

SOPHISTICATED

DISCREET

INFORMATIVE

Client: YVES SALOMON

Project: WEBSITE COPY

Challenge: For the relaunch of its website, French fur house YVES SALOMON needed a new brand voice that reflects its legacy, craftsmanship, and commitment to sustainability.

Voice: A sophisticated tone that respects its reader by relaying the maison’s key values in a transparent and straightforward way.



CRAFTSMANSHIP

From a material to a precious ready-to-wear item.

Through its masterful expertise, the Maison Yves Salomon has revolutionized the fur industry. Its passion for skins has allowed it to truly modernize its approach and change the image of fur in the world of fashion and luxury. Lightweight, trend-driven and often combined with other materials, furs are updated every season under the direction of the creative and artisanal workshops.

The expertise of the furrier

Product managers, stylists, designers and the atelier continue the fur renewal process that is emblematic of the Maison. Embroidered, embellished, perforated by laser and assembled together, the skins and furs are often combined with other materials to expand the image of the house through its different lines.

The art of French craftsmanship

While exploring new horizons in fur, the Maison Yves Salomon also taps into its historical know-how and enriches its creative vocabulary with every season. Each prototype or sketch is created by hand and brought to life by the creative and artistic teams, after which it is manufactured by the workshops. Out of this tradition emerges visionary ambition and a passion for legacy.

VALUES

Know-how, rooted in exceptional ethic and commitment

Strengthened by a century of expertise, Maison Yves Salomon prides itself in its strong commitment to the animal cause.

Not only are quality, ethical sourcing and ecological production integral to our clients, but they are, above all, the key drivers behind the evolution of the Maison.

Responsibility and traceability

Maison Yves Salomon House collaborates closely with the largest fur suppliers in the world, including Saga Furs, Copenhagen Fur (Scandinavia) and NAFA (Canada).

It is integral that each affiliate follows strict policy regarding the skins’ origins and undergoes extremely strict regular inspection by independent organizations to verify optimal living conditions at the farms.

The future is sustainable

At the core of Maison Yves Salomon’s focus is innovation.

With each collection, we aim to improve tanning conditions and reduce the use of any potentially toxic or environmentally damaging chemicals. Independent laboratories control and validate our products.

Our main objective is to offer exceptional high-quality pieces while maintaining an approach that is eco-responsible, sustainable and ethical.

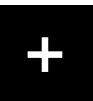
ESOTERIC INTELLECTUAL INSPIRATIONAL

Client: NINA NOTEN

Project: WEBSITE COPY

Challenge: Creative agency NINA NOTEN requested a strong, artistic brand voice that positions it as the agency model of the future.

Voice: An intellectual, slightly esoteric, inspirational tone that incites the reader to join the Nina Noten movement.



nina noten



MANIFESTO

Nina Noten is a creative lab that offers an avant-garde yet authentic approach to branded content. We bring together forward-thinking talent, social media influence and audacious brand expression to create compelling narratives that reflect the cultural movement. Our creative collaborations and happenings empower brands to reach the most dynamic consumer group: the modern creative class.

FROM GENERATION NEXT TO THE FORWARD SOCIETY

In an ever-evolving communications landscape, progressive brands need to equip themselves for the post-influencer era. The new generation of modern consumers filters through digital noise, seeking novel ideas and intelligent perspectives. They draw inspiration from those they identify with, listening to those who speak their language: The Forward Society.

The Forward Society is a global community of creative insiders whose talent is shaping the direction of our culture. United in a common quest for innovation, they are challenging and redirecting our tastes, aesthetics and lifestyles. They are the unique voices leading the social conversation and, ultimately, driving economic growth.

Nina Noten collaborates with relevant members of The Forward Society to create content that transcends the expected, capturing the most selective eyes and minds. Brands no longer need to join their conversation; they become their conversation.

MODUS OPERANDI

SPACE

As everything around us changes, one constant remains: the importance of human connection. More than just a physical space, the Nina Noten Residence is an inspiring and intimate setting that can galvanize any vision. An ephemeral gallery, a pop-up store, a conversation room... The ideas are limitless.

