

MIDO 2016 BRAND BOOK

HUMBERTO LEON & CAROL LIM



- 2011: Humberto Leon and Carol Lim, founders of Opening Ceremony, are appointed artistic directors of Kenzo
- 2012: Humberto and Carol reintroduce the jungle theme in the Kenzo RTW collection
- A new image in keeping with the brand heritage

- CITIZENS OF A MUTICULTURAL WORLD WITHOUT FRONTIERS
- KNOCK TRADITIONAL CODES TO CREATE A NEW LANGUAGE
- « CREATIVE AND REACHABLE »





1. THE DESIGNERS



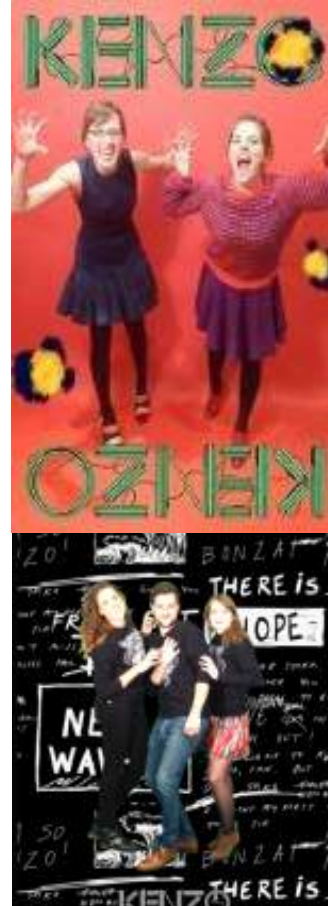
**2. A UNIQUE
STYLE**



3. ICONIC PRINTS



