



by

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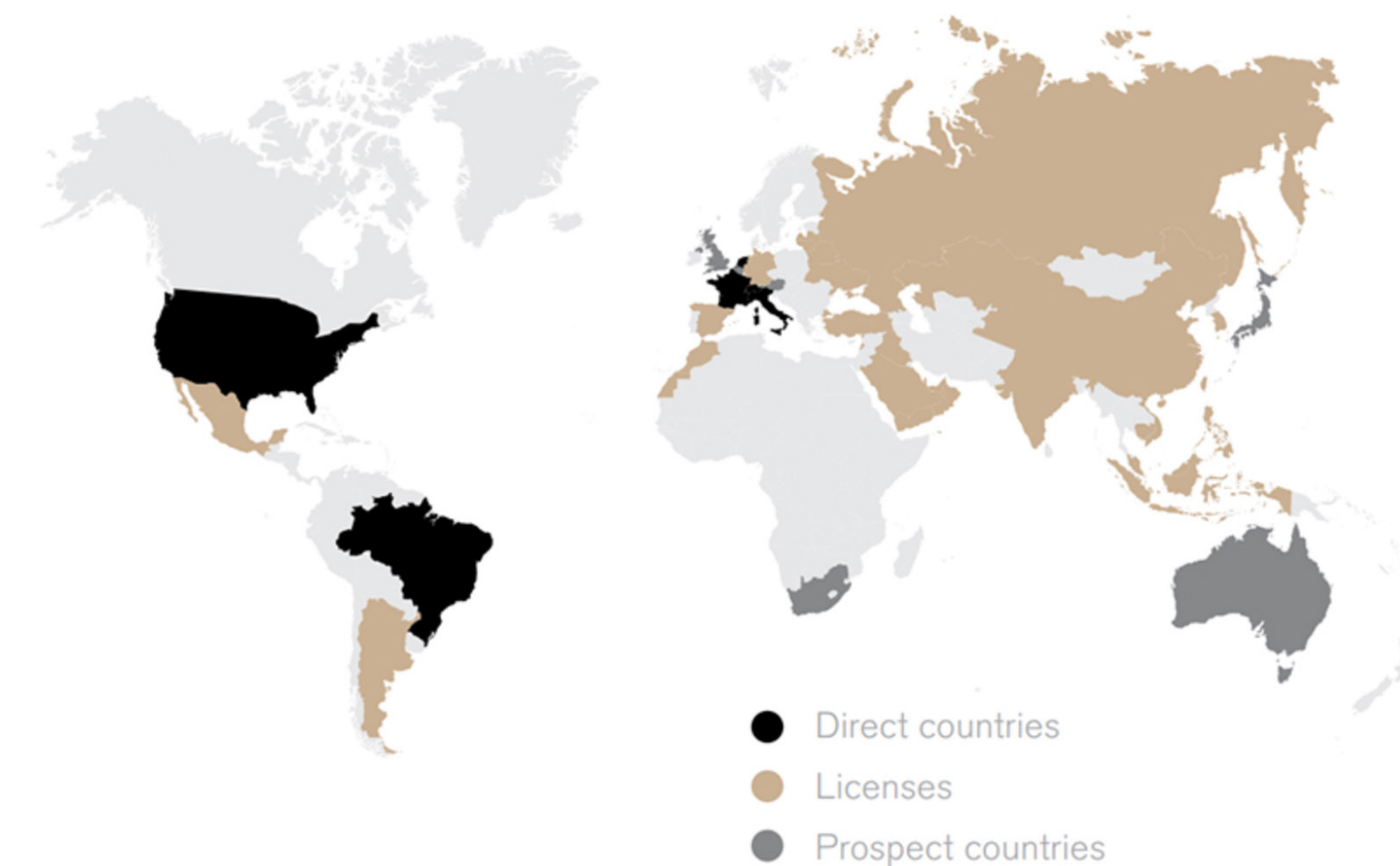
VOICE & CULTURE OF FASHION

The link between Fashion and Society

L'Officiel Italia offers its readers content with an international approach on a quarterly basis. Always inspiring, authentic and innovative, it tells through words and images characters from all walks of life - actors, singers, trendsetters, artists, photographers, designers - as well as being a reference point for fashion and style. Each content is exclusive and characterized by the distinctive quality of L'Officiel Italia, always current and with an international appeal.

We don't focus on what divides us, but rather on what unites us.

-L'Officiel.com



FRANCE / BRAZIL / ITALY / HOLLAND / SWITZERLAND / USA / MEXICO / ST BARTH / GERMANY / LATVIA / LITHUANIA / POLAND / RUSSIA / SPAIN /
UKRAINE / CHINA / ARGENTINA / KAZAKHSTAN / SOUTH KOREA / LEBANON / MIDDLE EAST / MOROCCO / TURKEY / INDIA / INDONESIA / MALAYSIA /
THAILAND / VIETNAM / AUSTRALIA / AUSTRIA / BELGIUM / JAPAN / UK / SOUTH AFRICA / MONACO

We started early.

**L'Officiel:
the Bible of
fashion and of high society**

1921

L'Officiel got published by Andrée Castaniée.

The director was Max Bruhne, and the chief editor Yves-Georges Prade.

1932

Georges Jalou joined the magazine as artistic director.

1940's

Georges Jalou became the magazine's general director, and purchased the publication

1980

L'Officiel China launches.

1986

Georges Jalou transferred ownership of L'Officiel to his three children,

Laurent became the president of Editions Jalou, Marie-José directed its editorial content, and Maxime was responsible for publication.

1996

After a loss from the family, magazine takes a youthful, energetic direction on fashion

1998

L'Officiel Russia launches.

2005

L'Officiel Arabia launches.

2007

L'Officiel Netherlands launches.

2011

L'Officiel Homme launches.

2012

L'Officiel Italia & Brasil launches

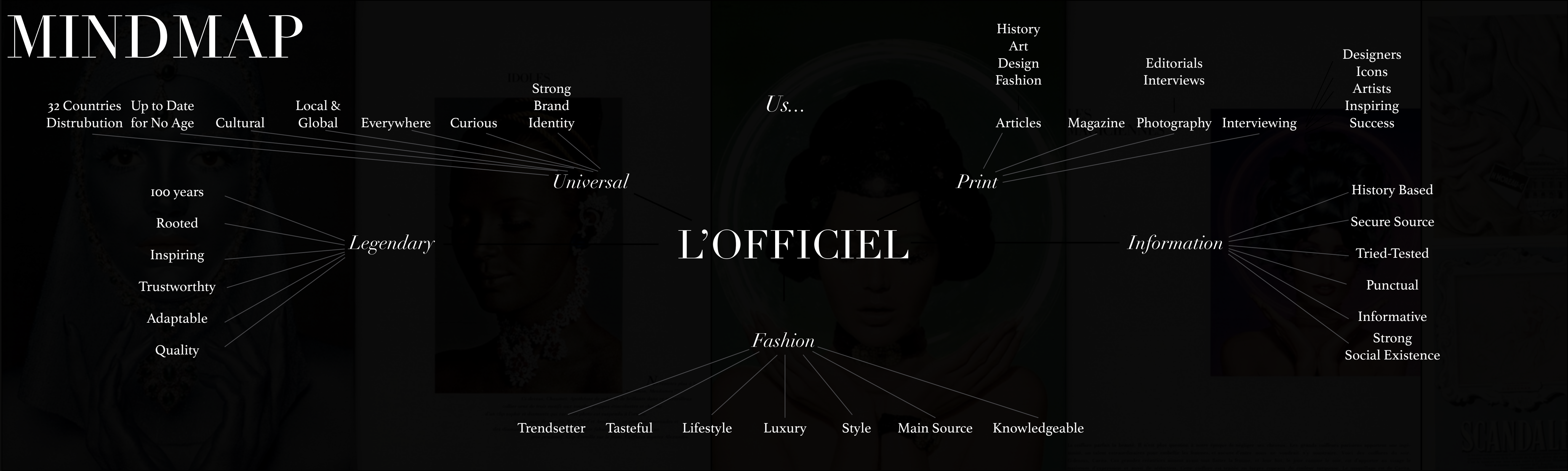
Also, Éditions Jalou launched its own contemporary art magazine, L'OFFICIEL Art

2014

L'Officiel Greece Mexico and Switzerland launches.

2018

L'Officiel USA launches.



MINDMAP

L'OFFICIEL

Us...

Universal

Legendary

Print

Information

Fashion

32 Countries
Distrubution

Up to Date
for No Age

Cultural

Local &
Global

Everywhere

Curious

Strong
Brand
Identity

100 years

Rooted

Inspiring

Trustworthy

Adaptable

Quality

History
Art
Design
Fashion

Editorials
Interviews

Designers
Icons
Artists
Inspiring
Success

Articles

Magazine

Photography

Interviewing

History Based

Secure Source

Tried-Tested

Punctual

Informative

Strong
Social Existence

Trendsetter

Tasteful

Lifestyle

Luxury

Style

Main Source

Knowledgeable

READER

Focuses on style, wants to know **fashion, the secret, trends, past & future**

Sophisticated

Educated

Fashion Driven & Conscious

Curious

Well-Traveled

Creative

Trend-setter

TARGET MARKET

Aged 25-45

Physical and Digital Reader

Triggers: Fashion, Art, Culture, Articles/Stories,





PRIMARY

THE LOVER:

Creates intimate moments,
*inspires love, passion, romance
and commitment*



SECONDARY

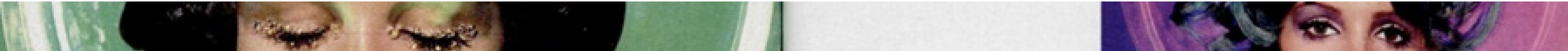
THE CREATOR:

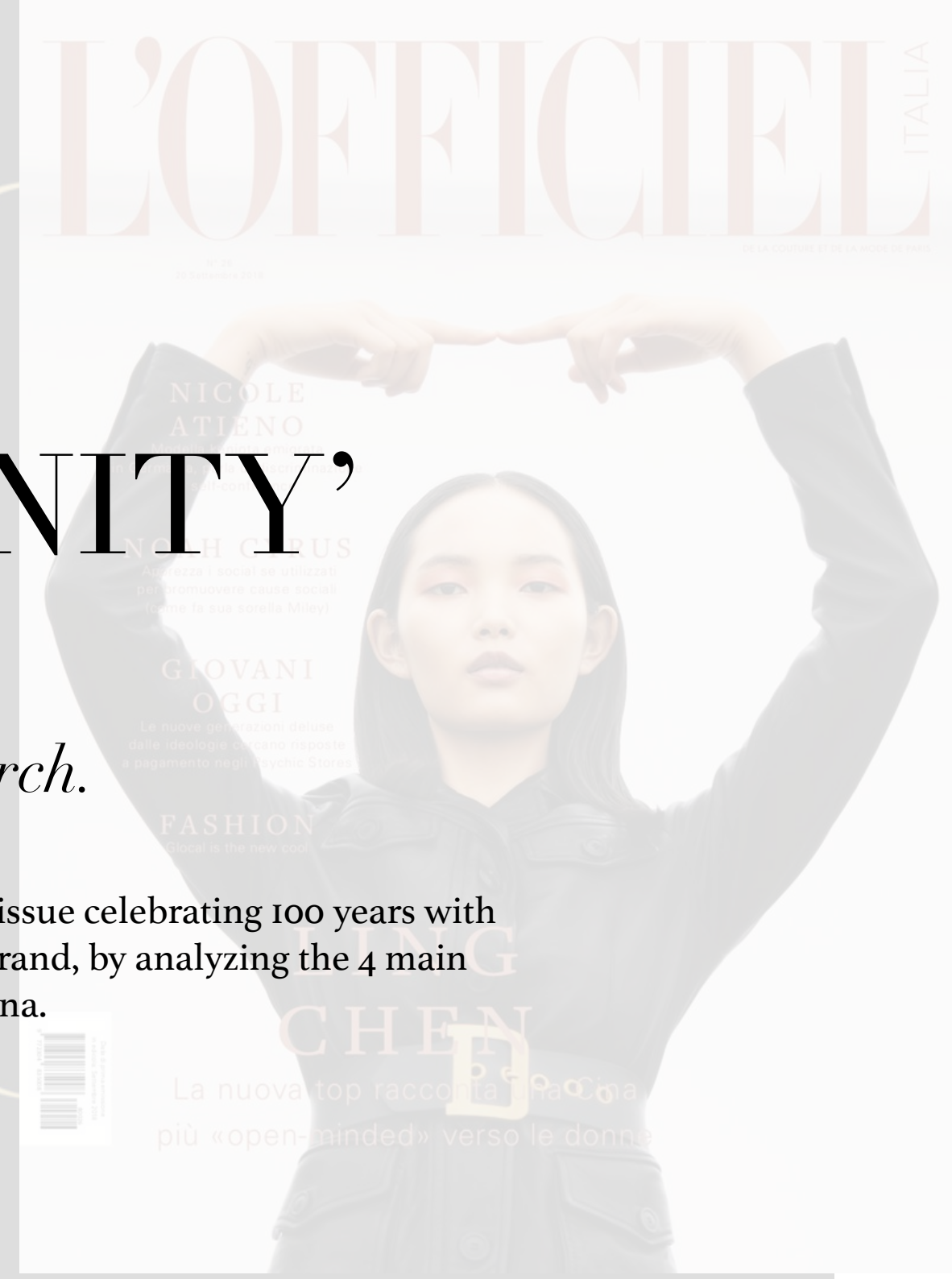
Exhibits *creation, beauty,
expression, imagination and
innovation*

*We are L'Officiel.
Here are Our Values.*

L'Officiel Italia presents the latest international trends about fashion, beauty, jewellery, art and design. It rediscovers the Italian craftsmanship together with an avant-garde approach.

