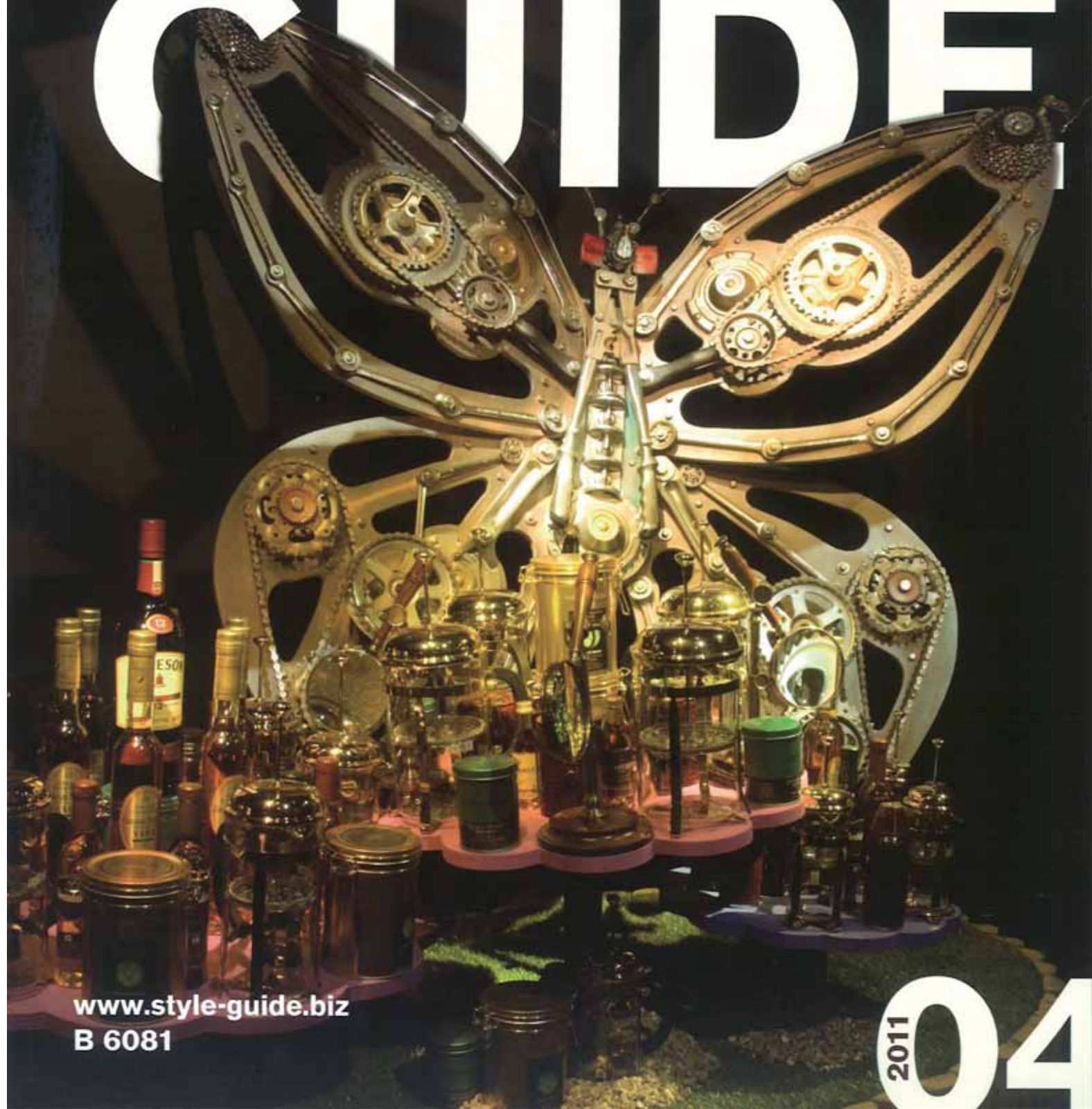


# STYLE GUIDE



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B 6081

2011 04

# SHORT CUTS

**Store: Hugo Boss**

Address: Berlin

[www.hugoboss.com](http://www.hugoboss.com)

Photos: Liganova



## Natural Waterfalls

Diagonal lines within the installation represent the element water. Additionally, a blue light box emphasises this atmosphere. To illustrate the natural movement of the water more intensively, the windows were staged with especially performed moving pictures. The window design is defined by clear lines, an abstract implementation and by a high aesthetic claim. A puristic overall picture was created via waiver of mannequins, which is stressed furthermore through the presentation of accessories on reduced integrated elements.

