ETIENNE RUSSO  
FAIRYLAND MAKER

Lanvin F/W 2010 offers a fantastic sharing opportunity, you don't need to be present to true emotion raised and lived collectively during an event but Live streaming Physical and virtual worlds going hand in hand allow a live experience of the show or the live broadcast effect? innovative proposal ideas we know no limit.

The entire team is responsible for this success, as always in our profession. I talented sound stylist & music producer. reflects the dialogue between classic and modern. Thanks to the wonderful whole production that was up to its standards. 1952 models perfectly 000 spectators ) in this historical and exceptional place, the Duomo, was a I have had a professional and friendly relationship with Moncler and its performers? Also, I just recall the Moncler's 70th anniversary Milan show, you have I'd say that we learn more from our mistakes than from success. Failing is a every successful one? Will you have higher standards and expectations for the next show after

You have created so many unforgettable classic clips for the fashion Dior Men Pre-Fall 2023 of course I am grateful for the success of a project and glad for the teams that could have been done better or differently that comes first to mind but that I supervise the mannequins' scenography. and Virginie Viard, it is always with the same pleasure and great enthusiasm beginning of no future" . All of these highlight moments mean to you?

Venue, lighting, music, models, performance, and installation are the key perspectives. It is an highly enthusiastic and inspiring time on that level. At emerged, and we are discovering & experiencing everyday new supermarket" show, 2017 F/W Ready-to-Wear "giant rocket" show, 2019 care about fashion know that, 2014 F/W Ready-to-Wear "Chanel creativity of The Times". What is your opinion on this?

A good fashion show can considerably influence the perception, the emotion fashion design? From a perspective other than that of a designer, how do you think about design." Marketing has become a "whirlpool" in the fashion industry. now I find that topics and instant delivery are more important than every possible instruments to magnify visions.

Givenchy menswear F/W 2023 of creative planning, they insist on telling stories focusing on the including Dries Van Noten、Dior Men、Chanel、Hermès、Moncler. In terms particular, the boundary between High-end fashion and the Street-Styling entire fashion industry has been constantly undergoing cultural changes. In As early as the 1980s when you start work in the fashion industry, the I couldn't imagine that the first show I curated for Dries Van Noten in 1991 created relations and work with the best designers from the Antwerp school. I did not have a defined career plan, but when decisive encounters and

When did you realize that you want to work in the field of fashion show Dries Van Noten menswear F/W 2023 shows? As part of the creative framework, the master producer has produced countless unprecedented and time flies! Fashion show is given a brand-new definition. We are growing in and myself is to highlight and magnify the unique vision and message of that goes from high fashion to high street. The main objective for my team shows?

When you were suddenly fired with creative inspiration, how do you usually Maison Martin Margiela F/W 2006 directions and creative concept is to materialize and sublimate an idea, a and myself is to highlight and magnify the unique vision and message of that would lead to a 30th years career - and counting - in event production. When I realized that I want to work in the fashion industry, the Dries Van Noten menswear F/W 2023 iFASHION

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Please find the record of the exclusive interview with the helmsman of these Maison Martin Margiela F/W 2006 Time flies! Fashion show is given a brand-new definition. We are growing in and myself is to highlight and magnify the unique vision and message of that would lead to a 30th years career - and counting - in event production. When I realized that I want to work in the fashion industry, the Dries Van Noten menswear F/W 2023 iFASHION
You have said that you are not willing to do the repeated things. Your creative planning of the show has pushed the limits again and again, and we can see that your enthusiasm for this work has never decreased. In the past year, the concept of Metaverse have a significant impact on fashion industry. Imagine the future fashion show hosting medium only exists in the virtual world, it will no longer be constrained by the weather, personnel, equipment and other emergencies, and the challenge is more focused on the technical level. Will you still love your job at that moment?

I passionately love what I do. I am curious about the knowledge that feeds my creativity. Ideas come to me and to have new ways to express them, to realize them is an extraordinary and very inspiring chance. I understood the idea of the Metaverse by watching on the advice of a younger Ready player one, a Steven Spielberg’s movie (underestimated in my opinion). The current economic instability, the questions and doubts it generates are lowering the momentum for new technologies. It is by understanding them, analyzing them in depth and following their evolution that we will be able to use these new tools as additional assets to magnify the existing. I always move/look forward that’s who I am.

INTERVIEW KARIS ZHAO
IMAGES FROM VILLA EUGÉNIE