Fashion driven content that exclude politics.
True storytelling driven by clothing, talent, culture,
and style.





TO REACH ‘A UNITY’

International Research.

Our Mains and their representations. To create a unity for our 100th issue celebrating 100 years with 32 countries distribution, we suggest to create a global idea of the brand, by analyzing the 4 main publications. USA, France, Italy and China.

THINK
GLOBAL

Timeless Style for a Brand New World

Puma Rose Buck
Stella McCartney, Giulia Foïs, Kate Fleming, Maison Cléo, Bernadette,
Ssone, Coralie Marabelle, Lucille Thievre, Collina Strada, Emma Brewin,
Oskar Metsavaht, Carol Hilsum, Alix Morabito, Damien Pellé

*ALWAYS UP TO DATE - CURIOUS ABOUT CELEBRITIES -
IN THE INDUSTRY:* **HOW WE ARE ALWAYS ‘THERE’**

L’OFFICIEL USA:

Born in Paris and raised in America, L’OFFICIEL USA is part of a leading global network of fashion, beauty, and lifestyle publications. Steeped in the history of French fashion and adding the perspective of the moment’s most exciting cultural figures, the magazine offers visually beautiful, thought-provoking stories that inspire. L’OFFICIEL USA is dedicated to providing readers with vibrant and intelligent features, the latest news, and articles reflecting an inclusive, dynamic, and global community.



FASHION AND LIFESTYLE DRIVEN:

A ROMANTIC APPROACH TO HISTORY & MODERN THROUGH FASHION

L'OFFICIEL PARIS:

Jalou Media Group is a family media group based in Paris, the international capital of fashion, for more than 95 years. Chaired by Marie-José Jalou, the group is fully controlled by the Jalou family. With 10 renowned magazines (L'Officiel, Jalouse, L'Optimum, L'Officiel Hommes, L'Officiel Art, L'Officiel Voyage, La Revue des Montres, L'Officiel 1000 Models, L'Officiel Shopping, L'Officiel 1000 Design Models), Jalou Media Group is present in more than 80 countries, with more than 60 own international editions.

Recognized, since 1921, As one of the great luxury and fashion brands, international reference of French style installed among the leaders of the premium women's press, L'Officiel.com offers every day a snapshot of fashion culture, beauty, lifestyle, and contemporary society.



FASHION AND CONCEPT DRIVEN - TALENT CURIOUS:
A SOURCE FOR ALL THE NEW

L'OFFICIEL ITALIA:

The Officiel Italia offers its readers content with an international approach on a quarterly basis. Always inspiring, authentic and innovative, it tells through words and images characters from all walks of life - actors, singers, trendsetters, artists, photographers, designers - as well as being a reference point for fashion and style. Each content is exclusive and characterized by the distinctive quality of L'Officiel Italia, always current and with an international appeal. Modern, avant-garde and elegant, Officiel Hommes Italia caters to Italian and international men with interests ranging from fashion to art, from beauty to life-style. We tell stories of successful or emerging and talented men through articles, interviews and exclusive images. A point of reference for style and fashion, but also and above all a place to rediscover the interests of contemporary man.



KNOWLEDGEABLE - CULTURAL - MODERN

SECURE SOURCE: THIS WAS AND IS US

L'OFFICIEL CHINA:

“Fashion L'OFFICIEL” is a model of professional clothing magazines, and a leader of exquisite clothing trends and brands. Since its own publication, it has influenced the Chinese fashion trend. It records the enlightenment of Chinese fashion culture and the development of the fashion industry with its gorgeous handwriting. It also uses dazzling and colorful pictures and beautiful texts to witness the Chinese fashion and fashion industry from the beginning, The entire history of development to prosperity. She is the leader of Chinese fashion culture, and as the first fashion magazine in China, she has established an important position in the history of world fashion.



NETWORKS

Print, website, social media, events, L'Officiel creates stories to deliver the real marketing experience.

Since 1921, L'Officiel has been the leader of luxury lifestyle media network for both women and men. Today L'Officiel stands for a global voice for the lifestyle culture, combining data, technology and storytelling to connect brands to the widest and best targeted premium audience. L'Officiel & L'Officiel Hommes is a global and multichannel network producing over 40K unique contents per year and reaching 14M users around the world through multiple channels.

Numbers

60

**Titles distributed
in 32 countries**

7.5M

Followers on social media
2.7M UV (monthly)
7.5M PV (monthly)

