

CODES & SYMBOLES

bestiaire (lion, cheval)

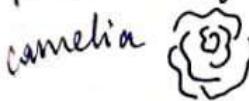
chiffre N°5

flèche

stars *

croix = religion

noir + rouge + beige
+ dorée



matelassé

tweed

perles

chaînes



long term
reve
creativité
business No

haut de couture = française
(style today)

- ① mode + sac
- ② magasinage + parfums
- ③ joaillerie / montre

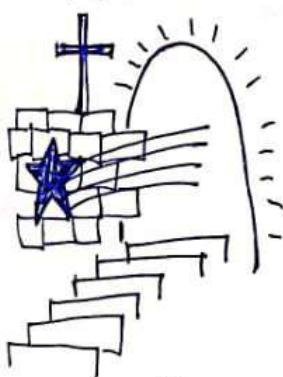
ICôNES

- ① petite robe noire + sac
cheine (mettez)
- ② flacon rossetto
- ③ horloge verte
bw

HISTOIRE - GABRIELLE CHANEL

femme
liberté
artisans/artists

• Aubazine



comètes

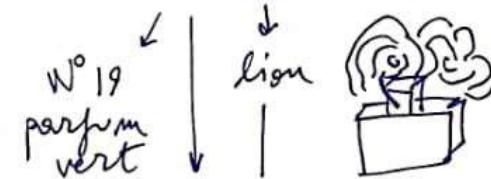
• abandon (low social class)
Saumur 1^{er} AOUT 1883

N°19
parfum vert



• abondance

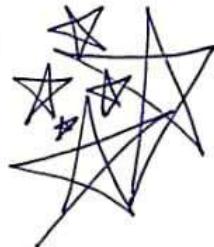
BLE
DORÉE



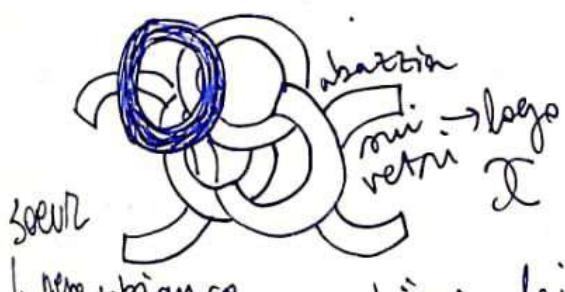
CHIFFRE
SYMBOL

Aubazine 19M
artisans de Chanel

univers, étoiles



force et délicatesse
sand + feu

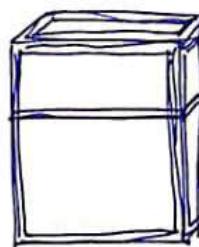
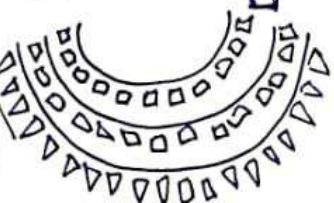


sœur

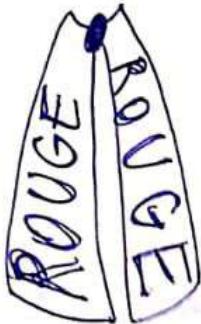
béret + bianco



bijoux dei
PRETI



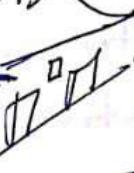
ligner
"packaging"
per mettere
in sicuro



rouge à lèvres
N°1

liberté 1908 → 1915

Rougarie



etienne belzen

masculin/feminine

libérer le corps

(après Poiret!)

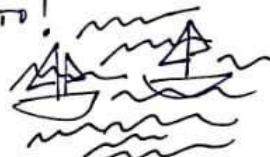
— winkle



sac croisé

• 1910 : chanel modes (Paris) → cappelli

• Deauville : movIMENTO!

