



INSPIRING Journey

Moving

Motivational, artistic
and cultural inspirations



Michel Charrier
ARTIST

Yves Saint Laurent
EXHIBITION

Malika Favre
BOOK



© Gucci

3/12 Digest

Quarterly overview to understand
the context of today's design and
communication strategies



Web 3.0
THE NEW ERA FOR
BRANDING AGENCIES

Inclusivity

Social Selling
THE NEW TREND ON
SOCIAL MEDIA



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© Michel Charrier

Branding 360°

A selection of 360° branding
content for different kind
of communication channels



Gucci is in the game
MEDIA APP

Meta
THE INCREDIBLE WORLD
OF MARK ZUCKERBERG

Virgin Red
THE FLYING
ICE-CREAM TRUCK



© daily geek show

The Wanderlust

Sneak Peek at places
where we love to wander



Sablon
A LOVELY STROLL

Omakase
RESTAURANT

Valencia
THE CAPITAL OF
BEAUTY



Collab with Michel Charrier

ARTIST - ILLUSTRATOR

An artist who illustrates poetry in watercolors. La Movida simply fell in love with the artwork of this watercolorist who takes his inspiration from nature, femininity, the beauty of Provence, horses, and flowers. A rare form of expression, full of emotions, gently translating the dreamy vision of this artist. He had a few collaborations as a designer, such as for a perfume brand, creating a bottle in a magical senary that reminds us of the most beautiful fairytales that sweetened our childhood. We invite you to a great escape into the world of wonders by discovering some of the artworks realized by Michel Charrier, and that inspired us to collaborate with him, enchanting our designs with his talents.

For inquiries, please contact:
www.lamovida.be



Yves Saint Laurent

EXHIBITION

6 Parisian museums will celebrate the 60th anniversary of the first fashion show ever made by the legendary fashion designer Yves Saint-Laurent. Every museum will present some of his astonishing work with a particular theme. At the Louvre it will be all about gold for example, which was the favorite color of the French designer. At the Centre Pompidou, the exhibition approaches the work of Yves Saint Laurent as that of an artist deeply rooted in his era, witnessing the evolution of artistic creation in the 20th century. The other museums taking part in this big event are the Orsay Museum, the City Museum of Modern Art, the Picasso Museum, and finally the Yves Saint Laurent Museum.



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JUSQU'AU 18 SEPTEMBRE 2022

YVES SAINT LAURENT AUX MUSÉES

CENTRE POMPIDOU
MUSÉE D'ART MODERNE DE PARIS
MUSÉE DU LOUVRE
MUSÉE D'ORSAY
MUSÉE NATIONAL PICASSO PARIS
MUSÉE YVES SAINT LAURENT PARIS

MOVING



MOVING ARTISTIC AND CULTURAL INSPIRATIONS



Malika Favre

BOOK

Get ready to be overwhelmed by the colorful world of Malika Favre, an explosion of ideas that will leave you breathless. This Barcelona-based French artist is internationally renowned for her talent in Pop Art illustrations. Her clients are none other than The New Yorker, Vogue Arabia, Bafta, and many other prestigious names seduced by her bold and minimalist style. Her eye-catching realizations are often described as Pop Art meets OpArt. She is committed to strong female figures like Beyonce whom she drew in one of her artworks. «The female body is beautiful and I particularly enjoy drawing strong female figures. What I enjoy is looking at things differently from my neighbor. Providing a different perspective on what people don't necessarily see.» She said in a 2018 interview for Madame Figaro

www.malikafavre.com
[@malikafavre](https://www.instagram.com/malikafavre)
www.counter-print.co.uk



Web 3.0, the new era for branding agencies

The web has evolved from web 1.0, which was a read-only 1st generation of the internet, to a more interactive network that emerged in 2004 emphasizing User Generated Content and participatory culture known as web 2.0, involving many tools and platforms where people can share their opinions and perspectives in a hyper-interactive way. Web 3.0 wants to make the internet as inclusive as web 2.0, but by taking control from big corporations like Meta or Google, and giving every individual or company the right to ownership through the founding blocks of blockchain and cryptocurrency technology. This virtual world will include several fungible and nonfungible tokens: objects that you can create or buy in the metaverse. That allows you to own them, and exchange them if they are fungible. This technology is the future of advertisement and branding. Social media will surely cease to exist as they do now to take place in the VR world, and so do advertisements which will take place in the metaverse through the same founding blocks of web 3.0.