2M

**Printed magazines
every month in 17
languages**

8.5M

**Readers
per month**

500K

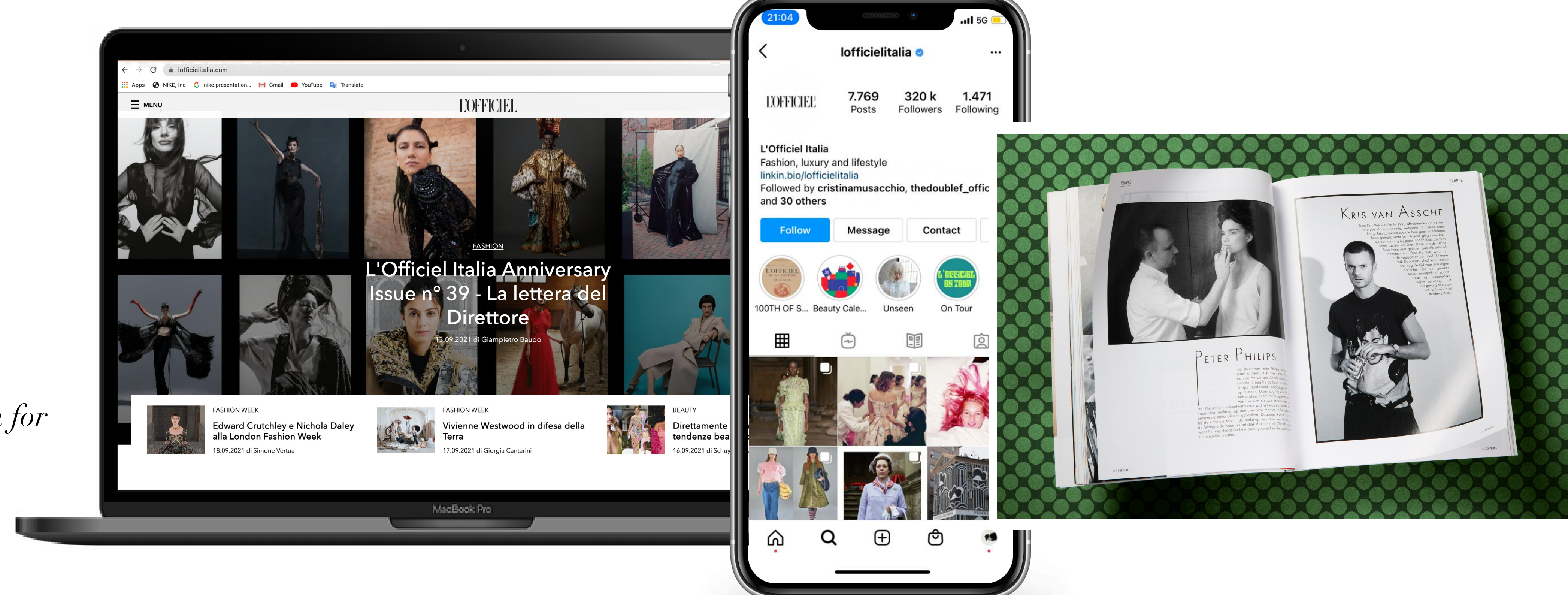
Fashion archives since 1921

3 Pillars of Communication for *L'Officiel Italia* :

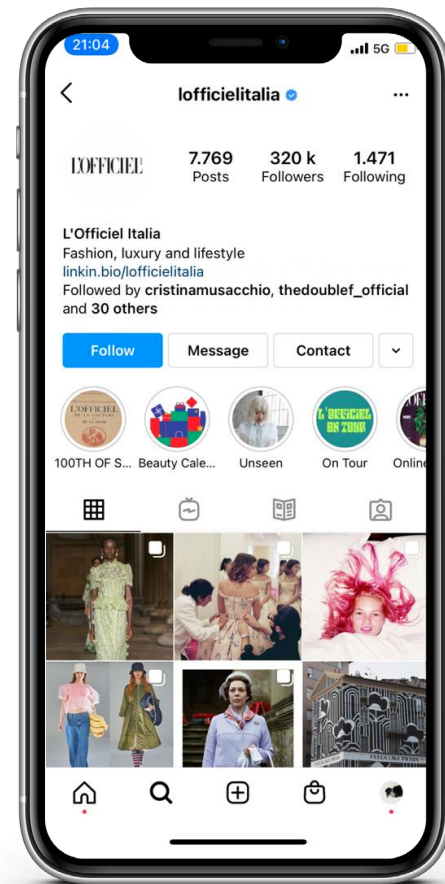
Digital Content on the web

Social content

Physical content continued to the magazine



ON SOCIAL MEDIA *Always up to date.*



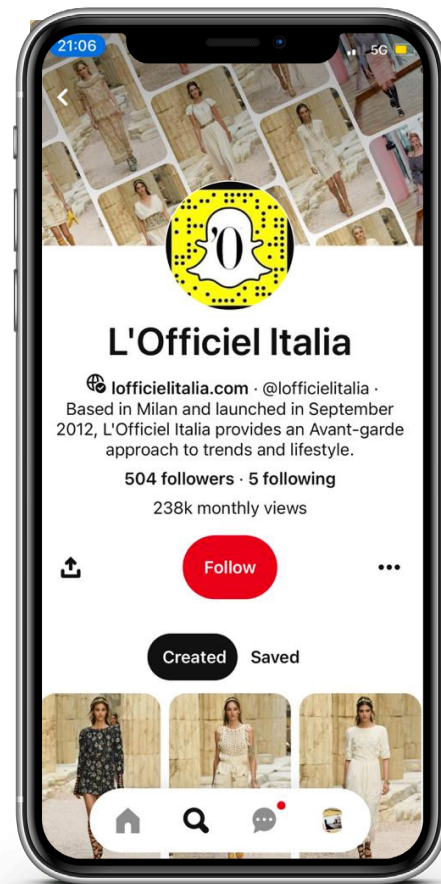
INSTAGRAM

7,766 post
320k followers



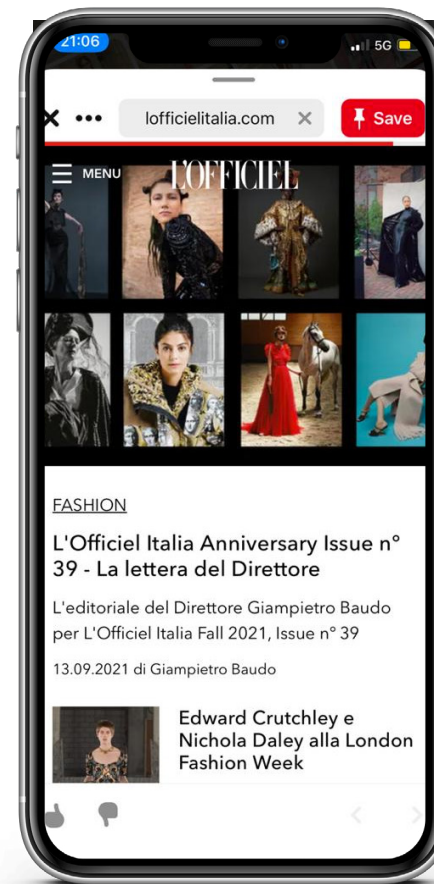
TWITTER

3633 Followers



PINTEREST

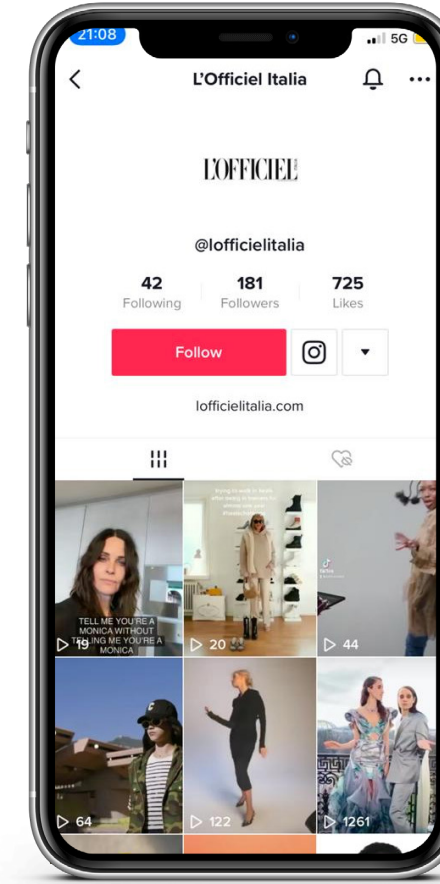
503 Followers
238.3k Monthly views



WEBSITE

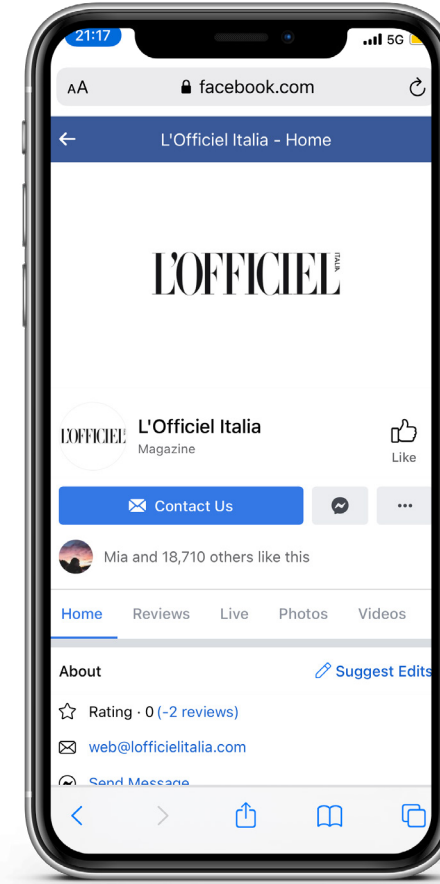


SNAPCHAT



TIKTOK

24 Videos
181 followers
725 likes



FACEBOOK

20,185 followers
18,711 Likess

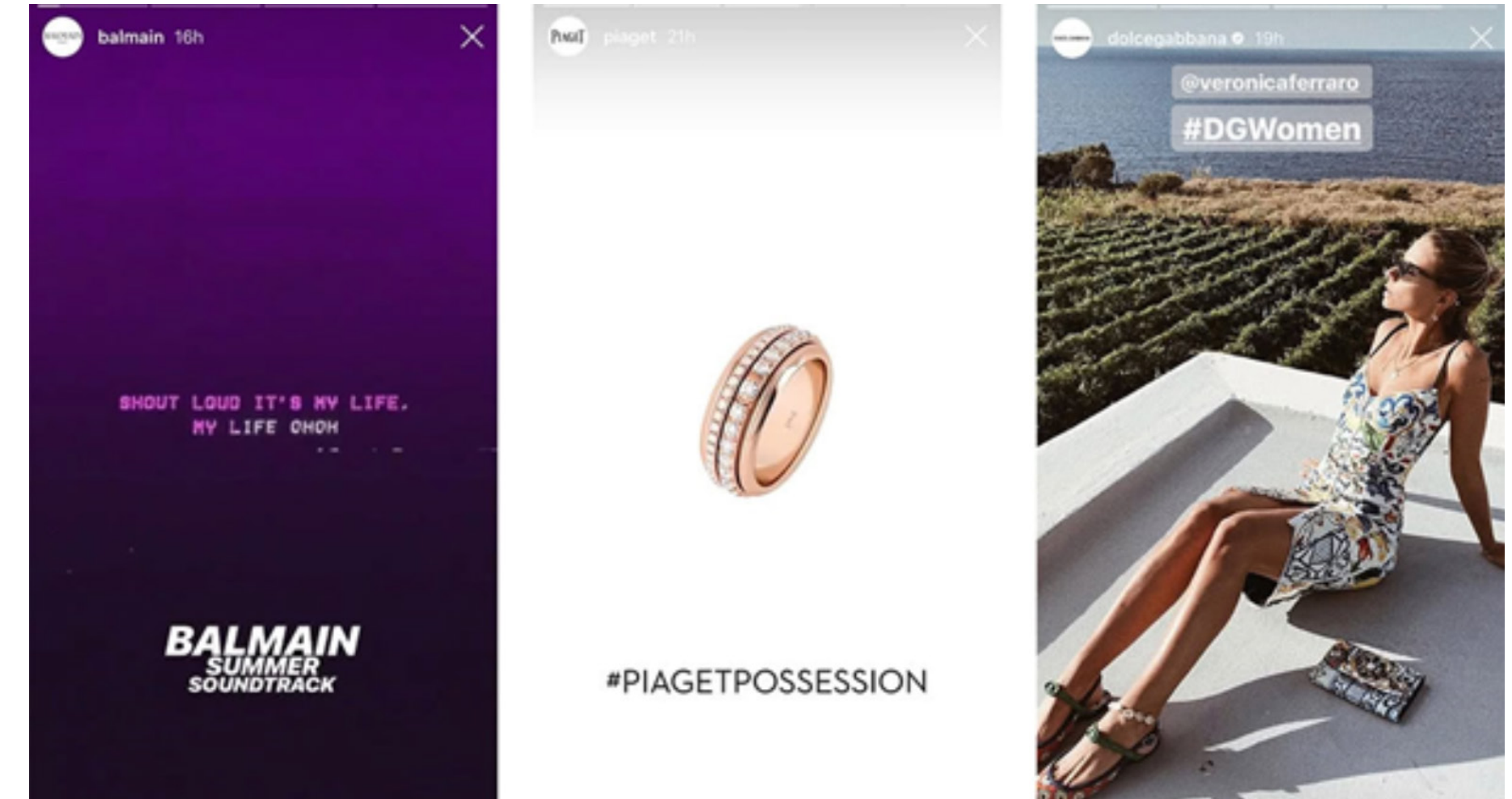
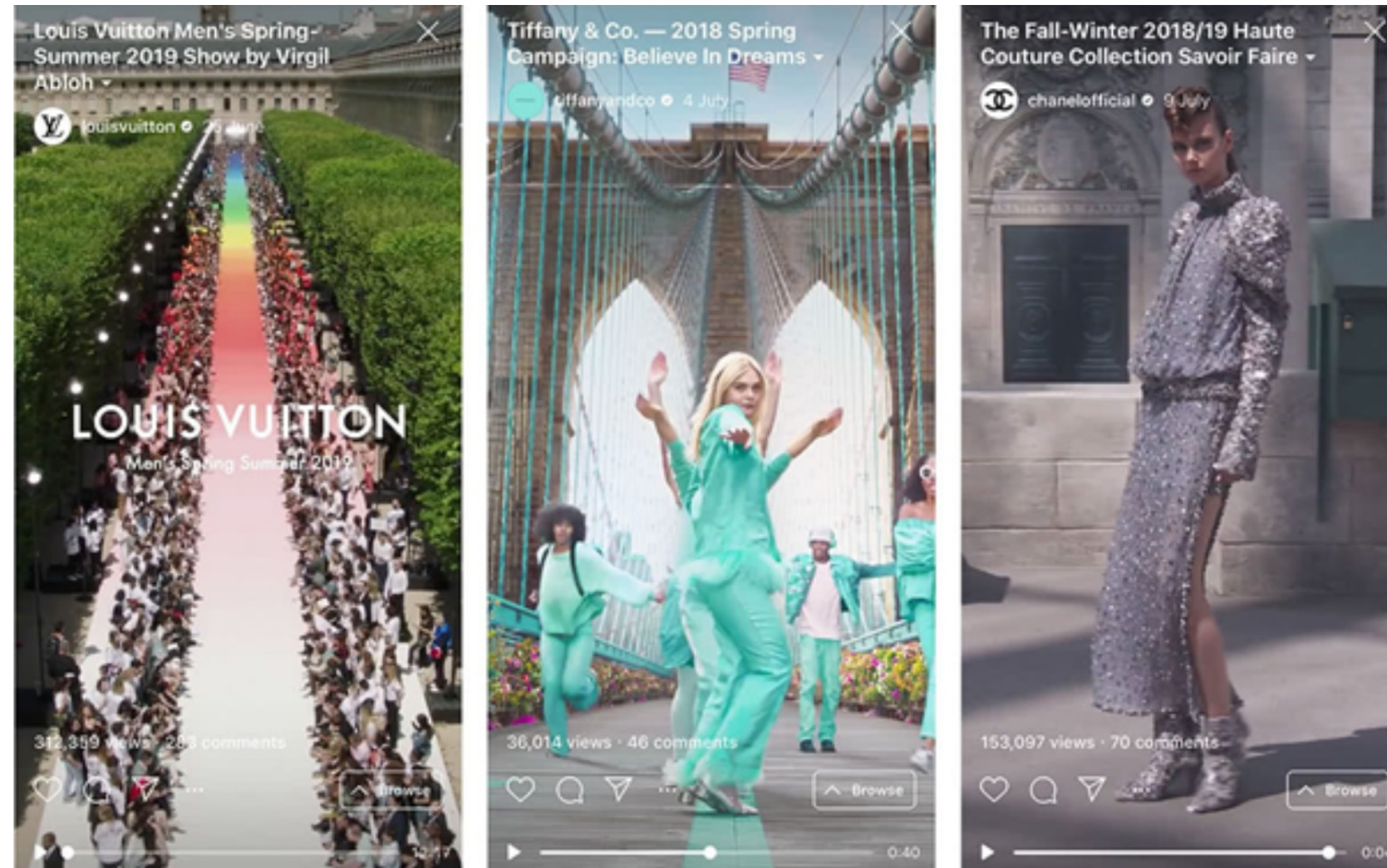
FOR

TRANSMEDIA
CHANNELS
&
COMMUNICATION
TRENDS

COMMUNICATION TRENDS

Mobile Videos:

Go vertical and go live
Video is one of the most engaging
means to tell stories.
Created with a vertical orientation
and specifically designed to be
consumed on mobile platforms.



