

VISUAL MERCHANDISING · RETAIL DESIGN · SALES PROMOTION

STYLE GUIDE



www.style-guide.biz
B 6081

2011
10



"During the summer/autumn season we used 'Boys Toys' as motto for the shop window installations. The glider, which can look back on several numbers of flying hours, is truly a vintage finding. The excavator ready for the scrap heap was elaborately restored – it became a fashion digger."

Store: Boss Concept Store
Head of Visual Merchandising: Katrin Schmitz
Realisation: kubix GmbH
Address: Berlin
www.hugoboss.com
Photos: Marion Lammersen

I AM THE
BOSS



Store: Boss Concept Store
Head of Visual Merchandising: Katrin Schmitz
Realisation: kubix GmbH
Address: Berlin
www.hugoboss.com
Photos: Marion Lammersen

