

# ENTRANCE PEEPSHOW

- fashion studies in motion -

The new window installation of the Romanian luxury fashion boutique Entrance is based on its freshly launched brand identity in which the new symbol - the keyhole- has been added to the Entrance signature. The Entrance PeepShow installation attracts the viewer to take a peek at nine sequences / GIFs in order to discover the new collections of the Entrance brands.

Nine actions that look like they have been shot by an invisible observer in an atmosphere infused with the naiveté and the flamboyance of La Belle Époque and also the frenzy of the jazz age and the humor of Charlot: from a short and charming hello of a debutante to a happy dance alone probably caused by the purchase of a dreamy purse, from a couple dance reminding of the “The Gold Rush” movie to the boredom of a 20's flapper during a badminton game break or the daydreaming of a young woman who lets her necktie dance in the wind.

The GIFs are a tribute to the work of the cinema pioneer Eadward Muybridge. Most of the Entrance Peepshow actions are actual remakes of his famous motion studies / proto-GIFs made around 1880s, with a background inspired by the original grid and a similar way of numbering the frames.

The visual style emphasizes Entrance's favorite color: black. The clothes and the accesories belong to the brands that can be found on the shelves of Entrance shop: Thom Browne, Rick Owens, MM6, Junya Watanabe, Comme des Garçons, Issey Miyake, etc.

To lure the viewer deeper into the Entrance brand story, the stars of the GIFs can be seen in real life, out of the keyhole and inside the boutique, daily, between 12:00 -20:00.

The campaign was created by Gavrilă & Asociații (Alina Gavrilă-Borțun & Julien Britnic), the production company being Studioset (director: Germain Kanda).