Ephemeral stories: 24 hours then gone

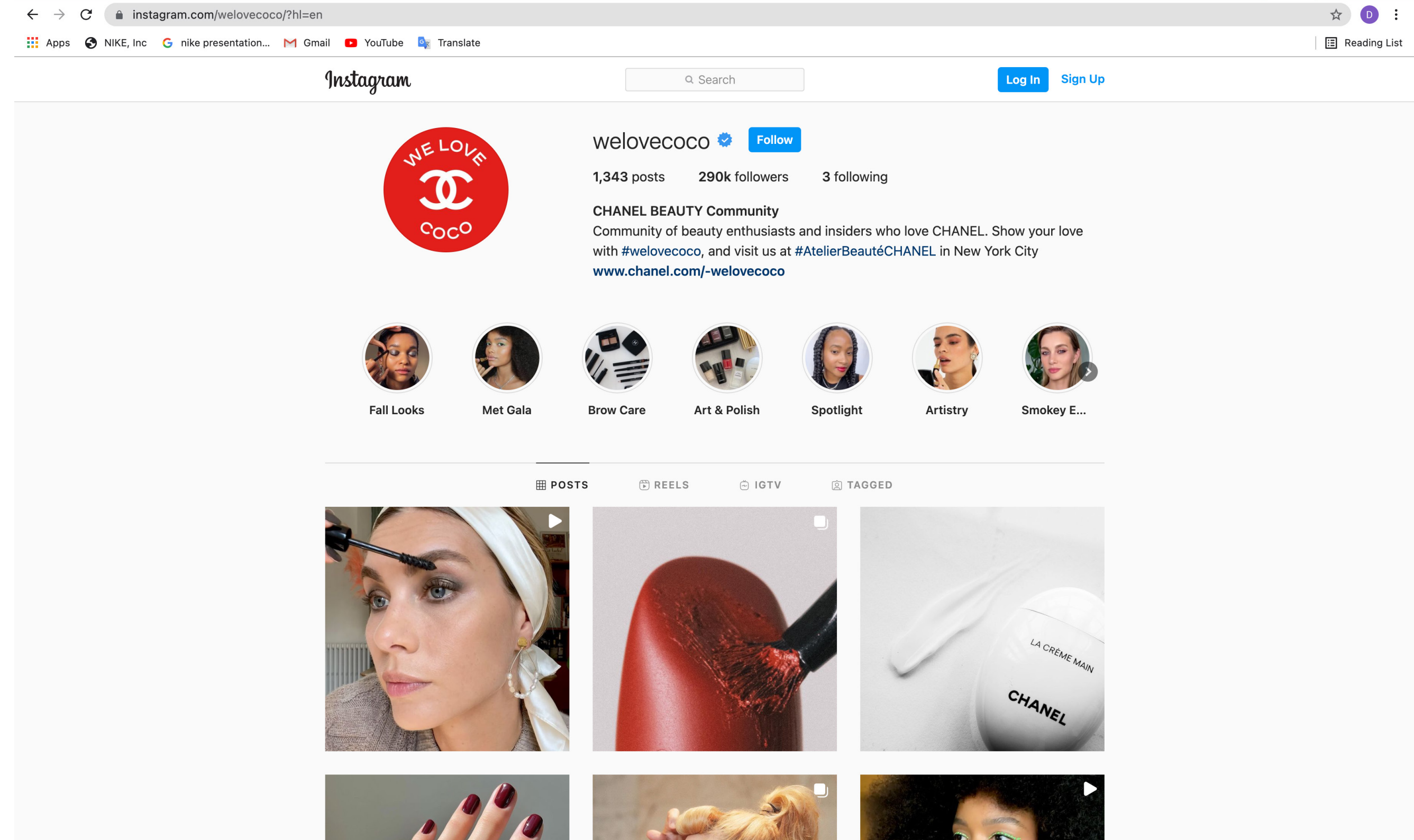
Stories create new opportunities to stand out in a fresh way and engage Generation Z.

FOMO: Fear Of Missing Out

The sense of urgency behind disappearing content can be a powerful force.

Social Media and User Generated Content: The audience as storytellers:

UGC is created voluntarily by the audience and has emerged as a form of authentic brand storytelling in its own right.



Our competitors.

PRIMARY



VOGUE

NUMÉRO



HARPER'S
BAZAAR

MARIE
CLAIRE

SECONDARY

HUMAN BEING



WOMENS WEAR DAILY



ELLE

BEST PRACTICES

From events to projects, every inspiration.

Vogue Cafe 2016

The Conde Nast brand will run the space, which is normally occupied by boutique patisserie L'Orchidée, over the summer until 25 September.

The café serves specially created Vogue 100 champagne cocktails and a Vogue 100 punch, as well as a traditional English afternoon tea.

Alexandra Shulman, editor-in-chief of British Vogue, said: “2016 is an exceptional year for Vogue, and continuing the centenary celebrations the Vogue Café will be a perfect stop-off for shoppers in The Village at Westfield.”

The pop-up showcases a range of legendary British Vogue covers from the last century while the menu features macarons, sandwiches and sweet treats. ⁴

4. Campaign UK | In pictures: Vogue's pop-up café opens at Westfield London by Chantelle Dietz July 05, 2016





Vogue 100: A Century of Style *Manchester Art Gallery* *2016*

Vogue 100: A Century of Style, curated by British Vogue's Contributing Editor Robin Muir, was presented for the first time at London's National Portrait Gallery, before travelling to the Manchester Art Gallery in the north of England. Although the design of the exhibition has been adapted, the selection of images and presentation have remained consistent. Perhaps more importantly, however, in both instances the exhibition's setting in traditional art institutions inevitably recalls the ancient debate about fashion's relationship with art. It does so in a particularly striking way in Manchester, however, as the museum is best known for its fine selection of pre-Raphaelite painting and English art from between the 19th and the 20th century, rather than for an interest in contemporary fashion.⁵

House of Bazaar 2016



In October, Harper's Bazaar build the House of Bazaar, a beautifully curated experience in partnership with Mall of the Emirates. Visitors are invited to step inside the pop up installation where the season's most coveted fashion, lifestyle, beauty and wellness comes to life.

-ITP Media Group



*'About Time: Fashion
and Duration'
Exhibition Vogue
2020*

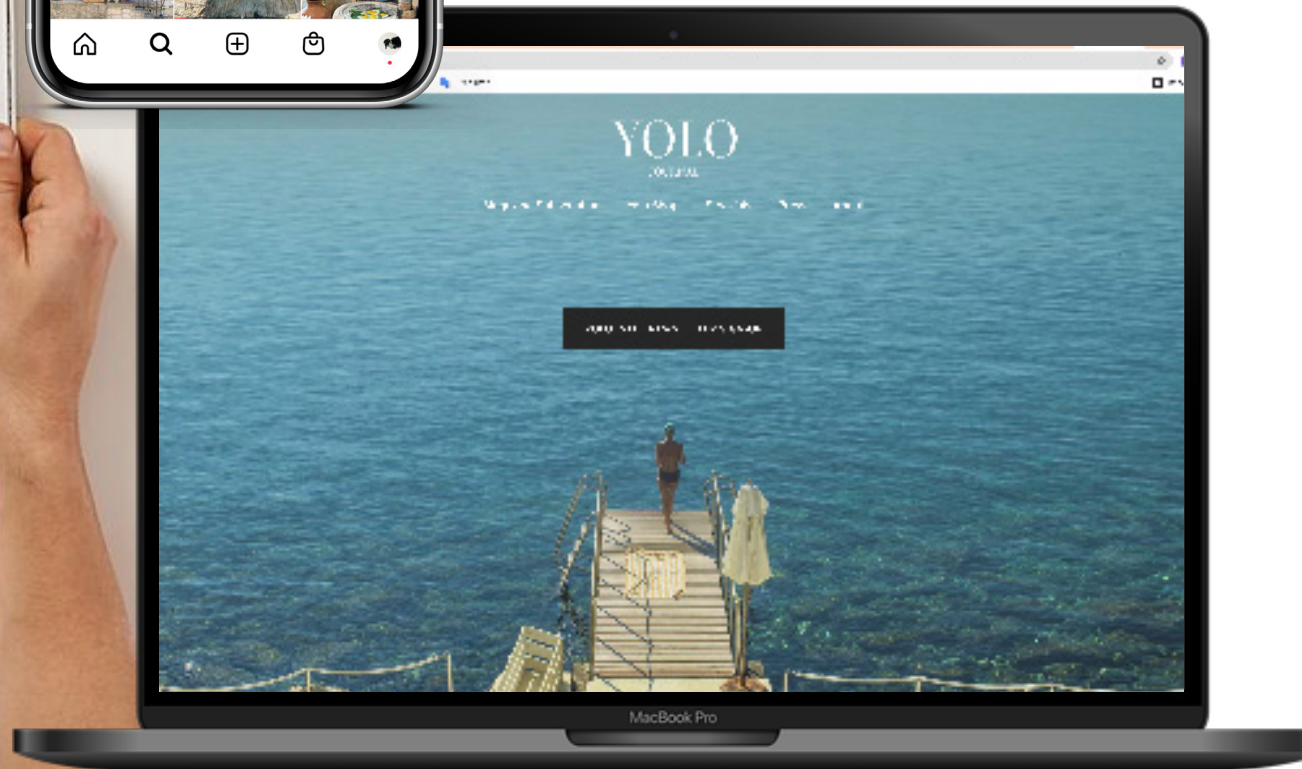
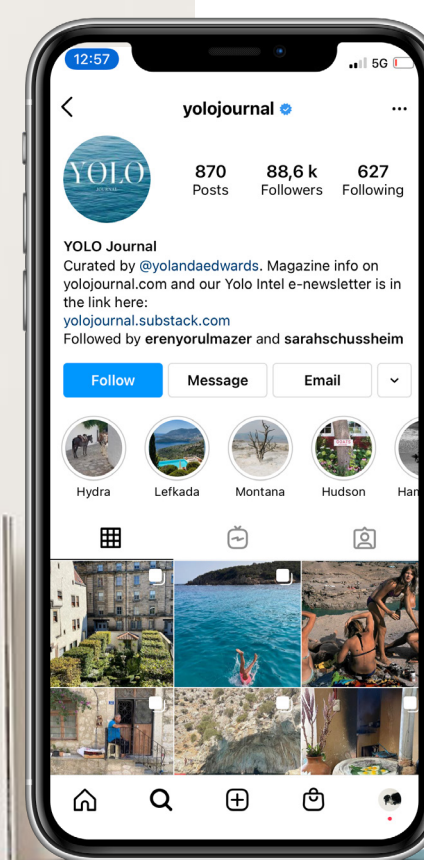
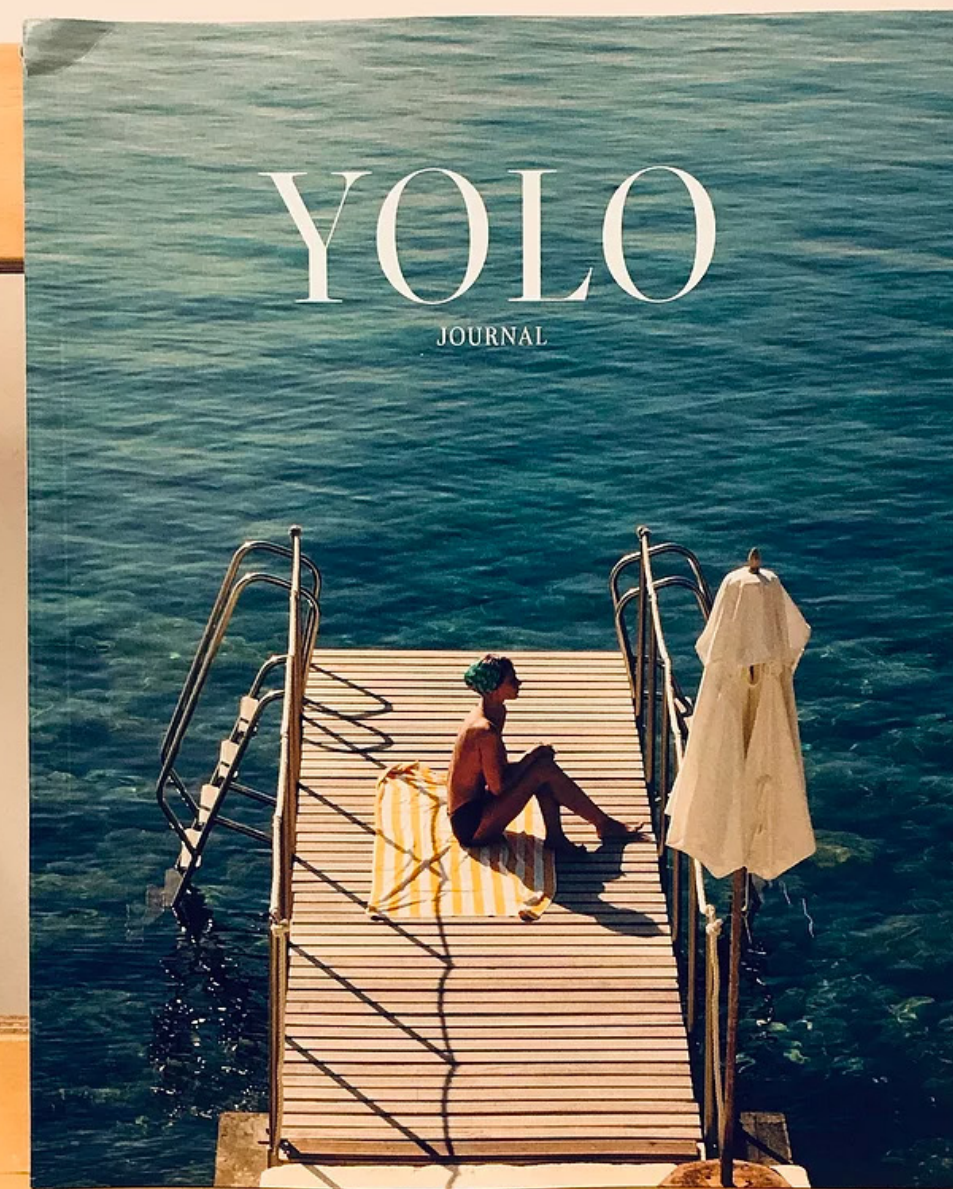
Bon Appétit

Transmedia: Physical Magazine (10 times a year), Online Content, Social Media (Instagram, Facebook, twitter, pinterest, youtube), Physical Events/Collaborations, Merchandise, Podcast.

