls and the shape of the building recalls the holiday spirit of the place.

Hermes captures the spirit of the place, blending its store with the surrounding environment, hosting its clients in a typical Aspen chalet.

# MOSCHINO IN LAS VEGAS – 2017



Neon lights in Las Vegas – image from neighborhoods.com

Surrounded by the desert of Nevada, Las Vegas is famous for its eccentric entertainment, including casinos, luxurious hotels and extravagant attractions.



Moschino Resort 2018 – images from latimes.com

For its Resort 2018 fashion show, Moschino created its version of Las Vegas, with neon-lights, models dressed as show girls, desert looks, pin-up girls applications and tongues of flames. The inspiration was driven by the extravagant entertainment and nightlife of the city.

In a provoking way typical of its creations, Jeremy Scott brought the spirit of Las Vegas in his fashion show, creating a truthful, yet ironic representation of the place.

# GUCCI IN TEXAS – 2024



Texas landscape– image from wildwonderings.com

Texas is characterised by arid landscapes and desert, therefore its vegetation is composed by desert shrub, grama grassland and other types of low shrubs.



Gucci Flagship Store in Dallas – images from amazingarchitecture.com

The Gucci Flagship in Dallas features a garden, adapted to the vegetation of Texas. The arid and dry landscapes of the local environment are brought into the Gucci space, interacting with the modular structure of the store.

The Gucci flagship interacts with the surrounding environment, capturing the spirit of the place through small details, such as plants decorations in the outside store design.

A panoramic view of Rio de Janeiro, Brazil, featuring the Christ the Redeemer statue on the left, overlooking the city and the bay. The text "SOUTH AMERICA" is overlaid in the center.

# SOUTH AMERICA

# HERMES IN ARGENTINA – 2013



Valdivian temperate forests – image from wikipedia.com

The Valdivian temperate forests extend among Chile and Argentina, characterised by vegetation like bamboos, ferns and evergreen trees.



Gucci Flagship Store in Dallas – images from amazingarchitecture.com

For the reopening of its boutique in Buenos Aires, Hermès created a store window inspired by the Valdivian forests, with green leaves and light effects that imitate the sunlight among the trees.

The Hermès store pays homage to the landscapes of Argentina, with a colourful window design influenced by the Valdivian forests.

# FARM RIO IN BRAZIL – 2023



Copacabana palace – image from belmond.com

The Copacabana Palace is an historic hotel in Art Déco style, on the famous beach of Copacabana. Recognized as one of the most elitist locations of the country, this hotel is part of the glamorous appeal of Rio de Janeiro



Farm Rio Copacabana Palace Scarf – images from farmrio.com

To celebrate the 100<sup>th</sup> anniversary of Copacabana Palace, the Brazilian Brand Farm Rio released a scarf with the historic palace. The illustration represents the Brazilian hotel surrounded by the typical luxuriant vegetation of Copacabana beach and parrots. The scarf is enriched by geometrical details that recall the Art Deco style of the building.

Farm Rio strengthen the bond with its country of origin, celebrating the classic luxurious lifestyle that the Copacabana Hotel represents in the Brazilian landscape.

# FRANCISCO AYALA IN CATAMARCA - ARGENTINA – 2023



Weaver from Catamarca – image from freepic.com

Catamarca is a province in the North-West of Argentina, near the Andean Mountains. This area is known for its artisanal and textile culture that was transmitted by the Incas. The textile art has been furtherly fostered during the Spanish domination, due to the need of Spain for textiles and wool.

Francisco Alaya brought in his fashion show the textile art and savoir faire of Catamarca, capturing the artisanal spirit of the region and its intense know-how.



Francisco Ayala Fall-Winter 2023 – images from statement.com

Francisco Alaya Fall-Winter 2023 collection called «Urdimbres» (in English «warp»), was a tribute to the textile tradition of Catamarca region. The looks were characterised by trapeze silhouettes, that recalled the shapes of Andean ponchos. The llama fibers were the main material used in the collection. The wedding dress was the synthesis of the whole proposal, presenting a gold top with raw llama fibers emerging from front and a sculptural trapeze gown.

# STELLA JEAN IN BOLIVIA – 2017



Bolivian Lolita Luchadoras – image from nationalgeographic.com

The Cholitas Luchadoras are part of the Ayamara ethnic group, originating from the Andean Mountain area. They are workers and mothers that, during their free time, perform fighting on a ring. Recognized for the polleras, long colourful skirts and traditional hat, they are nowadays a Bolivian symbol of their ethnic community and female empowerment.

Stella Jean brought the spirit of the small community of Ayamara in their fashion show, communicating a new message of female empowerment, that goes beyond the borders of Europe.



Stella Jean SS18 – images from imore.com

The SS2018 collection by the Italian brand Stella Jean is an homage to the Cholitas Luchadoras and their role as representative of their ethnic community.

The brand reproduced the wide and long skirts of the fighters, their hats and colourful looks, in an ode to multiculturalism and diversity.

# STEPHANE ROLLAND IN BRAZIL – 2023



Nossa Senhora Aparecida – image from wikipedia.com



Marajoara vase – image from wikipedia.com

The «Our Lady of Aparecida» is an image venerated by Catholic Brazil and it is considered the major protector of the country.

The Marajoara is a pre-Columbian population that lived at the mouth of the Amazon River between the 800 A.C. and 1400 A.C. Among the artifacts left by these communities, there are highly decorated vases with detailed geometrical motifs.



Stephane Rolland SS2023 – images from statement.com

Stéphane Rolland SS2023 collection was an extensive and accurate tribute to Brazil. From the reading of Fernando Pessoa poems, to a full gold look inspired by the patroness of the country, the show was an ode to the country. The gold cape that opened the show was embellished by Marajoara motifs. The colours of the collection were the gold, recalling the gold reserve of the country, and the green, representing the Amazonian forest.