STORYTELLING

In our loud virtual space, only genuine creativity is heard. We collaborate with vanguard talent to conceptualize and produce transformative digital content. Shared through the voices and social media platforms of members of The Forward Society, it allows brands to reach the global tribe of creatives.

EXPERIENCE

Vision needs space to grow, perspective to evolve. Hosted in exceptional locales and encompassing the most forward-thinking talent, our seasonal creative escapes will explore a series of prevalent topics that will allow brands to propel their vision.

PROVOCATIVE

SEXUAL

POETIC

Client: PACO RABANNE (PUIG)

Project: PURE XS PRESS RELEASE

Challenge: Coin a unique voice that pushes boundaries, echoing the provocative spirit of the PACO RABANNE fragrance.

Voice: A sexualized yet simultaneously poetic tone that ensures lasting power in the mind of the reader.



PRESS RELEASE

PACO RABANNE, LIBERATOR OF DESIRES

Stop the presses: sex is back.

Actually, it never left. Since the 1960's, when fashion's *enfant terrible* first burst onto the Parisian scene, Paco Rabanne has provoked through sexuality. No fantasy was too taboo. Conforming was never an option. To this day, it challenges the status quo, disrupting it through shock factor, laced with trademark Paco irony.

Paco Rabanne fragrances embrace desire in a way that others never dare to. Live a gilded life with 1 Million and its Lady. Unleash your inner hero and goddess via Invictus and Olympéa. Finally, indulge in excess with XS, created in 1993 as an ode to sexual liberation. Following the success of Black XS, its rock star alter ego, it returns today in the form of Pure XS. Eroticism is back with a vengeance, with excess at its core. Consider yourselves warned.

PURE XS, CONCENTRATION OF EXCESS

He has it all - and, perhaps, too much of it. Looks and intellect are his rite of passage. Abundance and wealth were handed to him at birth. Raised in a neo-gothic chateau, he is an aesthete defined by impeccable taste. His life is a masterpiece of hedonistic pleasures, and yet he cannot quench his thirst for something more: for eroticism, for adrenaline, for adventure.

His body is a delicious sin that women cannot resist - not that they ever try. Juxtaposed by the face of an angel, it hypnotizes them, stripping them of control. He is their kryptonite, excessively perfect yet perfectly indecent. Reveling in his powers, he tests the limits of their desires. How far will they go?

They will go as far as he leads them. For he is their fantasy, a projection of their wildest desires. A delicious double sin, close enough to touch yet veritably unattainable. A contrast of extremes, of masculine purity and ostentatious excess. Under his spell, virtue and vice reignite their perennial battle. An olfactory chimera of freshness and fire ensues.

DYNAMIC OFFBEAT HUMOROUS

Client: TOME

Project: PORTRAITS OF WOMEN SERIES

Challenge: Create a series of dynamic interviews with an eclectic group of women, highlighting the all-embracive and wearable nature of the brand.

Voice: Offbeat questions centered around personal style that allow each woman to showcase her unique personality.



INTRODUCTION

VOLUME 2: CHLOE KING

Chloe King can do it all. And by this, we mean layering dresses over pants, pairing socks with sandals, and mixing enough prints to give Carrie Bradshaw a run for her prowess. On Chloe, a Boston native who has held her sartorial own since the days of coordinated family photos, all of this looks completely effortless.

A Media / Fashion Content Manager for a prominent luxury retailer, Chloe has become somewhat of a permanent fixture on the street style scene, capturing us with bold looks that are distinctly her own. Luckily, the affair is of the mutual kind. First introduced to Tome through Aussie friends, Chloe has been a regular devotee, claiming to love the brand for its ease and originality, as well as its inclusivity and celebration of all women. We snuck in a moment during Chloe’s West Village photo shoot to discuss winter wardrobe essentials, the importance of honoring invitations, and what life has in store for 2018!

