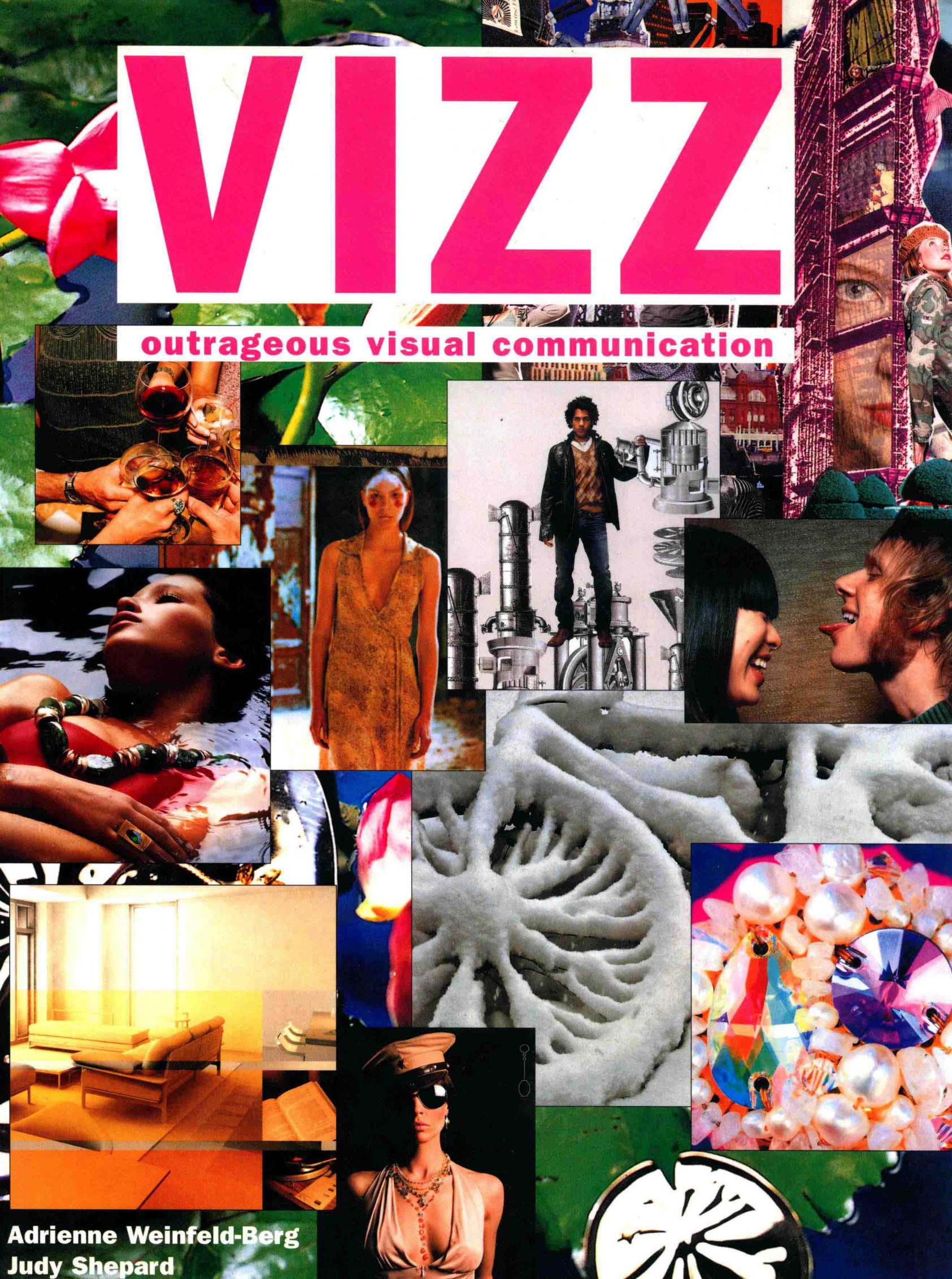
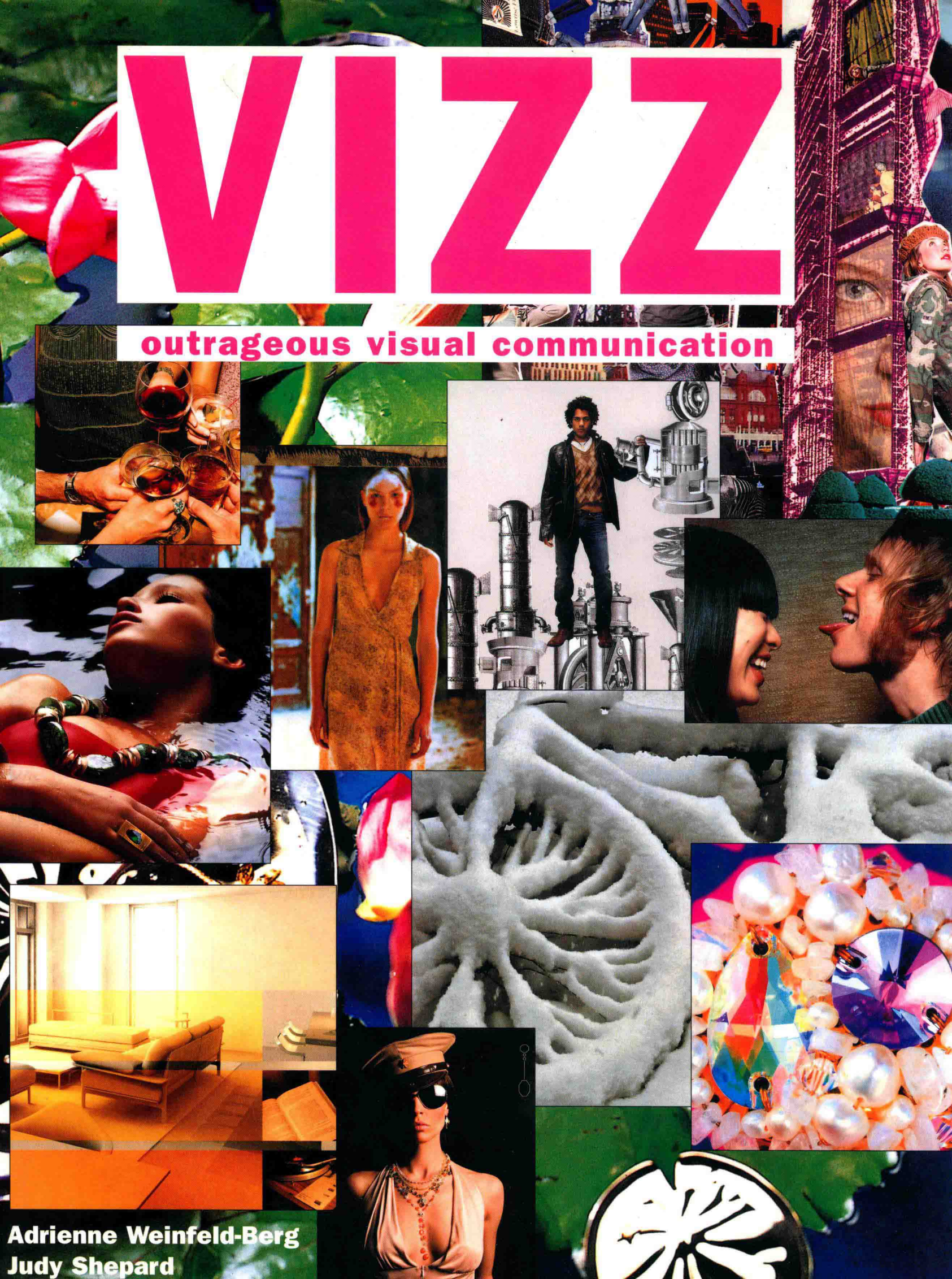
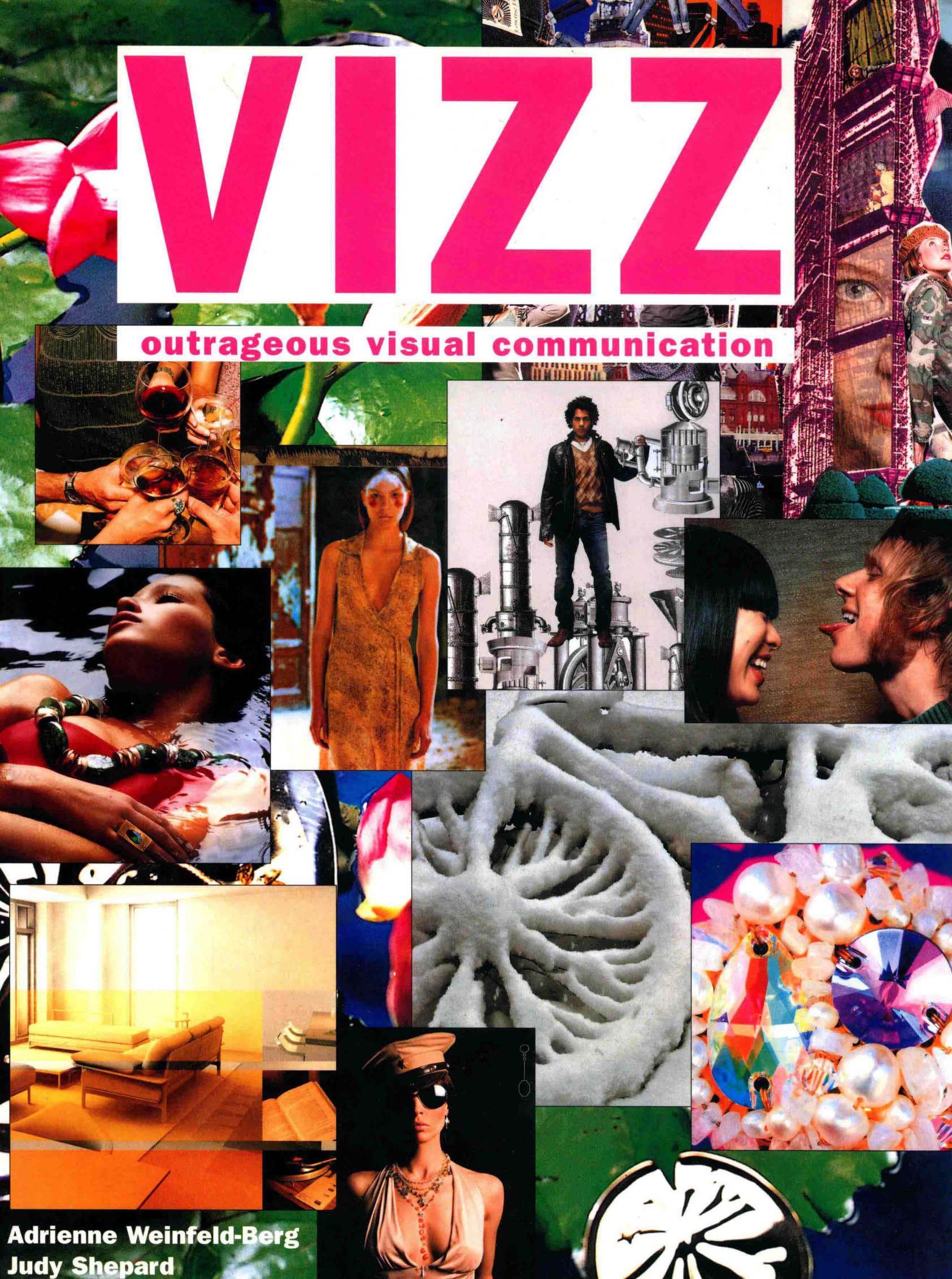