Stephane Rolland pays an expressive and suggestive tribute to the Brazilian culture, capturing the spirit of the country, with its religious beliefs, traditions and origins.

# HERMES ON THE EQUATOR – 1988



Animals of the Equator environment – image from wwf.com



Stephane Rolland SS2023 – images from statement.com

The Equator area is known for its strong biodiversity, with a wide variety of plants and trees. Among the animals, jaguars, anacondas, toucans and chimpanzees can be found.

This carré foulard by Hermes named Equateur is inspired by the variety of animal species and luxuriant plants of the Equator area. At the center of the foulard, the jacquard rules the forest. Monkeys, toucans and parrots populate this natural scene from the trees' branches.

This foulard pays homage to the Equator natural beauties, recreating an extremely detailed representation of the Equatorial forests.

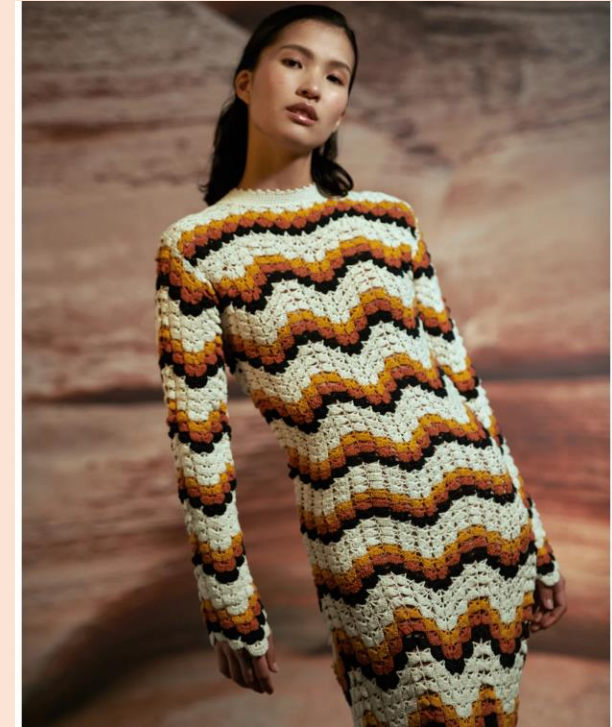
# ESCUDO IN PERU – 2024



Pre-Columbian art, Nazca civilisation: fabric fragment – image from meisterdrucke.com

The Nazca civilization flourished in the area of the Rio Grande Valley between the 100 BC and the 800 AD. Their art was characterised by the use of pigments in vibrant colours and geometrical design, reproducing animals, humans or mythological subjects.

Escudo's brand identity is rooted in Peru and the brand is engaged in protecting and giving value to the national heritage. The ancient Pre-Columbian roots of Peruvian civilization are valorised, through modern and fashionable designs.



ABANICO HAND CROCHETED DRESS– images from escudo.com

The Peruvian brand Escudo builds his fashion offer around the cultural heritage and savoir-faire of the country. The hand-made Abanico dress celebrates the Nazca pre-Columbian civilizations, with the typical red, orange and white tones.

# NICTEEL IN GUATEMALA – 2023



Guatemala Chichistanengo – image from mediastorehouse.com

The Chichistanengo is a traditional textile from Guatemala, still worn by the majority of local population. It is a thick and robust textile, usually with geometrical motifs.



Nicteel fashion show April 2023– images from forbes.com

During the Guatemala Fashion Week, the designer Owana Lima presented a collection with touches of gold and traditional textiles, taken from the rural culture of Guatemala.

Nicteel transmits the spirit of the rural Guatemala, using the popular textiles in Haute Couture pieces.

# ANCIELA IN COLOMBIA – 2022



Sillero in Medellin – image from shutterstock .com

In Colombian Andes silleros were people bringing objects and individuals through streets that could not be traversed by horses. Today, the silleros are still part of the cultural heritage of several Colombian cities. As a matter of fact during the Festival of the Flowers in Medellin, a parade of silleros is set up, carrying floral installation on their back.

This old custom from Colombia is exalted in the design of Anciel, a fashion brand deeply rooted in Latin America.



Anciel Fall-Winter 2022 – images from anciel.com

The emergent luxury brand Anciel has created a project called “Latin Notes”, inspired by the origins of the two founder designers. In their FW2022 collection, the old traditions of Silleros was revived, through a look that comprised a floral installation on the back of the model.

# DIANE VON FUSTENBERG IN BRAZIL – 2010

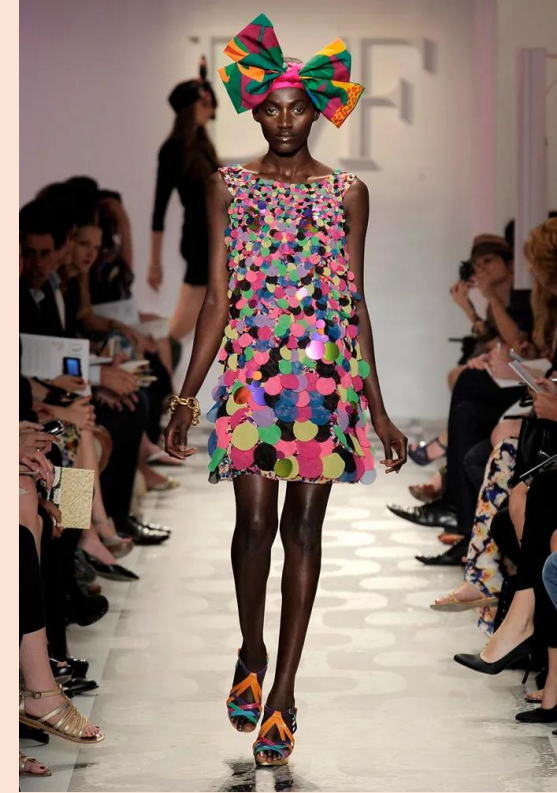


Rio de Janeiro Carnival – image from 123rf.com

The Rio de Janeiro Carnival is one of the most vibrant festival worldwide, with Samba Parades, colourful costumes and music.