Inclusivity: brands are standing for normality

Many people couldn't relate to advertisements because of non-representative castings. But from 2020, all discussions were centered around freedom, justice, and equity, catalyzing big changes that will affect positively all the generations to come. People used their voices and were heard massively for the first time, changing the way brands create their advertisements.

These changes are the results of a big demographic and cultural change, driven by globalization and immigration all over the planet. Many movements have enhanced this change such as Black Lives Matter, making casting directors give more opportunities to all kinds of individuals that we can find in the targeted society or market, changing on its way the international standards of beauty.

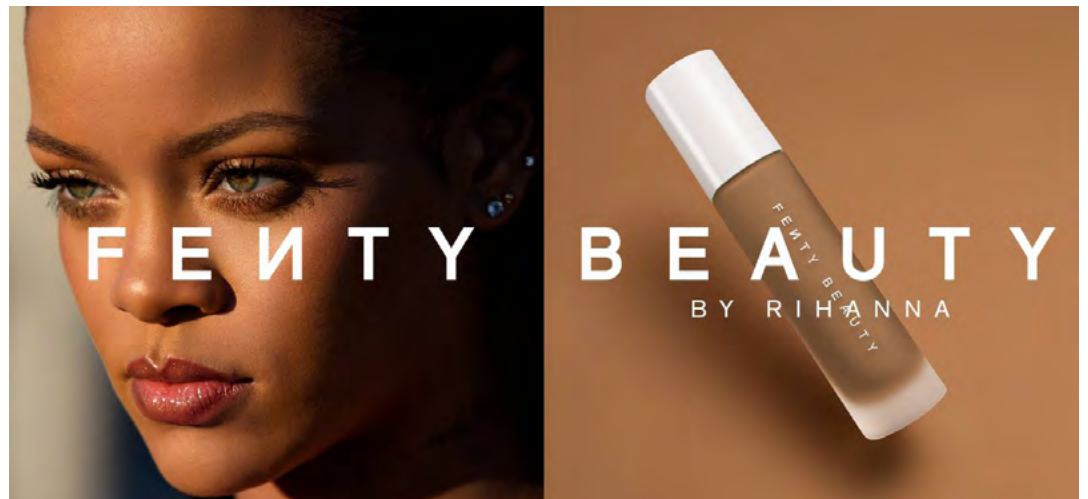


Social Selling: the new trend on social media

Now that every brand has become a media on its own through its social networks, they can reach their communities directly by offering them pertinent content, that brings a solution to their problem. It can be an inspiring idea for decoration, a good cream for a skin issue, a piece of advice to get in a better shape, etc... The next level of this interactive way of communicating is social selling, the new version of teleshopping. The only difference between these two selling techniques is that the community is already interested in the product, and the interaction is live and instant. Don't confuse social selling with spamming messages on Twitter, Instagram, or Facebook, it doesn't rely on an outbound marketing strategy like cold calls, it is more an answer to whoever needs one to solve a problem. Beyond beauty and fitness brands, we can also notice a few stars who took the lead in this new market, such as Rihanna with Fenty or Jennifer Lopez with JLO beauty products.



© JLO Beauty, Fenty Beauty





Gucci is in the game

MEDIA APP

Every modern brand is oriented today towards parallel worlds, where you can exist through your avatar and even buy digital clothes.

Gucci took this opportunity to put a gaming strategy that takes into consideration the evolution of these new ways of consumption, by inhabiting parallel worlds. The Italian iconic brand collaborated recently with Zepeto, a South Korean media app that allows you to create your 3D avatar from a picture of you, releasing pieces of ready-to-wear on the app. Gucci also created the Gucci Villa, an interactive virtual space, where you can be approached by other players, to date for example.

Zepeto includes more than 200 million global Gen-Z users, which offers a great opportunity for brands to win the heart of this new generation, which will become the most important target of every business in the next years.



Meta, the incredible world of Mark Zuckerberg

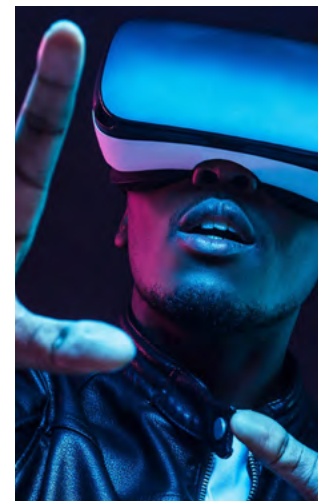
Imagine spending quality time on the beach with your best friend who lives 3000 km away, without even leaving your home. The creator of Facebook revealed this new world, META. The virtual connection will become more realistic than ever.

