



#### WHAT

A series of unique invitations for the luxury textile company, Lyria.

#### HOW

When you unwrap the small parcel you receive a long ribbon secured to an old clothes pin. The length of raw silk organza has been individually-painted and finished with a hand written invitation to view the new collection.

#### WHY

We really wanted to create highly unusual items so that the company stood out amongst the many things that their clients receive. We focused on the emotional aspects and are constantly pushing the evolution of non-traditional materials.



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