

CONCEPT
A Creative Studio for Brands & Places



WE BELIEVE CULTURAL EXPERIENCES
CAN AWAKEN THE SENSES
AND ENABLE BRANDS TO CULTIVATE
MEANINGFUL EMOTIONAL
CONNECTIONS WITH THEIR AUDIENCES.



WE CRAFT CREATIVE CONCEPTS
THROUGH ART, DESIGN, FOOD,
AND ARCHITECTURE.

OUR VALUES

PASSIONATE & COMMITTED

We love what we do and are dedicated to providing unique, tailored solutions for our clients. We ensure the highest quality and creativity by setting high standards and constantly challenging ourselves to deliver the best results.

CROSS-CULTURAL & OPEN-HEARTED

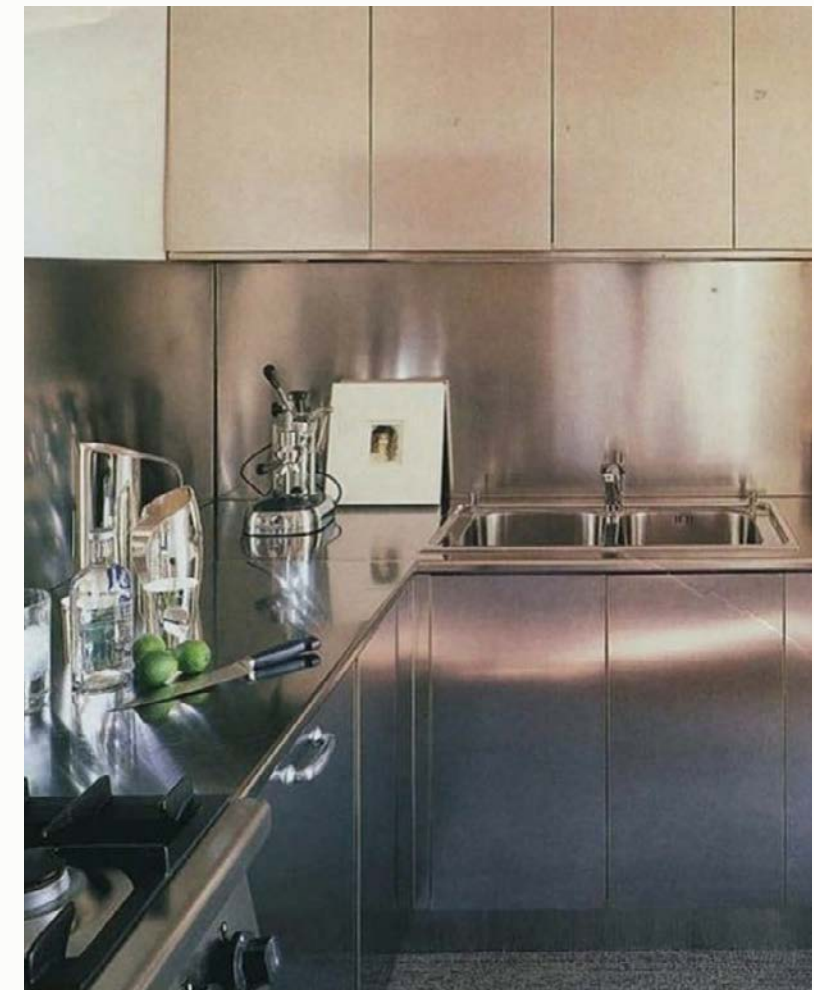
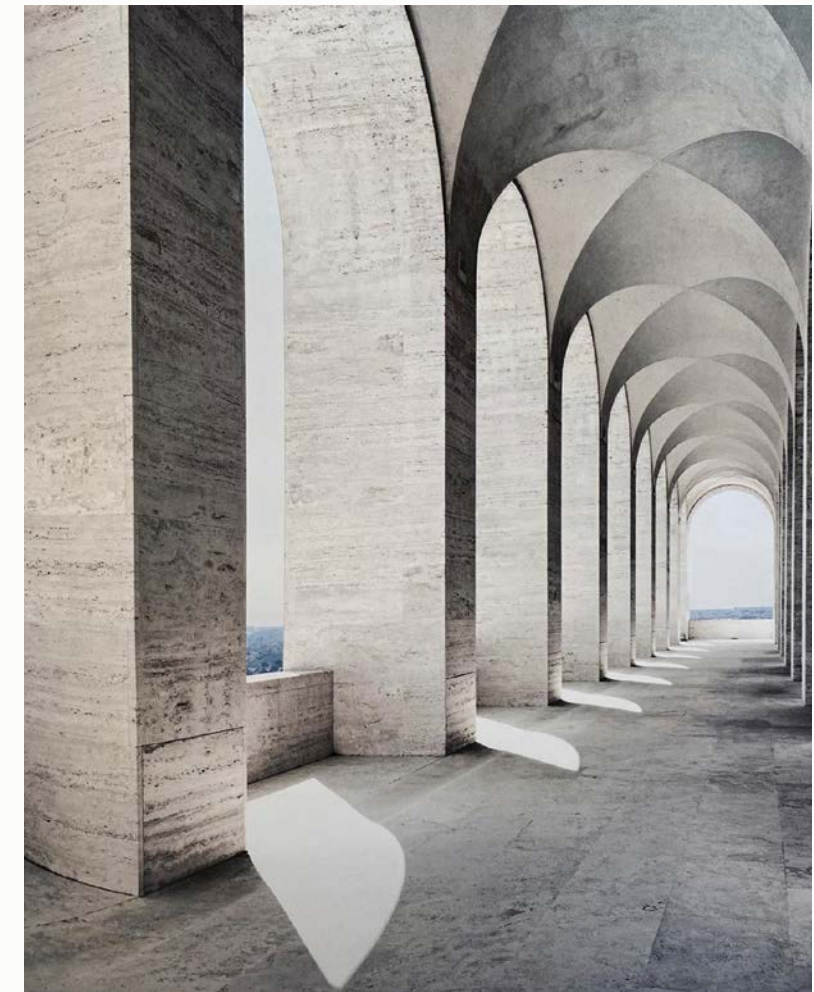
We are open to all cultures, geographies, eras, and styles. We blend diverse inspirations to create unique moments, objects, and places.

CONSCIOUS & RESPECTFUL

We aim to create a better world through respectful, fruitful collaborations and a responsible approach to the planet and all living beings. Since its founding, CONCEPT has been a member of 1% for the Planet.

INNOVATING FROM HERITAGE

We blend the richness of past artistic and cultural movements with modern ideas to create innovative solutions that honor tradition and embrace the future.





COSIMA UNGARO & AUSTIN FEILDERS

MULTICULTURALISM

We blend American, Italian, and French cultures to create a unique, transatlantic perspective that enriches our work.

LEGACY

Inspired by a heritage of creativity and innovation, we go beyond trends to imagine lasting solutions.

CREATIVITY

Our expertise spans media, publishing, fashion, hospitality, photography, cinema, and travel, delivering diverse and impactful solutions.

Emanuel Ungaro founded CONCEPT over 20 years ago as an incubator for dream projects. In 2019, Cosima and Austin began expanding this creative legacy into a new era.

