

*Moschino*

*x*

*Warby Parker*

*Georgina Hale*

*17003504*

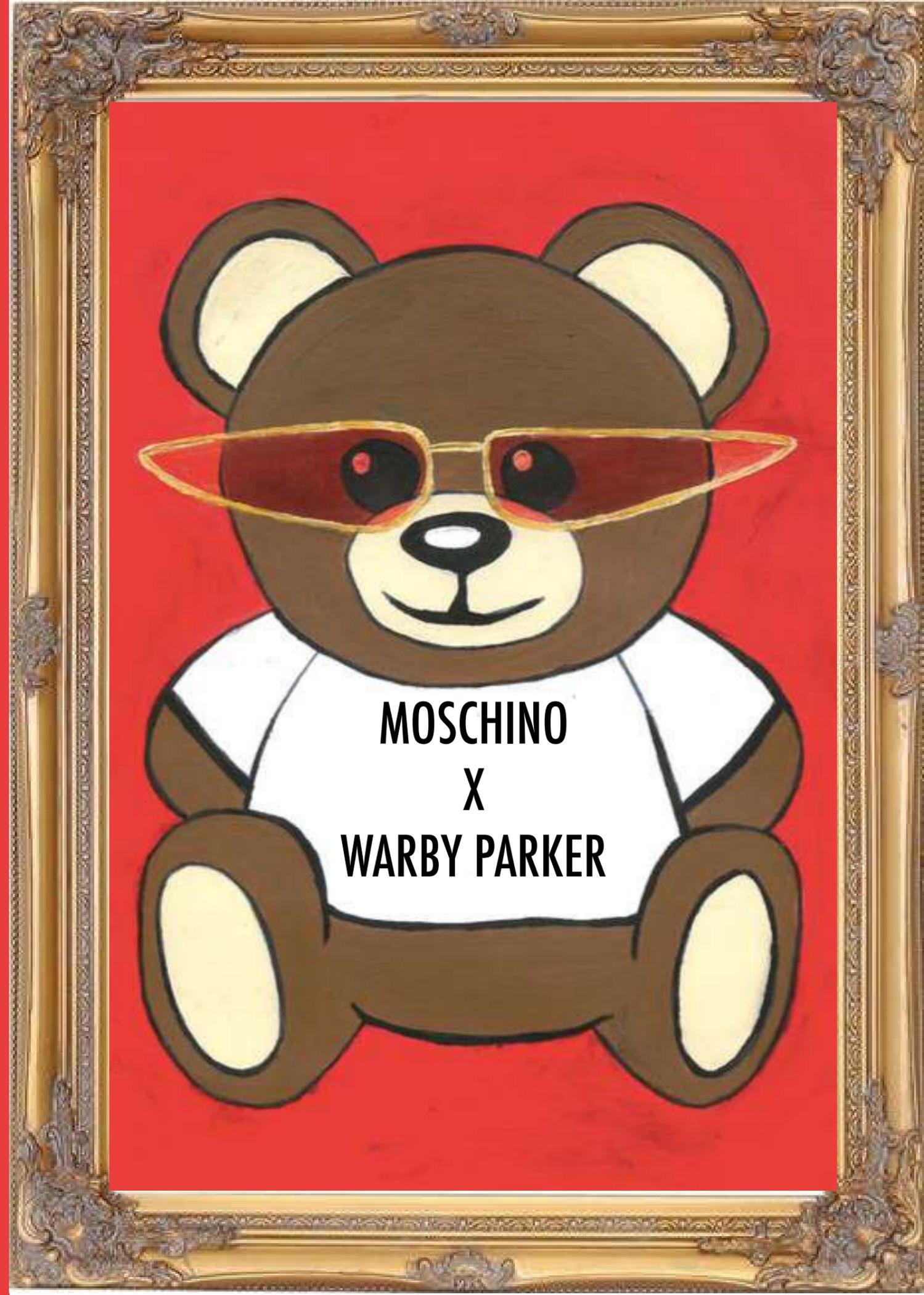
*Fashion Promotion*

*Level 6*

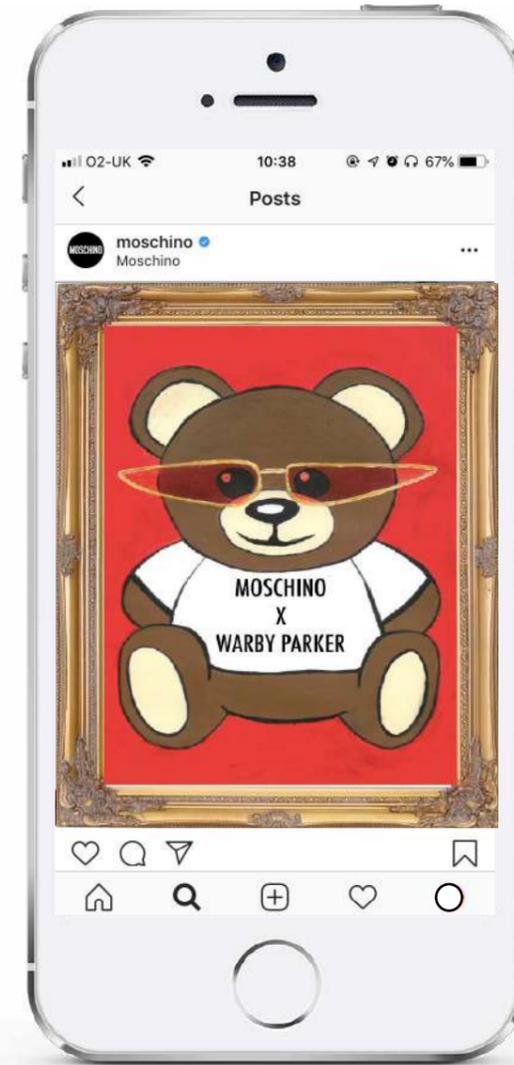
*georgiehale.com*

# *Output 1: Illustrations*

*This illustration is the logo for the collaboration which I created to promote and build anticipation. Having the iconic teddy wearing glasses as Warby Parker are a glasses brand, combines the two and successfully acts as a visual representation of the two brands collaborating. I framed the illustration in a gold, ornate frame to link through to my overarching concept 'Girl Before A Mirror'.*







*The illustrated logo will be posted on Instagram by both brands as a teaser. A simple post of the logo will provoke questions and build excitement around the partnership and engage consumers. Instagram is my social platform of choice as it is image based, popular among my target audience and frequently used by both brands.*



