



PARIS SAINT-GERMAIN *Luxury Pattern Overlay Collection*

ROYAL RIVER
2014



OUR INTENTION : *Go beyond classic promotional items, create a collection of products that corresponds to the high standards and values of the brand. Create an international reference in elegance.*

HOW ? : *Take as an example the great french luxury "Maisons", and develop for Paris Saint-Germain its own collection of high quality products, following the luxury historic visual codes.*

References : Vuitton, Moynat, Moreau, Goyart...



Visuel non contractuel

A LUXURY COLLECTION v.1 *Luxury Pattern Overlay Collection*

References


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Logo transformation into a pattern system,
following the luxury tradition



Game of colours reveals geometrical effect
Gold colour on lys flower brings elegance and light.

Visuel non contractuel

OVERLAY SYSTEM v.1 *Luxury Pattern Overlay Collection*

Geometrical pattern


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Visuel non contractuel

WOMEN WALLET v.1 *Luxury Pattern Overlay Collection*
Printed overlay.

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Visuel non contractuel

WOMEN BAG v.1 *Luxury Pattern Overlay Collection*

Printed overlay.

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Visuel non contractuel

CASE v.1 *Luxury Pattern Overlay Collection*
Printed overlay.


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Visuel non contractuel

CARD HOLDER v.1 *Luxury Pattern Overlay Collection*

Printed overlay.

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Visuel non contractuel

LAPTOP CASE v.1 *Luxury Pattern Overlay Collection*
Printed overlay.

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Visuel non contractuel

SPORT BAG v.1 *Luxury Pattern Overlay Collection*

Printed overlay.

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Visuel non contractuel

NOTEBOOK v.1 *Luxury Pattern Overlay Collection*
15x21cm.


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Visuel non contractuel

CD ARTBOOK v.1 *Luxury Pattern Overlay Collection*
CD + 56 pages artbook.

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Visuel non contractuel

SWEAT-SHIRT v.1 *Luxury Pattern Overlay Collection*
Printed overlay.

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Visuel non contractuel

PARKA v.1 *Luxury Pattern Overlay Collection*
Printed overlay.


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Visuel non contractuel

SCARF v.1 *Luxury Pattern Overlay Collection*
Printed overlay.

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Visuel non contractuel

ROLLED BLANKET v.1 *Luxury Pattern Overlay Collection*
Wool.

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Visuel non contractuel

NECKLACE JEWEL v.1 *Luxury Pattern Overlay Collection*

Gold plated.

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Visuel non contractuel

KEYRING v.1 *Luxury Collection*
Gold or silver finish. 4 X 3.35 cm


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Visuel non contractuel

TIE CLIP v.1 *Luxury Pattern Overlay Collection*
Golden metal.

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Visuel non contractuel

LEATHER BELT v.1 *Luxury Pattern Overlay Collection*
Embossed overlay.

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Visuel non contractuel

TIE & CUFFLINKS v.1 *Luxury Pattern Overlay Collection*
Printed overlay.


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Visuel non contractuel

SCENTED CANDLE v.1 *Luxury Pattern Overlay Collection*
Embossed overlay. Natural wax.

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Visuel non contractuel

METAL PLATES v.1 *Luxury Pattern Overlay Collection*

Printed metal, alimentary varnish.

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Visuel non contractuel

HAND FAN v.1 *Luxury Pattern Overlay Collection*
With case.



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Visuel non contractuel

BINOCULARS v.1 *Luxury Pattern Overlay collection*
With carboard box.