It is an occasion of social gathering and celebration of national identity.

The resort collection by Diane Von Fustenberg transported its clients in another dimension, bringing in its show the powerful and vivid atmosphere of Brazilian Carnival.



Diana Von Fustenberg Resort collection 2010 – images from vogue.com

The 2010 Resort collection by Diane Von Furstenberg was a hymn to Brazil and its cheerful atmosphere. The looks with bright colours and vibrant motifs were inspired by different aspects of Brazilian culture and habits. This dress, in particular, is inspired by the Brazilian Carnival and recreates colourful confettis.

# BOTTEGA VENETA IN BRAZIL – 2024



Casa de Vidro – image from wikipedia.com

The Casa de Vidro is a house designed by the architect Lina Bo Bardi on the hill of Morumbi, near Sao Paulo. It is called Casa de Vidro because of the glass facade. Initially built for residential purposes, this building is now patrimony of the Brazilian Council for Historic and Artistic Patrimony and it is a meeting point for intellectuals.



Bottega the Square– images from ad-italia.it

Matthieu Blazy organized the second edition of The Square in the Casa de Vidro, in Sao Paulo, to celebrate the ten years of Bottega in Brazil. Different Brazilian artists were invited by Bottega Veneta in this location to ponder about the heritage of Lina Bo Bardi and the cultural patrimony of the country, from Brazilian approach to spirituality, to origins of Bossa Nova.

Bottega pays tribute to Brazil and foster the development of art in the territory, gathering artists from all over the country to pay homage to their native land.

# MAGNETIC MIDNIGHTS IN COLOMBIA – 2024



Iraca Palm leaves– image from wikipedia.com

The Iraca Palms is among the most used materials in traditional handcraft in Colombia and it is abundant in Colombian natural environment. To weave the Iraca Palm, different techniques are available. The most used is the coil one in which six or seven raca leaves are bundled around the palm stalk. After, each bundled piece is sewn together with needle and thread.

Magnetic Midnights brings an ancient traditional craftsmanship of Colombia back into vogue, encapsulating in its products all the handicraft essence of their country.



Magnetic midnight Caracoles headband – images from magnetic-midnight.com

The Columbian brand Magnetic Midnight creates handmade headbands and accessories starting from the traditional processing of Iraca palms.

The accessories are designed by the same founder, inspired by traditional Colombian motifs and realized by Columbian artisans.

# ÀCHEVAL IN ARGENTINA – 2020



Argentinian gaucho – image from achevalpampa.com

Celebrated by the 19<sup>th</sup> century's Argentinian writers, the Gauchos are popular characters in Argentina and Paraguay, known as brave and skilled horseman. They were considered the free man of the Pampas, the South American low grasslands. Being part of the popular culture, many legends and folklore customs have been inspired by them.

The founders of ÀCHEVAL capture and transmit the spirit of their homeland through the style of Gaucho figure, embodying freedom and braveness.



FW20 – images from achevalpampa.com

The Argentinian designers Sofia Achaval Monraigu and Lucilla Sperber have founded the brand ÀCHEVAL, inspired by the “gauchos' spirit” they have grown with.

The equestrian world, the Argentinian Pampa and the character of the Gaucho are the main inspiration of the brand that features Gato pants and frilled blouses.

# STELLA JEAN IN PERU – 2023



Peruvian Alpaqueros – image from instagram.com

The Alpaqueros (Alpaca farmers) are typical figures in the Andes region. Living at around 4000 metres, the Alpaqueros practice ancient techniques of breeding to obtain one of the most precious materials of the world.

Stella Jean pays homage to Peruvian traditions in a Capsule collection that blends the strong heritage of Alpaqueras with the modernity of the Italian brand.



Peru Capsule Collection FW23 – images from stellajeans.com

Through the project “Women move the mountains”, Stella Jean has collaborated with the Peruvian Alpaqueras, the women Alpaca farmers in Peru. The creation of the Peru Capsule collection is aimed at valorized the ancient traditions, style and culture of Alpaqueras.

# DOMINGA IN URUGUAY – 2014



Uruguay has an abundant wool production, being the third world exporter of wool in the world.

Dominga collection creates a bond with the country of origin of the designers, through the experimentation on wool, a material that is part of the history and culture of Uruguay.



Peru Capsule Collection FW23 – images from stellajean.com

The collection Dominga realized by the designers Mercedes Arocena and Lucia Benitez is completely realized in wool. This collection is linked to the roots of the two designers, both coming from Uruguay, and it is an act of love to their country.

# ELIANA PACO IN BOLIVIA – 2016



Cholita woman – image from bolivia-excepcion.com

«Cholita» was a pejorative word used by Spanish colonists referring to indigenous servants. Forced to wear puffy skirts, the indigenous woman from Bolivia have made of their look a distinctive cultural trait.

Eliana Paco exports all over the world the proud spirit of the indigenous women of her country, being a representative of the ancient soul, feelings and culture of her people.



Eliana Paco, fashion show in La Paz, July 2016 – image from francetvinfo.fr

The designer Eliana Paco has made the “Cholita” look a proud trait of her style, exporting the traditional garments of the indigenous woman all around the world.

After centuries of marginalization and oppression, the small bowler hat, the large and colourful skirts, together with the alpaca wool shawl are a symbol of “pride and identity”.

# SENSI STUDIO IN ECUADOR – 2024



Woman working Toquilla straw – image from beachlifeecuador.com

The Toquilla straw is a unique Ecuadorian plant, known also as jipijapa. It is cultivated in the Ecuadorian mountains and in the zone of the Ecuadorian Amazon. The Toquilla straw is used by peasant local families to make handmade Panama Hats, also known as Montecristi or Jipijapa Hats, in honour of the cities exporting this product.