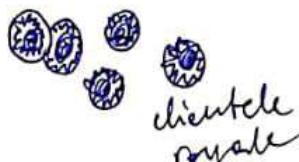


jersey

beige

gli uomini sono
partiti per la
guerra, jersey
alle donne!

• Biarritz 1915



chintz
royale

• Parigi : pantaloni, sigarettes appelli corti, compre un appart. xl

fog nudo

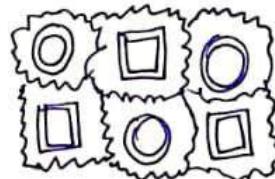
↓ Venise (primo viaggio fuori dalla Francia!)

BYZANTINE

+ balanced



orientale
mysterious
pallet veneziano



DORATO



marini
gondolieri

OPULENT
ELEGANTE
RICCIOLOTO

↗ ascensione
sociale !!

• Duc Dimitri fils du tsar → Russia → perfume
Pavlovic turning point



• UK élégance Westminster

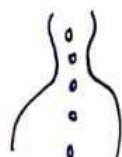


veri diamanti, "tweed"

1950s Dior
new look No!

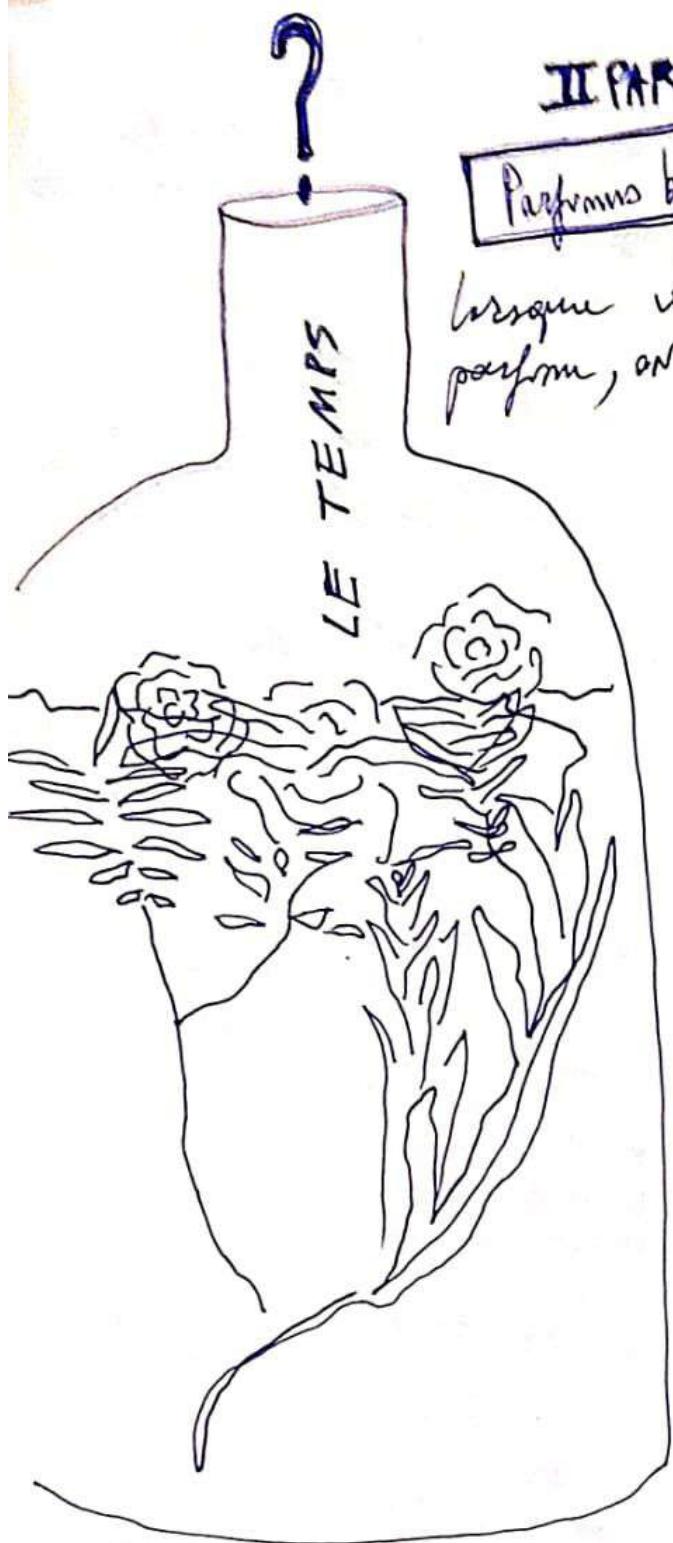
TOT OR
look
Chanel

Hollywood,
Dallas



all in.

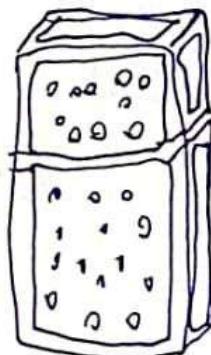




II PART

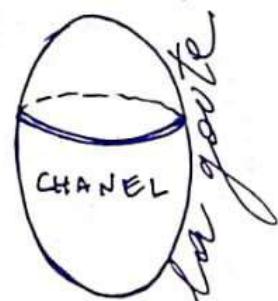
Parfums beauté

Lorsque vous portez du parfum, on peut le voir

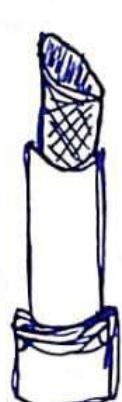


HYDRA
BEAUTY
SERUM
CAMERIAS

15.500 points de vente



CHANEL
parfum



LIGNE
