

greener alternative

Special Report
Process
Profile
Fuel

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How did this project come about?

Following last season's invitations (printed in the same size but on clear acrylic), I had a meeting with Christophe Lemaire, designer and creative director of Lacoste, to discuss the theme of the new season's show. He had in mind references to "French countryside autumn holidays in the 1970s". Quite precise on the one hand but quite vague visually. I remembered my own French childhood in the 70s and came up with the idea of using wood and etching the logo and text on it. The envelope and other invitation followed the same direction, with references to Kraft paper and a hand-built aspect brought by the disc and string closure system.

Why did you choose these processes and materials?

I wanted to keep a continuity with last season's very rigid invite, with a softer and warmer touch. As explained above, I also needed to keep within the mood of the season's collection.

Did you experiment with any other processes and materials along the way?

I suggested doing cut-outs of thin coloured paper as autumn leaves, inserted loosely in an envelope. In the end the set designer (Alexandre de Betak) had the catwalk covered in real leaves. I also suggested using felt, or printing the invite on a jigsaw puzzle, but we decided against the latter option to avoid putting too much strain on the reduced brains of fashion editors.

What have you learned about the process used during the course of this project?

Envelopes always cost more than I expect. Small holes have to be pushed out one by one, thankfully not by me this time. Etching can be precise enough to show the teeth of minuscule crocodiles.

Designer

Yorgo Tloupas

Client/project

Lacoste Fall/Winter 07-08 Show Invitation

Printer/manufacturer

Something Else

Materials used

Invitation—4mm Tulip Wood

After-show invitation—350gsm Colorplan

Envelope—270gsm Colorplan

Processes used

Invitation—laser engraving

After-show invitation—screenprinting, die-cutting

Envelope—screenprinting, die-cutting, disc and string closure

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