BRAND EXPERIENCE

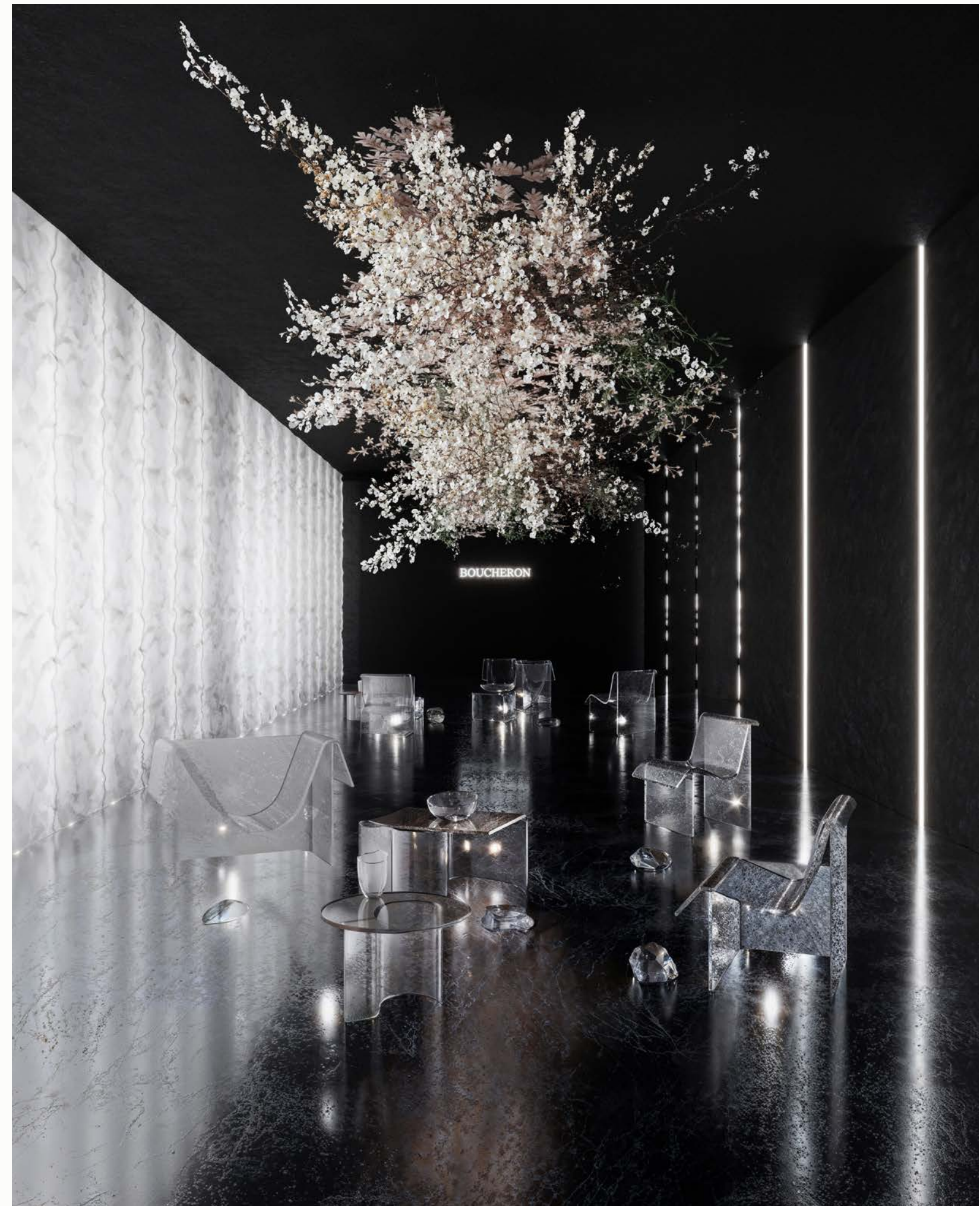
COLLABORATIONS
Unique partnerships and
limited editions

SCENOGRAPHY
Exclusive journeys
and set design

CULTURAL CURATION
Art and cultural
programming

EDITORIAL & PUBLISHING
Brand narrative
and print design

CONTENT CREATION
Creative direction
and production





INTERIORS

IMMERSIVE SPACES

Bespoke retail, hospitality, and residential environments that deepen connections and engage the senses.

INSPIRED BY LEGACY

A quest for freedom and dreams, inspired by Emanuel Ungaro's heritage projects in Italy and France.

INNOVATIVE DESIGN

Embracing the romantic, sensorial beauty of the natural world.

HOSPITALITY

LOCATION

In 2025, *CONCEPT* will open Emanuel Ungaro's private retreat in Provence to select clients, offering a unique backdrop amid 65 hectares of unspoiled nature and historic, newly restored residences.

EXPERIENCES

Offering the highest levels of personalization, privacy, and exclusive access to amenities with tailored experiences.

RETREATS

Providing privacy and exclusivity for productive work sessions, or a convenient hospitality suite in a peaceful and creative setting.



OUR APPROACH

PHASE 1

IDEATION

Define a concept centered around a core idea derived from inspiration and research that resonates with the project's identity. Present 1 to 3 options as synopses and mood boards.

PHASE 2

DEVELOPMENT

Develop the idea to meet final needs, identifying locations, talents, objects, and more. Form the production brief and guidelines. Provide a detailed presentation of the concept and chosen creative direction, including projections of the final "object" (mock-ups, renderings, etc.).

PHASE 3

OVERSIGHT

Oversee the execution of the approved concept, ensuring it meets the highest standards of quality and creativity. Provide ongoing creative direction to align with the brand vision. Measured in time spent on creative oversight during the production phase.

CONCEPT
FOR

BOTTEGA VENETA
BOUCHERON
DIPTYQUE
ICICLE
KERING BEAUTY
DOM PÉRIGNON
MAZARIN
MEMO
MOËT & CHANDON
PUCCI
SENTO
VEUVE CLICQUOT
ZARA HOME



CONCEPT FOR BOTTEGA VENETA

NAMING MATTHIEU BLAZY'S FIRST BOTTEGA VENETA FRAGRANCE LINE

Bringing *Bottega Veneta's* identity to life through a comprehensive naming strategy for its debut fragrance collection.

OUR IDEA

Drawing from Italian cultural heritage and blending sensual and elemental themes, we developed evocative names for Matthieu Blazy's inaugural fragrance collection that captured the convergence of the human body and nature. *Acqua Sale* and *Colpo di Sole* embodied the sensory experiences that define *Bottega Veneta's* identity, while reflecting its commitment to luxury and sustainability.

OUR MISSIONS

Semiology and naming strategy

Storytelling

Cultural research

RESULT

The fragrance launch has been widely celebrated for its sophisticated and evocative storytelling. We are proud to have contributed to a project that combines tradition, innovation, and sustainability, solidifying *Bottega Veneta's* position in luxury fragrance.

01.2023



BOTTEGA VENETA



BOTTEGA VENETA



BOTTEGA VENETA





BOTTEGA VENETA



BOTTEGA VENETA

CONCEPT FOR BOUCHERON

REVEAL AND LAUNCH A NEW COLLECTION THROUGH EXCLUSIVE EVENTS

Boucheron launches OR BLEU, a high jewellery collection designed by Claire Choisne, composed of 26 exceptional pieces. As an homage to water, inspired by Icelandic waters – strong, powerful and raw – this new collection is launched in Paris and will be presented in key markets to VICs and Press.

OUR IDEA

Design a multi-sensory experience that offers total immersion into Claire Choisne's creative journey. An event as an experiential journey transporting guests to the very essence of her inspiration: the raw and wild power of water. This concept will take life in Paris, and will be adapted by Boucheron market's around the world.