4. STRONG FASHION SHOWS



5. MANY EVENTS



6. A VIP NETWORK



TREND

COLORS

NEW LANGUAGE

GLOBAL

MULTICULTURAL

CREATIVE

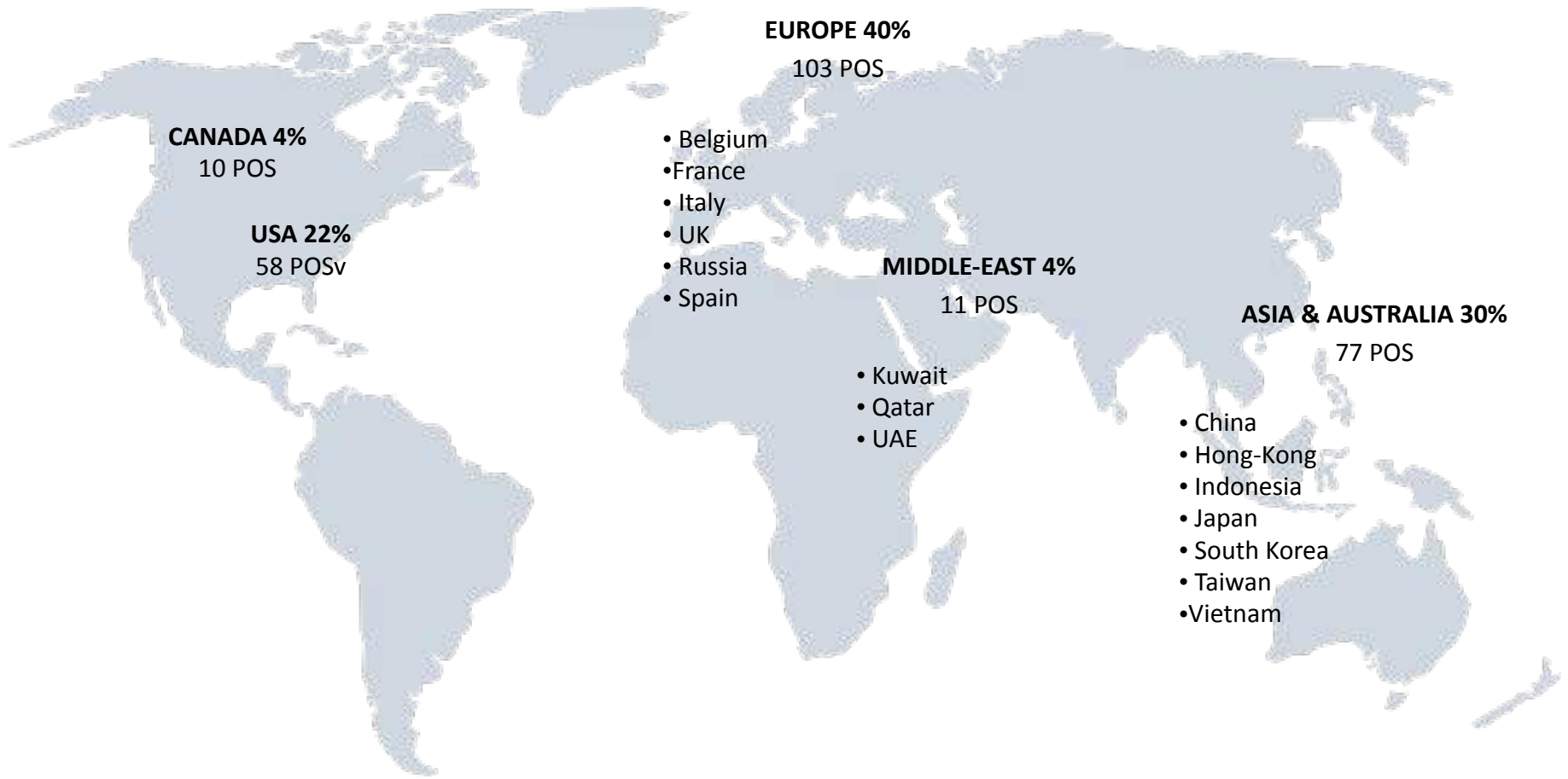
YOUNG

PRINTS

JUNGLE URBAN



260 POINTS OF SALE WORLDWIDE
70% in Europe and in Pacific Asia





1. Hong-Kong



2. Shanghai

260 POINTS OF SALE WORLDWIDE
STRONG WINDOWS IN LINE WITH THE BRAND IMAGE

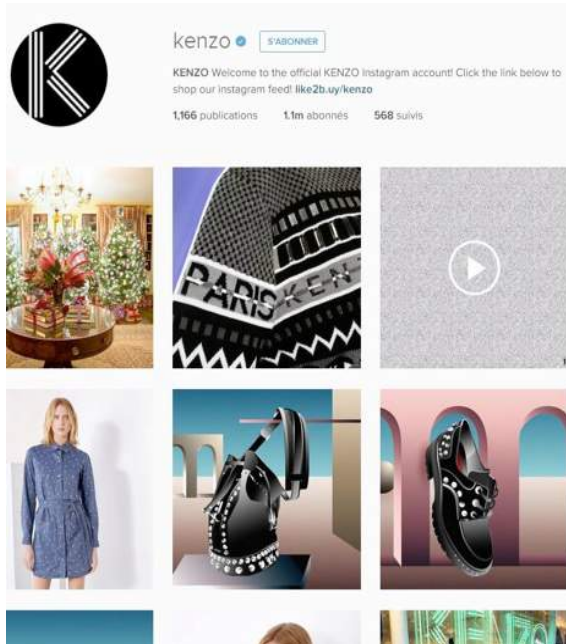


3. Milan

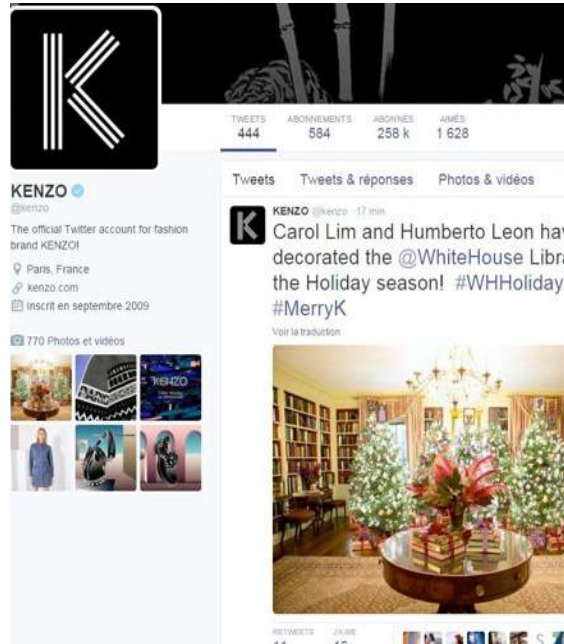


SOCIAL NETWORKS

Instagram
258K followers



Twitter
1,1M followers



Facebook
752K followers

