



I AM / LTD EDN®

STORYTELLING HAS ALWAYS BEEN PART OF AN ARTIST'S CREATIVE PROCESS. LONG BEFORE BRANDS DISCOVERED THE LANGUAGE OF NARRATIVE, ARTISTS WERE BUILDING UNIVERSES OF THEIR OWN.

LTD/EDN HELPS ARTISTS TRANSLATE THAT STORYTELLING INTO THEIR OWN FULLY REALISED, LUXURY LIMITED EDITION PRODUCT RANGES. NOT ANOTHER BRAND'S COLLABORATION, NOT SCATTERED PIECES OF MERCHANDISE, BUT COHESIVE, ARTIST-OWNED COLLECTIONS.

FROM STORY TO COLLECTION

Story gives context. Context creates emotional value. Emotional value builds long-term demand. Without story, a product is merchandise. With story, it becomes part of something greater.

In a world saturated with content and constant drops, meaning is what cuts through. The artists and brands that endure are those that invite audiences into a universe, not just a checkout.

In 2026 Consumers aren't just purchasing a jacket, print, or object. They're buying into a moment in an artist's journey, a concept or theme, a world that feels coherent and intentional.

Visual artists have long done this. Offering a window into another person's perspective,

imagination, or moment in time - often deeply personal and meaningful.

LTD/EDN is looking to amplify that connection, helping artists extend their stories into thoughtfully crafted, story-led capsule collections.

BUILT AROUND NARRATIVE

LTD/EDN is structured to help artists move beyond one-off designs and develop capsule collections - small, focused releases where every piece feels connected to a bigger idea - Mirroring how many artists naturally work and already prepare for their own shows or a thought process to a specific art piece. LTD/EDN hopes to translate that creative rhythm into physical releases, where each drop becomes a chapter and each piece a fragment of a larger narrative.

LOUIS VUITTON & MURAKAMI

IN 2003 MARC JACOBS, COLLABORATED WITH TAKASHI MURAKAMI FOR LOUIS VUITTON & REWIRED WHAT A LUXURY FASHION HOUSE COULD LOOK LIKE.

MURAKAMI DIDN'T JUST 'ADD GRAPHICS' - HE INJECTED HIS SUPERFLAT UNIVERSE DIRECTLY INTO LOUIS VUITTON'S HERITAGE.





DIOR & KAWS

IN 2019, UNDER KIM JONES, DIOR COLLABORATED WITH KAWS FOR ITS SPRING/SUMMER MENSWEAR COLLECTION.

RATHER THAN PLACING A LOGO ON STREETWEAR, DIOR INVITED KAWS TO REINTERPRET ONE OF ITS CORE SYMBOLS - THE DIOR BEE - WHICH WAS SUBTLY TRANSFORMED & EMBROIDERED ACROSS TAILORING, KNITWEAR & ACCESSORIES. THE RUNWAY FEATURED A GIANT PINK BFF SCULPTURE CONSTRUCTED FROM FLOWERS. IT WASN'T MERCHANDISE. IT WAS WORLD-BUILDING.



DIOR

EDITIONS AS CREATIVE CHAPTERS

Limited editions give releases narrative weight. When a collection is finite, it belongs to a specific moment or era in an artist's practice. Over time, these moments form a timeline collectors can follow. Connecting collectors to the journey, not just the item.

EXPANDING THE STORY ACROSS MEDIUMS

Storytelling grows stronger when it moves across formats. Whether its an entire capsule derived from one artwork or several that follow a theme or colour palette. This isn't about repeating a design - it's exploring a vision from multiple angles. Allowing for seasonal collections or a once yearly drop.

AUTHENTICATION AS PART OF THE STORY

Every LTD/EDN piece is documented and authenticated, reinforcing that these are intentional creative works, not mass merchandise.

Collectors aren't just buying objects; they're acquiring traceable parts of an artist's evolving archive.

THE LTD/EDN ROLE

Whether generating a capsule collection of product or apparel from one stand-alone artwork, or a body of work, LTD/EDN aims to present artist pieces in a way that hasn't been offered before.

We offer a unique collection of products and apparel for an artist to choose from and that can be tailored to an artists individual wishes.

From personalised labelling, certificates, packaging, LTD/EDN provides the framework - limited editions, premium production, authentication, and structured releases - alongside marketing and social media content to present a story driven, mini-brand of the artists own direction. All with a healthy profit percentage that represents our partnership.

Your art, your stories, your products.





PRADA & JAMES JEAN

PRADA'S COLLABORATION WITH JAMES JEAN IS A POWERFUL EXAMPLE OF LUXURY FASHION ENGAGING AN ARTIST'S IMAGINATION WITHOUT REDUCING IT TO SURFACE DECORATION.

RATHER THAN SIMPLY APPLYING ARTWORK TO GARMENTS, PRADA COMMISSIONED JAMES TO CREATE DREAMLIKE ILLUSTRATED WORLDS FOR CAMPAIGNS & SPECIAL PROJECTS. HIS INTRICATE, MYTHIC VISUAL LANGUAGE EXTENDED PRADA'S IDENTITY INTO SOMETHING MORE NARRATIVE & IMMERSIVE.

THE RESULT WASN'T A GRAPHIC DROP - IT WAS AN ATMOSPHERE. JAMES' SURREAL CHARACTERS & FLUID COMPOSITIONS ADDED EMOTIONAL DEPTH TO THE BRAND'S STORYTELLING, REINFORCING THAT FASHION CAN EXIST INSIDE A LARGER ARTISTIC UNIVERSE. THIS IS THE DIFFERENCE BETWEEN USING ART AS EMBELLISHMENT & USING ART AS AUTHORSHIP.

In 2024, the intellectual property and brand ownership of *This is a Limited Edition* were formally restored to its original founders following a legal resolution.

Since its launch in 2007, the brand became known for producing high-quality, artist-led limited editions that connected creators with collectors around the world.

Over the years, it collaborated with many of the most respected and loved artists working today, including **Audrey Kawasaki, Dan Baldwin, INSA, James Jean, Kozik, Mab Graves, Tara McPherson, Tom Lewis, tokidoki, and many more.**

LTD/EDN is a new chapter. Built by the original founders, it carries forward the experience and values of the past while embracing a new era of tools, technologies, and opportunities for artists.

Over the past five years, the art & design world has undergone rapid & sweeping change. Advances in AI, the rise and fall of NFT, the growth of blockchain, licensing, e-commerce, digital print, social media, print-on-demand & personalisation have all disrupted how art is created, sold & experienced.

LTD/EDN is embracing this evolution, building a next-generation platform that combines the best of these technologies with artist-first values, exceptional quality with a groundbreaking new authentication system.

Today collectors aren't just buying products - they're connecting with brands and artists differently. By structuring releases as cohesive collections, LTD/EDN helps artists translate their own stories into physical form, turning products into chapters.

Our focus is to help artists elevate their visions into the physical world, connect more meaningfully with authentic limited editions that connect with fans and collectors.

Curate. Elevate. Authenticate