

Celebrating spring and stupidity

BrandRetail Company LIGANOVA has conceptualised and created two window installations for leading fashion brand Diesel, in Berlin, and for high street retailer Topshop, in London and New York. The creative themes for both campaigns bear the distinctive trademarks of the company – inspired style and clever use of technology.

Diesel

Campaign : Be Stupid

Location : Berlin Flagship Store

Services : Concept, design, production & logistics

Diesel launched its new 'Be Stupid' brand communication at the start of the Bread & Butter Berlin 2010, an international specialist trade fair for Street and Urban Wear. The launch was supported by a unique window installation that LIGANOVA realised at the Diesel Store Berlin.

The 'Be Stupid' campaign celebrates Diesel's edgy credentials and touts the advantages of of being stupid with slogans like 'Stupid is the relentless pursuit of a regret-free life', 'Smart recognises things for how they are, stupid sees things for how they could be' and 'Smart may have the brains but stupid has the b****s'.

The objective for the window campaign was to emphasise the countercultural context of the campaign and to encourage everyone to take risks and try something new, even if was against the zeitgeist. The installation, therefore, had to surprise passers-by, draw second glance and force them to pick up the message.

By combining spy mirrors and LED moving message displays, LIGANOVA achieved an eye-catching effect that made the exhortation for

stupidity quite hard to ignore especially at night. The latest LED technology enabled the effect to be maintained at near comparable levels even during the day.



Topshop

Campaign : Spring Windows – Watercolour/Meadow Scheme

Location : Topshop Flagship Stores – London & New York

Services : Concept, design, production & logistics

For the Topshop Spring Window campaign, LIGANOVA drew inspiration from the luscious English countryside, flowers, soft femininity and beautiful naturalness, mixed with a dose of funky 70s style. The campaign blended romance, magic, art and style to bring Topshop's individuality to the fore.

The main challenge, according to LIGANOVA, in developing the campaign was to create a design that was all about romantic beauty, softness and femininity—which is not how Topshop usually presents itself—but still with a trendy and artistic twist.

LIGANOVA's creative team conceptualised the campaign together with Tim Whitmore, Visual Director at Topshop. The entire campaign was then created at LIGANOVA's 12,000 sqm in-house production facility and then rolled-out to both locations.