Sensi Studio celebrates the old Ecuadorian traditions by giving value to the Panama hat, a simple accessory that hides a deep and ancient cultural meaning.



LONG BRIM CROCHET PANAMA HAT WITH ADJUSTABLE LEATHER BAND – image from sensistudio.com

Sensi Studio proposes its version of handmade Panama hats, fostering the spread of this ancient Ecuadorian tradition. As a matter of fact, this hat made of a specif straw is part of the cultural heritage of Ecuadorian population in mountain area and it is used by them as an everyday garment.

# SILVIA TCHERASSI IN COLOMBIA – 2024



Wayuu handcrafted mochilas crocheted bags – image from wikipedia.com

The Wayuu are an indigenous group that populates the Guajira Peninsula between Colombia and Venezuela.

The Wayuu communities practice industrial activities and they are particularly known for the weaving activities. The women are taught to weave very early and this activities makes up great part of their day.

This bag represents the bond of Silvia Tcherassi with the ancestral traditions of Colombia. Indeed, the brand collaborates with a community of weavers that has inherited the weaving art from older Caribbean populations, and has been passing it for generations.



Mochila Laaput Small Gray – image from silviatcherassi.com

Silvia Tcherassi is a well-known Colombian designer that has been working on giving value to the local traditions of her country. This small bag is handcrafted by Wayuu women using their traditional technique.

# GIANVITO ROSSI IN BRAZIL – 2021



Brazilian flag – image from wikipedia.com



Brazilian dancers during Carnival – image from times.com



The “Anthea Brasile” sandal, by Gianvito Rossi – image from harpersbazaar.uol.com

The Brazilian flag was adopted in 1889, after the proclamation of the Brazilian Republic. The green of Brazil’s flag stands for the forests of the country, whereas the yellow recalls the wealth of the Brazilian territories. The blue circle contains twenty-seven stars that symbolize the states of the federation and at the center a sentence by Auguste Comte is placed in a white banner.

Gianvito Rossi honoured the country with a special edition of Anthea sandals inspired by the colours of Brazil flag. The lively green is paired with yellow feathers, that recalls the feathers of Rio de Janeiro Carnival mask.

This exclusive design pairs the elegance of Gianvito Rossi product with the colours and cheerfulness of Brazil, in homage to the spirit of the country.

# MOSCHINO IN BRAZIL – 1990



Moschino Brazil 1990 patterned silk scarf – images from garagelaboratoriovintage.it

Different symbols and products are usually associated with Brazil and Brazilian culture. The colourful and bulky headbands from the Carnival, together with the Maracas are connected to the festive atmosphere that we could imagine in Brazil.

The Brazilian parrots, actually almost extinguished, and the coffee, commercialized often with unfair trade practices, are among the most controversial symbols of the country.

Moschino challenges the stereotyped image about Brazil with the scarf «do we really love Brazil». The scarf features the plants, animals and flowers of the country. In this pleasant framework, some disturbing images are inserted, such as a black woman screaming, an indigenous man, coffee and bananas, as if the designer wanted to recall the Western exploitation of Brazil.

Moschino captures the Brazilian spirit in a deep, almost disturbing way, creating an accurate collage of symbols that represent not only the joyful attitude and the beauty of the country, but also its disease. The brand provokes the consumer with the question « do we really love Brazil», starting an interesting consideration about exploitation. 86

A savanna landscape featuring several acacia trees in the foreground and a large, rounded volcano in the background under a blue sky with scattered clouds. The word "AFRICA" is overlaid in the center in a black, serif font.

# AFRICA

# SAMBA ABOU ARAFA IN MALI – 2018



Mud Cloth from Mali – images from nationalclothing.org

The Mud cloth, also known as “bògòlanfini”, “bogolan”, or “Grand Boubou”, is a fabric used among Malian ethnic group. It is dried with fermented mug and it is part of the traditional fabrics of Mali. Used by the hunters, it is seen as symbol of social status and it is believed to absorb bad luck.

The emergent designer captures and trasmit the spirit of his country through its original creations, that combine heritage and traditions with more modern shapes and cuts.



Samba Abou Arafa at IGAIMA Model's Show at Memorial Madibo KEITA – images from dn-africa.com

The Malian emergent designer Samba Abou Arafa proposed its first collection, inspired by the traditional Mug cloth. The colours recalls those of the Mug cloth and the shapes are inspired by the tribal garments, adapted to a contemporary style.

# CHANEL IN SENEGAL – 2022



Senegal textiles - image from worldofinteriors.com

Textiles from Senegal are famous all over the world for its colours and patterns. Senegalese women wear dresses made of wax, the traditional African fabrics. The textiles are sold in markets and then tailored to make dresses.



Chanel Metiers d'Art 2022/2023 in Dakar – images from dn-africa.com

For its collection Metiers d'Art 2022-2023, Chanel fused the Parisian style with the know-how of Senegal. In a feminine collection inspired by the 70s, the references and touches of African style are subtle and they express the local savoir-faire in textile. Indeed, the garments remind the Senegal textile patterns and also the choice of the jewellery recalls a certain tribal inspiration.

Chanel captures the spirit of Dakar and Senegal with subtle tributes to the local textile production and savoir-faire. 89

# SAINT LAURENT IN MALI – 1967



Bambaran sculptures - images from african-arts-gallery.com

The Bambara is a community that inhabits the central and southern area of Mali. They believe in gods with animal aspects, such as the horse-antelope Ciwara that taught agriculture to human beings. The Bambaran art is focused on animal subjects, for religious purposes.



Evening dresses with accessories inspired by Bambara art, Spring/Summer 1967 haute couture collection – images from phaidon.com

Yves Saint Laurent was fascinated by African art in general, being himself Algerian and having spent several years in Morocco. He took inspirations various times from African subjects, as in the case of the 1967 collection of evening dresses influenced by Bambaran art.

