



# Art Direction

Modern.

“Inspired by CB2 ’s latest collection and a slew of romantic 70’s and 80’s influences, from Italian discotheque parlors, the English eccentrics, and Hollywood’s take on teenage dreams. The vibe is busy rich and historically eclectic”

All representing the modern, forward thinking ethos of CB2.

Day to night, light to dark, sophisticated to seductive. Transformation! A physical and emotional transition over time that enchants and “transports” it’s viewers.



The room has the signature CB2 furniture styling, but with a 70's disco twist. The room has accents that would be found in a teenager's bedroom- posters, bedroom disco balls and shag rugs. And of course some floral and palm elements. But all the while keeping the aesthetic modern and elevated. Making sure to distinguish itself from the kitch of Urban Outfitters.  
Fine tuning all the elements so that it retains an elegance and dream like quality. While still being irreverent and playful.

remixed with the contemporary sensibility of millennials

neon signs

Alessandro Michele for Gucci

