

Paris This Autumn

VMRD

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Premier Men's apparel brand Louis Philippe that stands for status and power, illustrates its specialization in classic formal fashion in an ode to the stylish French royalty rendered in an interesting tasteful vintage setting put together with ornate vintage props. The fashion campaign for the Autumn Winter collection is introduced to its loyalists in this interesting window installation concept

Louis Philippe flaunted its latest ensemble of super formal wear for the Autumn Winter season in its new window installations across its chain of premium stores. The theme is unmistakably French in presentation of the collection in a theme that was rendered as an impression of the luxury of bespoke fashion. Carefully selected props helped tell the story with great flair.

The back drop for the setting was created with a royal patterned wall paper that featured the brand logo and reminiscence of Parisian royalty and romance displayed in a gallery of framed pictures. Flowing curtains help to visually focus and highlight the key presentation on the wall.

The scene is further built with the use of ornate furniture used as fixtures to present impeccably folded merchandise. The sharp cuts of the luxury suiting is featured on premium tailor bust forms that present the fashion ensemble.

Vintage royalty leather luggage depicting a luxurious lifestyle of business travel and also act very effectively as props that help create interesting level variations in the display. Other complementing props like leather bound books and a brass globe hint at the brand being associated with the learned and accomplished.

The theme is called 'Paris this autumn' and is very tastefully singed in the display in an appropriate form, color, font and pattern.

The strong dominance of the shades of brown bring in a touch of elegance and classic French style rendered through very carefully chosen colours of the season in the colour palette of the AW '14 collection at Louis Philippe. Colours like emerald greens, sparkling purples, deep navy blues, burnt orange and ochre add bold fashionable highlights to the collection.

The entire Parisian theme blending with the fashion collection make a significant impact in the store fronts of Louis Philippe, and also make a bold aspiration fashion statement.

— **Mansi Lavsi**