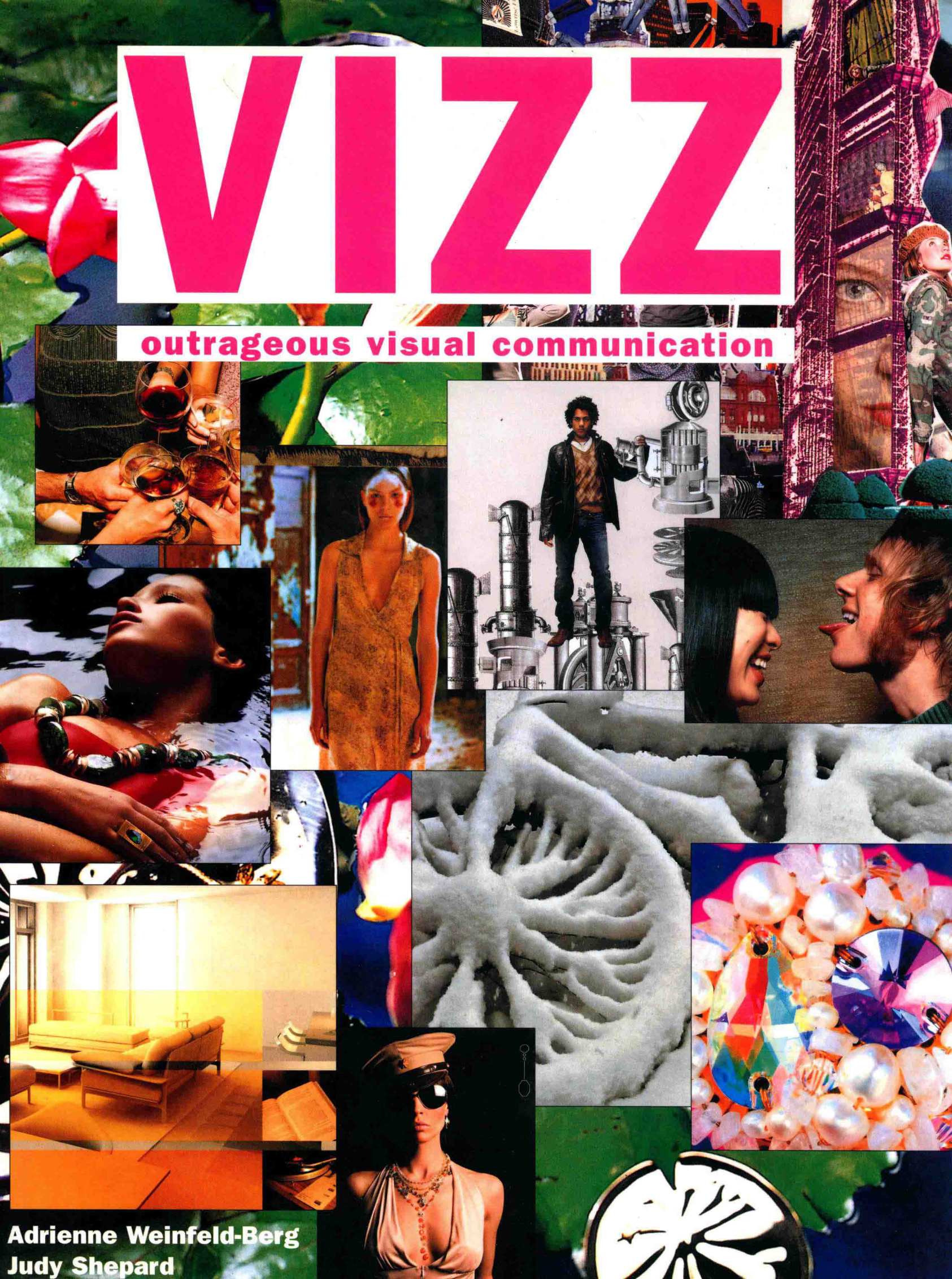
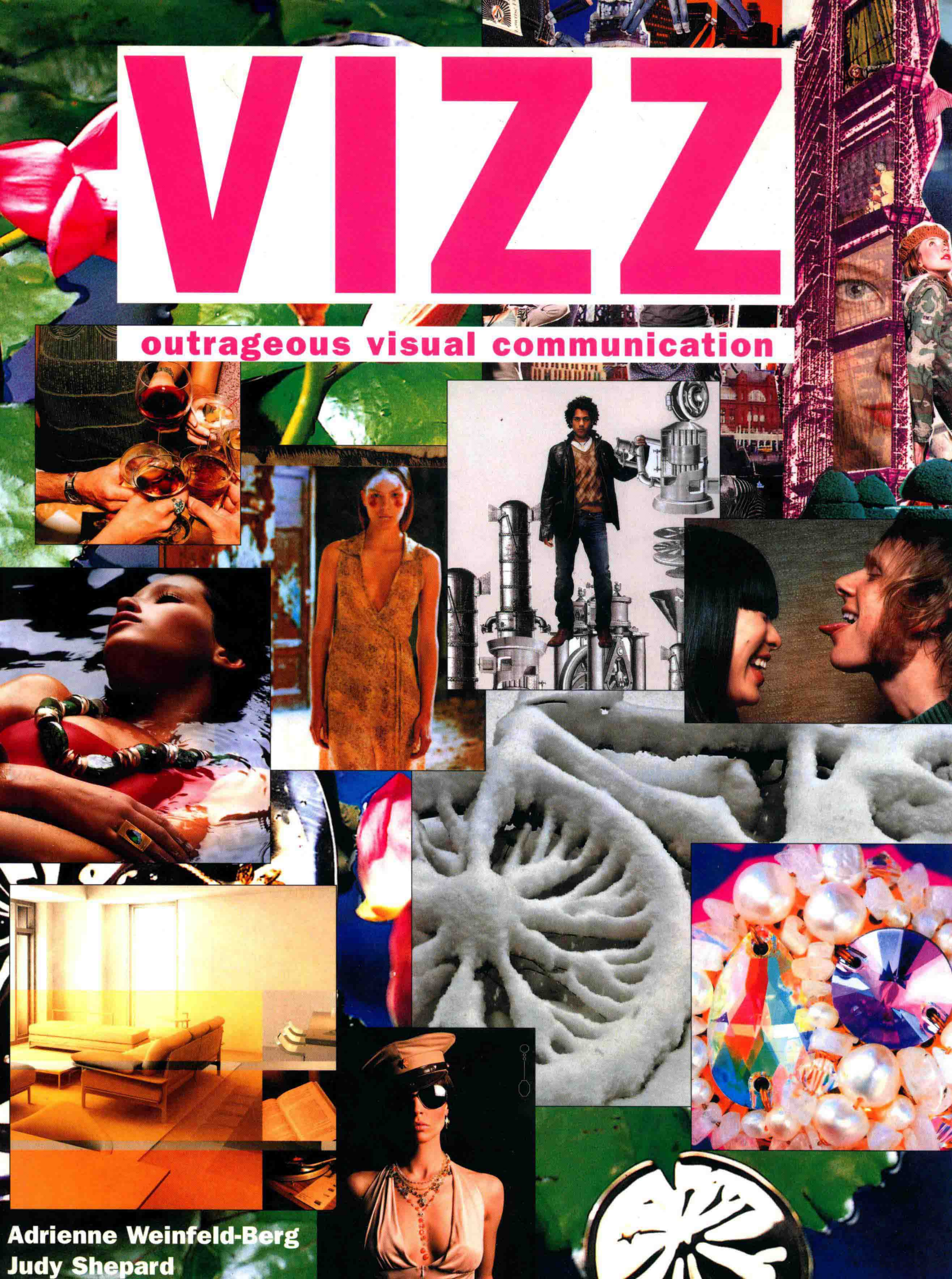
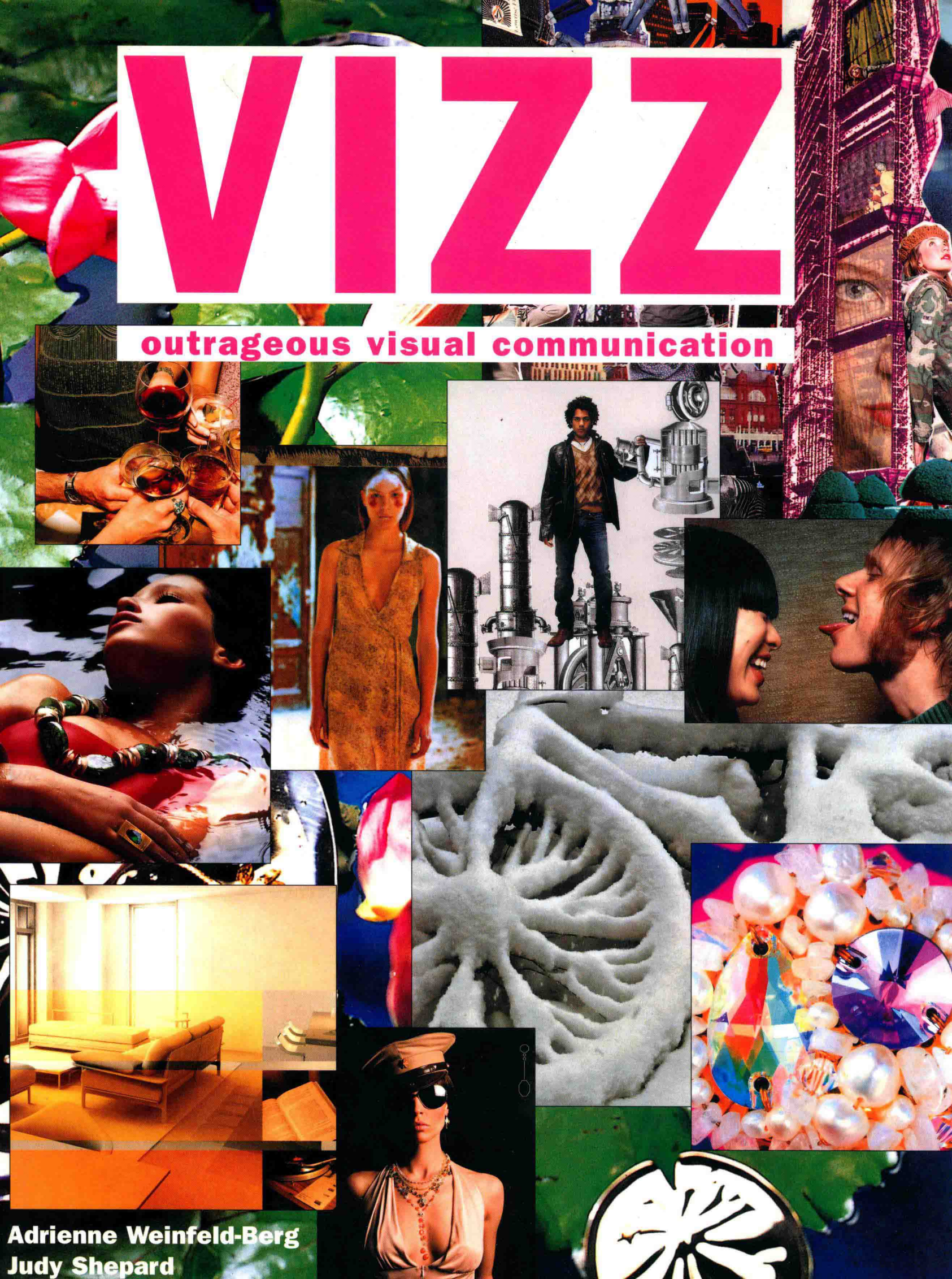