Saint Laurent captured the spirit of the Bambara community, in a tribute to their religious sculptures.

# DIOR IN MAROCCO – 2020



African wax – image from kitengestore.com

The African wax textile is printed with a machine that uses wax resins to reproduce patterns and colours on it. The fabric are used all around Africa and they can represent proverbs, poems, traditional African fables and patterns.



Dior Cruise collection 2020 in Morocco – image from LVMH.com

Fascinated by the beauty and know-how of Africa, Maria Grazia Chiuri chose Morocco for its 2020 Cruise collection, paying homage to the African textile tradition. The codes of the Maison are melted with the African vibes, revisiting the well-known Dior patterns, such as the Toile de Juy, on the wax textile.

In the evocative setting of El Badi Palace, Dior pays tribute to Africa reinterpreting its codes according to the local traditions.

# BALMAIN IN ETIOPIA – 2021



Ethiopian fabrics - images from spoonflowers.com

Ethiopian fabrics are renowned for their artisanal value and quality. They are predominantly handwoven and they are crafted with ancient techniques passed through generations. The patterns are recognizable as they are highly intricate, with vibrant colours. The motifs contain geometrical shapes, animals, crosses and stylized subjects.

The Balmain codes are melted with the ancient shapes and patterns of Ethiopia, in an interesting homage to the creative director's homeland.



Balmain Resort 2022 Collection – images from gc.com

In occasion of Balmain Resort collection 2022, Olivier Rousteing goes back to his roots, doing a profound research about Ethiopia, the country of his natural mother. Inspired by the beauty of handcrafted Ethiopian textiles, he creates an entire collection with Ethiopian motifs, colours and shapes, adapting also the Balmain monogram to orange and ochre shades.

# AQUAZZURRA IN MOROCCO – 2023



Buildings in Marrakech - images from facebook.com



Babouche - image from babouchescuir.com



AQUAZZURA MARRAKECH FLAT SHOES – image from glamoritza.com

Marrakech is characterized by the imperial architecture of the Cherifian kingdom. The city has been founded in 1062 and it is the fourth largest city of Morocco. The Medina neighborhood is the most ancient part of Marrakech, where several examples of Imperial Architecture can be found.

The babouche is a traditional shoe, popular in Muslim countries that appeared for the first time around the 3<sup>rd</sup> century, initially worn by women to hide the tips of their feet.

Aquazzura takes inspiration from the decorations and architectural details of ancient buildings of Marrakech for this flat shoes model. Also the shapes is inspired of the shoe is inspired by the traditional Moroccan slippery shoes, called babouche.

Aquazzura captures the ancient spirit of Morocco, honouring its empirical architectural and traditions.

# LOEWE IN KENYA – 2021



THE MAASAI'S SHUKA - image from gadventures.com

The shuka, also known as the «African blanket», is a traditional fabric worn by the Maasai tribes, a semi-nomadic population of East Africa. Together with the necklaces and the iron rod, the Shuka is part of the Maasai identity. The most common colour of Shuka is red with blue stripes.

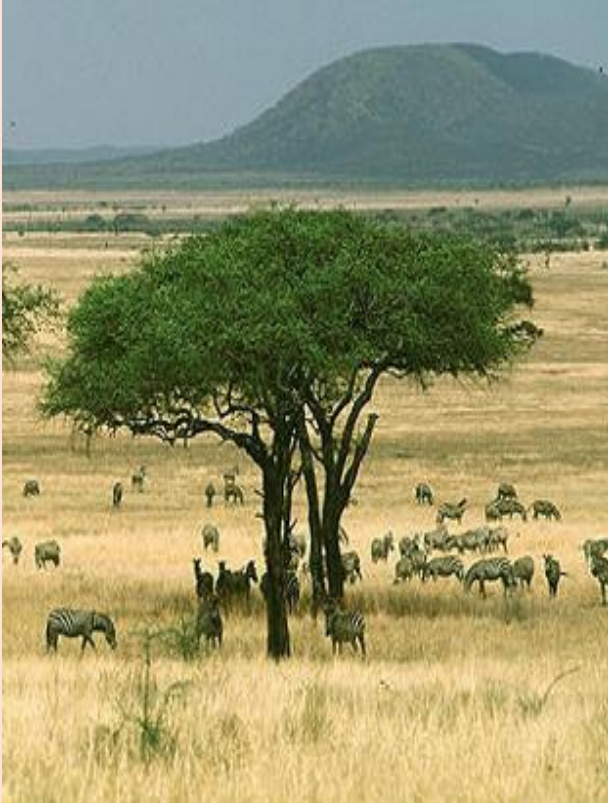
Loewe celebrates the Maasai identity through their most known textile, raising funds for the safeguard of the African elephants.



Loewe bag in collaboration with Knot on my Planet program – image from elitetraveler.com

Every year, Loewe collaborates with Knot on my Planet for the safeguard of African elephants, to raise money to protect the species. In occasion of its 2021 edition, the brand released an elephant-shaped bag made of Shuka.

# HERMES IN AFRICA – 1997



Savanna in Kenya - images from kenyavacanze.com



Bedouin in the African desert - image from anordestdiche.com



AFRICA HERMES SCARF BY ROBERT DALLEY 90CM SILK TWILL MIB – image from carredeparis.com

African Savannas are the most iconic landscape of the continent, as they are characterized by a large biodiversity, that includes lions, elephants, giraffes. Similarly, the desert presents emblematic species and suggestive views.

The foulard designed by Robert Dallet for Hermes in 1997 captures the variety and beauty of African continent. On the fabric a flourishing savanna and a populated desert are pictured, celebrating the diversity and wealth of Africa.

Hermes pays tribute to Africa, capturing its animals, landscapes and colours in a foulard.