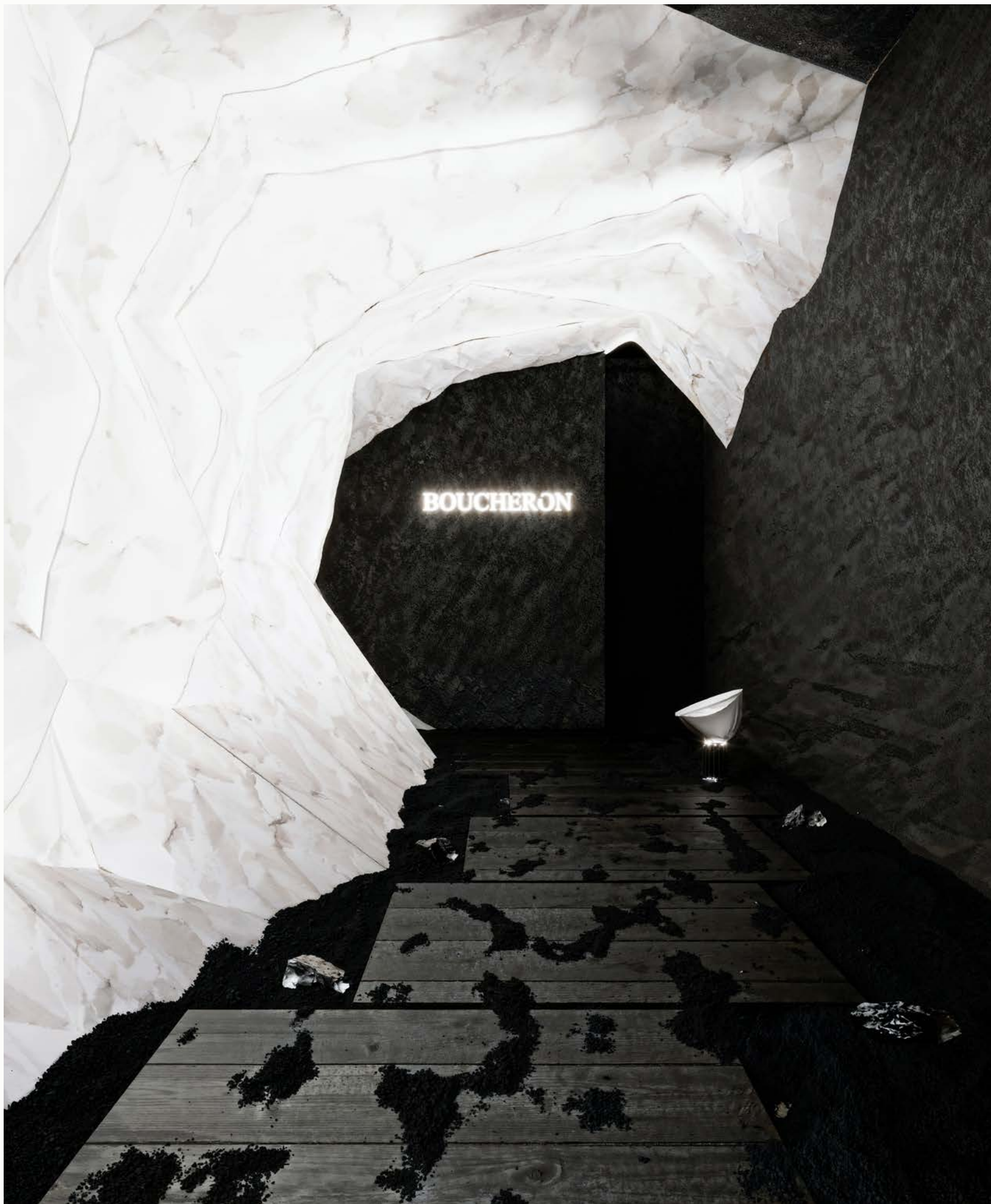
OUR MISSIONS

Creative direction & Talent sourcing
Scenography: Furniture, lighting, floral, tableware
Food concept
Guidelines formalization

RESULT

A scalable creative concept reinforcing Boucheron's creative vision.

06.2024



CONCEPT FOR BOUCHERON



06.2024



OR BLEU







CONCEPT FOR BOUCHERON



06.2024

OR BLEU



CONCEPT
FOR
BOTTEGA VENETA

OFFERING EXCEPTIONAL
AND EXCLUSIVE EXPERIENCES
TO BOTTEGA VENETA'S
VICS IN VENICE.

To retain their VICs' loyalty, *Bottega Veneta* invested the Palazzo Soranzo Van Axel in Venice. The Palazzo, curated by Matthieu Blazy, hosts cultural events, provides a residence for select artisans, and offers dressing consultations and red carpet services.

OUR IDEA

We curated an itinerary of unforgettable experiences and artisans that embody *Bottega Veneta's* essence. These offerings elevate guests' visit to the Palazzo, blending the brand with culture and creating lasting memories.

OUR MISSIONS

Cultural curation, Experiences design
Talent outreach

RESULT

We enhanced customer experiences, strengthened relationships with high-value clients, and reinforced *Bottega Veneta's* commitment to craftsmanship and creativity.

06.2024



CONCEPT FOR BOTTEGA VENETA



06.2024

BOTTEGA VENETA IN VENICE







CONCEPT FOR BOTTEGA VENETA



CONCEPT FOR ZARA HOME

LAUNCHING SPECIAL COLLECTIONS THROUGH THE EYE OF ARTISANS

In Spring 2023, *Zara Home* launched the Pottery & Ceramics collections and needed a dedicated content program.

OUR IDEA

We anchored these collections in sensory and elemental experiences by curating specific artisans for each: *Appartu* for Ceramics and *Castor Fleuriste* for Pottery.

OUR MISSIONS

Talent curation, Creative & Art Direction
Content production & on-set direction

RESULT

More than just a campaign, we created an editorial and content program that positioned *Zara Home* as an authentic brand committed to craftsmanship and closely connected to artisans.

04.2023



FOCUS ON CASTOR FLEURISTE'S COLLABORATION

*A testament to the beauty,
fragility, and resilience of art
in the face of change*

Louis-Géraud Castor is an artist and true aesthete, creating arresting plant arrangements using seasonal colors and blooms. We captured Castor in his light-filled Paris atelier, exploring how his relationship with flowers is rooted in memory and how the routines of the studio mirror those of nature. He orchestrates precise, abstract compositions of color with his team, presented in *Zara Home* vessels.

Alongside video and stills content, an accompanying interview delved into his creative process, the interplay of different elements in the studio, and the impact of climate change on both his business and artistic practice.