INTERVIEW

Do you have an item you love so much that you just want to sleep in it?

I’m really into Hawaiian shirts at the moment. My friends assumed it would go away in the winter, but now it’s just become a layering piece. I can’t let them go!

Let’s talk holiday dressing. You have ten minutes to get dressed for a party. What do you wear?

I love a good suit in pinstripe or velvet. You can add a sneaker or a heel and have 2 instant party looks!

Best creative excuse to bail on a party.

I’m bad at excuses. I learned that you’re not supposed to not oversell it. Don’t give too much, just let the person know that you can’t come. I actually don’t like flaking or bailing so I always try to show up when I’m invited, even if it’s just for a few minutes. I think it’s important to show face.

Shopping during the holidays is mayhem. How do you navigate?

I am really bad under pressure so I have been trying to buy things for people throughout the course of the year. Last year, my family decided to make donations in each other’s names for a cause that is important to us. With the current climate and the way things are in the world, it felt like the right thing to do. I think we’re doing it again this year.

ESOTERIC POETIC

Client: PRADA

Project: VR EXPERIENCE

Challenge: Create a voice for the PRADA X PRADA VR Experience that is true to the Prada DNA and represents the multifaceted nature of the Prada fragrances.

Voice: An esoteric, poetic tone that immediately plunges the viewer into the ambiguity of the Prada universe.



PRESENTATION

Chapter 1: INNER SPACE. A sensory journey through space and time, through past and present. Shapes and forms converge into optical illusions. Architectural and fashion codes serve as the sole recognizable landmarks, illuminating the experience and guiding one to the ultimate consensus.

Chapter 2: OLFATORY CHIMERA. A quest for newness that values quality and tradition. Exoticism that transports to a faraway destination. A fusion of intoxicating notes that leads to a mesmerizing discovery.

SOCIAL MEDIA COPY

A dialogue of interchangeable identities #PRADAXPRADA

A journey into the complementary nature of gender #PRADAXPRADA

At the crossroads of experimentation and tradition #PRADAXPRADA

Blurred lines, binary layers, an intrinsic quest for individuality. #PRADAXPRADA

La Femme Prada. An unequivocal statement. A sensory journey through place, memory and time.

L'Homme Prada. A fragrance of doubles and juxtapositions. A reflection of duality within the masculine identity.

Chapter 3: MULTIPLICITY. A House guided by paradox. Not for the sake of disruption, but for the purpose of dialogue. A debate between man and woman, between fashion and fragrance, between heritage and the avant-garde. Poetry that questions the conventional, reinventing the notion of beauty and blurring the line between gender and identity.

