

UNIQUE **S**TYLE **P**LATFOM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
PLAYFUL PRIMARIES





Japanese contemporary artist **Yayoi Kusama** creates **sculpture installations, paintings, video art, fashion, poetry** and **fiction**. She has inspired globally with her bold, bright graphic style, often centring around **polka dots**.

By adding dots to her paintings, drawings, objects and clothes, she aims to make them, *(and herself)*, become part of the bigger universe.

“Our earth is only one polka dot among a million stars in the cosmos. Polka dots are a way to infinity.” - Yayoi Kusama

Kusama’s second collaboration with **Louis Vuitton** has introduced her work to yet another generation, who have snapped up her colourful and iconic designs. The launch of the collection is celebrated with a campaign starring internationally renowned supermodels, as well as stunning, visual **global merchandising concepts** by Visual Director **Faye Mcleod**.

The largest exhibition of her work to date - *You, Me and the Balloons* will open in Manchester, August 2023.

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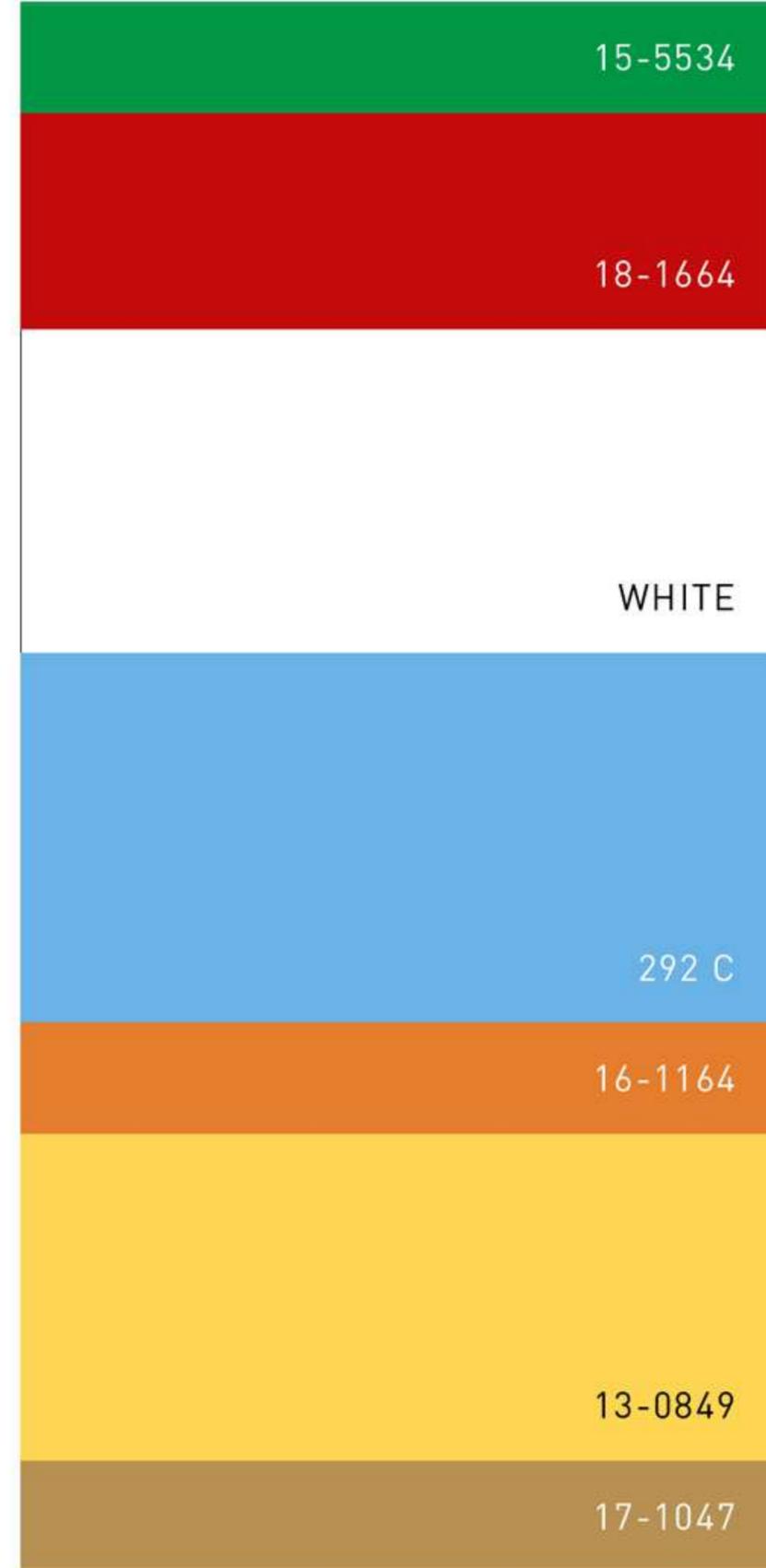
MOOD



Be inspired by multi-coloured polka dots, bold stripes and graphic shapes used across all product types

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COLOUR



Be inspired by a palette of super bright primaries, combined with stark white and ochre brown