# MAISONARTC IN MOROCCO – 2024



Berber carpets – image from visitmorocco.com

In Rabat, Fez and Tetouan regions, the handcrafted carpets are part of the Berber cultural heritage. They have colourful patterns, created with the traditional knotting technique inherited by the culture of Amazigh.

As stated by MAISONARTC, «Culture is the source of all art forms». The founders of MAISONARTC make the spirit of Moroccan culture the essence of their brand, keeping an interesting fil rouge between fashion and cultural heritage.



MAISONARTC shooting – image from instagram.com

MAISONARTC is a Moroccan brand that makes of local customs its main remarkable trait, revisiting traditional objects and using references to cultural heritage of Morocco. As a matter of fact, the garments presented in the above picture are created with Berber carpets.

# IMANE AYISSI IN CAMEROON – 2020



Obom production - image from afrolegends.com

Among the most common trees species in Cameroon, there is the Aloa tree, used by the local population to handcraft a fabric. Called in Fang-Beti, the language of Cameroon, Obom, this textile is created from the bark of the tree, following an ancient technique.

Imane Ayissi honoured its home country bringing an handcrafted ancient materials in Parisian runways, emphasizing the richness and cultural heritage of central Africa.



Evening dress by Imane Ayissi – image from censtyle.com

Imane Ayissi debuted at the French Haute Couture week in 2020, with a collection called «Akuma» that means richness in Fang-Beti language. The message of the designer consisted in the idea that wealth depends on «what you do with what you have» (ccn.com, 2020). In this sense, various Central African materials were used, such as the Obom from Cameroon that was employed to create the flowers on the evening dress above.

A vibrant underwater scene featuring a coral reef. In the foreground, there are pink and purple coral structures. A large, striped butterflyfish with orange, black, and white bands is swimming towards the right. To its left, a striped wrasse with dark brown and white bands is swimming. The background shows a clear blue sea with several smaller, striped fish swimming near a green and yellow coral reef.

# AUSTRALIA

# ZIMMERMAN IN QUEENSLAND – 2022



Great Barrier Reef - image from cosmopolitan.com

The Great Barrier Reef is the largest coral reef system of the world, situated in the Coral Sea, near Queensland in Australia.

This dress part of the Resort 2022 collection by Zimmerman strenghten the bond between the brand and the country of origin, whoose natural beauties are shown at the bottom of the garment.



POSTCARD SHIRT MIDI DRESS IN CORAL REEF PRINT – image from zimmerman.com

The Australian brand Zimmermann honoured its homeland with the pink postcard shirt midi dress, that features an illustration of the coral reef.

# LOUIS VUITTON IN AUSTRALIA – 2023



Many Spiked Orthosanthus - image from meadowflowers.com.au

The Many Spiked Orthosanthus is an Australian cornflower species.



LOUIS VUITTON X YAYOI KUSAMA 2023 in Sydney Flagship store – image from eventengineering.com

The Louis Vuitton x Yayoi Kusama 2023 collaboration is declinated in the Sidney flagship in a representation of the Australian flowers in Kusama's style.

Louis Vuitton x Yayoi Kusama honours the spirit of Australia by capturing the shape of its flower, reinvented by the codes of their collaboration.

# LORE IN AUSTRALIA – 2024



Bunya Pine - image from diggers.com.au

The Bunya pine or bunya-bunya is a tree, very common in Southeast Queensland. The name Bunya comes from the Aboriginal language of the Wakka-Wakka community. This Aboriginal group inhabits the Sunshine Coasts, where the largest group of Bunya trees is located.



Shifty-frill Dress – image from lorefabricsandfashion.com

The Aboriginal designer Shannon Brett brings its Wakka-Wakka origins in the creations of its brand Lore. The pattern of Lore's shifty-frill dress is inspired by the shape of the Bunya trees.

Lore's spirits is deeply connected with the Aboriginal origins of the designer, as shown by the patterns of its products.

# GRACE LILIAN LEE IN TORRES STRAIT ISLAND – 2024



Aboriginal weaving technique from Torres Strait Island - images from facebook.com

The community of the Torres Strait Island is recognized in Australia for its ancient weaving techniques, particularly used to create baskets.



Grace Lilian Lee creations – images from gracelillianlee.com

The designer Grace Lilian Lee is constantly inspired by the ancient weaving traditions of her community. Translating the old techniques, in modern and architectural garments, she gives value to the cultural heritage of Torres Strait Island.

Grace Lilian Lee makes a revival of the ancient weaving techniques, capturing the spirit of her community.

# HERMES IN SYDNEY – 2024



Aboriginal Australians - images from scinews.com

The Aboriginal are the ancient indigenous community of Australia. Before the European colonization in 18<sup>th</sup> century, they had a structured social system, with deeply rooted beliefs and traditions. Today, they Aboriginal people keep their cultural customs despite the deep disruption they have suffered.



Hermes store in Sydney Kingsford Smith International Airport – images from hermes.com

Hermes blends its heritage as ancient harness workshop brand with the Aboriginal culture of Australia. In the window of its store in Sydney airport, two Aboriginal people are depicted in a stylised way, one of them carrying a shield with the shape of Australian country on the front. The two individuals are riding a horse, embodying the Hermes «Sellerie» spirit.