Bon Appétit is a monthly American food and entertaining magazine, that typically contains recipes, entertaining ideas, restaurant recommendations, and wine reviews. Owned by Condé Nast, it is headquartered at the One World Trade Center in Manhattan, New York City and has been in publication since 1956.⁶

6. Wikipedia | Bon Appétit





YOLO Journal

Transmedia:
Physical Print, Online Newsletter, & Social Media - Instagram,
Merchandising


A quarterly magazine.
“I’m passionate about photography, travel, and collecting great ideas. I’m excited to have a platform where photographers can share images that otherwise might go unseen, and a collection of travel inspiration and ideas from different creative and curious people we admire”

-Yolanda Edwards
The Creator





The Daily Traveler


The Friendliest Cities in the World



While you could argue that our readers' list of the friendliest (and unfriendliest) cities in the U.S. hewed pretty closely to expectations, the list got a bit more surprising when we widened it to include the whole world.

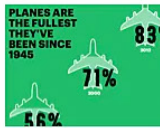


What Not to Do in 10 Countries




The Perfect Meal in Montreal


PLANES ARE THE FULLEST THEY'VE BEEN SINCE 1945



Infographic: The Future of Airlines

What Does Your Favorite Destination Smell Like?





Condé Nast Traveler

SUBSCRIBE TO OUR DIGITAL EDITIONS TODAY.

- Expert Travel Tips & News**
- Inside the New VIP Cruise Class
 - Want Real Chicago Deep Dish Pizza? Skip the Tourist Traps and Go Here
 - The Best TSA-Friendly Beauty Products

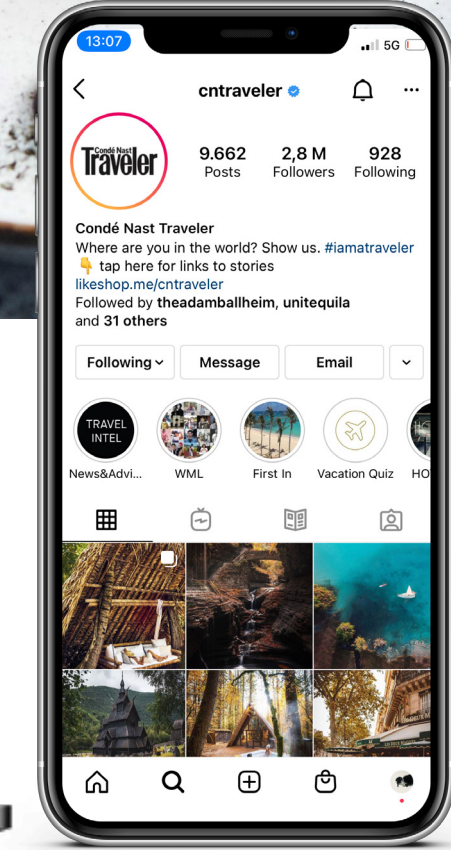
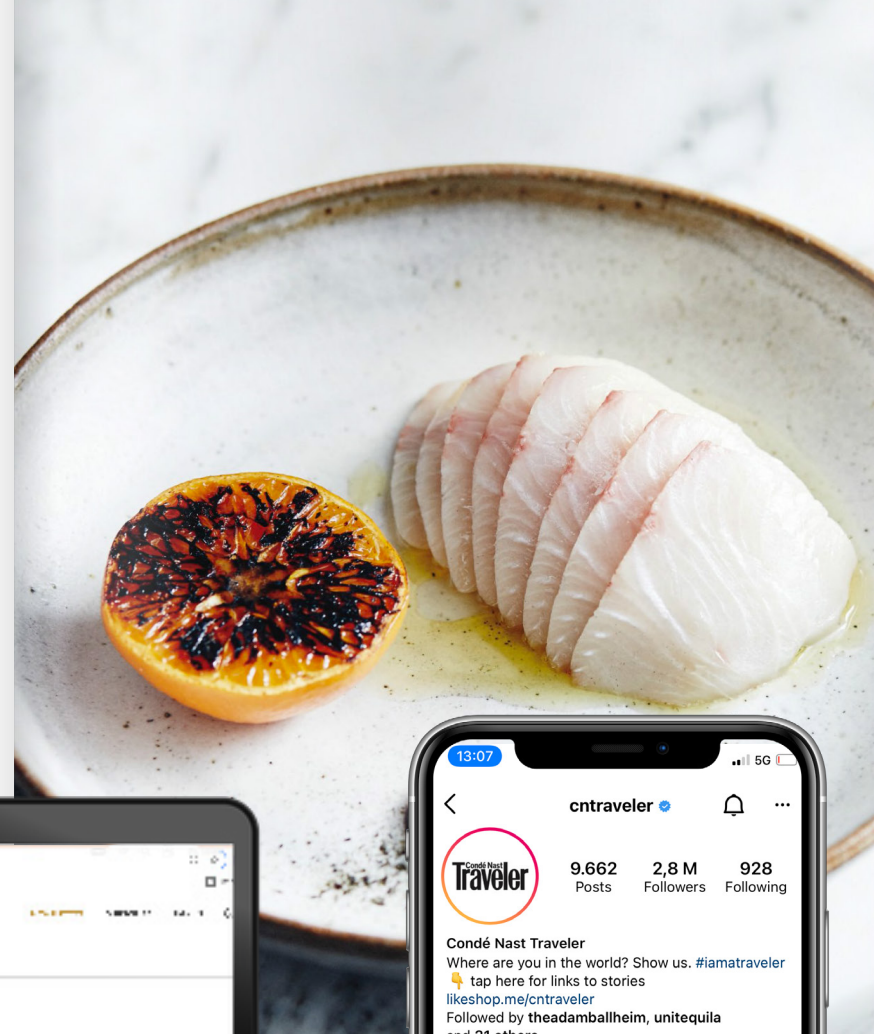
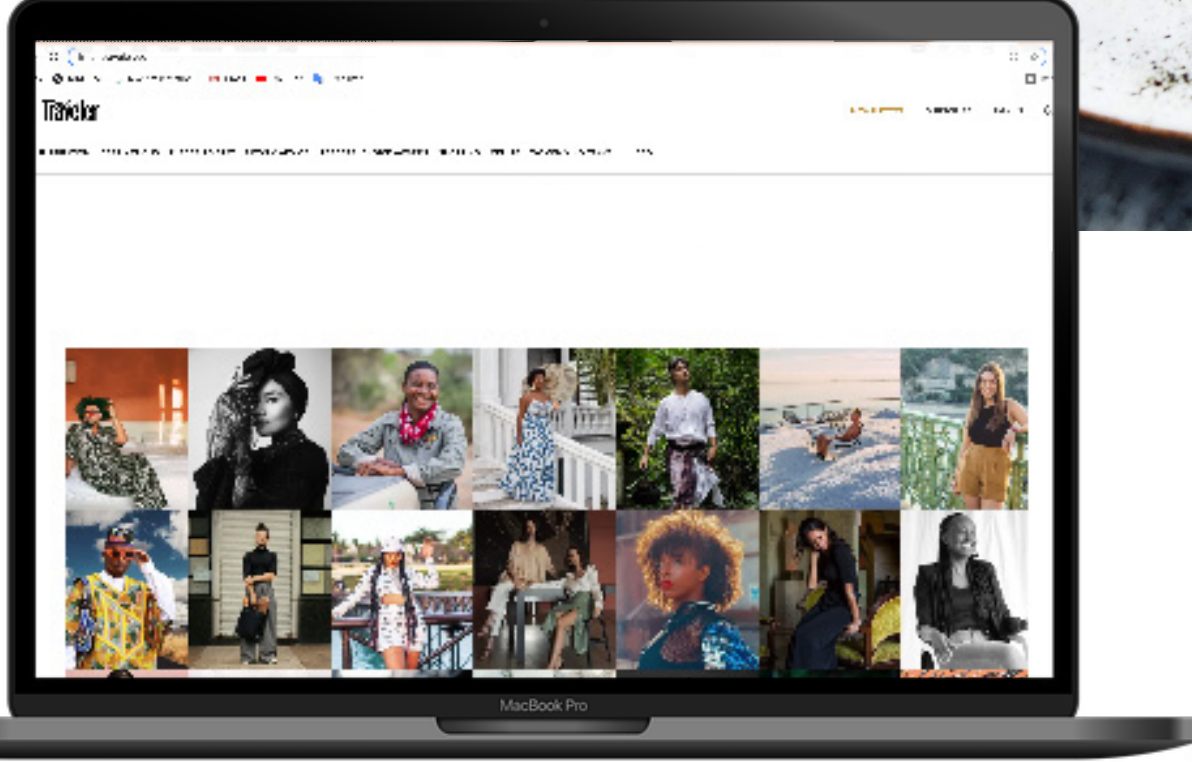


IF YOU HAVEN'T BEEN YET, LUCKY YOU.
(NO ONE FORGETS THEIR FIRST TIME.)

And if you've traveled here before, well, you won't believe what you've been missing since. Something curious and remarkable has taken hold in the antipodes: At this moment, on all fronts, Australia is simply—as the kids say—crushing it. Why does this remote yet familiar culture have such a lock on our imagination? Simple: *Because they're doing it better.* That elusive, undeniable thing we call "lifestyle" has become Australia's calling card, an effortless cool the rest of us try to appropriate but never truly can. It's that frontier spirit sparked by true isolation, a why-not ingenuity born of self-reliance, a lightness tempering the shade of the Commonwealth, a worldliness informed by years of roaming the globe. (Here, the walk-about is a birthright, travel a veritable mandate.) At home and abroad, Ozies meet the world with an enviable blend of edge and ease, an aesthetic rigor free of pretense, and an embrace of the outdoors paired with urbane sophistication. (You taking notes, California?) Relax, says a whole sun-kissed continent. No worries. This, in 2016, is not just how we want to travel, it's how we want to be. Australians have been living that life for a while now, which, of course, is how they make it look easy. It starts, as the best days do, with flat whites and avocado toast—and it only gets better from there. Australia's food culture is as inventive and influential as any today, and that old paradigm of Aussie cooks heading overseas to make their names has lately been reversed, with marquee chefs beating paths here: Iggy Heston and Rendy. The country's style quotient is on a similar trajectory—just ask Sydney taste-makers like Sibella Court, Maurice Terzini, Justin Hemmes, and Megan Morton. (Actually, we did it for you—see page 98.) Hotels, too, are upping their game. Two newcomers in Sydney are engines of change for entire neighborhoods, while others are demanding attention from as far afield as Tasmania, Perth, and Canberra (Canberra! Believe it—page 100). *And if you need a further incentive to book a trip to Australia...*

Sydney

Right: Chef Mat Lindsay's kingfish crudo with burnt mandarin and nori charcoal, at Easter in Sydney.



Conde Nast Traveler

Transmedia:
Digital Content / Newsletter / Social Media (Pinterest, Facebook, Snap, Instagram, Twitter)
Inspiration: Destinations, Places to Stay, News & Advice, Shopping, Cruise, Traveling Women

“Truth in travel” has been the cover claim since its founding in 1987. The Italian edition launched soon after in 1998. Astounding portfolios built around a theme – Wonderful World, Hidden Italy – show places never seen before, or never seen before this way. Emotional itineraries and pieces of travel literature are also part the mix. The magazine is quarterly, but the brand communicates continuously through web and social platforms, and with trade events like the recent partnership with the Marche region’s Department of Tourism.”

