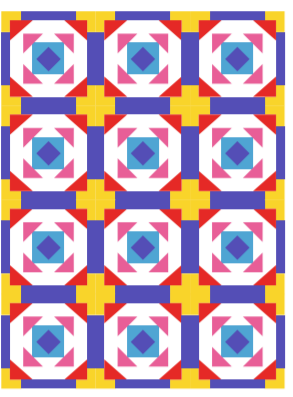
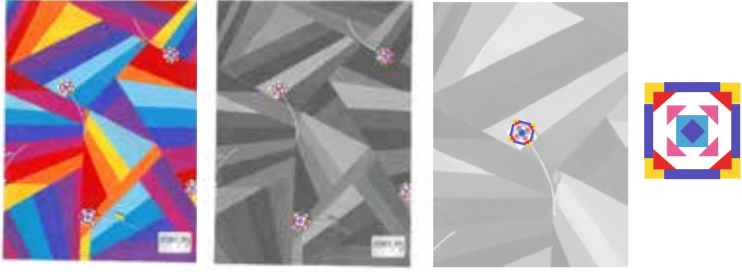


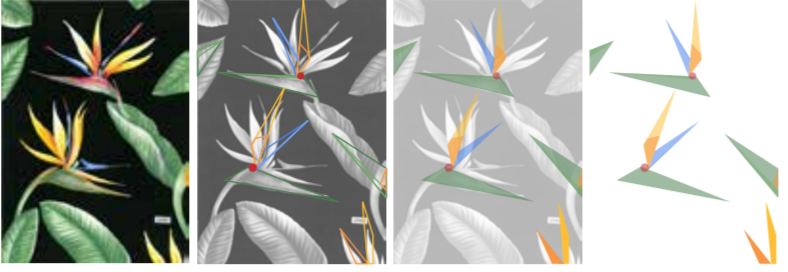
concept

Geometric trend



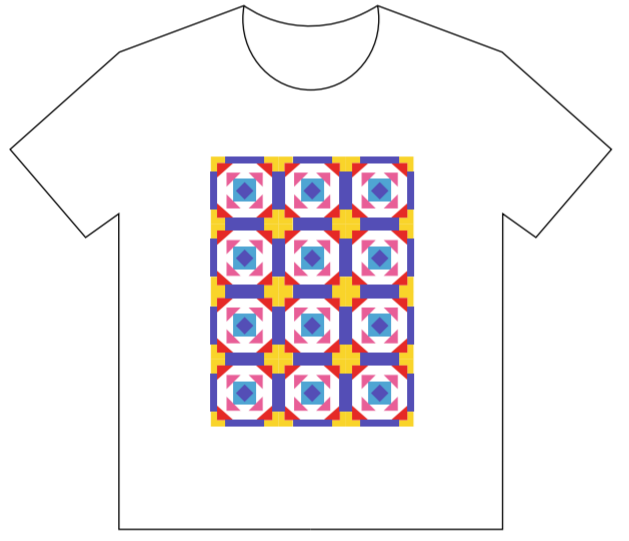
The irregular geometry of the print is proposed in a regular reworking of a module to create a pattern. The choice fell on the repetition of the only steady and regular, unchanging and constant element of the print. An optical game of intersecting shapes is created just like in the original. A succession of processes, as happens in innovation.

Floral trend

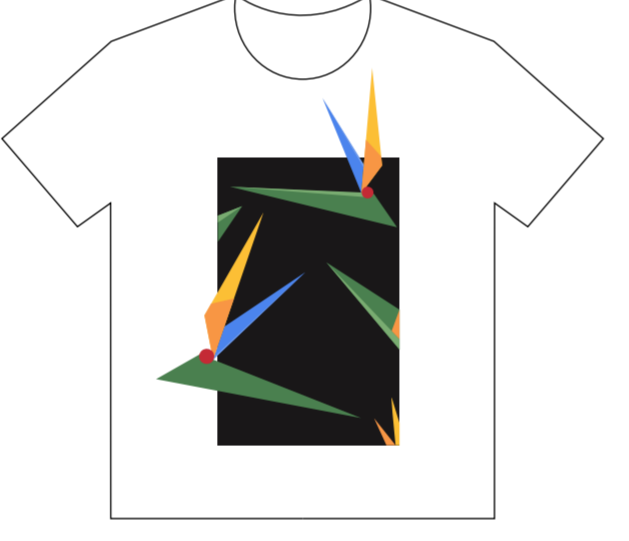


The sterlitzia like "Bird of Paradise", synthesized and extremeized the original print both in figure and color, stands out in flight over the defined boundaries of a fixed box. A hymn to freedom, to thinking outside the box, the concept behind creative work.