# Output 2: A Photoshoot

*My photoshoot will be used in a website mock-up, displaying my images in the style of a Warby Parker collaboration page. Product names were selected in reference to Picasso. I also created a mock up for the Moschino website, however for this I opted to simply include the collaboration logo alongside a single product image on the home page. This fits with the look of their website more appropriately.*

*These work as good platforms on the two brand websites for consumers to be able to view the products and click through to purchase.*

Blue-light-filtering lenses available >

WARBY PARKER

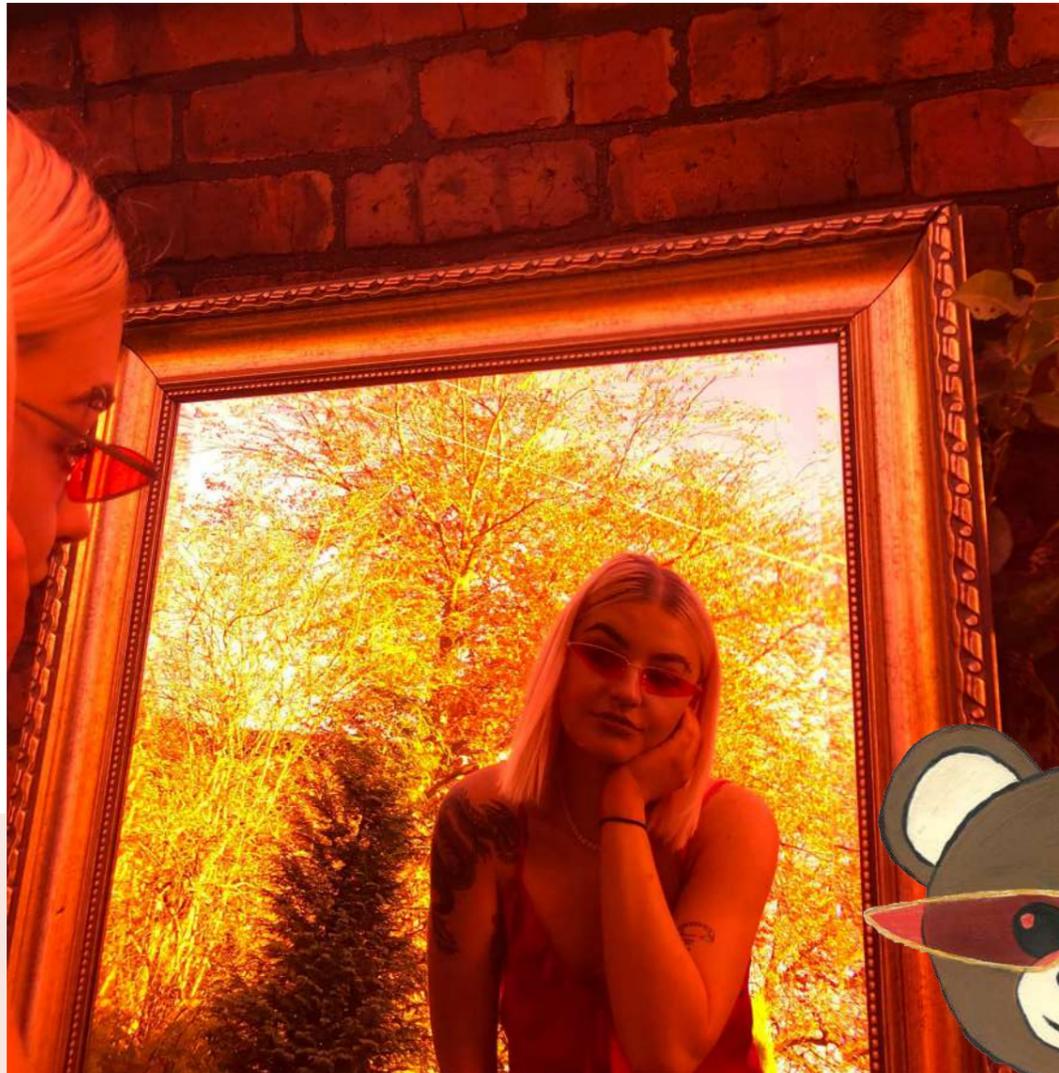
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Home Try-On Eyeglasses Sunglasses Eye exams