Globally: 5m monthly readers, 16m Digital unique users, 16m social followers
Italy: 440k readership in print, 505k digital monthly unique users, 60% readers are female, all have a passion for travel & lifestyle

GUCCI Places: New Locations

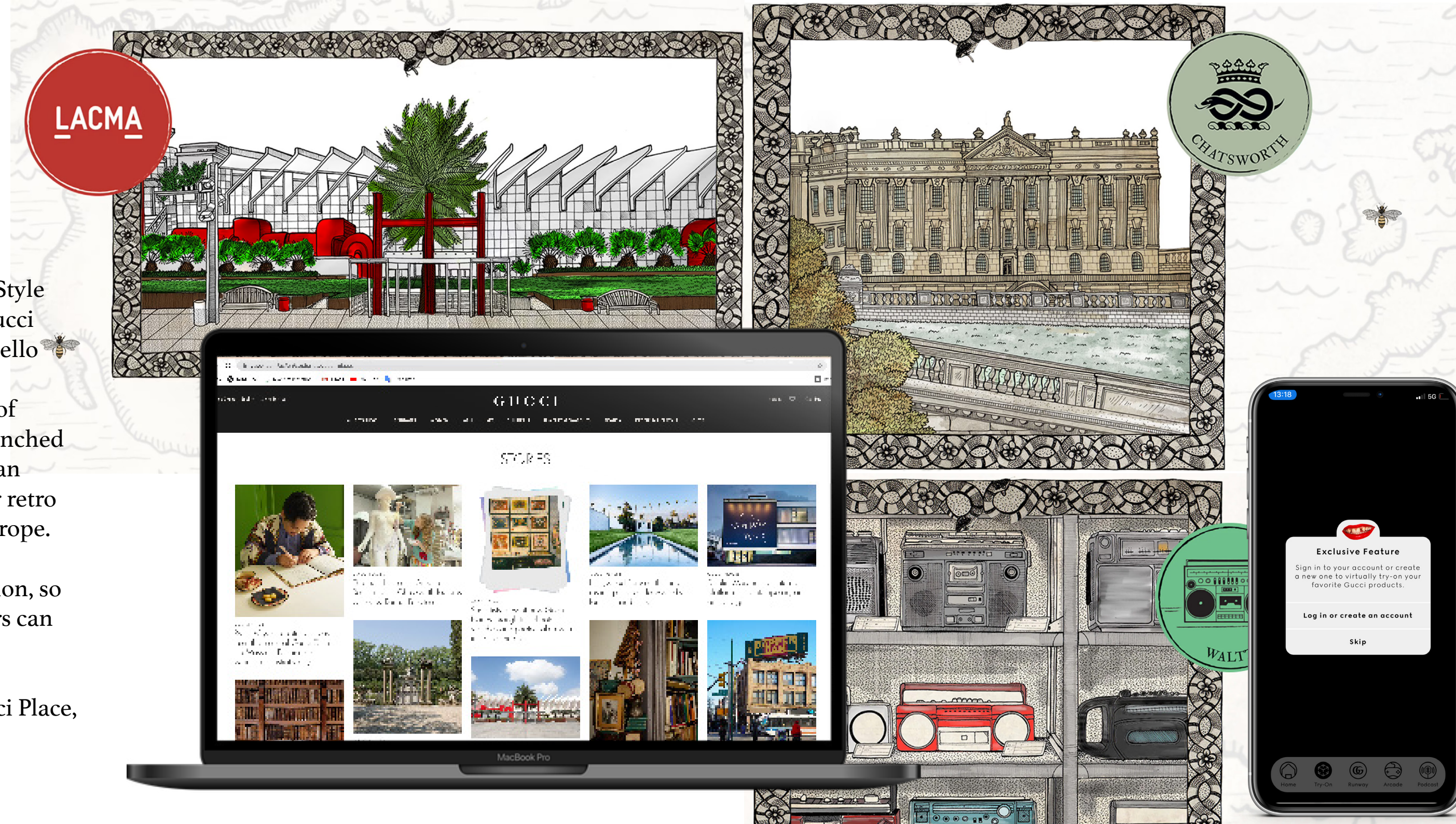
Dedicated to those seeking the unexpected in travel and experiences, unveiling new Gucci Places.

The very first Gucci Place, debuted in July was Chatsworth in Derbyshire, England, where Gucci sponsored the House Style exhibition, a fashion retrospective of Chatsworth's aristocratic residents. The stately home was also the setting of the Gucci Cruise 2017 advertising campaign. Mapped from curious corners of the world, the lineup of new locations include: Castello Sonnino, a family home, a historical wine estate and an international educational center, 20 kilometers from Florence, situated in the hills of the Chianti wine region in Tuscany; Maison Assouline, London's cultural concept store, an oasis of culture and style in the heart of bustling Piccadilly; the Los Angeles County Museum of Art (LACMA) which in 2011 launched the first annual Art + Film Gala, for which the House has been the presenting sponsor; Bibo restaurant, in Hong Kong, an extraordinary location with a 1930s feel. More Gucci Places are: Waltz store in Tokyo, Japan, the ultimate destination for retro music, magazines and stereo paraphernalia; Biblioteca Angelica in Rome, founded in 1604, the first public library in Europe.

A dedicated guide to each Place for travelers is on the Gucci App. A push notification is sent when a user is near a location, so they can check in and win a specific badge. Collect the badges of all Gucci Places, and share them on social media. Users can also access info to contact a Place, visit its website and discover its calendar of events.

An exclusive selection of products from the Gucci Courier collection will feature special patches inspired by each Gucci Place, that reference the location.⁷

7. Gucci.com | Gucci Places

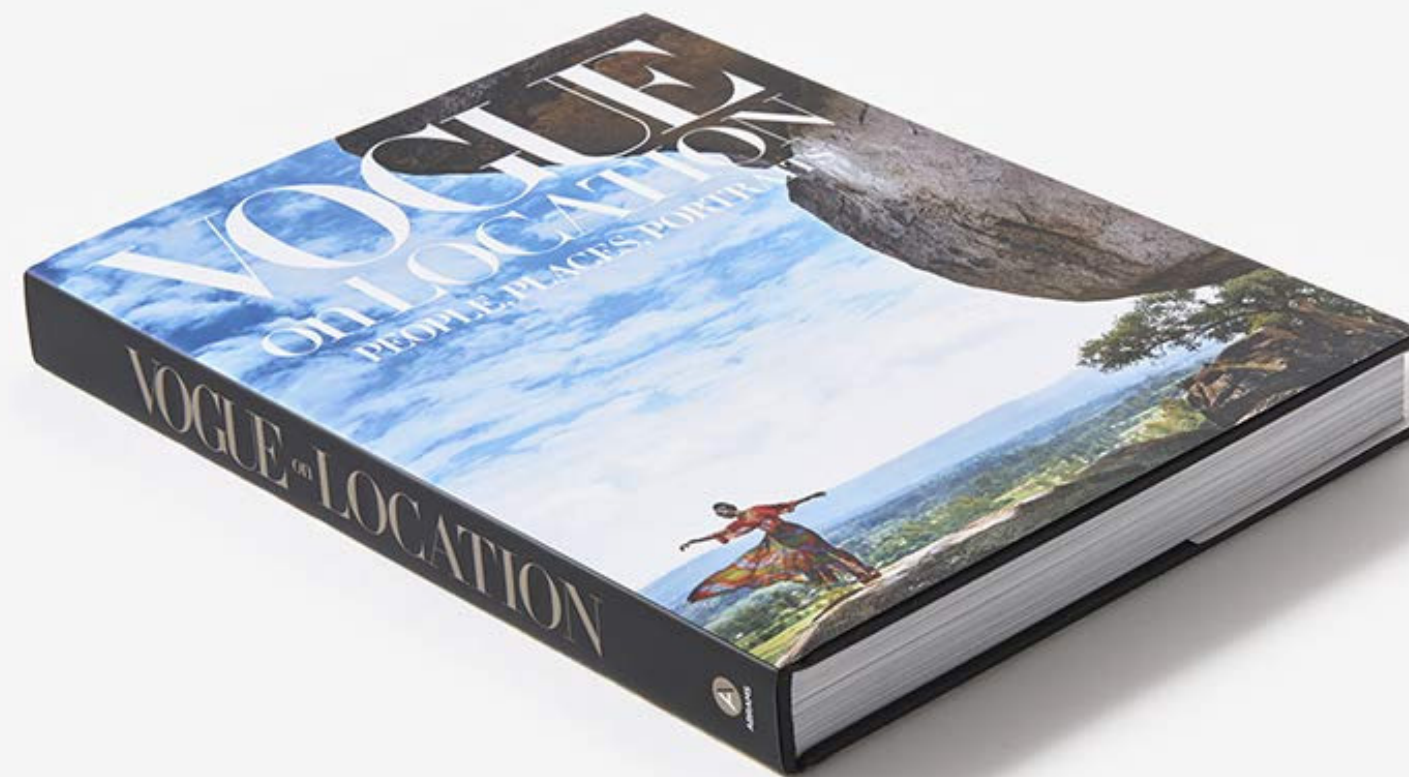


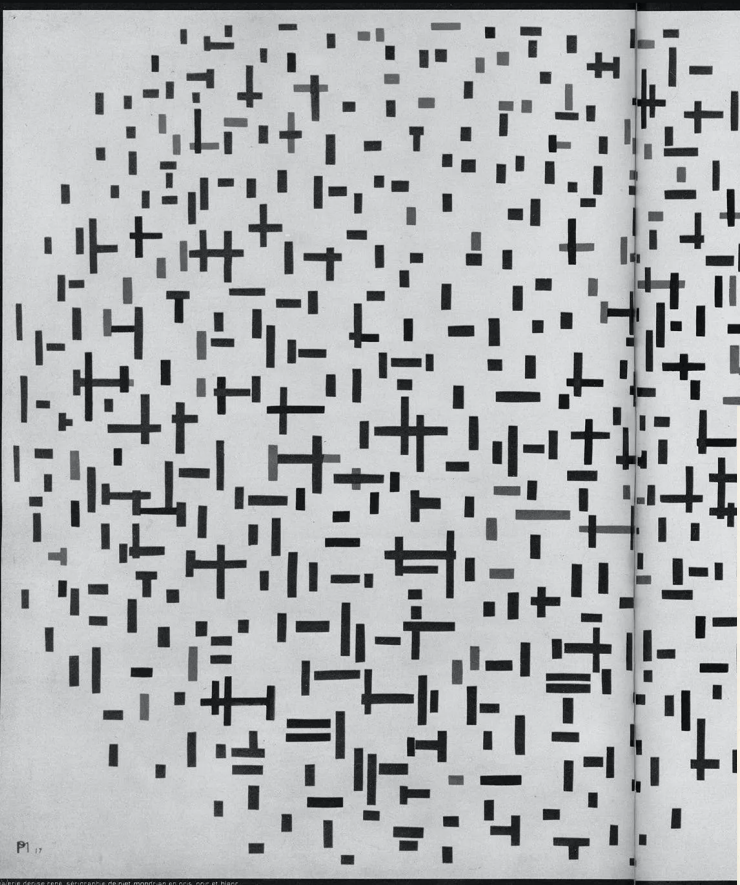
Vogue on Location

Have fashion, will travel. That's the vision behind *Vogue on Location*, a journey in itself through the many spectacular voyages that the magazine took over the years. Spanning a century, this remarkable book includes dispatches and travel writing by journalistic icons like Jan Morris, Truman Capote, Lee Miller, Lesley Blanch, and Frances FitzGerald, as well as stunning editorials from legendary photographers like Irving Penn, Henry Clarke, Helmut Newton, Arthur Elgort, Mario Testino, Peter Lindbergh, and Annie Leibovitz.

With historic reportage and landmark fashion shoots in far-flung locales like India, Iran, Morocco, Bali, *Vogue on Location* captures important moments in both travel and fashion history. An essential addition to any Vogue lover's shelf, *Vogue on Location* is sure to inspire a sense of fantasy and flight.

-Vogue on 'Vogue on Location'





mondrian

l'organisation de l'espace

aux époques romane et gothique, la peinture s'intègre à l'architecture. À la fin du moyen âge, la peinture se libère, les tableaux de chevalet n'ont plus à servir la demeure du bourgeois, et le palais du noble au 17^e siècle.

MARTINE STIBON



MUNCH

peintre de la névrose

par J.-P. Crespelle

pour passer par une période de désenracinement, c'est par le peur de la dissonance et parce qu'on s'adapte au monde qu'on ne fait pas de progrès. Il ne faut pas à l'adolescent, il faut créer le but poursuivi par mondrian n'a pas été la

Il appartenait à la Norvège de donner au mouvement artistique moderne l'un de ses inspirateurs les plus marquants. On peut tenir Edvard Munch pour l'un des peintres qui ont le plus influencé les artistes de la fin du siècle dernier et du début du 20^e siècle. Un fort courant expressionniste est issu de son œuvre. Les toiles de l'époque bleue de Picasso en sont l'exemple le plus célèbre : les personnages courbés sous le faix de la fatalité, les couples désespérés, les mères tristes que représente Picasso à son arrivée à Paris, en 1900, sont directement issus de la peinture de ce Norvégien névrosé qui fut l'ami d'Eisenstein, de Strindberg et de... Gauguin. Rencontre inattendue qui nous rappelle que Munch passe une grande partie de sa jeunesse en France, qu'il y connaît les impressionnistes, qu'il se lie avec Toulouse-Lautrec et qu'il appartient au milieu de la « Revue Blanche » où se rencontrent, outre Lautrec, Bonnard, Vuillard et les principaux Nabis. De son vivant, on tenait en France l'œuvre de Munch en haute estime. À une époque où

CONCÉDANCE • CONCÉDANCE

FRANK STELLA



Hironaka



Founded in Paris in 1921, L'OFFICIEL emerged at a significant moment in fashion history. The artification of the designer and the influence of art movements on fashion were becoming increasingly prevalent through the work of couturiers like Paul Poiret and Elsa Schiaparelli.