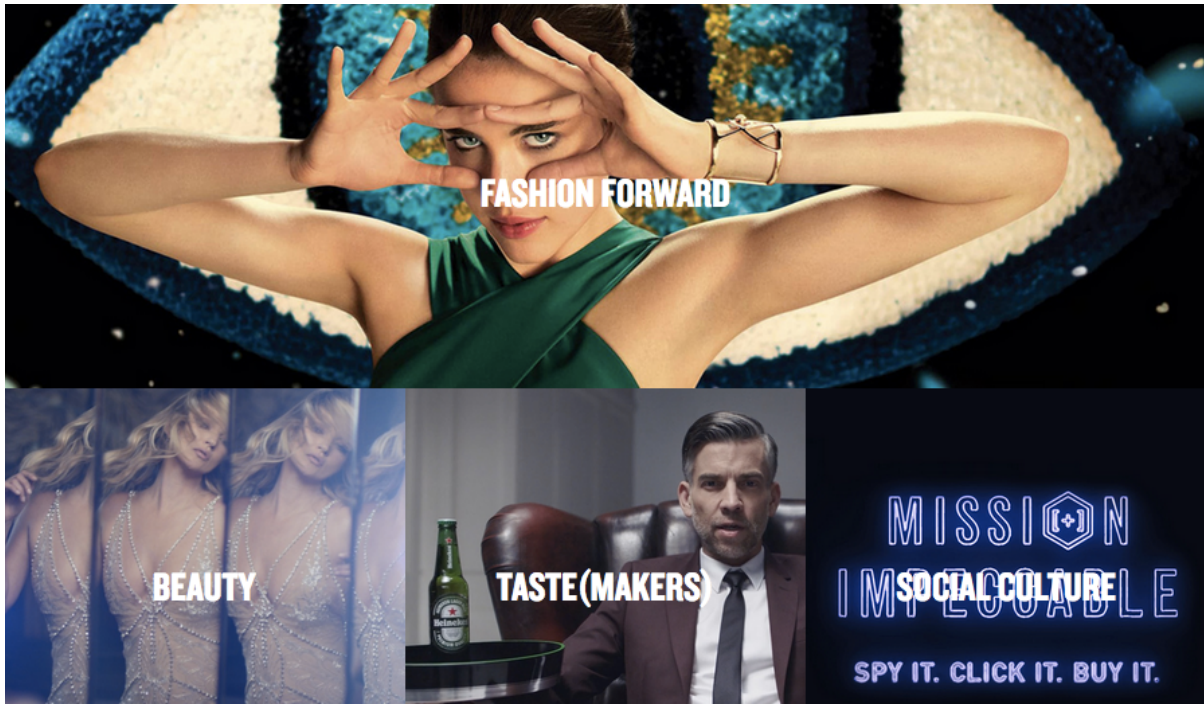
Chapter 4: ALTER ECHOES. Duality that equilibrates. A novel meeting between man and woman that embraces the complementarity of gender while questioning the fluidity of identity. Experimentation meets tradition. Sensual newness is born.

Client: JWALK

Project: AGENCY MAGAZINE

Challenge: Advertising agency JWALK wanted to showcase its industry expertise and “disruptive” positioning through a monthly spotlight of noteworthy campaigns.

Voice: Business of Fashion meets BuzzFeed: expert opinion delivered the Gen Z way.



LOUIS VUITTON | SIX GIRLS SIX MINUTES

Models: genetically blessed human enigmas living in a parallel universe, right? Not exactly. Louis Vuitton tapped into the model mystique with a six-minute video, shot by cinematographer Darius Khondji. Six girls were filmed standing still on rotating pedestals, alluding to the commodifying nature of the industry, with a voiceover of each girl sharing her whereabouts within time spans of six months, six hours, and six minutes. The youthful angst and vulnerability of their confessions created an interesting juxtaposition with the luxurious couture collection, giving the heritage brand an unexpected element of realism and connectivity to the modern world.

KENZO | KENZO WORLD

Kenzo stole the spotlight once again with “The Realdest Real,” an offbeat satire critiquing Internet stardom. With a prime indie cast that includes Kim Gordon and Natasha Lyonne, the 6-minute short shines light on the absurdity of our online interactions while showcasing the brand’s SS17 collection. Kenzo confirmed that the brand now places video narrative at the forefront of its strategy and views traditional print as mere support for film. We are hopeful that this is an indication of an impending uptick in long-form content.

YSL BEAUTY | BEFORE THE LIGHT

It appears that YSL Beauty is tapping into the present trend of segmented multi-influencer campaigns, a foolproof formula that is easily leveraged on social channels and allows brands to capitalize on each artist’s diverse reach. Since YSL’s overtaking by cool kid designers Hedi Slimane and Anthony Vaccarello, traditional YSL consumers may have experienced some alienation, but this campaign is inclusive enough to accommodate both brand loyalists and Millennials. Everything about it rings safe, and, dare we say, slightly boring?

HUMANISTIC

INSPIRING

TECHNICAL

Client: SYNAPSE

Project: BRAND POSITIONING

Challenge: Tech startup SYNAPSE needed a positioning statement that introduces its purpose within the complex Blockchain landscape and ignites interest from ICO investors.

Voice: A storytelling approach that introduces the technology in a humanistic way and positions the company as a solution to a major industry roadblock.