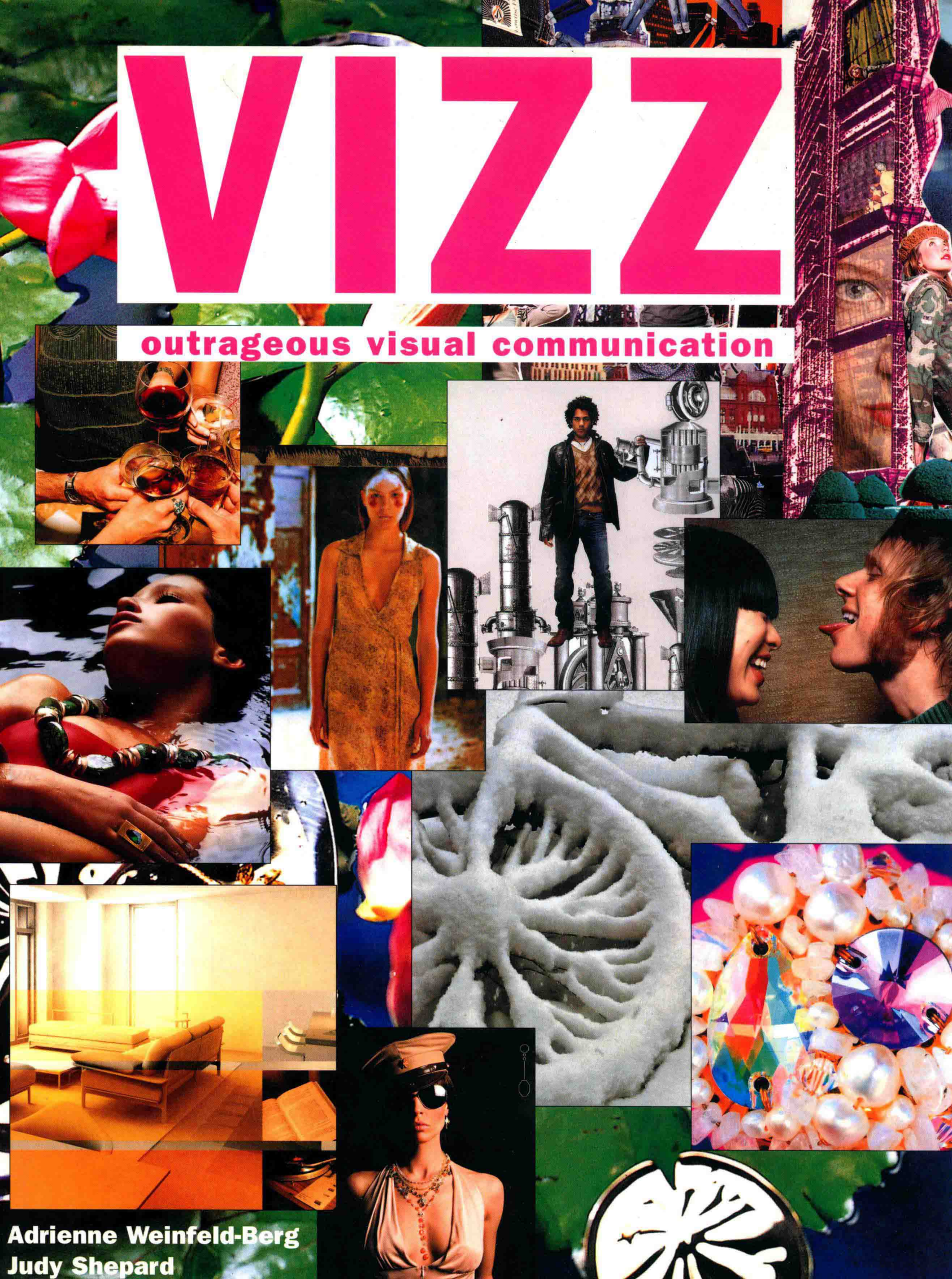
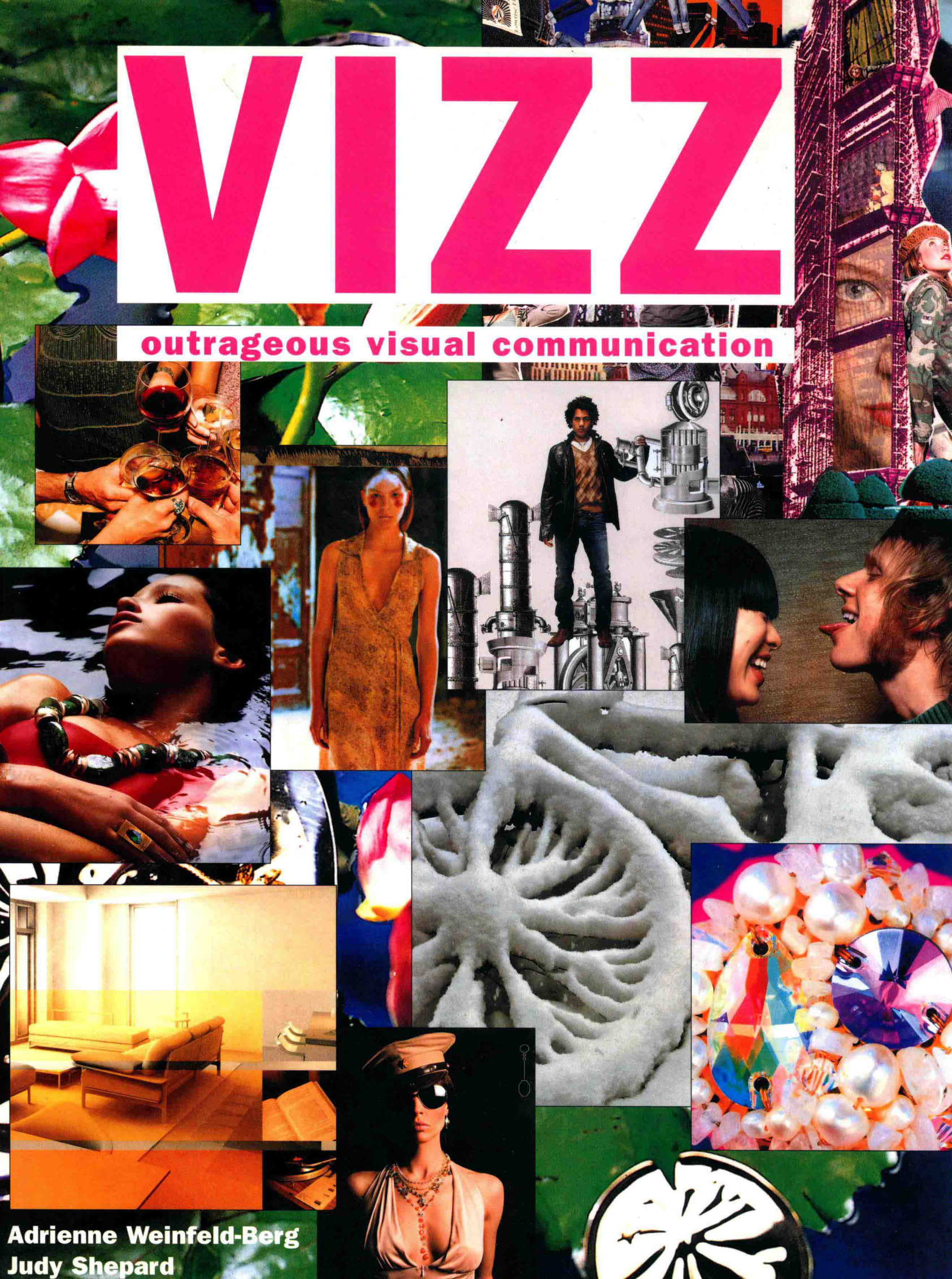
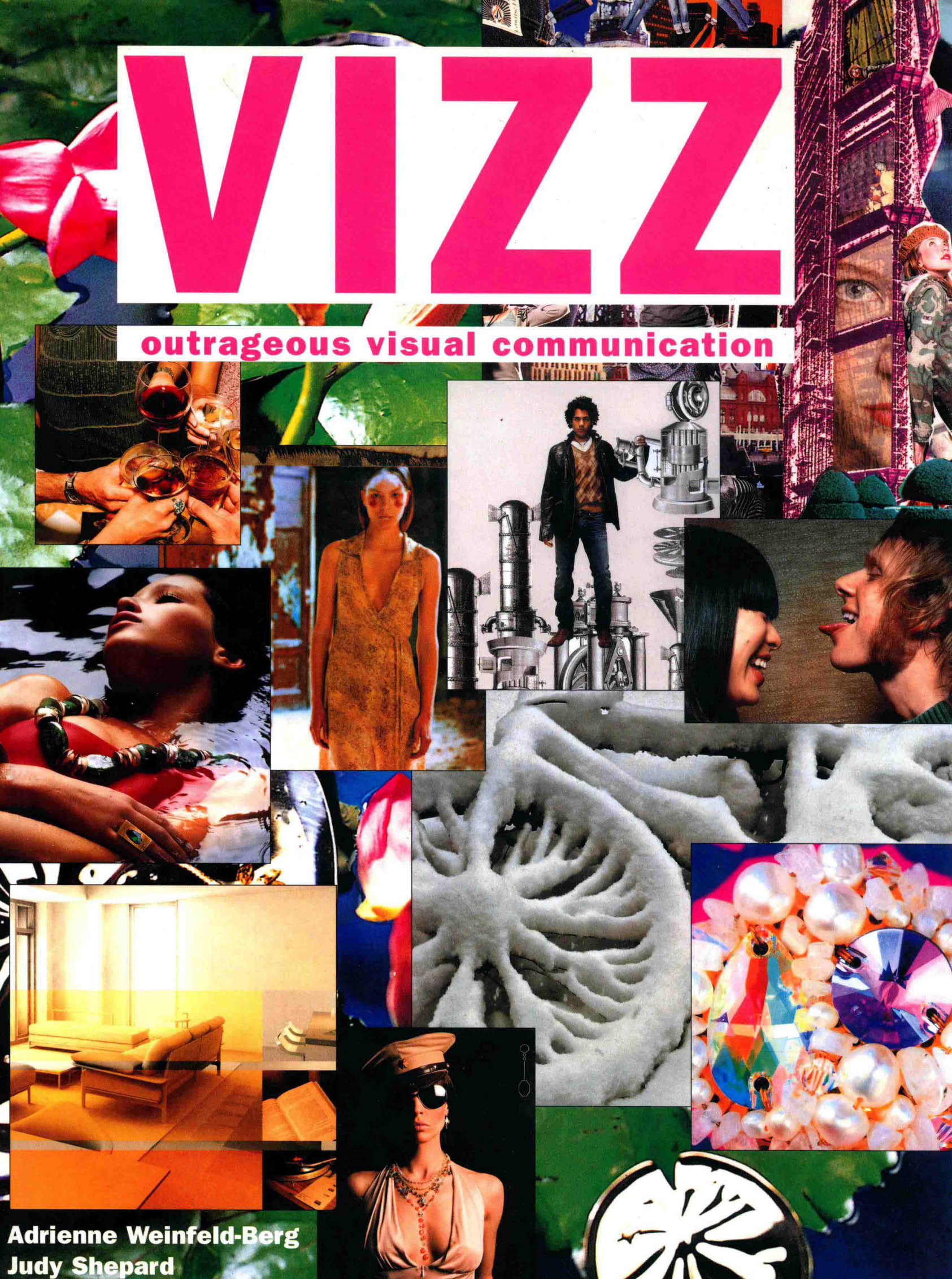