ECO RESPONSABLE
no leaflet
no cellophane
QR code

recherche
stabilisation
se prendre du temps!

Mode

box plus vite : 10 collections par an
2 haute couture (no size), 1 exception
PAP : prêt-à-porter 1978

Bijoux / Horlogerie

création → savoir faire → pierres
d'exception
première = +
boîte parfum
chaîne par

et ce le ou on est pas attendu

excellence

abeyance

avocette

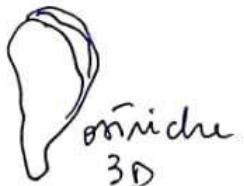
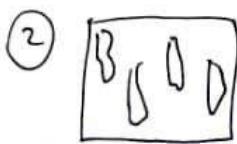
PART III — materials collaboratifs
redéfinition de luxe ENSCI
histoire attachante

feminité/
masculin

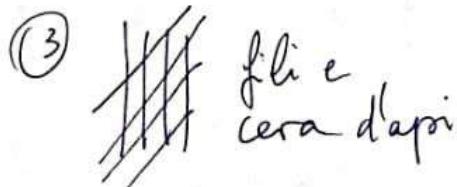


commune
concrete
comme apri

①



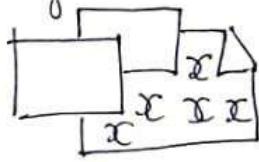
porosité
3D



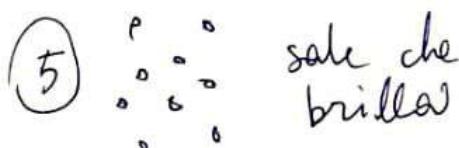
filet

cera d'api

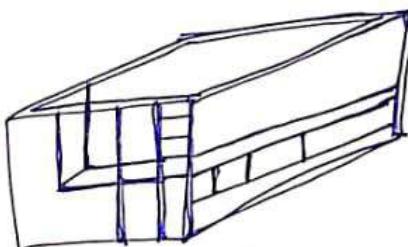
④ collagene + barbe à rebrousse poils



silicone
végétal



sole che
briller



How does the future of care look like?

Are shops going to look like this?

Are products going to be physical?

Which vibrations can I use to relax people?