Meta is the new name of the Facebook company, which is evolving from a simple social media where you connect with others on your smartphone, to a whole new world where you can play poker, have a discussion or go for a car ride with whoever wants to join you. In this new world, we will exist through avatars, such as the one representing Mark Zuckerberg in the video. For the moment these avatars look like cartoons, but Meta promised that they will be more realistic in the future, catching every emotion or expression in real-time.

This parallel world will be a real game-changer for brands, who must already think about new ways to adapt their businesses and communication strategies to stay competitive in the digital market.



© Hackernoon, Bollyinside, www.objetconnecte.com



The flying ice-cream truck by Virgin Red.

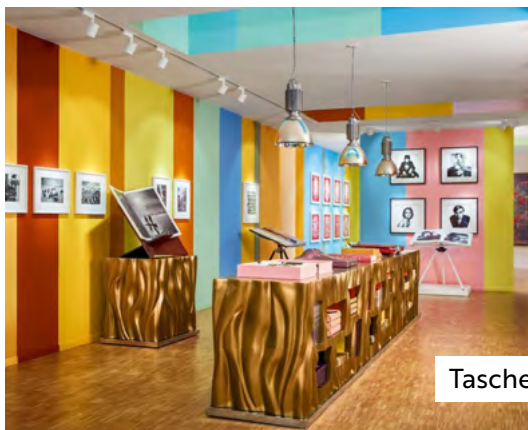
Hundreds of visitors could celebrate the sense of fun and adventure promoted by Virgin Red through a huge giveaway and a special concept: a flying ice-cream truck on London's Southbank suspended from 99 Virgin Red balloons. This one-day-only event has put a smile on many faces that we could see scooping free ice-cream corns with a selection of red toppings. Throughout the day, many surprises kept on flowing: every time the pop-up played a special song, it announced a flash giveaway of 99 Virgin points for 98 lucky winners, including a case of tasty wines, a business flight to Paris, etc... The 99th winner was the luckiest one, as she won a prize of 1 million virgin points to spend on luxury holidays, New York flights, theater tickets, and many other gifts.

Thanks to this event Virgin Red was able to catch people's attention by making them spend a memorable experience in London but also on social media, where visitors shared many contents about the pop-up. A flash giveaway of 1 million points was also offered on Instagram to make someone's dream come true.





Vieux Saint-Martin



Taschen



Fine Arts Museum



Église Notre-Dame des Victoires



Marcolini

A lovely stroll at the Sablon

Did you ever take the time to wander in this charming area in the historic upper town of Brussels? The neighborhood holds a twin square in the northwest (Grand Sablon) and south-east (Petit Sablon) where you can experience the beauty of a magnificent architectural patrimony and plenty of charming places where you can chill and enjoy the Belgian art and gastronomy. What if you start with a little antique hunting? Go for some treasure bargain in a market taking place at Grand Sablon on the weekend. Open every sunday from 08:00 till 14:00.

Then we advise you to go for an amazing visit to the Notre-Dame du Sablon gothic church, before you indulge in Belgian sweets, from the most famous brands of chocolate. Then enjoy the incredible view of the square from the very Belgian brasserie "Au Vieux Saint Martin" or the elegant Lola.