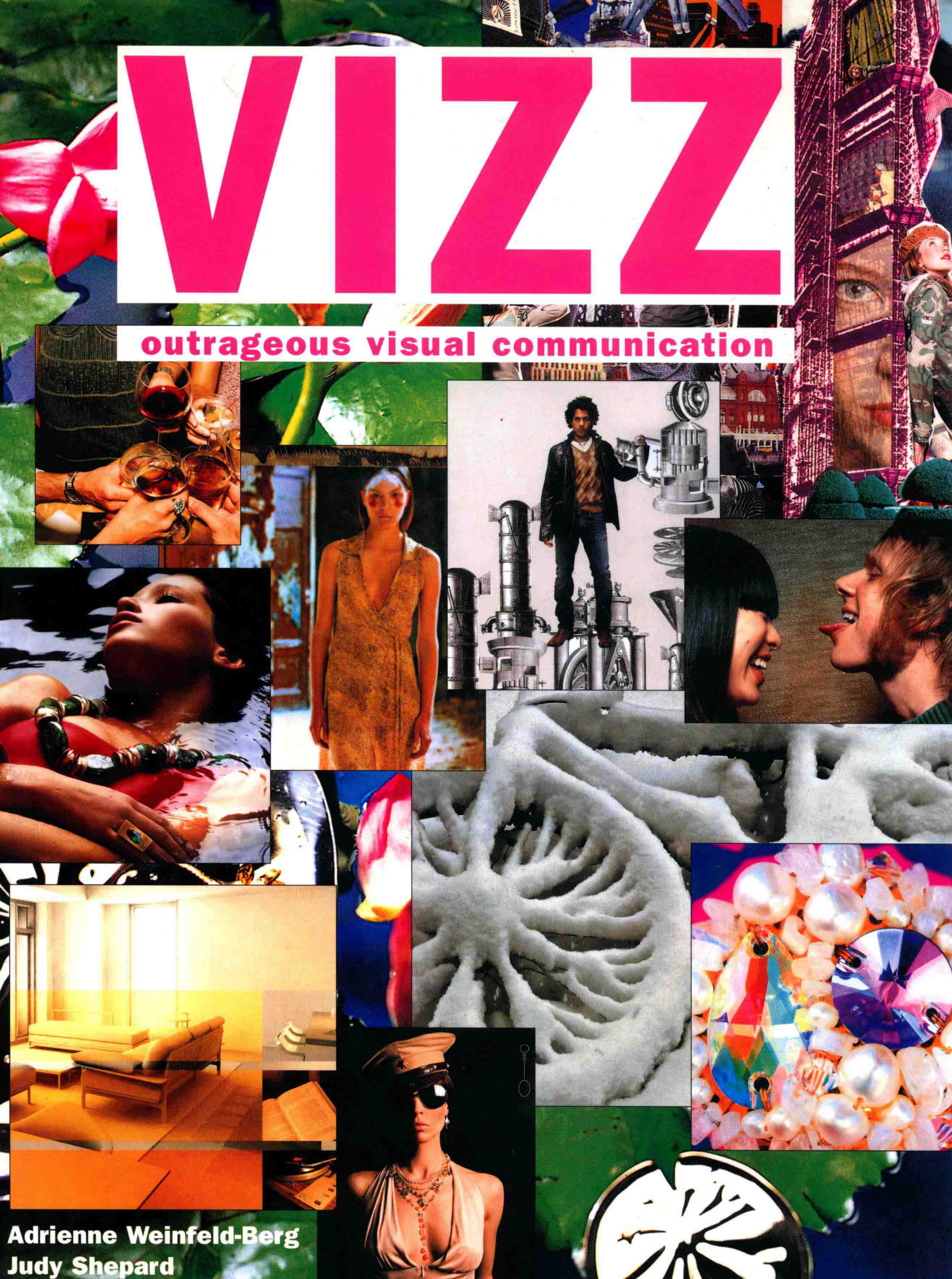
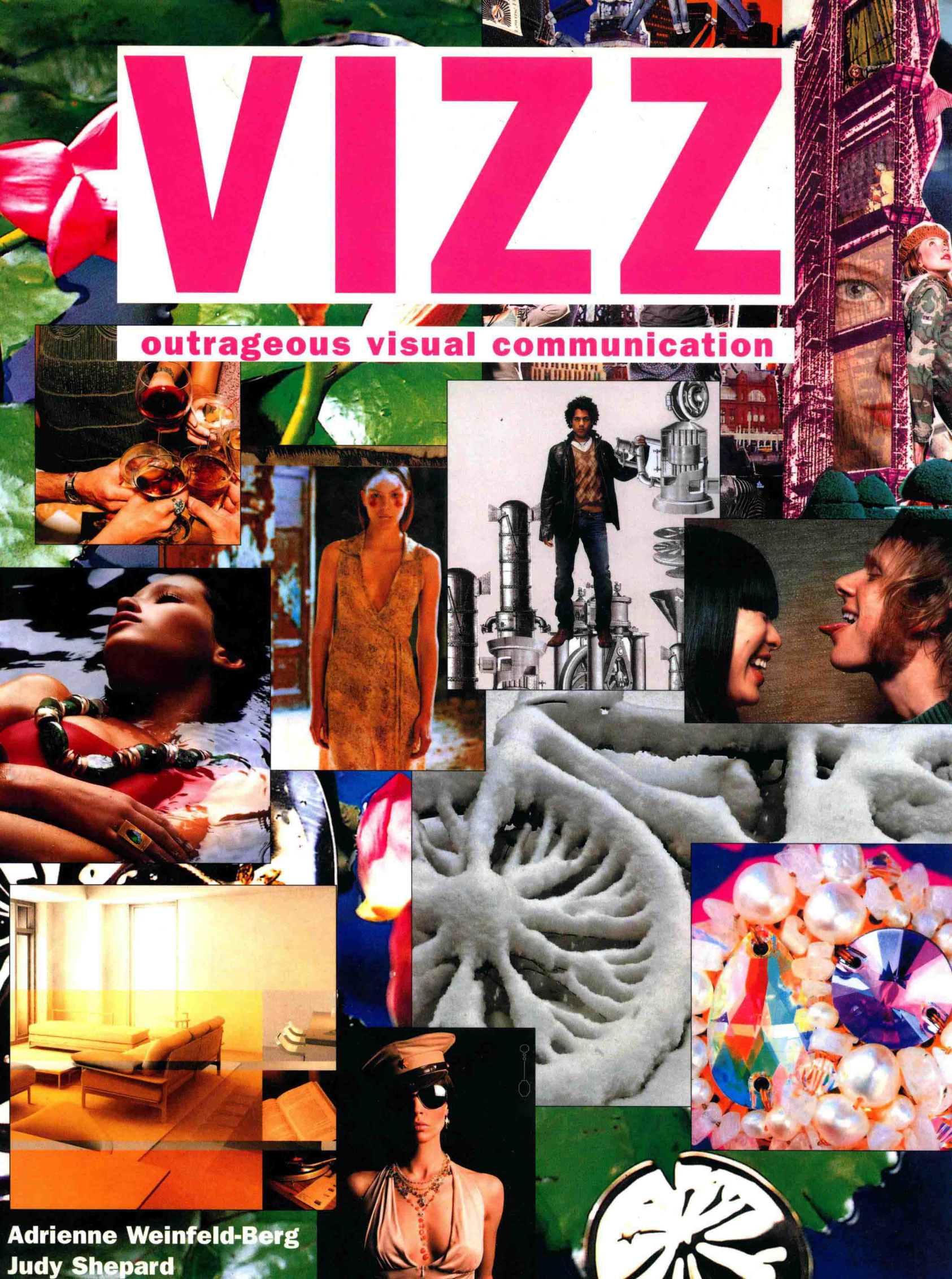
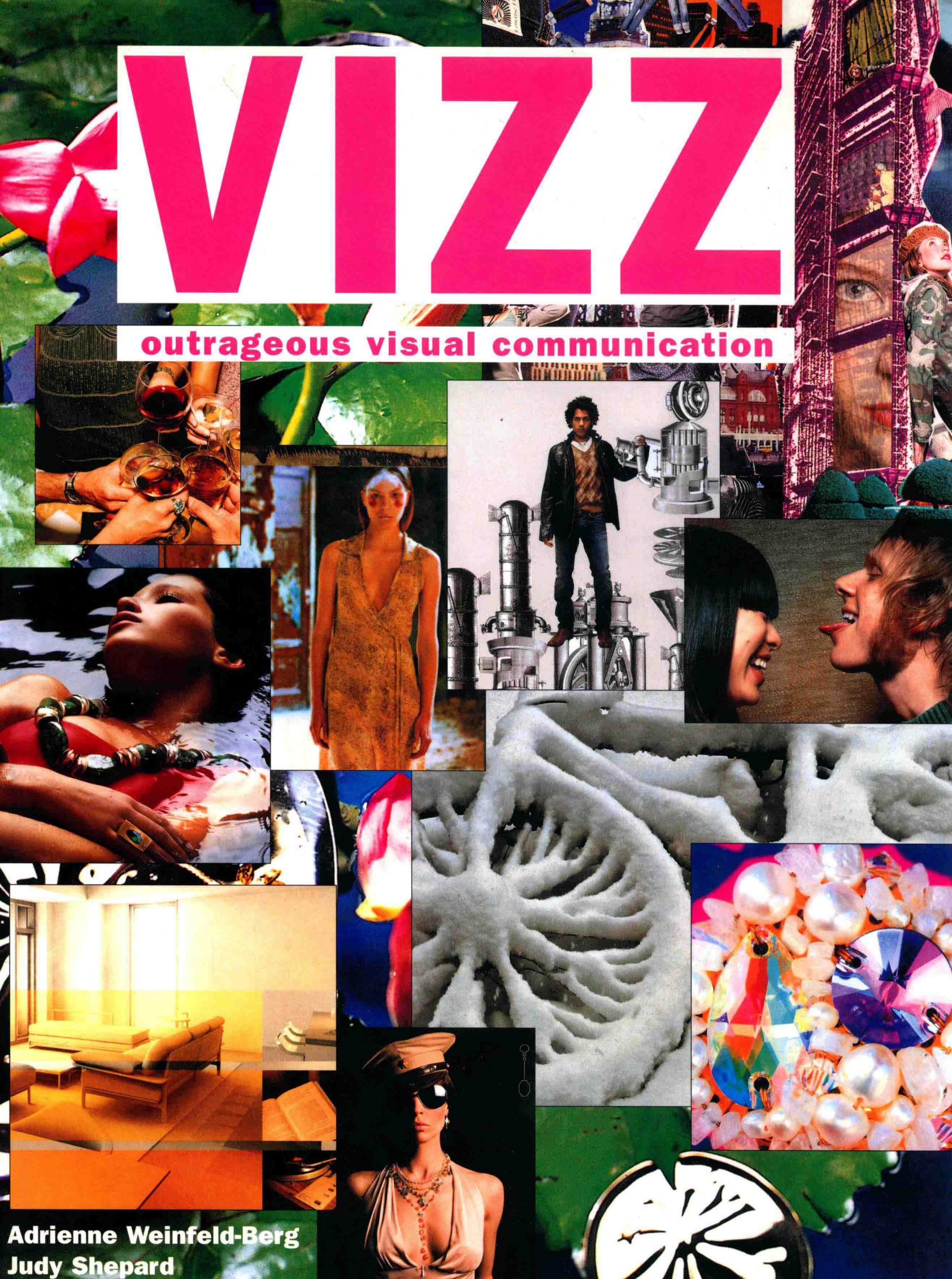