Luxurious, elegance, brittleness - how to donate it back to the body? Plastic surgery - small implants. Sore peak.

What exactly does soft robotics look like? Can I

create a robot that helps in the showcase.

What about transparent make up, that only glows in the dark? What about practical intelligence?

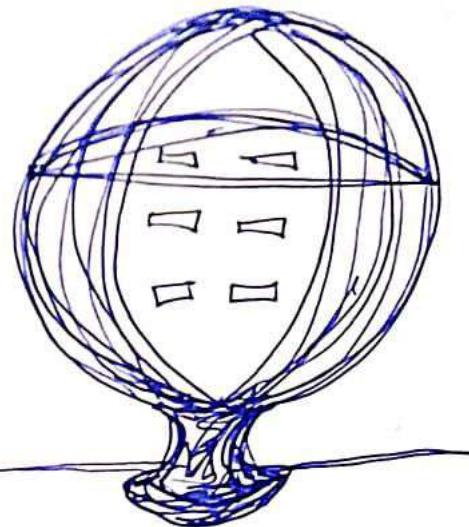
a small, pleasant carrying or necklace that breaths?

A cream that is a gel, solidifies to create a mask? Return to minimal. Enhanced simplicity -

FACE SCAN → VETRO-GLOSSY / Asymmetrie- Wings about falling
mouvement
dark room

VINGS about falling
dark room

size

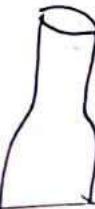


SKIN SCANNER
Only works with some
skin types...

TEK MACHINE

1. cryptographic
2. microcurrent
3. haptic freq.

115 min sess.



SWAY: algae machines

emotional interfaces
technological materials

BRIEF

poetic interactive artefacts
hybrid ~~objects~~ objects

000
magnets

17 dec.

channel in middle
mp3 file on
your laptop

body scan

2 DEC - boutique

CHAMBRE pas ronde | PAS DIGITAL
pas carré



brikkeli



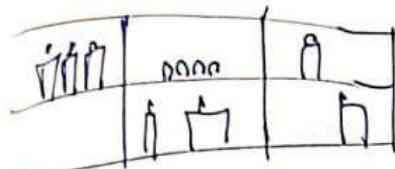
dovee

PP

parch

"FACIA"

pour détenire tissus organes



parfumage partition

"notes" → tête
coeur
?

digital system to select your parfum

CREATIVE FUTURES

→ Headquarters

watch + foresight
TODAY FUTURE
what is comp?
AI, innovation?

collective intelligence
fundamental 10 years
applied
~~theoretical~~ 5 years
materials

fish skin leather
mushrooms
algae
oysters

clues → themes → territories

there's
something
about...