CONCEPT FOR ZARA HOME



04.2023

FOCUS ON CASTOR'S COLLABORATION





CONCEPT FOR ZARA HOME





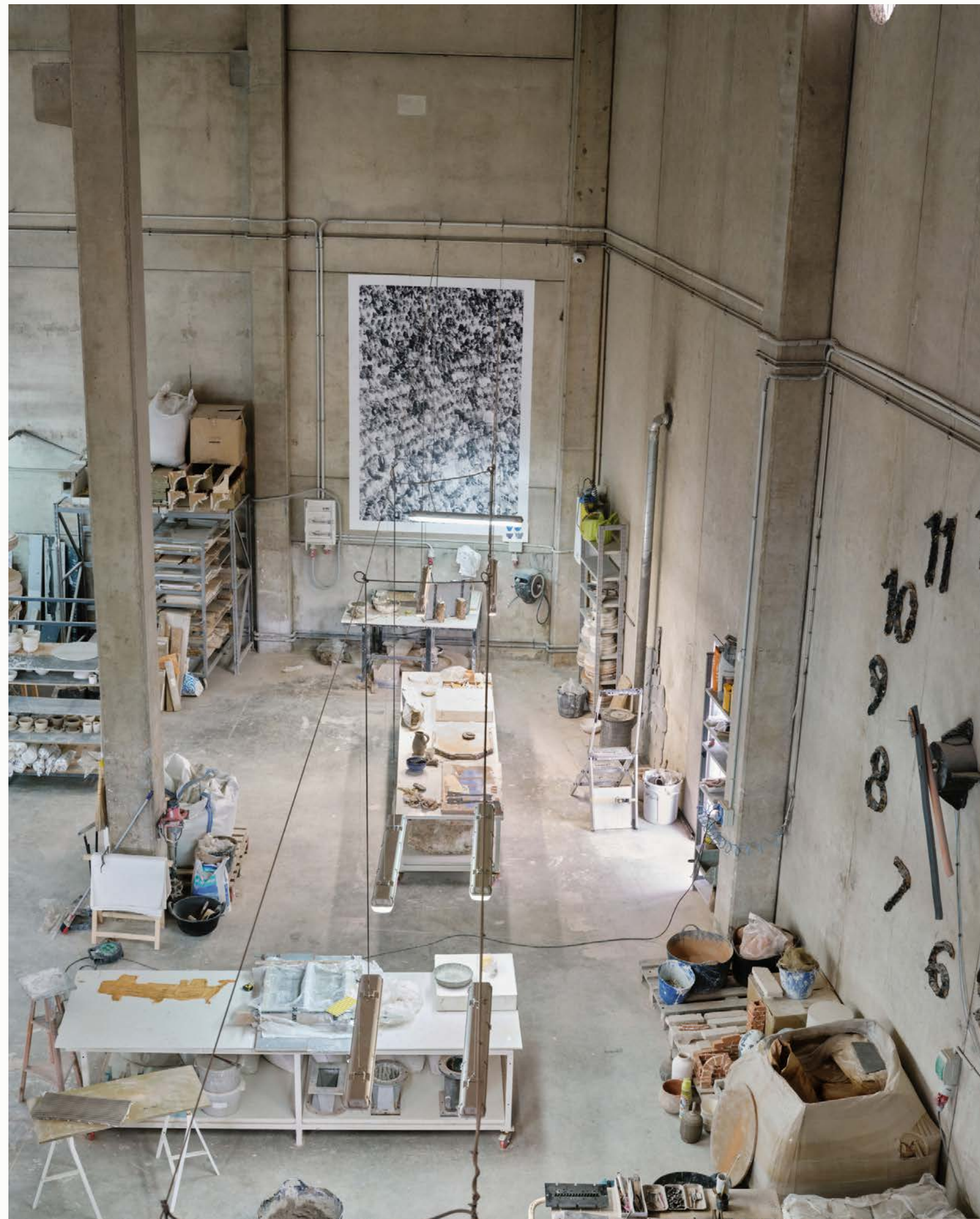
CONCEPT FOR ZARA HOME



04.2023

FOCUS ON CASTOR'S COLLABORATION





FOCUS ON APPARATU'S COLLABORATION

*Born of the elements and shaped
by human hands: a deep
dive into the art of making*

Apparatu is a Barcelona-based family design and pottery business. We crafted a reverse narrative, capturing the potter's craft by documenting the studio process from the final glaze and firing back to the raw materials. This showcased *Zara Home*'s line of vessels and clay-working tools within the context of the workshop. The campaign includes a core video, complemented by still photography and editorial content.





CONCEPT FOR ZARA HOME



04.2023

FOCUS ON APPARATU'S COLLABORATION



CONCEPT FOR BOTTEGA VENETA

BOTTEGA FOR BOTTEGAS 2024: HONORING VENETIAN HERITAGE

Bottega Veneta, one of the most renowned “bottegas” in the world, supports other “bottegas” through its annual program and campaign: Bottega for Bottegas.

OUR IDEA

For the fourth chapter of Bottega for Bottegas, *Bottega Veneta* turns to its Venetian origins, celebrating artisans who keep the city’s craft traditions alive. *CONCEPT* played a key role in curating this year’s selection, highlighting small-scale artisans whose work embodies both heritage and innovation.

OUR MISSIONS

Art & Cultural curation
Talent outreach
Art direction

RESULT

By introducing Laguna B, a family-run Venetian glassmaker, and Fonderia Artistica Valese, a historic bronze foundry, we helped strengthen *Bottega Veneta*’s connection to its roots while spotlighting the craftsmanship that defines the city. Through this collaboration, we contributed to a campaign that reinforces *Bottega Veneta*’s legacy and its ongoing commitment to artisanship.

12.2024

BOTTEGA



for

Bottegas

BOTTEGA



for

Bottegas

BOTTEGA



for

Bottegas

CONCEPT
FOR
BOTTEGA VENETA

BOTTEGA FOR BOTTEGAS,
CELEBRATING BOTTEGA
VENETA'S COMMITMENT
FOR CRAFTSMANSHIP
AND CREATIVITY.

Bottega Veneta, one of the most renowned “bottegas” in the world, supports other “bottegas” through its annual program and campaign: Bottega for Bottegas.

OUR IDEA

After a successful first edition dedicated to Italian artisans, *CONCEPT* curated a collection of objects from talented creatives worldwide who embrace the essence of Italian culture. From Brooklyn-based ceramicists to Japanese cheesemakers, we engaged artisans excelling in their fields.

OUR MISSIONS

Art & Cultural curation

Talent outreach

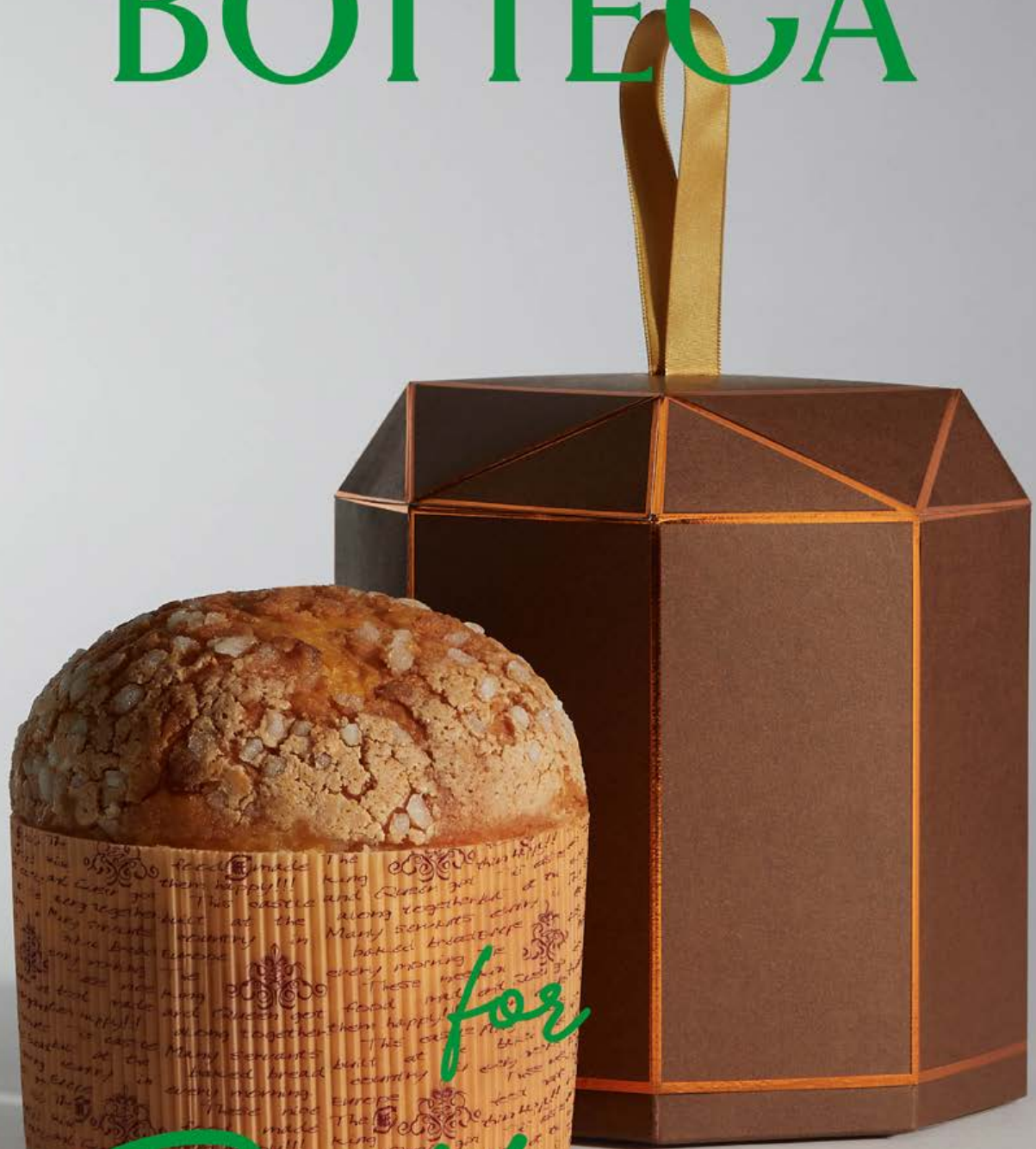
Art direction

RESULT

We contributed to enhancing *Bottega Veneta's* brand by celebrating Italian craftsmanship and fostering an international community of artisans.