[illegible][illegible][illegible]

VIZZ

outrageous visual communication

Adrienne Weinfeld-Berg

Judy Shepard

Copyright © 2007 by Visual Reference Publications, Inc.

All rights reserved. No part of this book may be reproduced in any form or by any electronic or mechanical means, including information storage and retrieval systems, without permission in writing from the publisher.

Visual Reference Publications, Inc.
302 Fifth Avenue
New York, NY 10001

Distributors to the trade in the United States and Canada
Watson-Guptill
770 Broadway
New York, NY 10003

Distributors outside the United States and Canada
HarperCollins International
10 E. 53rd Street
New York, NY 10022

Library of Congress Cataloging in Publication Data:
VIZZ, Outrageous Visual Communication

Printed in China
ISBN: 1-58471-096-9
978-1-58471-096-7

Book Design: Judy Shepard

Contents

Introduction 7

The Surreal Side of Life 8

What you see is... what are you seeing? Look back twice as reality twists and turns and slips askew

Melissa, 8; Moët Hennessy USA, 12; Cliché, 14; Venge Vineyards, 20; staudinger+franke, 22; Harrods, 26; Gourmet magazine, 28; aloft, Starwood Hotels & Resorts Worldwide, Inc., 30; The Royal, 32; W magazine, 34; Urban Angels of New York, 36; Custo Barcelona/Stephen Dweck, 38; Home, Inc., 40; Stella McCartney/Cesare Paciotti, 42; Bergdorf Goodman, 44; Lyndon Wade Photography, 46; Dsquared2, Missoni, Moschino, 48; Burton Snowboard, Jimmy Choo, Marithe, Francois Girbaud, 50; Holoubek Studios, 52

Youth Rules the World 54

Loud and proud and in your face. Get their attention if you can

WESC, 54; Atticus Clothing, Inc., 58; Lucien Pellat-Finet, 60; Analog Clothing, 62; Triple Five Soul, 64; Celsius Snowboard Footwear Co., 68; Sfeer, 70; Volcom, 72; Vans, 74

Sex still Sells 76

Sex in the city and everywhere else!
Erotica sizzles and spices things up.