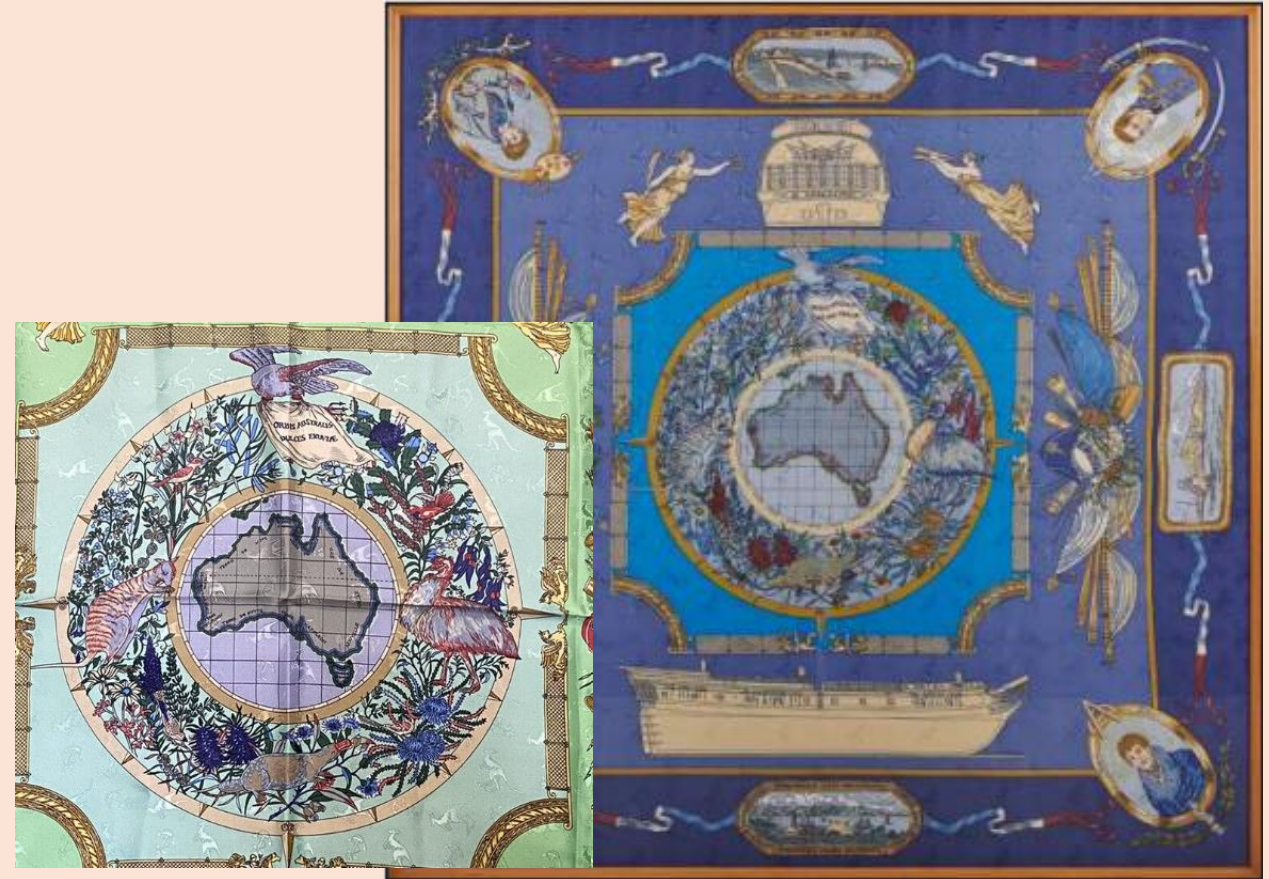
Hermes pays a tribute to the history and cultural heritage of Australia, through an evocative window design.

# HERMES IN AUSTRALIA – 1992



Australian animals – images from portaleaustralia.com

Australia is recognized worldwide for its natural landscapes and biodiversity, in which peculiar species can be found. It is the case of kangaroos and different bird varieties.



Hermès carré "Le Géographe" – images from ebay.com and lehavre.fr

In 1992, Hermès released «Le Géographe» carré, inspired by the drawings and descriptions made by Europeans during the expeditions in Australia in 18<sup>th</sup> century. At the sides of the foulard, views of Sydney and Tasmania are depicted. At the center, a drawing of Australia map, a kangaroo and different birds populate the scene.

Hermès honours Australia, through an historical representation of its discovery by Europeans, with precise illustrations of its iconic places and animals.

# JEANINE CLARKIN IN NEW ZEALAND – 2024



Types of Taniko patterns – images from teara.com



Taniko dress by Jeanine Clarkin – images from jeanineclarkin.com

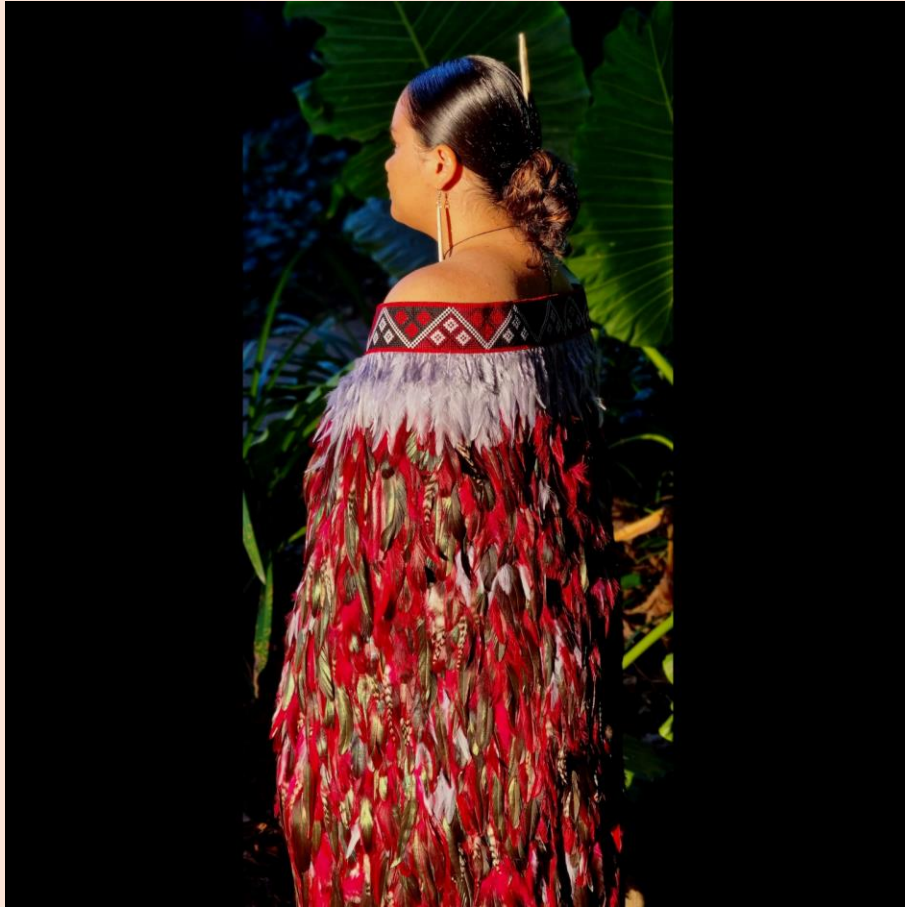
Maori are an indigenous population of New Zealand, that settled in the island around the 1320, coming from Polynesia. They settled their culture, language and social structure in the territory.