I2.2022

BOTTEGA



for
Bottegas

BOTTEGA

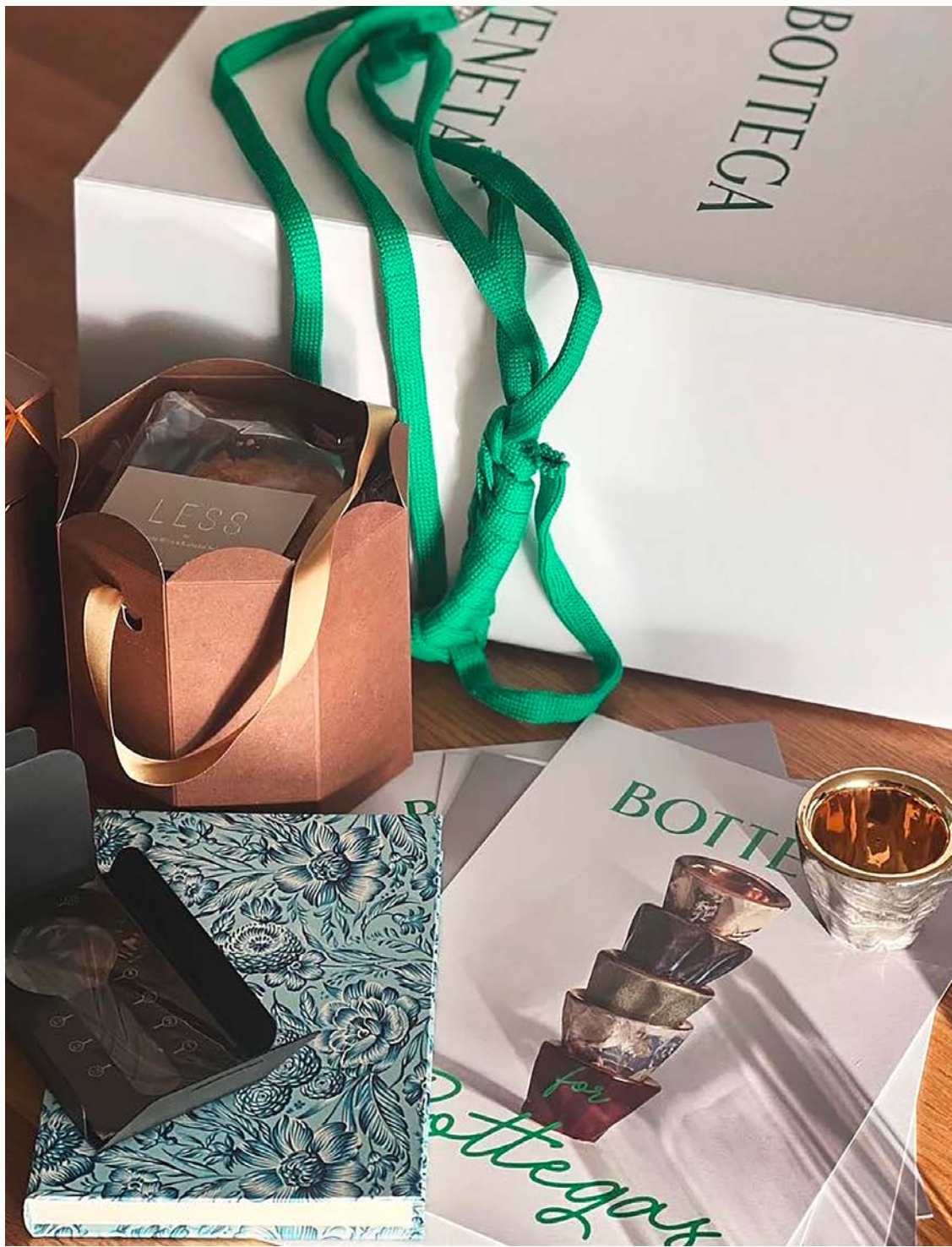


for
Bottegas

BOTTEGA



for
Bottegas



CONCEPT FOR BOTTEGA VENETA



12.2022

BOTTEGA FOR BOTTEGAS



CONCEPT FOR SENTO

REDESIGN OF THE SENTO PARIS BOUTIQUE

A sensory journey into artisanal craftsmanship through the redesign of *Sento's* flagship boutique in Paris.

OUR IDEA

We transformed *Sento's* boutique into an immersive environment that reflected its artisanal spirit, using natural materials and emphasizing the human touch to blend form and function seamlessly.

OUR MISSIONS

Experience & Set Design

Scenography

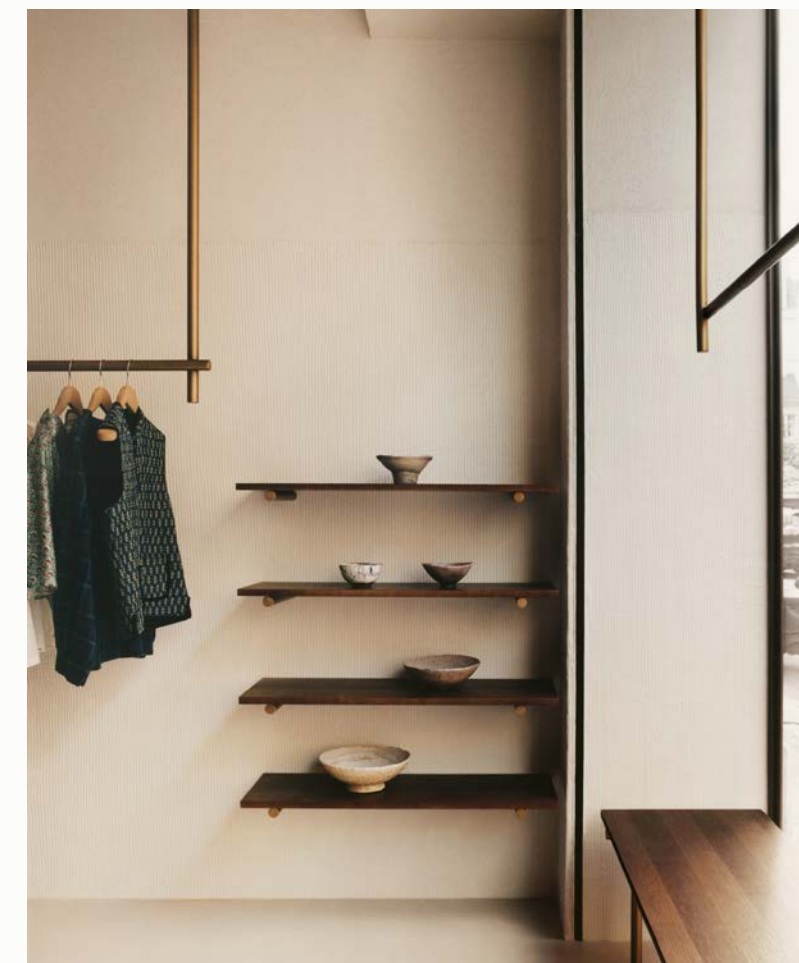
Lighting design

Art direction

RESULT

The boutique was redesigned to reflect *Sento's* lifestyle and artisanal values, using natural materials like oak and hand-applied mural textures to create a tactile, sensory space. Thoughtfully curated furniture and lighting enhanced the craftsmanship of the products, resulting in increased engagement and foot traffic, establishing the boutique as a hub for authentic, handcrafted luxury.

03.2024





CONCEPT FOR ICICLE

TRANSFORM KEY BUSINESS MOMENTS INTO SIGNATURE EXPERIENCES

Icicle is a fashion brand founded in 1997, driven by a strong vision for sustainable and innovative fashion. Committed to respect for both man and nature, *Icicle* places sustainable development at the heart of its philosophy. Mindful of producing responsibly, *Icicle* has been innovating and collaborating with the most virtuous partners in the industry for over 25 years.

OUR IDEA

Create meaningful in-store experiences to reveal and share *Icicle*'s unique philosophy to its audiences, while supporting key business moments.

