

SUMMER - 19



DREAM DESIGN

#2016



THE MOST FASCINATING PART IS HOW FASHION JUST ATTRACTS ALL THESE SOCIAL REJECTS.



WEAR SOMTHING DIFFRENT

#2017





REFLECTS PERSONALITY

#2018





SENSIBLE WEAR

#2019

SENSIBLE WEAR









DESIGN

#2021



BEAUTY WINDS



#2022





STYLE INSTINCT

#2023



2016



2017



2018



2019



2020



2021



2022



2023



MY ADVICE TO OWNERS OF FASHION BRANDS IS THAT YOU HAVE TO GIVE DIGITAL A SEAT AT THE BOARD TABLE. A LOT OF BRANDS TREAT DIGITAL STRATEGY AS SOMETHING ON THE SIDE.