**As a creative director, and designer, Jeremy Scott challenges perceptions of luxury and strives for individuality. Over the years, he's channeled his unique vision into the Moschino brand.**

**Join the Moschino teddy and filter your world, Red, Green and Blue with this limited edition collection of colour lens shades. Moschino's eccentric, colourful style brings a quirky pop of colour to Warby Parker.**



**Dora Maar**



**Avignon Summer**



Blue-light-filtering lenses available >

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La Vie



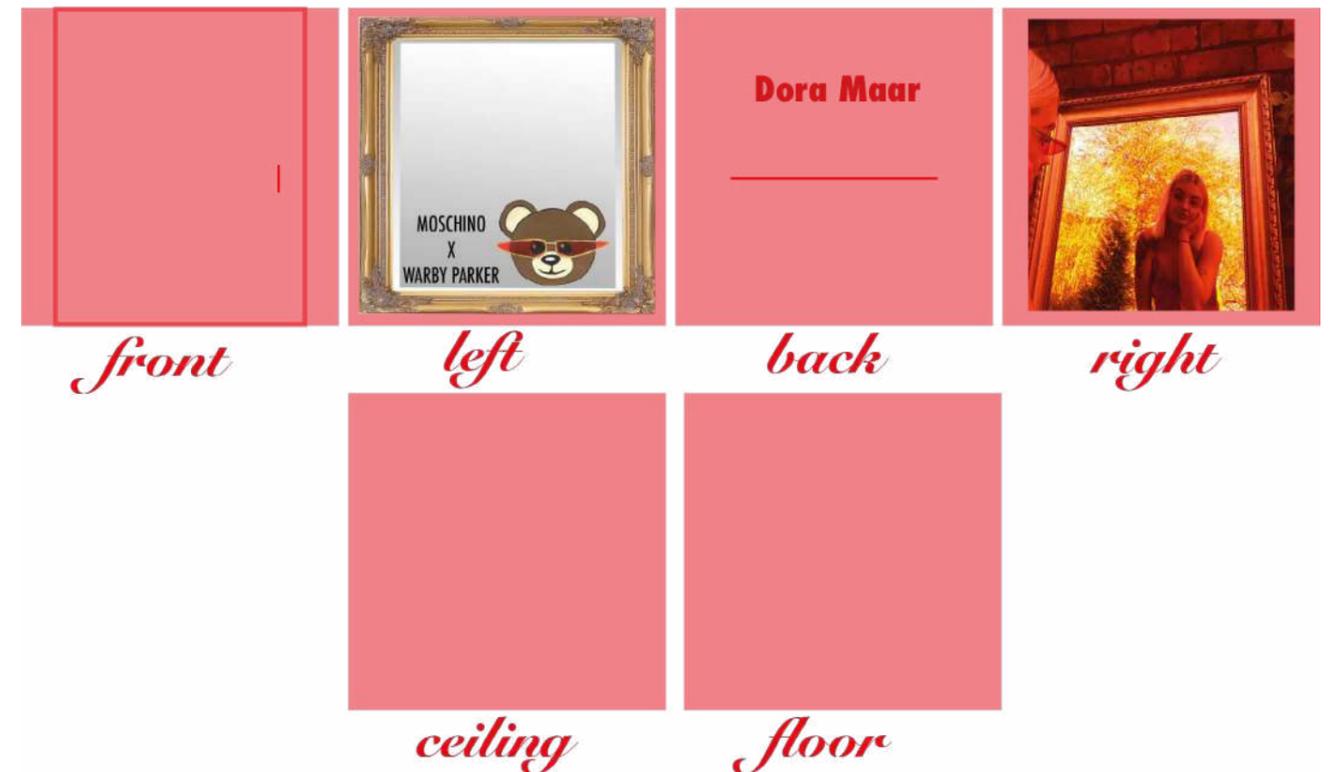
GBP