OUR MISSIONS

Curation and artists collaboration

Experience & Set Design

Scenography

Art direction

RESULT

3 experiences generating at the same time Brand building
× Drive-to-Store × Community building

2022 – 2023



FOCUS ON ICICLE LIVE
*A three-day festival of mindful,
artistic and culinary
experiences at the brand's
50, Rue du Faubourg
Saint-Honoré Boutique in Paris.*

As invited curators, we designed *Icicle Live* as a home for the serendipitous discovery of creatives and their work. We reimagined the boutique interior as a peaceful sanctuary for groups and individuals to gather around artwork, food, ceramics, candles, books, music, and more. In collaboration with carefully chosen artists and gallerists, the space offered a unique curation of collectibles on display and for sale.

Each experience was thoughtfully designed to bring a sense of calm, rejuvenation, and inspiration, all reflecting the brand's own journey from East to West.



CONCEPT FOR ICICLE



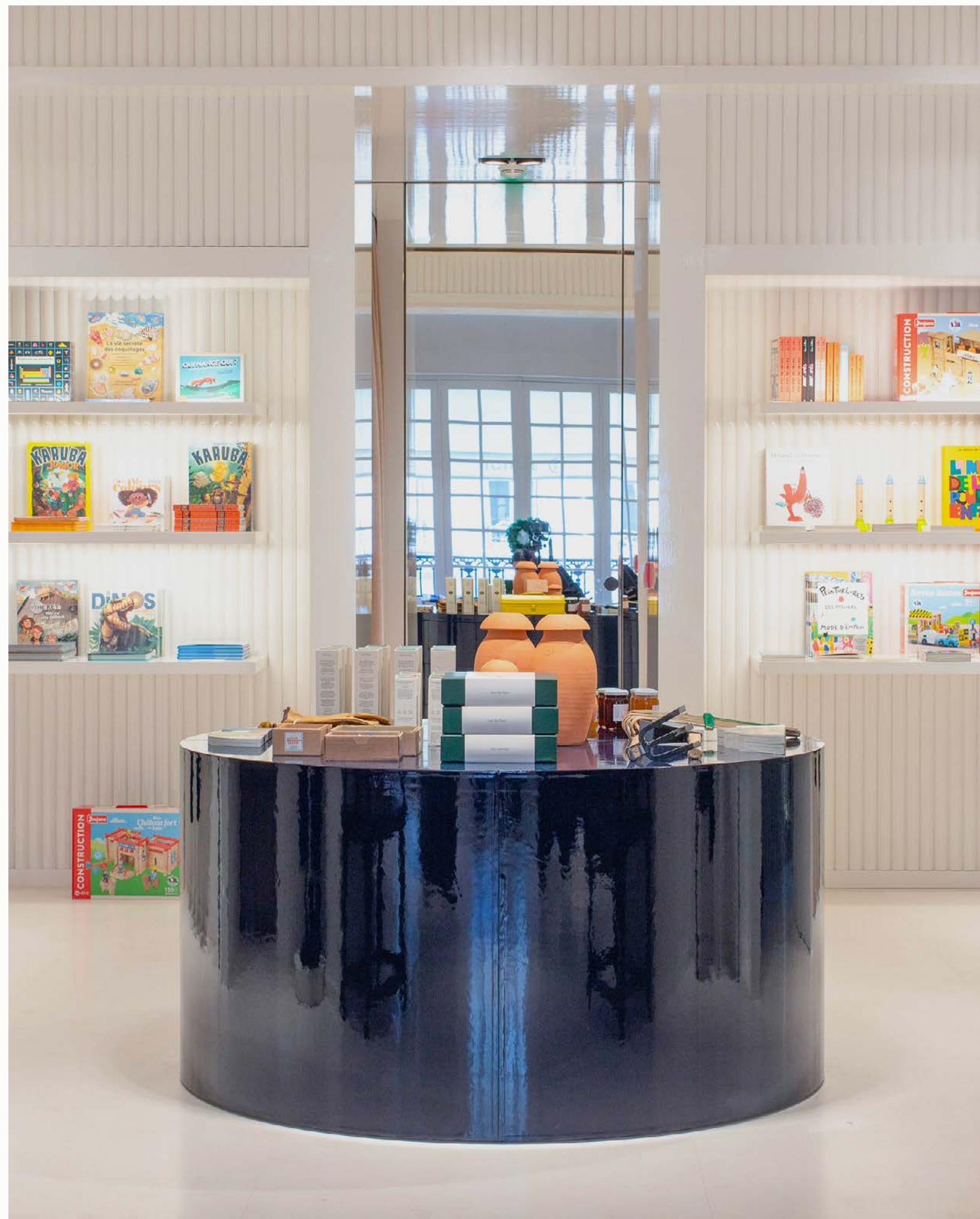
09.2022



FOCUS ON ICICLE LIVE







FOCUS ON HOLIDAY SEASON

A month-long retail activation inspired by Icicle's raison d'être and Bernard Dubois's architecture of the brand's parisian flagship on Avenue George 5.

A hospitality experience designed as a Renaissance home: blending public and private spaces to create a place for creatives to gather and find inspiration, and friends to come together around food and culture, true to the spirit of the holiday season - while showcasing 500 items from 35 collaborations.

Concretely, we transformed the Icicle boutique into a palazzo, from the rustic ground floor with a responsible Christmas tree market, wooden furniture and dry goods, to the more private upper floors for receiving friends and family. The top floor was reimagined as the most intimate: a gallery space and library transformed into a bath house and boudoir, with an antique soaking tub, handmade jewelry, sustainable beauty products and timeless artworks.