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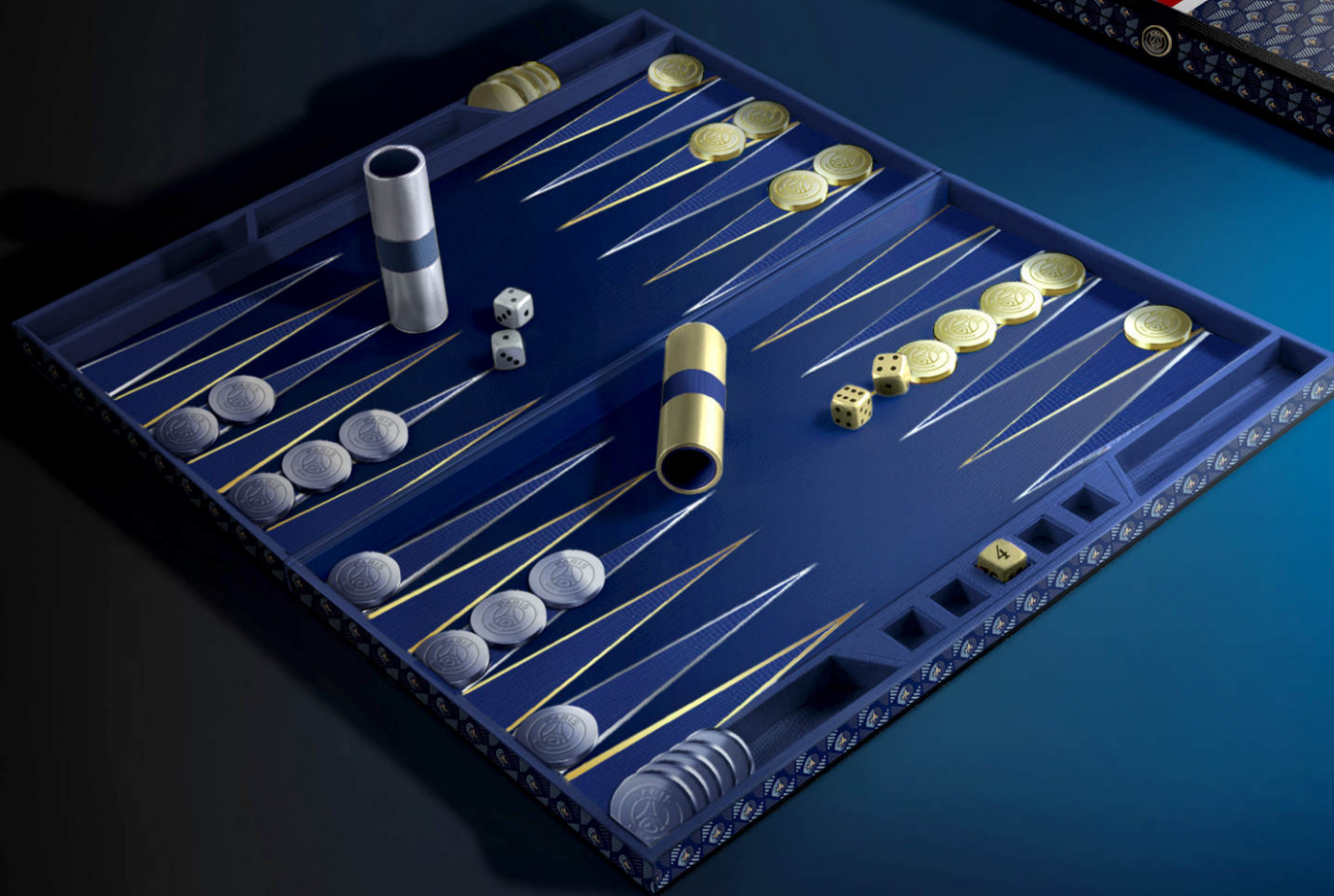
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PAPER WEIGHT v.1 *Luxury Pattern Overlay Collection*

Glass dome. Diameter : 78mm

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Visuel non contractuel

BACKGAMMON v.1 *Luxury Pattern Overlay Collection*

Printed overlay and metal chips.