Meltin' Pot, 76; Lyndon Wade, 80; Ruehl No. 925, 82; FIRMA, 84; Diesel, 86; Sass&Bide, 88; Neen, 90; Vogue Gioiello, 94; Anthem Magazine, 96; Dolce & Gabbana, 98; LUZ, 100

Fashion still Sells 102

Fashion and accessories go way beyond the ladies who lunch

Piazza Sempione, 102; Original Penguin by Munsingwear, 104; BEGG Scotland, 106; Azuleiros, 108; Issey Miyake, 111; CO Collections, 112; Departures, 114; Geoffrey Beene/Aquascutum/Chado/Chanel, 116; Kate Spade, 118; Americana Manhasset, 120; LouisBoston/Perry Ellis, 124; Cliché, 126; Andrea Katz Objects, 128; Oskatextilvertriebs GmbH, 130; Colcci, 132; Jorge Revilla Design, 134; Petrovitch & Robinson, 136; Jordi Labanda, 138; Les Chemins Blancs, 140; Plisse, 142; Mayer, 144; Fashion from Spain, 148

Looks Matter 150

Images speak way louder than words.
Always have, always will

Kaoru Co., Ltd., 150; Bisazza Mosaico, 154; Icons/ghd, 156; Reinhold Jewelers, 158; Aereadenim, 162; Nars, 164; A Biased Guide to Color in Los Angeles, 168; Iggesund Paperboard AB, 172; Landstar, 174; Slane & Slane, 178; Gmund, 182; ddp, 184; Icon Table Book, jewels above all, 186; Swarovski, 190; Vogue, Japan, 194; The Black Rep, 196; Masterfile, 198; MAC Cosmetics, 202; Reebok, 204; Re-up Media, 206; Intini, 210; Pappas Enterprises, Macallen, 212; Quintessentially Original Magazine, 216; LeSportsac, 220

Have some Fun 222

Not to be taken seriously, words and pictures
to bring a smile to your face

LeBook, 222; NOSEtalgia: The Smells That Take You Back, 224; Harry Winston, 228; Vogue Gioiello, 230; Segway, 232; Fcuk, 234; Marlboro, 236; Group Baronet, 240; 4kidsentertainment, 242; Veer, 244; Wienerschnitzel Wiener Nationals, 246; J Shoes, 248; Juicy Couture, 250; DoDo, 252; Betsey Johnson/City Opera Thrift Shop, 254



VIZZ

outrageous visual communication

VIZZ

outrageous visual communication

Adrienne Weinfeld-Berg

Judy Shepard

Copyright © 2007 by Visual Reference Publications, Inc.

All rights reserved. No part of this book may be reproduced in any form or by any electronic or mechanical means, including information storage and retrieval systems, without permission in writing from the publisher.

Visual Reference Publications, Inc.
302 Fifth Avenue
New York, NY 10001

Distributors to the trade in the United States and Canada
Watson-Guptill
770 Broadway
New York, NY 10003

Distributors outside the United States and Canada
HarperCollins International
10 E. 53rd Street
New York, NY 10022

Library of Congress Cataloging in Publication Data:
VIZZ, Outrageous Visual Communication

Printed in China
ISBN: 1-58471-096-9
978-1-58471-096-7

Book Design: Judy Shepard



Contents

Introduction 7

The Surreal Side of Life 8

What you see is... what are you seeing? Look back twice as reality twists and turns and slips askew

Melissa, 8; Moët Hennessy USA, 12; Cliché, 14; Venge Vineyards, 20; staudinger+franke, 22; Harrods, 26; Gourmet magazine, 28; aloft, Starwood Hotels & Resorts Worldwide, Inc., 30; The Royal, 32; W magazine, 34; Urban Angels of New York, 36; Custo Barcelona/Stephen Dweck, 38; Home, Inc., 40; Stella McCartney/Cesare Paciotti, 42; Bergdorf Goodman, 44; Lyndon Wade Photography, 46; Dsquared2, Missoni, Moschino, 48; Burton Snowboard, Jimmy Choo, Marithe, Francois Girbaud, 50; Holoubek Studios, 52

Youth Rules the World 54

Loud and proud and in your face. Get their attention if you can

WESC, 54; Atticus Clothing, Inc., 58; Lucien Pellat-Finet, 60; Analog Clothing, 62; Triple Five Soul, 64; Celsius Snowboard Footwear Co., 68; Sfeer, 70; Volcom, 72; Vans, 74

Sex still Sells 76

Sex in the city and everywhere else!
Erotica sizzles and spices things up.

Meltin' Pot, 76; Lyndon Wade, 80; Ruehl No. 925, 82; FIRMA, 84; Diesel, 86; Sass&Bide, 88; Neen, 90; Vogue Gioiello, 94; Anthem Magazine, 96; Dolce & Gabbana, 98; LUZ, 100

Fashion still Sells 102

Fashion and accessories go way beyond the ladies who lunch

Piazza Sempione, 102; Original Penguin by Munsingwear, 104; BEGG Scotland, 106; Azuleiros, 108; Issey Miyake, 111; CO Collections, 112; Departures, 114; Geoffrey Beene/Aquascutum/Chado/Chanel, 116; Kate Spade, 118; Americana Manhasset, 120; LouisBoston/Perry Ellis, 124; Cliché, 126; Andrea Katz Objects, 128; Oskatextilvertriebs GmbH, 130; Colcci, 132; Jorge Revilla Design, 134; Petrovitch & Robinson, 136; Jordi Labanda, 138; Les Chemins Blancs, 140; Plisse, 142; Mayer, 144; Fashion from Spain, 148

Looks Matter 150

Images speak way louder than words.
Always have, always will

Kaoru Co., Ltd., 150; Bisazza Mosaico, 154; Icons/ghd, 156; Reinhold Jewelers, 158; Aereadenim, 162; Nars, 164; A Biased Guide to Color in Los Angeles, 168; Iggesund Paperboard AB, 172; Landstar, 174; Slane & Slane, 178; Gmund, 182; ddp, 184; Icon Table Book, jewels above all, 186; Swarovski, 190; Vogue, Japan, 194; The Black Rep, 196; Masterfile, 198; MAC Cosmetics, 202; Reebok, 204; Re-up Media, 206; Intini, 210; Pappas Enterprises, Macallen, 212; Quintessentially Original Magazine, 216; LeSportsac, 220

Have some Fun 222

Not to be taken seriously, words and pictures
to bring a smile to your face

LeBook, 222; NOSEtalgia: The Smells That Take You Back, 224; Harry Winston, 228; Vogue Gioiello, 230; Segway, 232; Fcuk, 234; Marlboro, 236; Group Baronet, 240; 4kidsentertainment, 242; Veer, 244; Wienerschnitzel Wiener Nationals, 246; J Shoes, 248; Juicy Couture, 250; DoDo, 252; Betsey Johnson/City Opera Thrift Shop, 254



Introduction

Often, when I am asked about what is new and different in fashion, retailing and advertising, I am hard put to give an answer. Sure, there is a lot of creative “stuff” out there. But most of it seems like the “same old, been there, done that” variety that I have seen over and over again. But, when I think about VIZZ, the words “new” and “different” jump into my mind. That’s because VIZZ is a showcase of contemporary, bold, provocative imagery; the kinds of images that do not cross your desk every day. VIZZ brings the buzz in words creative people can relate to and remember; words such as fun, fresh, fabulous, beautiful, interesting, discovery, eye-candy, unique, sexy, overt, et al.

Taking those words and translating them into memorable, inspiring work that appeals to super-creative people like you, VIZZ is a one-of-a-kind portfolio that consistently delivers 100s of examples of the best and brightest creative work.

As an editor, I am always on the lookout for the kind of varietal imagery that is going to instantly grab and captivate me by way of a certain artistic passion and commercial purpose, all mixed together in a fusion of creative design. And, that’s what is purposefully meant to intrigue, influence, impact with and even shock today’s consumer.

By its very nature, VIZZ is an eclectic, sometimes surprising commentary on modern times. More to the point, VIZZ focuses on the best of the best work done by a huge swath of fashion, retail and advertising pros. We all know that there has never been a more important time than today to create the kinds of print work that will set you, your customers and your clients ahead of the game and apart from the competition. VIZZ will help you to do just that.

Your thoughts and creative juices are going to flow like never before as you page through this book and view the “new” and “different” from cover to cover. Feast on the smorgasbord of visual delights, all served up in VIZZ’s unique style.

I know that each and every page in the book will inspire you to go further than you ever thought possible. I invite you to open up your eyes and your mind and take full advantage of everything VIZZ offers; the fantastic and unforgettable brochures, catalogs, magalogs, ads, direct mail, marketing communications, etc., all of which are here to give you a one-of-a-kind, instant swipe file of front-running, super-creative work.

