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FYSH embraces colours of the season in Morocco-inspired imagery

WHAT'S ON IN EUROPE
FEBRUARY 24, 2022

January 2022 issue



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FYSH introduces the Modern Morocco theme for its 2022 campaign, a means to explore and highlight the brand's love of colour and pattern. The campaign was shot in a Hollywood Hills Moroccan mansion by the well-known photographer Yu Tsai, and features architectural elements and a Mediterranean interior with walls and flooring in beautiful mosaics.

perfectly suited the brand, and highlights the intricate detailing and saturated jewel tones of the 2022 FYSH optical and sun collection. "The FYSH woman loves prints and colour, and this location was the perfect setting to showcase our brand DNA," said Alexis Nyiro, Director of Marketing and Product Development at WestGroup. "The custom mosaics throughout the

well with the colour palette and design features of the 2022 eyewear and sun collection. The result is a bold, sophisticated visual campaign that perfectly reflects the FYSH brand and consumer." FYSH is produced by WestGroup.

www.westgroup.com



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