Among the Maori most distinctive traits, the weaving techniques are relevant. The Taniko is the weaving and decorative technique of Maori.

Jeanine Clarkin is inspired by the patterns of Maori and is engaged in safeguarding the cultural heritage of the indigenous population.

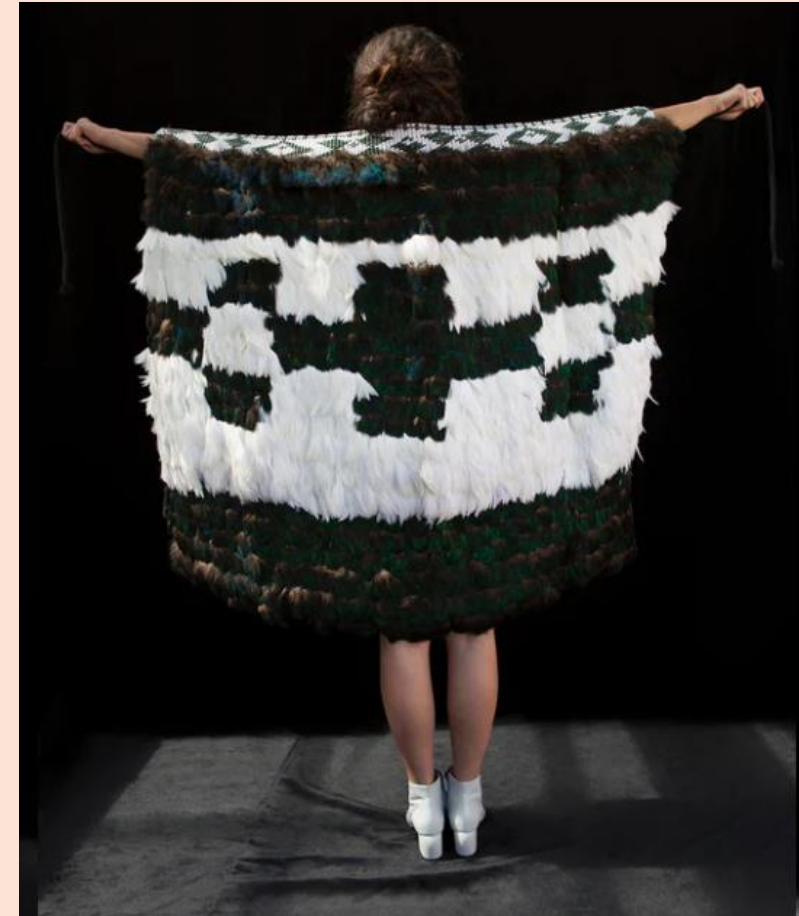
The designer Jeanine Clarkin from New Zealand replicates the Maori Taniko in her dresses keeping alive the indigenous tradition.

# KIRI NATHAN IN NEW ZEALAND – 2024



Maori Kakaku – images from wildwhaea.com

The Kakaku are traditional cape made by Maori, considered masterpieces of their weaving techniques. These cloaks could be a simple protection against rain or prestigious dress, used to express a certain social status.



Contemporary Kakahu full length full feather– images from kirinathan.com

The luxury label Kiri Nathan produces contemporary designs retaking Maori traditions. It is the case of the Kakaku, produced using the traditional techniques of feathers hand woven.

Kiri Nathan has built its brand identity around cultural preservation and craftsmanship, capturing and keeping alive the Maori spirit.

# GUCCI IN SYDNEY – 2020



Hollywood mixed media collage on board – images from edwardwoodley - instagram.com

The artist Edward Woodley is part of the China Heights collective and gallery, an essential hub for art and creative scene in Sydney. His works of art mainly consists of collages of printed images.

Gucci interacts with the artistic landscapes of Sydney, bringing local art in the retail space, in a celebration of the creative soul of the city.



Gucci store in Sydney Westfield – images from luxexpose.com

For the reopening of the flagship in Westfield, Gucci collaborated with China Heights, hosting a creation of Edward Woodley in the store spaces.

# ROMANCE WAS BORN – 2023



Australian plants and animals

Australia is characterised by a rich biodiversity in plants and animals that are sources of inspiration for creatives.

Romance Was Born makes a cheerful homage to Australia, through a summery shirt that depicts the natural beauties and peculiarities of the country.



Souvenir shirt #3 – images from [romancewasborn.com](http://romancewasborn.com)

The Australian label Romance Was Born celebrates its country of origin with the «Souvenir Shirt» series, in which local animals, plants and a map of the country are depicted.

# CONCLUSION

This analysis has shown how meaningful is the interaction between brands and places, not only to create storytelling but, in a particular way, to provoke emotions in clients' hearts and, as a consequence, engage an active community. Genius Loci is not a mere representation of the customs of a certain place. It exalts the characteristics and the cultural heritage of countries, regions and cities; in an interesting interplay with the history and peculiarities of brands.

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