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Visuel non contractuel

CIGARE BOX v.1 *Luxury Pattern Overlay Collection*

Wood + printed overlay cover. 31x25xh14.5cm



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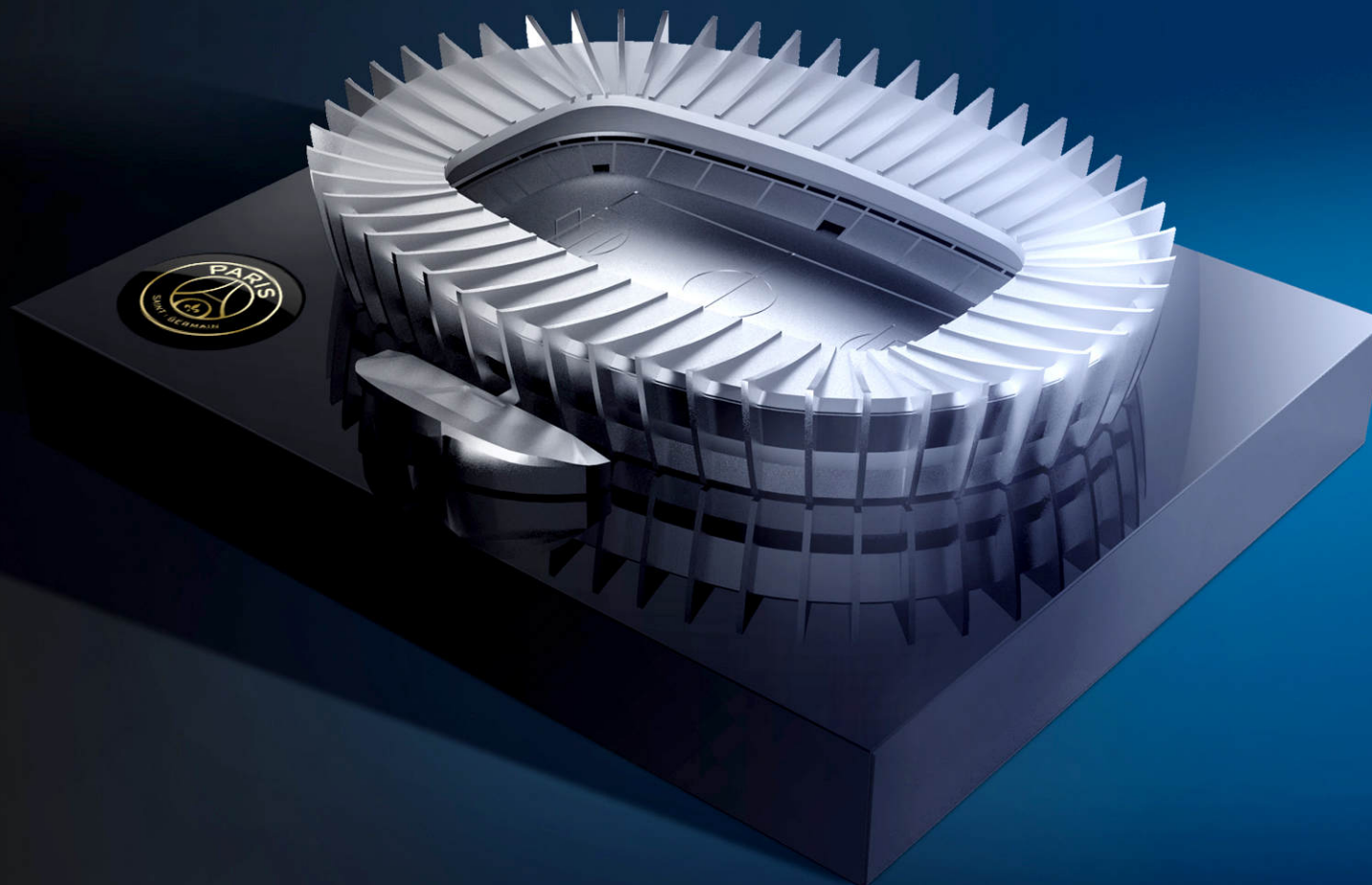
Visuel non contractuel

WALKING CANE v.1 *Luxury Pattern Overlay Collection*

Golden brass and wood.

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Visuel non contractuel

PAPER WEIGHT v.2 *Luxury Collection*
Metal and resin base. Dimensions : 12 X 9 cm


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