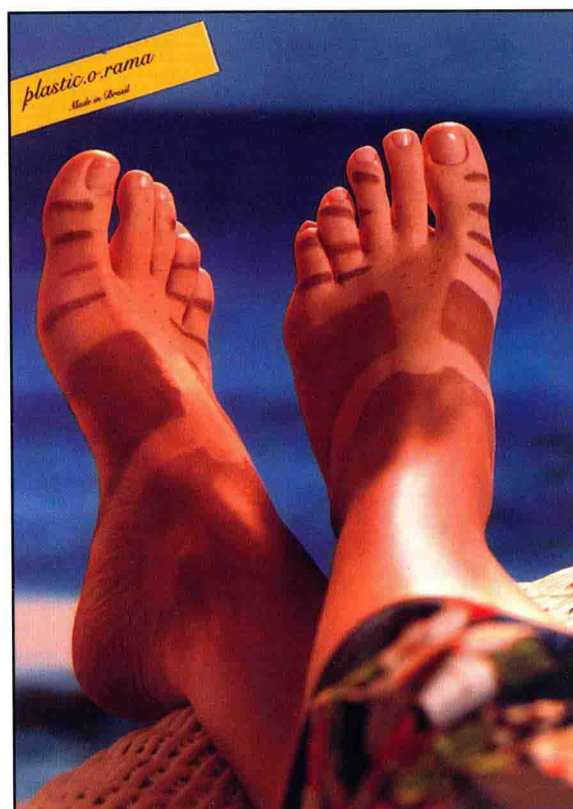
So now, the next time someone asks you what is really new and different, you will have just the right answer. VIZZ.

Adrienne Weinfeld-Berg

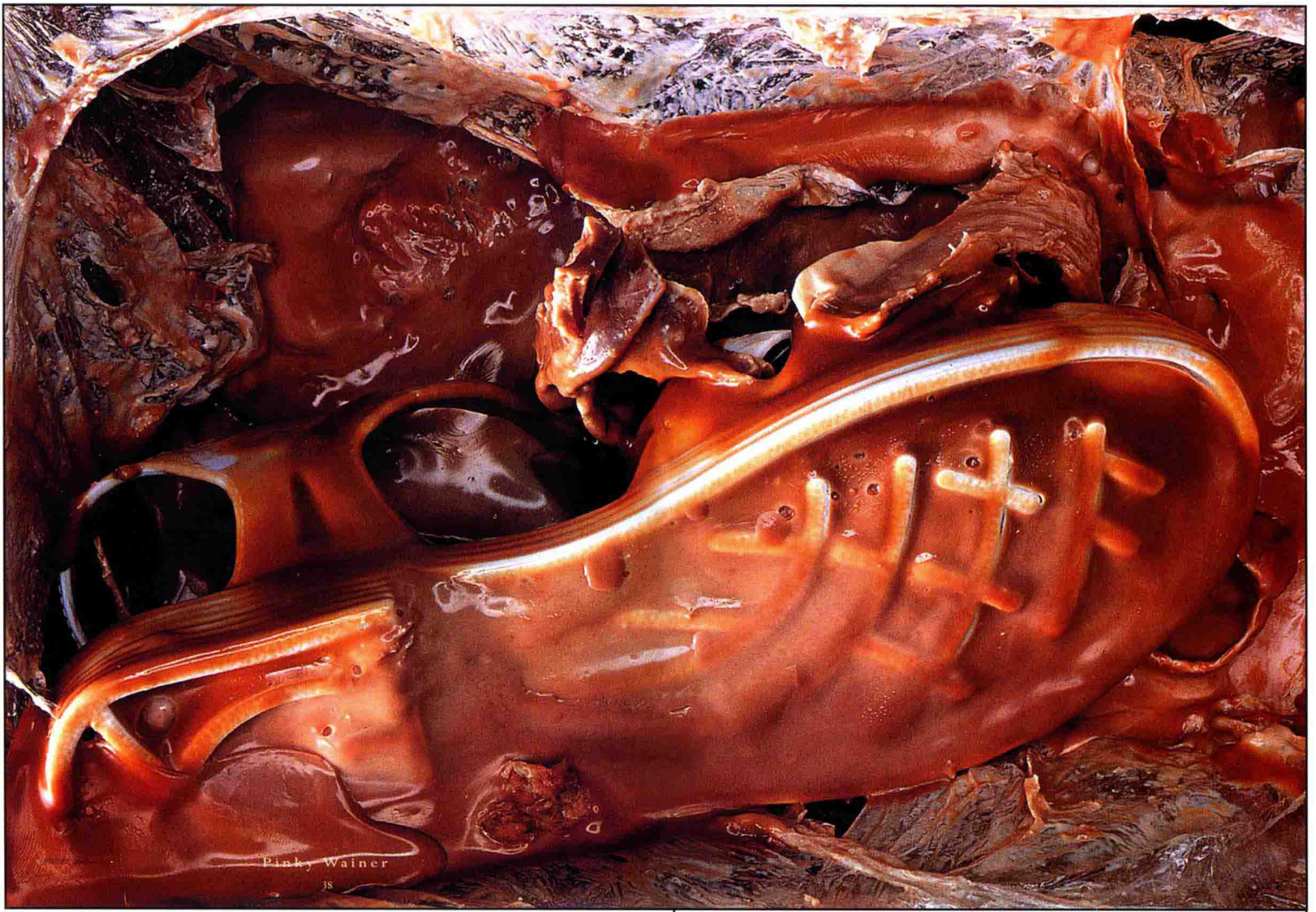


THEME: Plastic-o-rama

Celebrating a shoe company's 25th Anniversary by way of an exhibition set in a museum sounds neat. But, the real show here is the colorful, whimsical book, featuring an array of international artists' interpretations of Melissa's "Original Fisherman's Jellies." That means everything from footwear as a wacked-out, lipstick-red, encrusted saddle, to a mason-jar, filled with one shoe, surrounded by plastic toys. The chocolate-dipped pair of sandals is just out of this world; goodylicious or gross, draw your own conclusions.



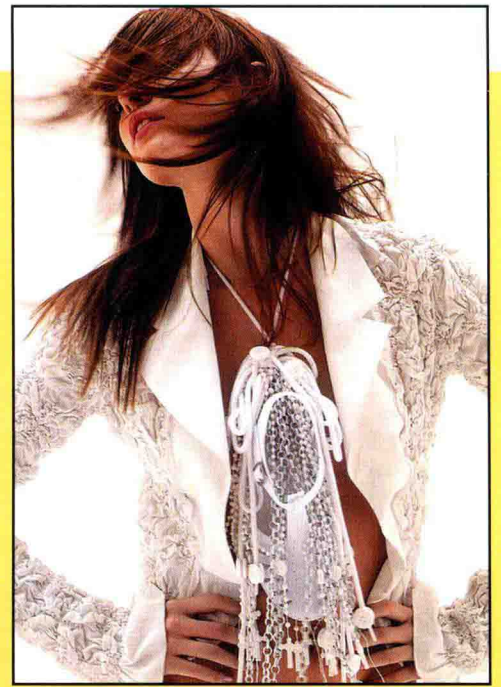
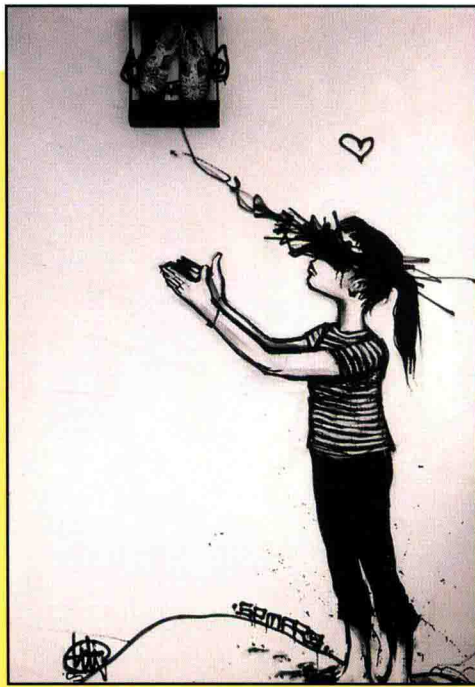
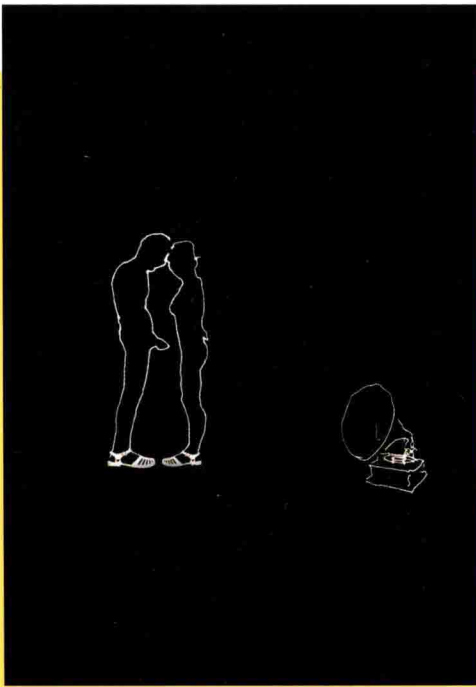
CLIENT: **Melissa** Rio de Janeiro
 CREATIVE DIRECTOR: **Erika Palomino**
 COORDINATION: **Jackson Araujo**
 PRODUCERS: **Maria Montero, Eduarda de Souza**
 DESIGN: **David Schnapper, Diego Chamorro, Luke Carter, Janaina Tahira de Rocha, Wed Duvall**
 TEXT: **Sergio Amaral, Andre do Val**
 SET DESIGN: **Marcelo Rosenbaum**
 LIGHT DESIGN: **Maneco Quindere**
 WEBSITE: **www.melissa.com.br**



KEYWORDS: The Fisherman Jelly as Modern Art; Pop Culture, iconic; Taking Foot Fetish to new heights.