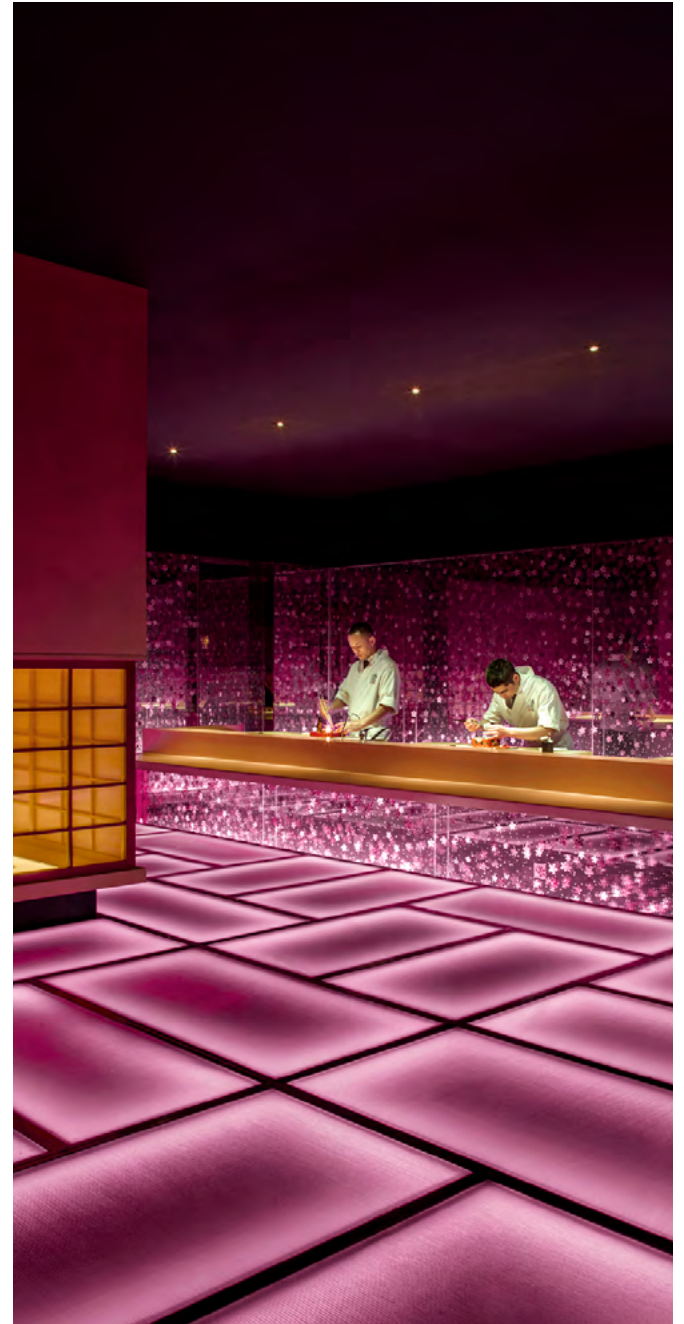
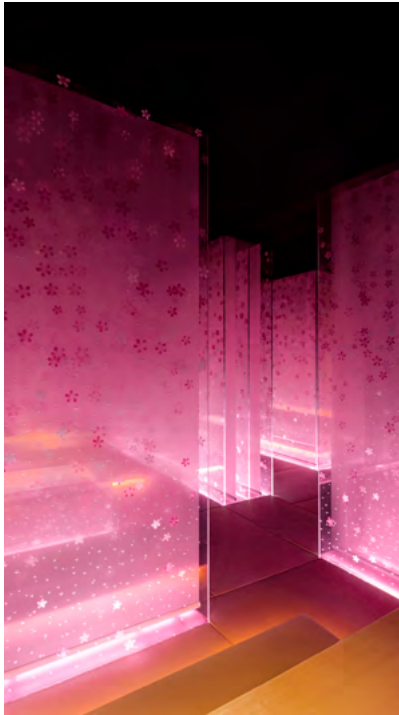
www.auvieuxsaintmartin.be
www.lola-restaurant.be
www.taschen.com
www.fine-arts-museum.eu.marcolini.com

OMAKASE RESTAURANT

Discover this place where virtual reality meets the real world in a gastronomic restaurant.

Omakase is a Japanese restaurant in Shanghai where cherry blossoms fall in an illusion that would seem like a hidden level of a video game, giving birth to a labyrinth made of gold and pink virtual blocks. It is a new way to stage luxury experiences, that we can also notice in the marketing and events concepts of many high-fashion brands. A representation of a hyper-reality in a maximalist place where lightings replace gildings. Painted Sakura blossoms and dewdrops appear to be permanently captured in glass partitions that surround the dining areas, and there seems to be no end to the phantasm, giving you memories of a 3.0 dream, never to be forgotten.

© The Cool Hunter





Valencia: the capital of beauty

CITYTRIP

Everywhere you look there is beauty in this southern Spanish city. You can contemplate thousands of years of culture and magnificent contemporary designs that will leave you speechless. Its architectural treasures reveal incredible interiors, going from a high standard of authentic refinement to bold creativity in its most avant-garde spots. This «land of creation» has been chosen by the World Design Organization as the World Capital of Design. It is the playground of some of the most talented architects, interior designers, and illustrators. Our favorite place that we recommend for a visit would be the Only You Hotel for a charming stay. In the morning go for a run or a walk along the luscious green park that crosses the city. The Ciudad de Las Artes y Las Ciencias will be a pleasure to your eyes (and brain). For lunch, hang out in the Central Market of Valencia to taste the great Spanish products, where you will find the best Jamón Iberico and empanadas in town. For a drink, you can enjoy a good cocktail in the unexpectedly elegant Café Madrid after a stroll in the old city.

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