Originally defining itself as an industry-specific publication, L'OFFICIEL increasingly began including features on artists and artistic movements. By the latter half of the 20th century, art had become an integral part of the magazine.

In 2012, Éditions Jalou launched its own contemporary art magazine, L'OFFICIEL Art. In the inaugural issue, Editor-in-Chief Jérôme Sans made a clear reference to the incorporation of fashion into the art world, accompanied by a broad list of other forms of visual, performance, and culinary arts, all of which are meant to encompass this idea of living artistically.

-L'Officiel USA on L'Officiel Art



Vagues éclatantes
Marcel Marou: tout en mouvement pour un joli corps à corps

Joli dos
beau tableau
Gianni Versace: d'incroyables jeux de couleurs éclatantes et de délicatesse dans le

So, what do we want to focus on?
Our Strengths: History and Trust.
Our Focus: Branding and Future.

INSPIRING - INNOVATIVE - INCLUSIVE
- INFORMATIVE - TRENDSETTER -
AUTHENTIC - GLOBAL



COMBINING OLD AND MODERN

HISTORICAL NEW

AGED FRESH

MATURE YOUNG

LEGENDARY CONTEMPORARY

ORIGINAL RECENT

THE
UNSEEN
FACES





L'OFFICIEL'S MONTHLY

*Insights
Opportunity*

Abstract

UNSUPERVISED

The fashion industry has monopolized the way the reader/consumer interacts with it.

Opp: Leverage L'Officiel support to introduce a “new way” where emerging talents can be found & recognized.

SEGMENT

An open door in the fashion industry for new talents that have not yet been discovered, the voices of the future.

F A S H I O N - C O M M U N I T Y - Y O U T H - T A L E N T S - C O N N E C T I O N - A R T I S T S

WHY?

‘O PROVIDES *A PLATFORM* TO ENGAGE AND CREATE A COMMUNITY
OF FUTURE TALENTS. TO DISCOVER *NEW PEOPLE* IN THE INDUSTRY
A EFFICIENT, ECONOMICAL AND EFFECTIVE WAY.
ALL WHILE CREATING INTERACTION AND CONSTANT CONTENT.

SEGMENT

UNSUPERVISED - VIRGIN
HOME MADE - CHOSEN

10 - 15 PAGES



NO ADJUSTMENTS

BY THE UNSEEN:

BA Students

Masters Students

Individual Groups

NO PROFESSIONALS

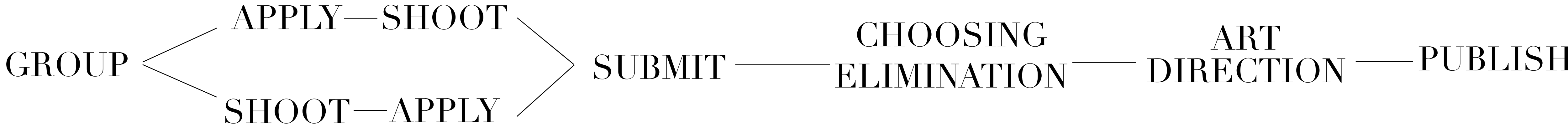
BY THEMSELVES

BY THEMSELVES

BY THEMSELVES

BY L'OFFICIEL

BY L'OFFICIEL



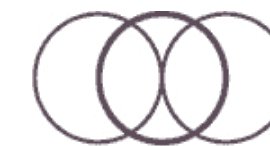
PLATFORMS



SOCIAL

S O C I A L M E D I A -
E V E N T S -
T A L K S -
W O R K S H O P S -
B R A N D E D H U B

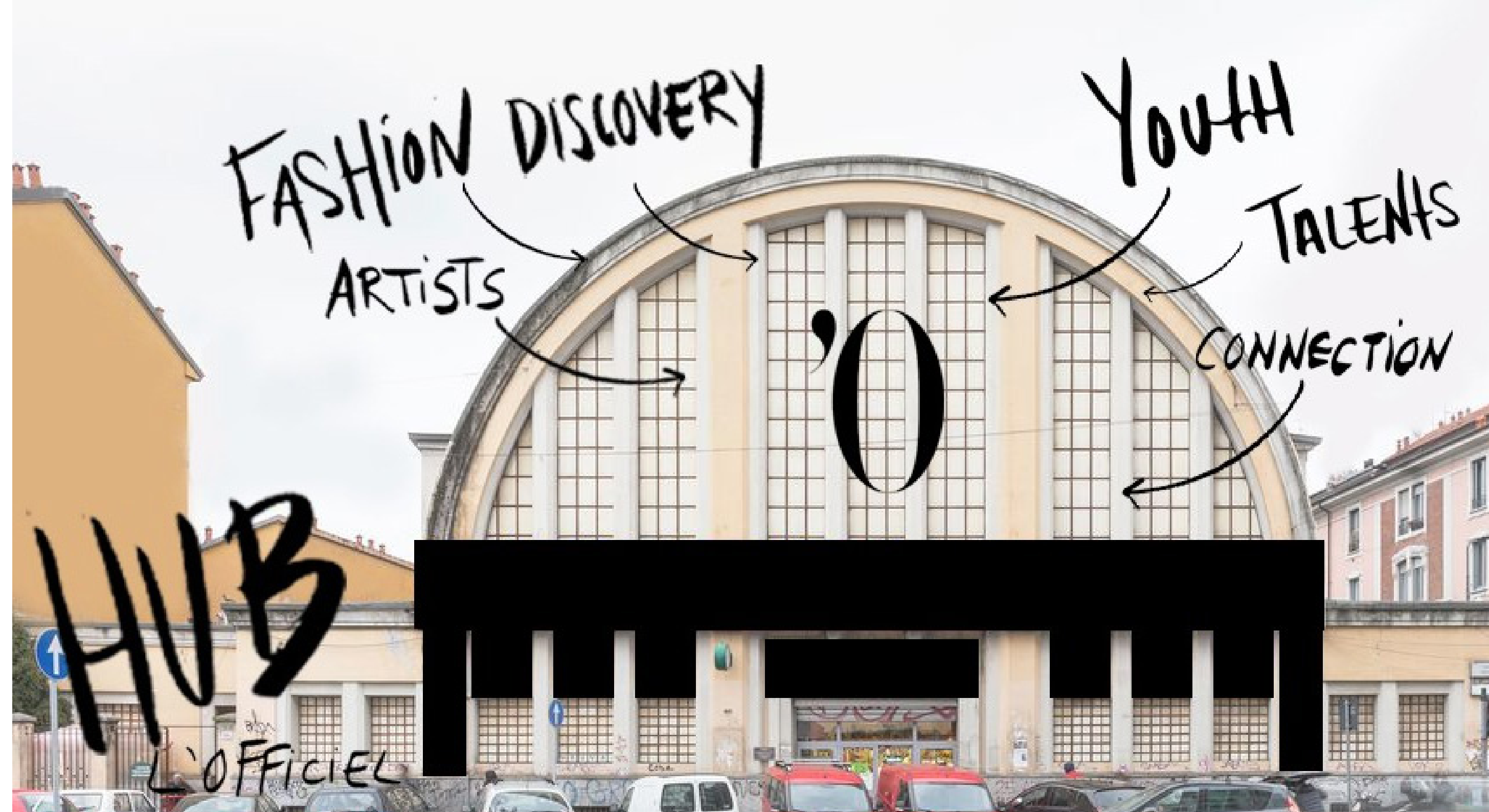
COLLABORATIONS



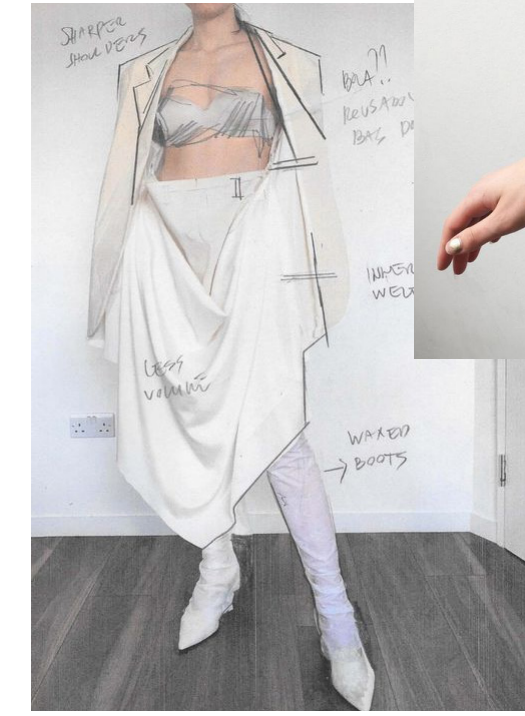
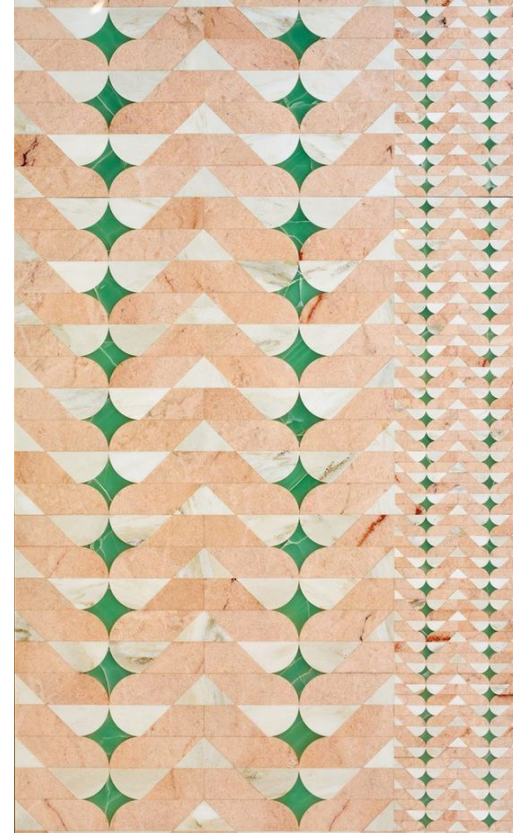
THEITALIANPLANNERS

L'OFFICIEL HUB

Studios for rent
Stage for Talks
Exhibition Rooms
An In-house Cafe



*QUINT-
ESSENTIALS*



*Insights
Opportunity*

Understand the link between fashion
and its past.

Opp: Create a fashion anthology to
inform/inspire the reader about the
history of a vintage piece.

L'OFFICIEL'S

quintessential

SEGMENT

Abstract

A journey through the past decades
of fashion to understand the history/
origins behind a garment by executing
a “fashion bible” that seeks to inspire
and enrich the consumer.

F A S H I O N - T E X T I L E S - H I S T O R Y - E D U C A T I O N - I N S P I R A T I O N - I D E N T I T Y - T I M E - P E R S O N A L I Z A T I O N

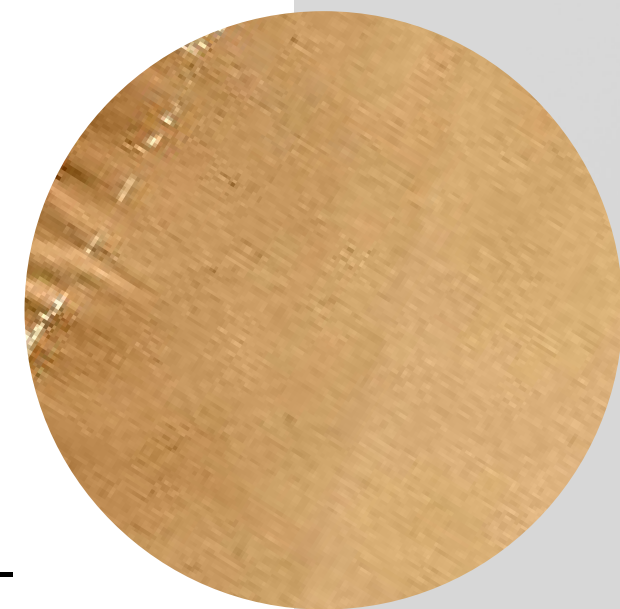
WHY?

‘O CAN LEVERAGE THEIR *ARCHIVED INVESTMENT* OF VINTAGE PIECES
& *KNOWLEDGE OF FASHION* TO CREATE BRAND AWARENESS AND
SUPPORT THE TREND OF CONCIOUS SHOPPING.