CONCEPT FOR ICICLE



12.2022

FOCUS ON ICICLE HOLIDAY SEASON





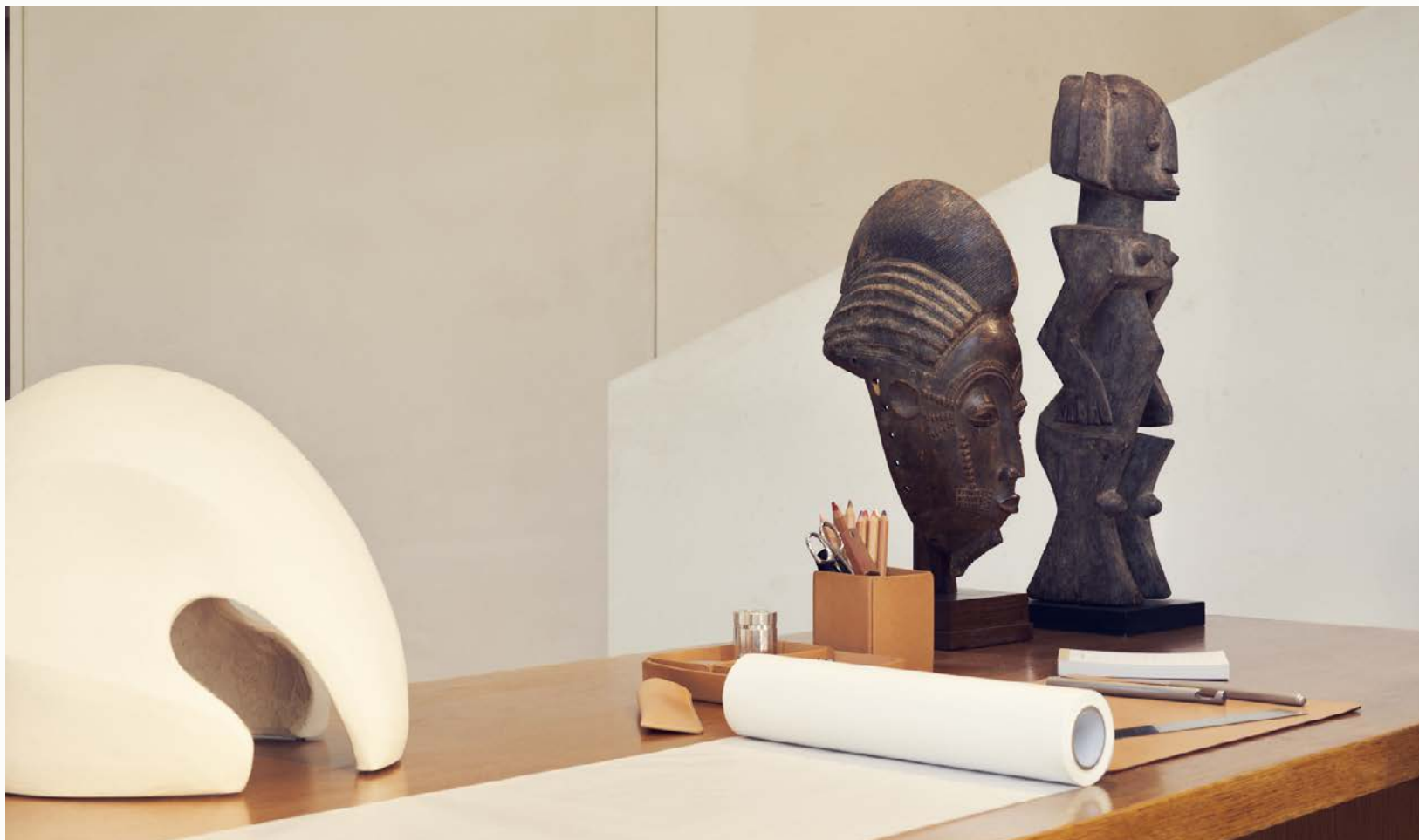


FOCUS ON SUMMER ACTIVATION

*Launching Icicle Purpose,
a multichannel experience to present a
sustainable and functional vestiaire.*

Bespoke scenography and styling in the two Paris flagships showcased a curated selection of elevated everyday objects and cultural items created by artisans and designers. Alongside curated garments, these items serve to illustrate real lives lived in *Icicle*.

Icicle Purpose continues an approach that seeks to position the brand's high-performance fashion offering within context while incorporating art and design as part of the story.





CONCEPT FOR ICICLE



05.2023

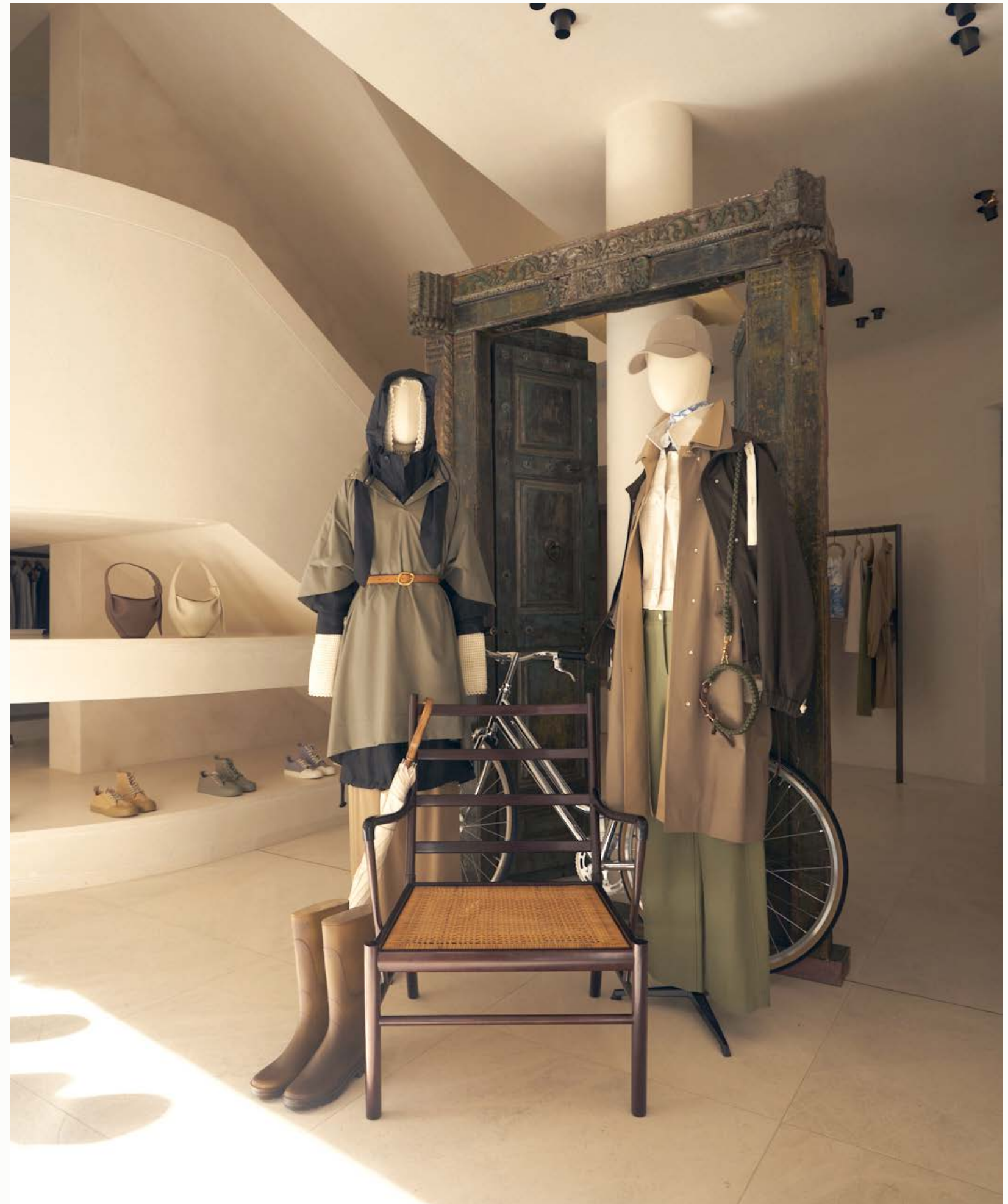


FOCUS ON SUMMER ACTIVATION





CONCEPT FOR ICICLE



05.2023

FOCUS ON SUMMER ACTIVATION



CONCEPT FOR PUCCI

I2.2022

EXPRESS CAMILLE MICELI'S VISION FOR PUCCI 2023 WINTER'S COLLECTION

To launch the Winter's 2023 Collection, an exclusive event took place in St Moritz, gathering Press and VICs.

OUR IDEA

Create a timeless print object that draws inspiration from the past to envision the future. *CONCEPT* created *Pucci Daily*, a traditional-styled gazette, featuring a series of posters, including lookbook, archive imagery, and meticulously crafted original narratives to provide an overview of *Pucci's* past and present. *Pucci Daily* was offset printed in a limited run, exclusively for guest attending the Famiglia Event.

OUR MISSIONS

Editorial direction

Art direction & Copywriting

Content curation

Publication design & limited edition printing

RESULT

The expression of *Pucci's* vision between past and future thanks to an innovative editorial format.





CONCEPT FOR PUCCI



12.2022

THE PUCCI DAILY

CONCEPT FOR MAZARIN

AN IMMERSIVE EXPERIENCE FOR MAZARIN AT PAD PARIS

A set design that elegantly combined heritage and modernity for *Mazarin's* debut at PAD Paris.

OUR IDEA

Mazarin, known for its use of recycled gold and lab-grown diamonds, required a brand presence that balanced traditional craftsmanship with modern sustainability. We created a space that showcased the brand's commitment to both innovation and artisanal techniques.