# Output 3: Pop-Up set design

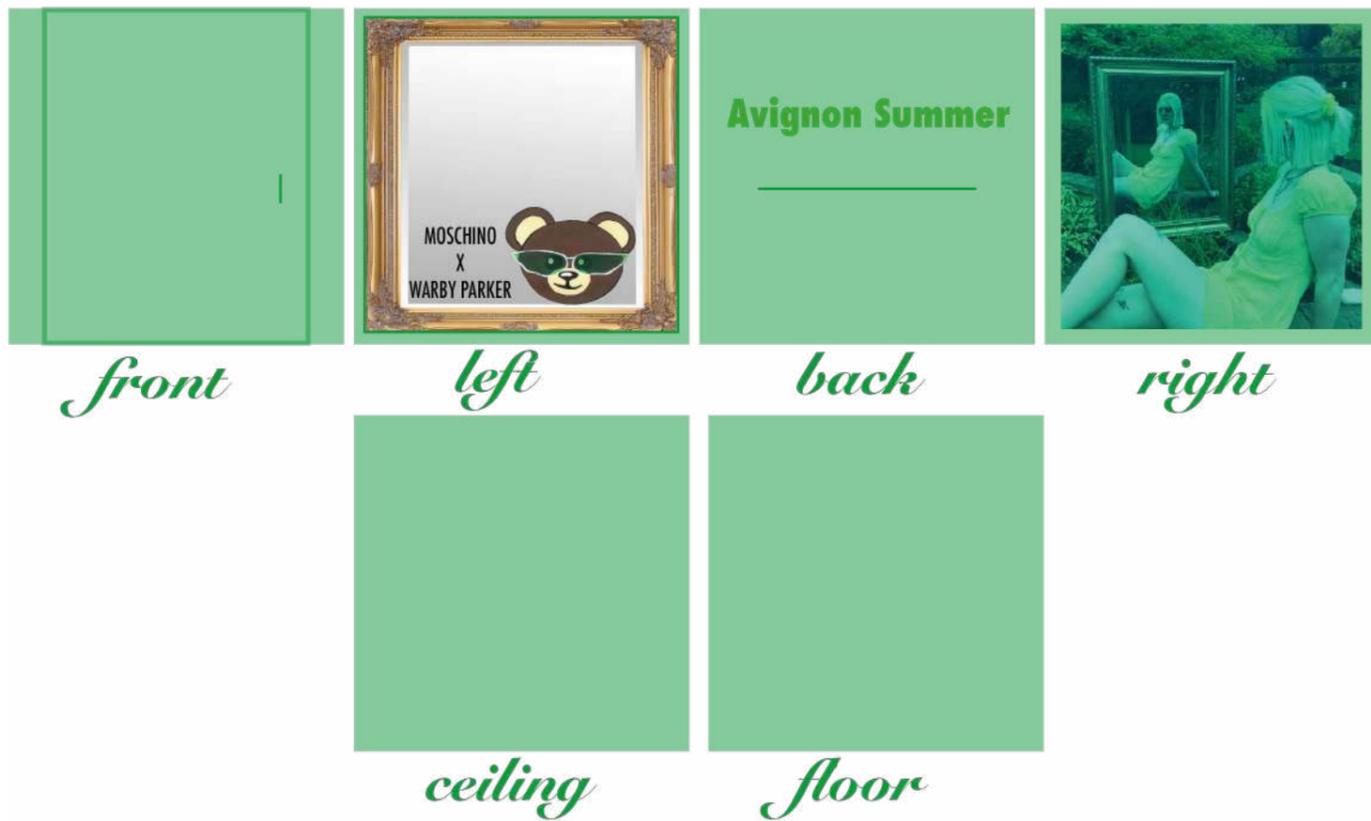
Three large, translucent pods in the colour of each of the sunglasses- red, green and blue. It will be an immersive experience for customers to know what it feels like to wear the product. The attraction to go inside the pod will be to try the product and view yourself in a mirror. This is to encourage customers to take pictures of themselves wearing the product and result in user-generated content. On top of each of the pods will be a large 3-D version of the teddy in the glasses to attract attention to the pop-up and establish brand identity.