SEGMENT

INFORMATION -
EDITORIALS - GRAPHICS -

A TRIP TO PAST IN 10 PAGES



10-15 PAGES
LIGHT BROWN PAPER
RIP OFF



Fully or Half Illustrated

Complete Historical
Adaption to detail +
Graphics

Main Graph. Aspect: On Paper
Note Taking

PLATFORMS



AMBASSADORS

@venetialamanna



@aditimayer



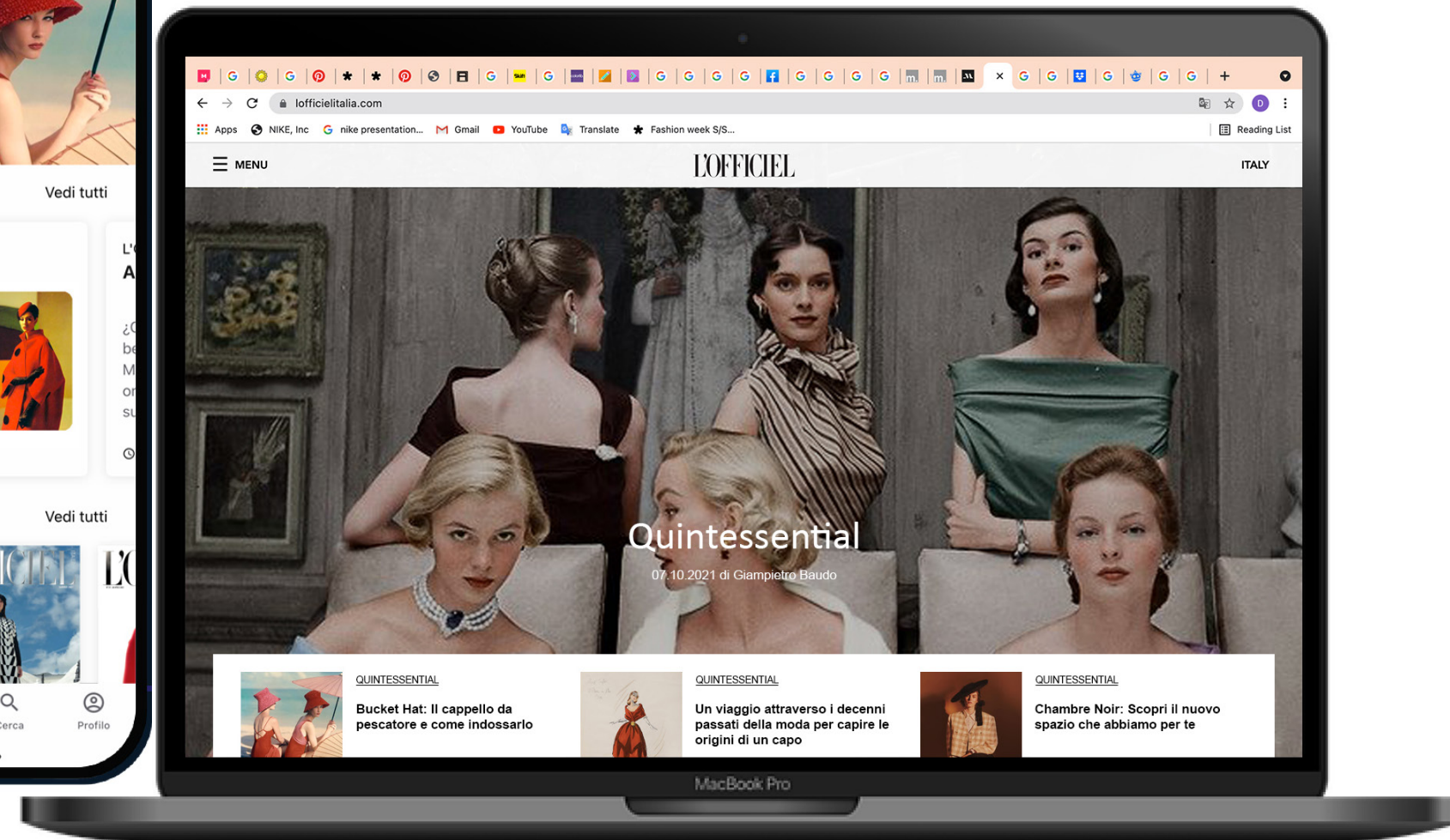
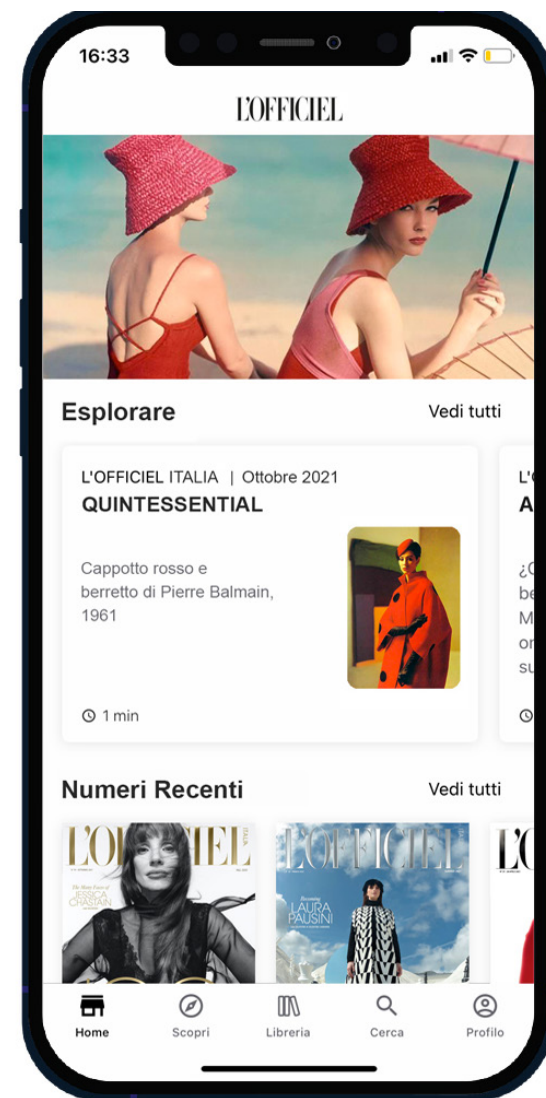
COLLABORATIONS

V.

SOCIAL

EXPERIENCES
AMBASSADORS
SOCIAL MEDIA -
PHYGITAL -
COLLABORATIONS





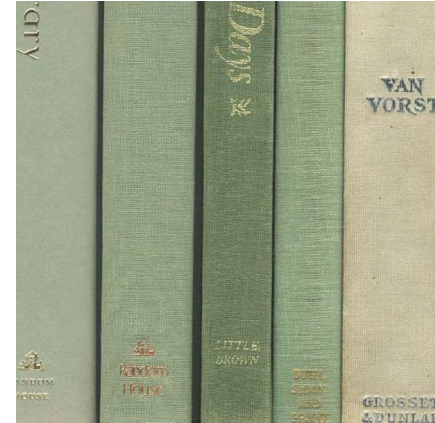
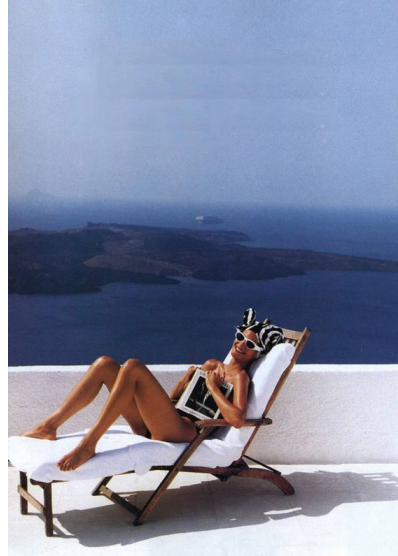
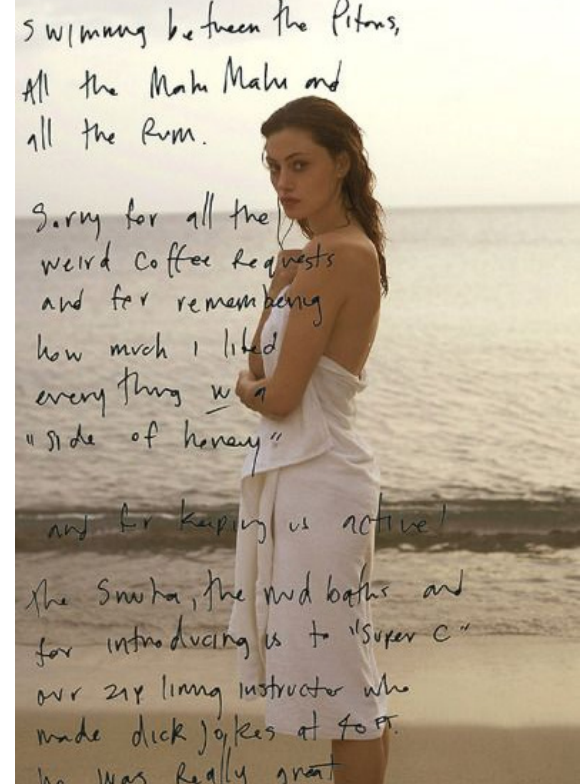
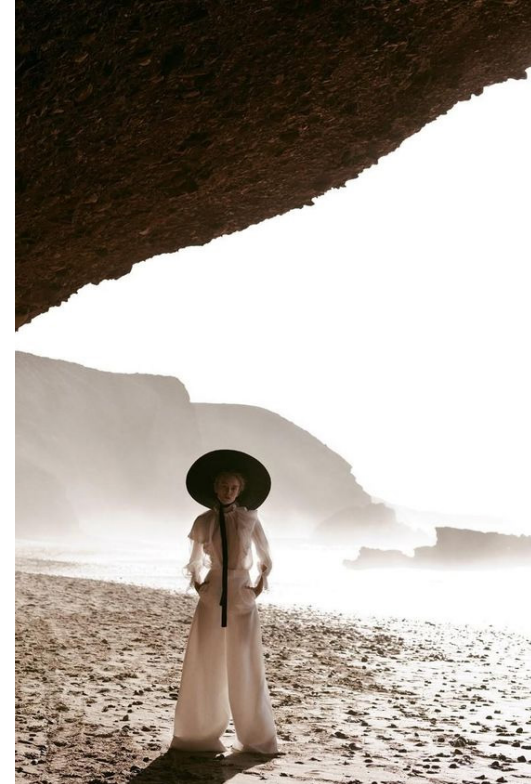
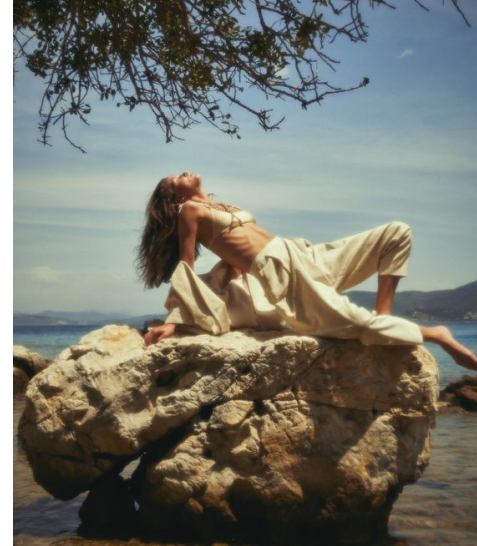
O' QUINTESSENTIAL BAZAAR

Shop exclusive pieces -
personalize and care

AN OPEN AIR EVENT



THE *GREY* ESCAPE



L'OFFICIEL'S ANNUAL

ART & TRAVEL

FASHION BOOK

*Insights
Opportunity*

Users are looking for cultural experiences.

Opp: Create a space for the reader to explore travel and art through the language of fashion: Annual Travel & Art Book.

Abstract

Travel with the five senses around Italy through an annual art and travel book linking fashion and culture with an experience based approach.

5 SENSES, FASHION, CITIES, GASTRONOMY, ART, CULTURE, EXPERIENCES, DISCOVERY

WHY?

‘O HAS THE **OPPORTUNITY** TO GET THEIR FOOT IN THE DOOR OF
VARIETY IN PRINT. THEY SHOULD EMBRACE THE TREND AND
MOVEMENT OF *ESCAPISM*. THE DESIRE TO EXPLORE EXPERIENCES THAT
CAN BE BROUGHT INTO THE READERS HOME AS A *COLLECTIBLE* ITEM.

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THANK
YOU.