OUR MISSIONS

Experience & Set Design

Scenography

Lighting design

Art direction

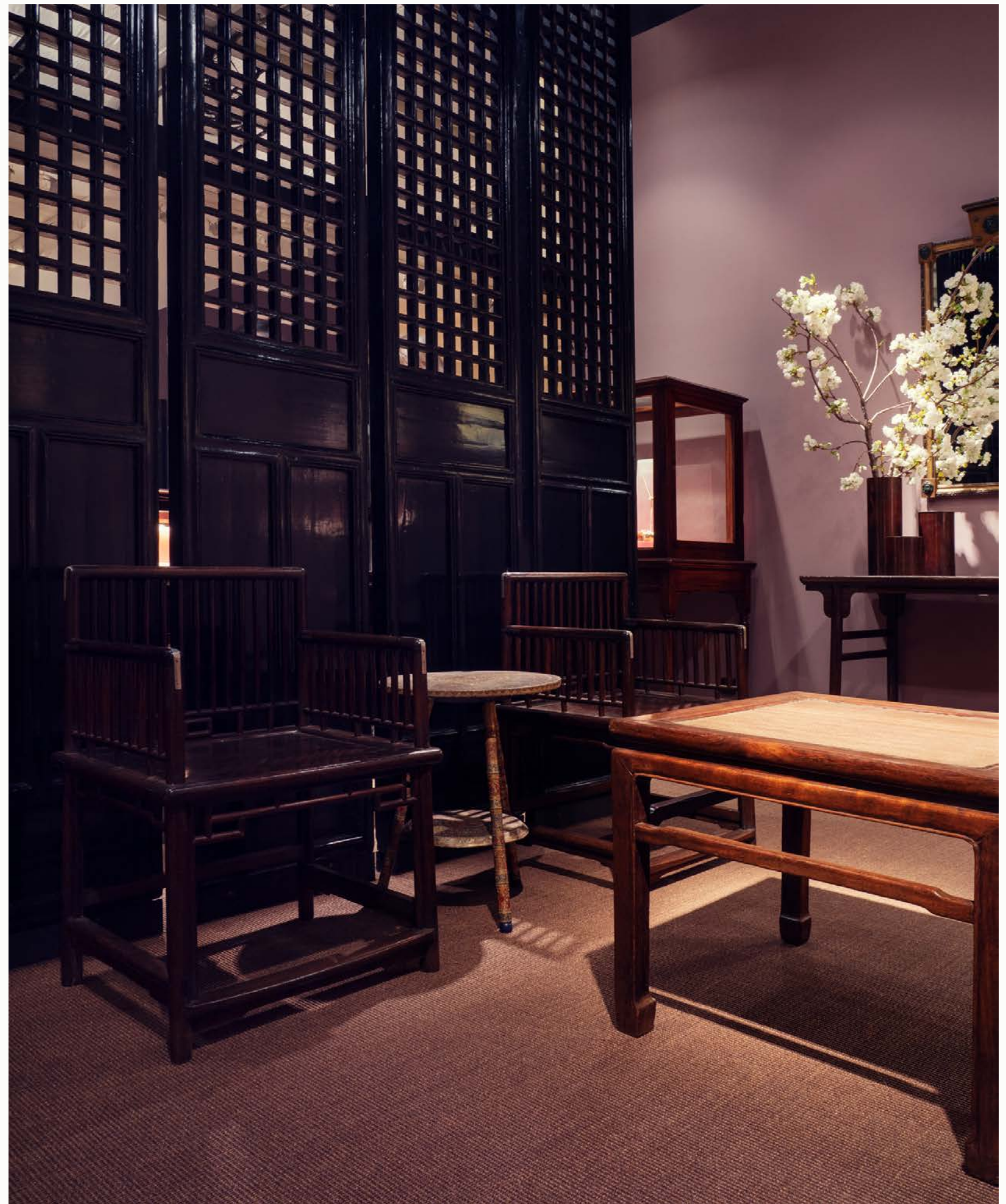
RESULT

The immersive space blended heritage with contemporary design, using rich textures and custom elements to reflect Mazarin's eco-conscious approach. The presentation was praised for combining traditional craftsmanship with sustainability, enhancing Mazarin's reputation as a forward-thinking, luxury brand.

04.2023



CONCEPT FOR MAZARIN



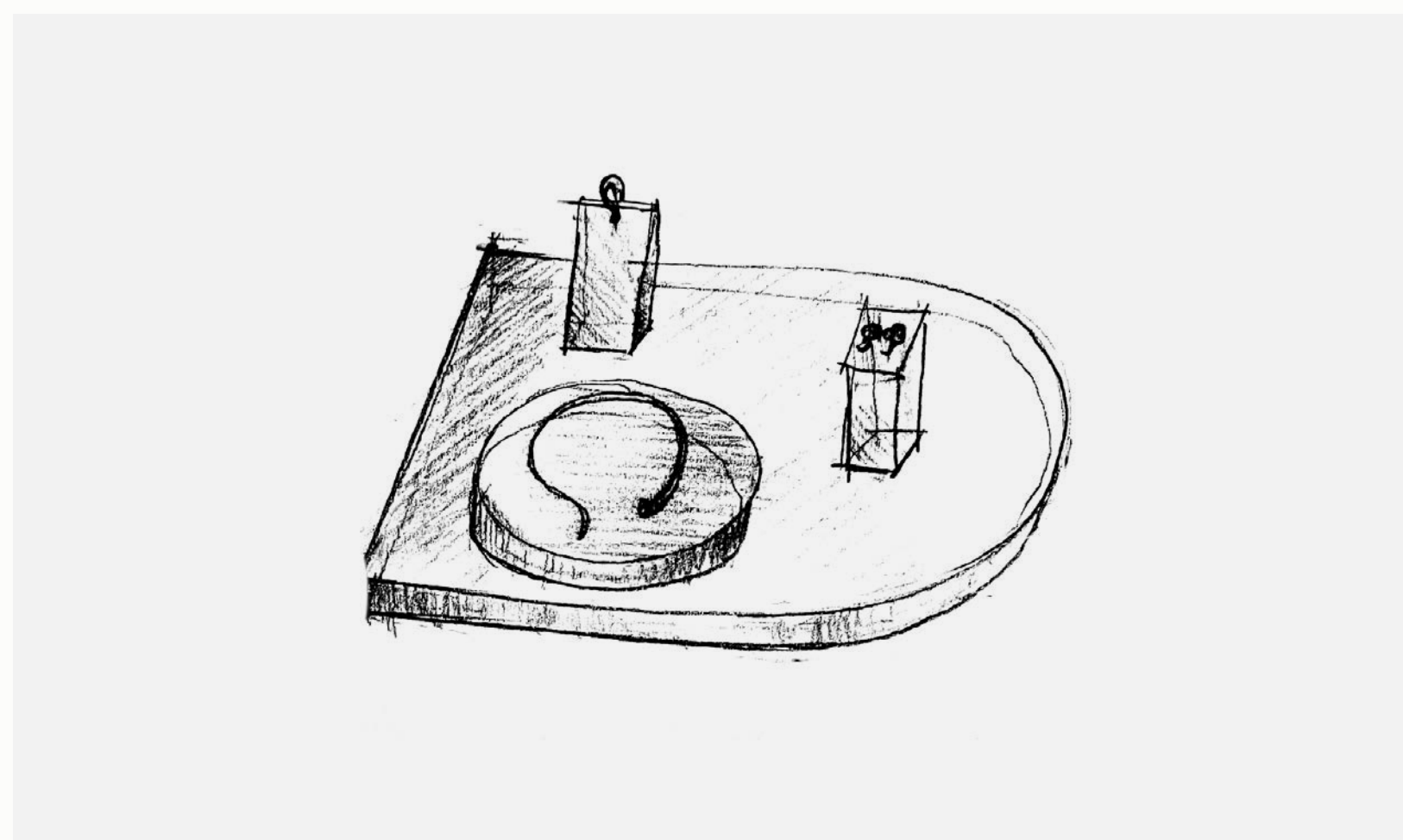
04.2023

MAZARIN AT PAD PARIS





CONCEPT FOR MAZARIN



04.2023

MAZARIN AT PAD PARIS





MAZARIN

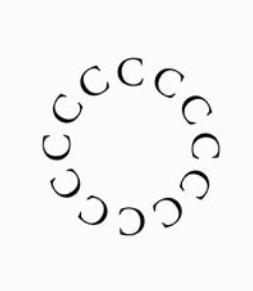


INSTAGRAM
LINKEDIN



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or to schedule an initial conversation,
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