## Pod details...

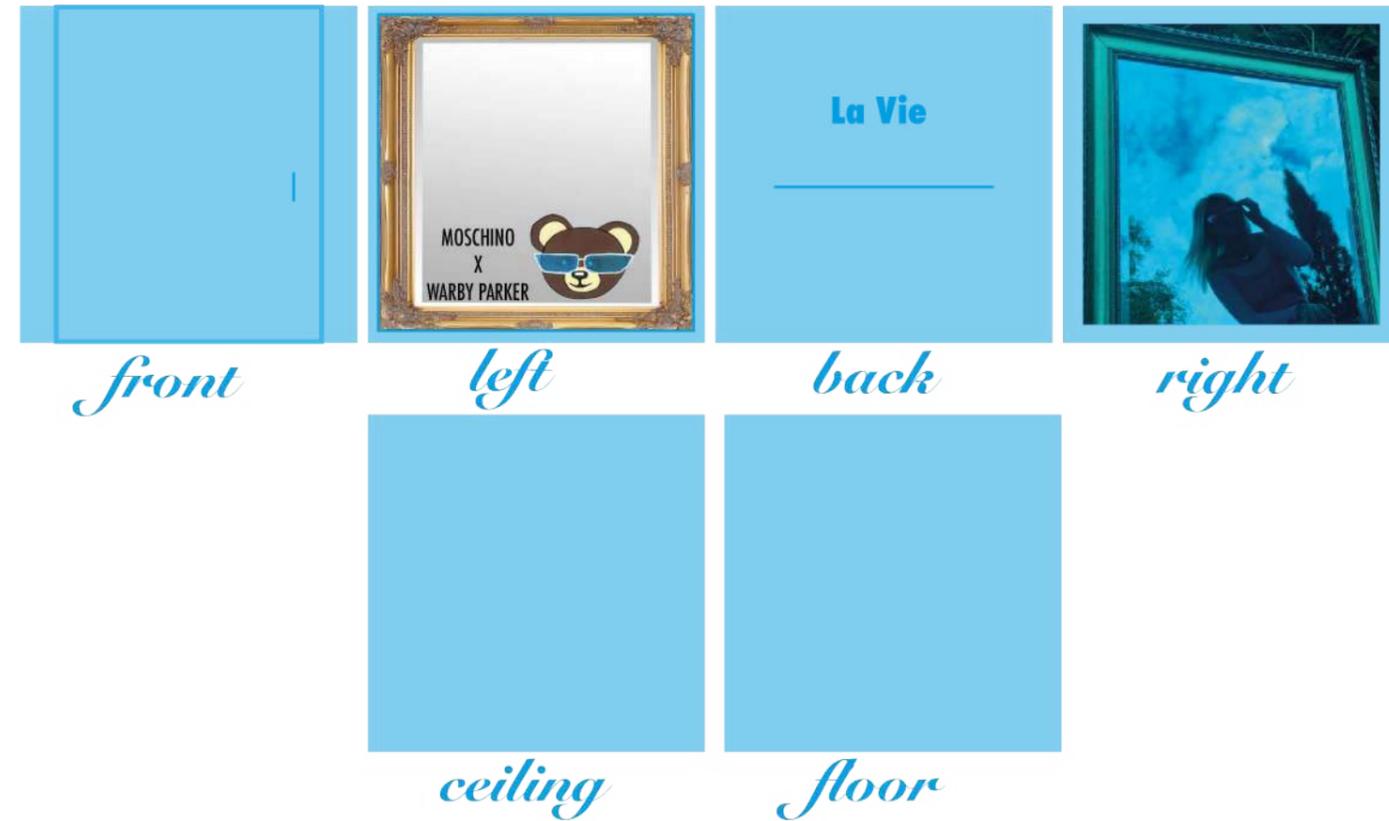
250cm x 250 cm x 250cm



250cm x 250 cm x 250cm



250cm x 250 cm x 250cm





MOSCHINO  
X  
WARBY PARKER



MOSCHINO  
X  
WARBY PARKER



MOSCHINO  
X  
WARBY PARKER