WEAK SIGNAL
imp innovation
in other industries

becoming
BIG

societal transformation

①

search
climate change
disruptive tech
arch+design
psychology

regenerative
design
soft robotics
AI to diversify

1 freedom
2 intuition
3 transformation
4 protection
5 discovery

PICK 2

USBEK & RIKA

FREEDOM gained is
+ used to enjoy travel experience

INDIVIDUAL
PROTECTION
personal
comfort

+ collective
PROTECTION
connection
with local

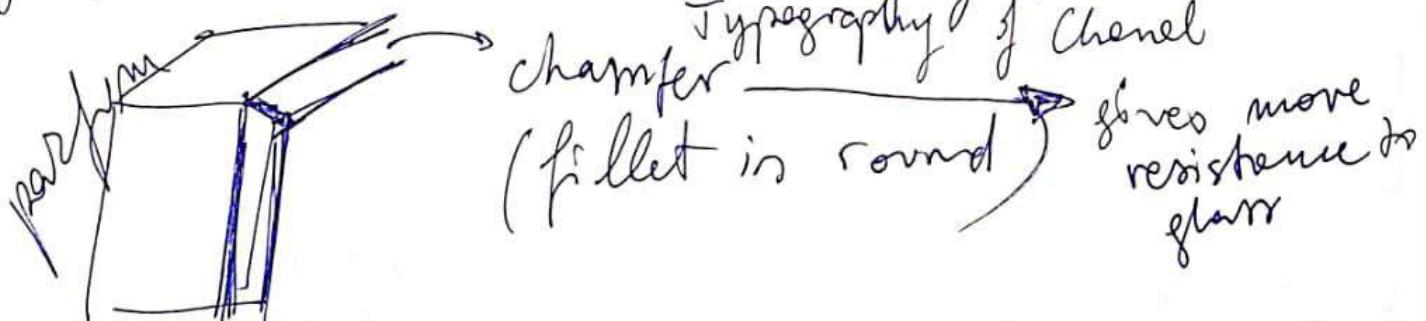
OPTIMISED
FREEDOM: save time

GRAPHIC IDENTITY → (LESS IS MORE) take things away

① CHANEL

- ② (X) can't be used on watches bc Cartier
gentlemen's agreement

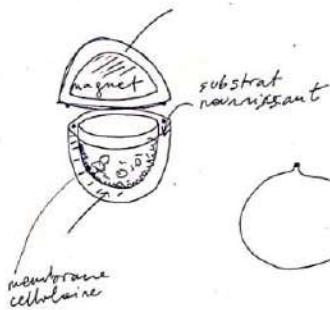
Jacques Helleu 1965-2007 Director of Good Taste



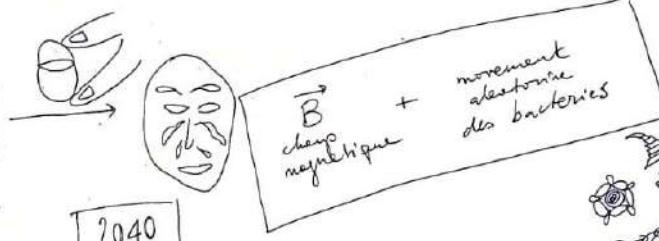
COMPLEMENTARITY

straight curved
on side

15 years of
development

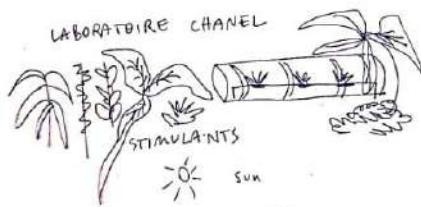


MAIN IDEAS
globalistic
bioluminescent
organic + metallique
microscopic
microorganisms



WEAK SIGNALS

- communal drug taking ceremonies
- ecotherapy
- the Blob



STIMULANTS
☀️ sun
湿度 humidity
VV pressure
pollution CO₂

REACTION

heat

OSI proprioception
stimulation / organ stimulation
(motor, coordination,
(face))

We imagine a world.

Under our skin, the world feels slightly hotter.

Climate change permeates every aspect of human life.
Ecological living has become not just an alternative living, but an imperative one. People try to integrate natural elements in

their everyday life. Microscopic living creatures are ~~our~~ ^{co} companions and are not a taboo anymore. Molds, blobs, fungi, ~~coccoliths~~, ^{co}coconuts, ^{co}bacteria.

that react to different stimuli. Globalisation has lost its appeal and citizens live ~~connected~~ in a world where there are more local connections than global ones. It is ~~a~~ more desirable to have face creams and masks that are biological and that decompose in nature. Care routines are rooted in shared experiences where time-taking time is essential.

Beauty and fashion brands offer to their clients luxury products that biodegrade in the environment, regenerating some new living organisms. In this society, it is common to find groups of people in friendship/love/archical/horizontal relationships; forming ~~emotional~~ ^{alternative} who represent various genderless experiences. The links between them are sometimes visible, sometimes invisible. One of their collective ritual is meeting in a quiet park on the grass (or at their place). ^{public} (once a week, or less).

This happens in the evening at specific certain moments (once a week, or less).