graphic framework



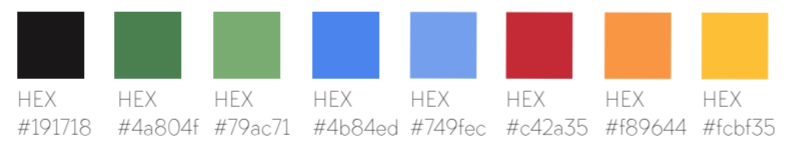
scale 1:10



scale 1:10



HEX #41a5d3 HEX #544eb6 HEX #e85e97 HEX #f52926 HEX #f9d42a



HEX #191718 HEX #4a804f HEX #79ac71 HEX #4b84ed HEX #749fec HEX #c42a35 HEX #189644 HEX #fcbf35

application



concept

ABC + ZANG TUMB TUMB +

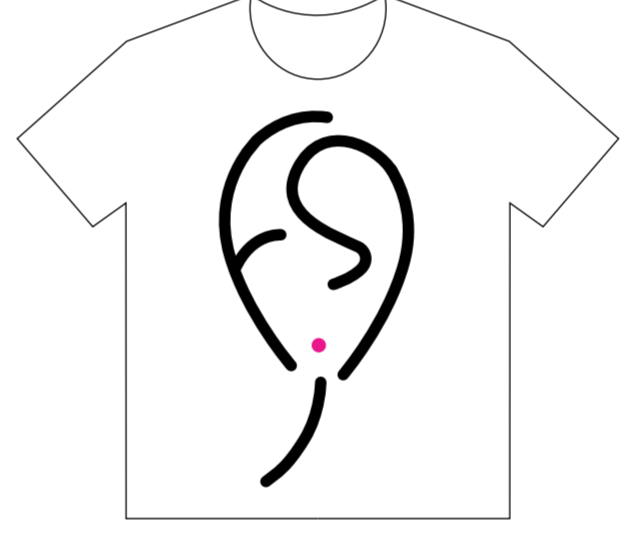
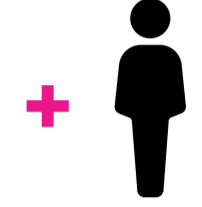
FRI FASHION RESEARCH ITALY



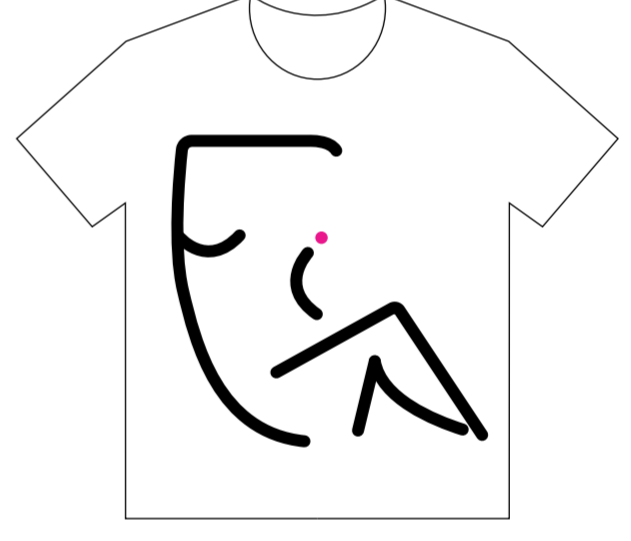
Human component of the know-how of Made in Italy, together with the impetus of artistic making: FRI works with human. Happy birthday FRI! The initials of the Foundation, a human face, a balloon celebrate the Made in Italy, creativity and innovation; by this illustration we want to underline the human value behind fashion, which works with and for human, in a time interval between past and present, suspended and pushed upwards to future.

The fashion system celebrates a body, enhancing the silhouette body of Italianness and becoming a propaganda tool; FRI works for human. The initials of the Foundation create a typically female and sensual body, which fashion works and without the dress would have no sense of existing.

FRI FASHION RESEARCH ITALY



scale 1:10



scale 1:10



HEX #000000 HEX #e9168c HEX #ffffff HEX #16d368

The color choice for the man's t-shirt represents complementarity

graphic framework

application