MANIFESTO

We think we live in a transparent and democratic world
We use Google to stay informed and social media to voice our opinions. We take Uber instead of buying cars and choose Airbnb over hotels. We hear the words “sharing economy” and we believe that we are part of it.

In reality, we are controlled by central authorities. Banks monitor our access to our money. “Peer to peer” apps like Airbnb charge us up to 40% in fees. Google, Facebook and Amazon capture and sell all our data - the most valuable commodity that we have.

A new world is being created. At its core is the the idea of Decentralization - shifting the power away from central authorities and giving it to people. It is a fair world that makes sense. Where your voice and opinions can never be controlled by the government. Where every transaction is transparent and all the profits of your apartment rental go to you. Where you own your data and monetize it.

How does it work? In the Decentralized Internet, the services we use will be created on transparent shared databases called Blockchains. These Blockchains will consist of Smart Contracts - computer programs that allow two parties to set the terms of the agreement and self-executes when these terms are met.

There is one roadblock: the Data Challenge. In order for Smart Contracts to self-execute, they need to have access to real world data, which they cannot do on they own. This is why many Decentralized Applications (Dapps) have remained at the conceptual stage.

Synapse is the solution. Synapse will finally bridge this gap by offering the first global Decentralized Data Marketplace. At the center of it is an easy-to-use dashboard that allows users to publish and subscribe to data feeds. By creating a standardized Data Ecosystem, Synapse will ensure infinite possibilities for the Dapps of the future.

Synapse is much more than just a technology. It is the final missing piece of the puzzle. The last step towards the launch of the new Decentralized Internet. It is an engine for a whole new generation of entrepreneurs who want to bring their ideas to life in a fair and transparent way. It is a tool for people who don’t want to be dominated by monopolies. People who want to live in a society based on trust, respect and equality - the society of the future.

Join us. Help us help you pave the way for the future.

BOLD EMPOWERING HUMOROUS

Project: THINGS IN MY MOUTH

Challenge: Create a unique content strategy that complements the project’s provocative imagery and helps build awareness around noteworthy causes.

Voice: Bold and informative texts that grab readers and incite them to take action and become part of the conversation.



MANIFESTO

We are never full. Like kids caught in Freud’s oral fixation stage, we consume everything in our paths, from junk food and booze, to fast fashion and luxury items, to an endless stream of easily digestible media content. Everywhere we turn, the latest temptation is just around the corner, and, like an army of biblical Eves, we devour it. Our appetites are insatiable and our desires limitless. THINGS IN MY MOUTH channels our consumption epidemic to feed you relevant news, one mouthful at a time.

COPY

"If we are to TEACH REAL PEACE in this world, and if we are to carry on a real war against war, we shall have to begin with the children." 🧒🧒 Never have #Ghandi's words been as valuable as they are today. 🙏 As we struggle to comprehend senseless tragedies such as the barbaric attack in Nice that took the lives of 84 people earlier this month, we must look at great leaders past and present for words of wisdom to guide us. From #NelsonMandela to #MartinLutherKingJr comes the same message: WE must be the change we want to see in this world. We must be the light that drives out darkness. WE must teach our children to love instead of teaching them to hate and to fear. The lessons we teach TODAY are the precedent for the future of TOMORROW. Teach unity. Teach love. TEACH PEACE. 🌍💕

PLENTY OF FISH IN THE SEA! 🐟🐟🐟 Looks like this dating idiom will soon be irrelevant if we continue #OVERFISHING, draining the ocean of its natural habitants at rates too high for them to replace themselves! Not only are destructive fishing practices killing billions of inedible fish and marine animals every year, the species we do eat are predicted to collapse by 2048 if nothing changes! To do your due diligence as a humanoid and ensure that you are still eating your beloved #sushi in 30 years, start purchasing #MSG-certified, sustainable seafood pronto, and stay away from overfished species such as Atlantic halibut, monkfish, blue fin tuna and shark! 🐟 P.S. Here on dry land, a different kind of overfishing is happening via #datingapp overload, another crucial development to be cautious of!