



WHAT

The presentation stand for Lyria at Premiere Vision, Paris

HOW

This stand has been custom designed from every aspect. All furniture, flooring and display pieces have been custom made. Heavily decorating the stand with found items, art and antiques is what finishes this highly personal environment.

WHY

It is important that the identity of the brand is communicated through everything the company does. In Paris we wanted to submerge the clients into the world of Lyria. We wanted the place to feel magical, eclectic and reflect the mood of the collection.