

**Project**

In anticipation of the arrival of Viktor & Rolf's debut menswear collection (available exclusively at Reflections Amsterdam), the product's certified original Made in Italy by Gibo Spa was enthusiastically promoted and shared with both national and international customers clamoring to view it first. As the boxes were newly opened, all clients experienced the same sensation each time they came in to view Monsieur, sometimes even happily unpacking boxes right alongside the store's staff.

**OG:**

VIKTOR  
& ROLF'S  
MONSIEUR  
FW2004

# new dutch landing

arrival first V&R mens' collection in Amsterdam



<b>Country</b> Netherlands	<b>City</b> Amsterdam	<b>Year</b> 2004	<b>Client</b> Reflections	<b>Status</b> Realized	<b>Programs</b> Retail	<b>Themes</b> Collection launch	<b>Art Direction</b> Marcelo Horacio Maquieira Piriz	<b>Curator</b> Oficina Gabardine
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