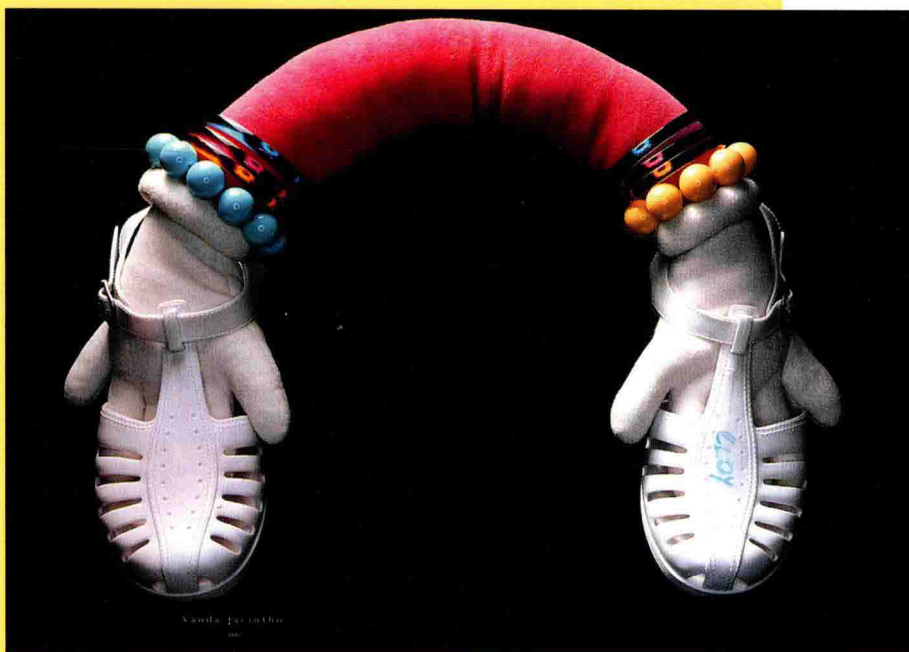
vizz



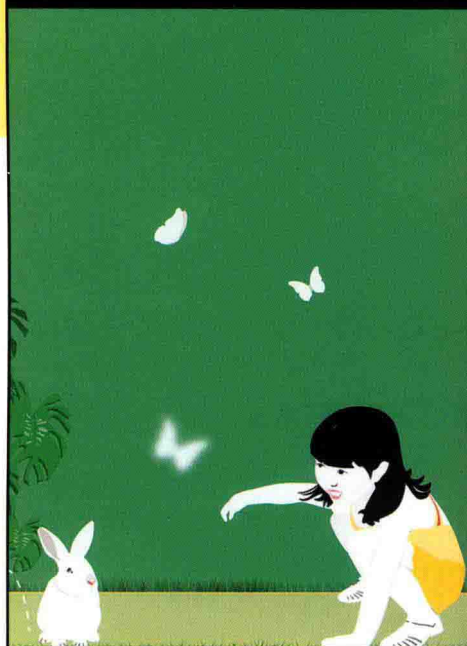
More from Melissa. Everything's here. Shoes immortalized in illustrations that run from high sex and naive, childish, to Mad-Max in the jungle. Photos of editorialized "model" and still-life shots come across as just plain funny on one hand; deeply disturbing and thought-provoking on the other.

VIZZ

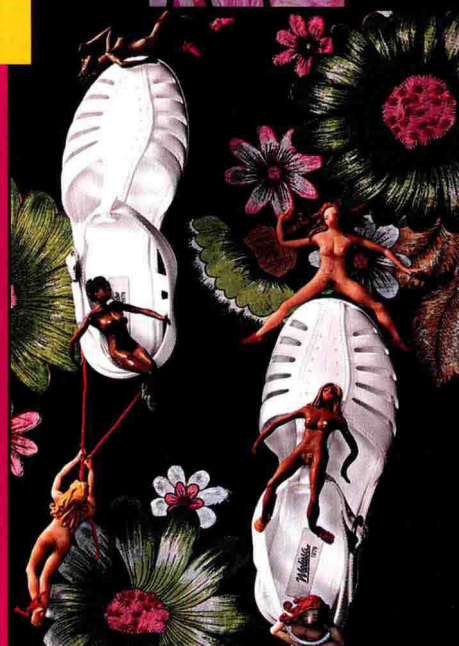




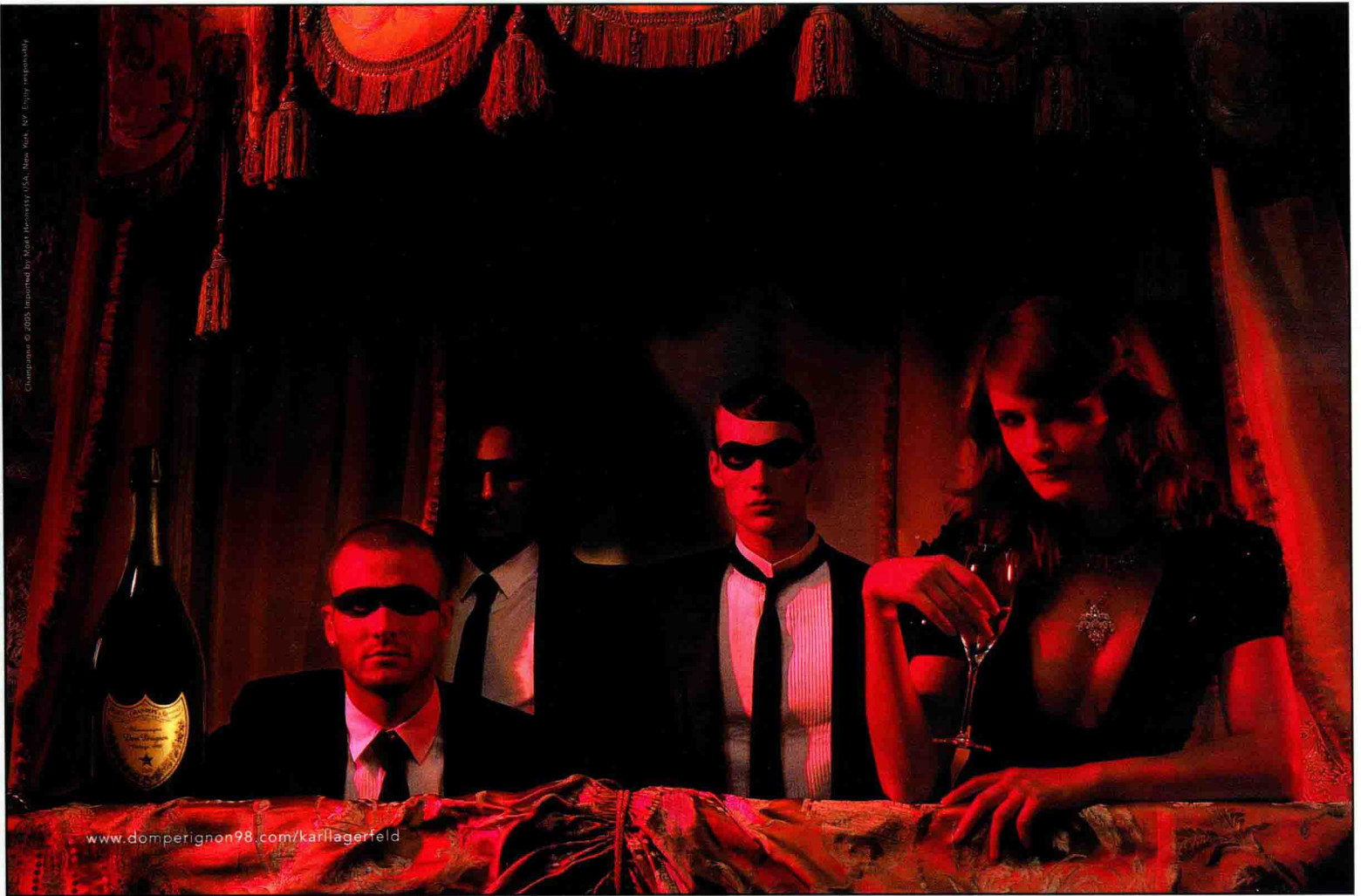
Vanda Pinheiro



RELAXO JARDIM



Marcelo Gomes



THEME: Enter the world of Dom 98

Naturally, the launch of champagne Dom Perignon, Vintage 1998 makes a big splash, so it's quite fitting that this *W* magazine ad campaign, featuring one supermodel, along with an eclectic cast of characters, would be shot by Karl Lagerfeld. The bottle itself, overtly voluptuous and almost human, is the star. Then, there are masked "men in black and white," seen emotionless, within a strange, embellished environment, alongside a bejeweled Helena Christensen, champagne glass in hand. The mise-en-scene showing the product, as part of what appears to be a crew of editors, creative types, et al, in a lush room, strewn with papers and magazines, is just plain deep and creepy. Log onto the website to see everything Dom 98, including the rest of the campaign, behind-the-scenes videos, interviews, music, and more. Enjoy responsibly.



KEYWORDS: Mystery, beauty, sadomasochism, erotica, voyeurism, radiant from dark to light

CLIENT: **Moët Hennessy USA**, New York, NY
 PHOTOGRAPHY: Karl Lagerfeld
 MODEL(main): Helena Christensen
 FASHION STYLING: L'wren Scott
 HAIR: Odile Gilbert
 MAKEUP: Emmanuel Sammartino
 WEBSITE: www.domperignon98.com/karllagerfeld

