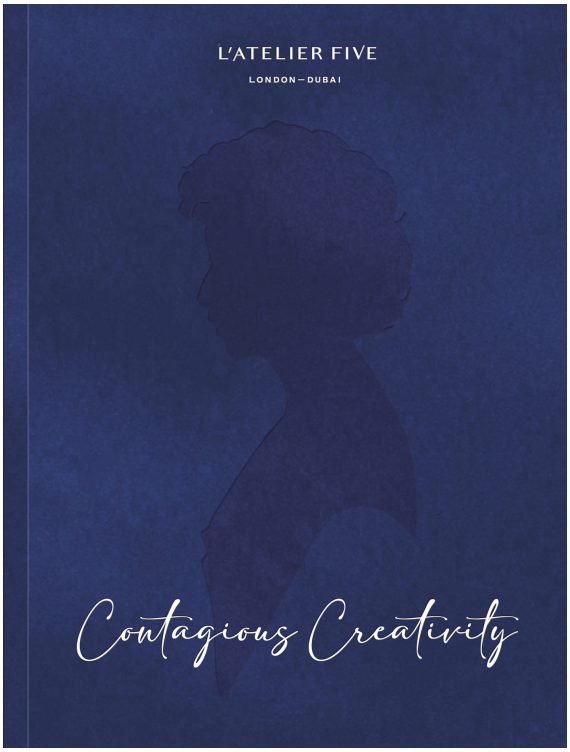
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L'Atelier Five

Contagious Creativity

L'Atelier Five

Hélène Le Blanc

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- ***L'Atelier Five: Contagious Creativity*** celebrates ten years of L'Atelier Five's glamorous brand activations, dazzling installations, and opulent and engaging experiences that are imaginatively crafted for luxury brands
- This superb volume showcases thirty-three projects. Each project is illustrated with stunning photography and accompanied by an engaging narrative that explores L'Atelier Five's innovative and original ideas; unwavering commitment to detail and craftsmanship; and collaborations with local artisans, emerging artists, and passionate creators
- The projects include La Nature au Galop for Hermès, which won a prestigious A'Design Award in 2018; window displays for Fendi's flagship stores in London and Paris that honor the brand's dedication to artistry and craftsmanship; an exhibition window in Harrods celebrating the story and heritage of Panthère de Cartier; as well as numerous others including displays for Patek Philippe, Alexander McQueen, Dior, and Burlington Arcade.
- A source of inspiration, creativity, and ambition, this sumptuous book will appeal to luxury brand enthusiasts and professionals, and interior and graphic designers, among others

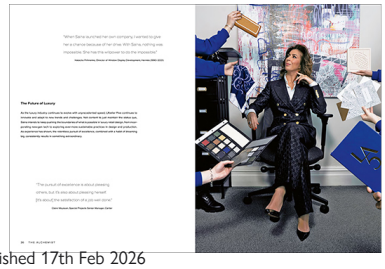
"Some books are so special that words actually fall short. L'Atelier Five: Contagious Creativity is a beautiful example of this. Truly a magnificent book in which unprecedented creativity, exclusive luxury, and exceptional craftsmanship come together." — **NL Magazine**

L'Atelier Five is the invisible hand behind glamorous brand activations and dazzling installations, creating opulent and engaging experiences that are imaginatively crafted to resonate on an emotional level. ***L'Atelier Five: Contagious Creativity*** celebrates the firm's tenth anniversary by showcasing its award-winning projects and special collaborations with the world's most acclaimed and luxurious brands, including Bulgari, Cartier, La Prairie, Dior and Hublot, among many others.

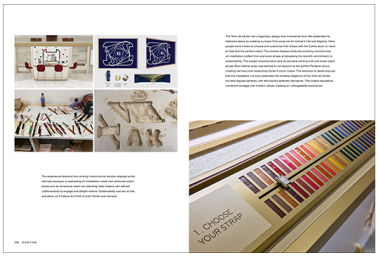
This superb monograph also shares the entrepreneurial journey of L'Atelier Five's founder and managing director, Saina Attaoui. From humble beginnings, Saina has created a thriving enterprise that's taken the world of designer goods by storm. An alchemist, outsider, entrepreneur, innovator and creative, Saina brings the world's most luxurious brands, and their customers, on the extraordinary journey with her.

A source of inspiration, creativity, and ambition, this sumptuous book will appeal to luxury brand enthusiasts and professionals, and interior and graphic designers, among others.

The founder of **L'Atelier Five, Saina Attaoui**, crafts unique experiences, collaborating with top luxury brands while staying true to her passion for authenticity and craftsmanship. Throughout her journey, Saina has been driven by her love of storytelling, her determination to break through male-dominated industries, and her unyielding passion for design. Her entrepreneurial spirit is grounded in the belief that great design is not just about aesthetics but about connecting with people on an emotional level.**Hélène Le Blanc** is a consultant and writer specialized in luxury branding and digital media strategy. Hélène is a frequent conference speaker and lecturer. She also authors a well-regarded blog entitled*The Luxe Chronicles*, which explores issues pertaining to the changing nature of the luxury industry. It is written from the perspective of a consumer of luxury goods and services, a voice frequently missing from the conversation on luxury. Hélène holds a Bachelor of Arts from McGill University in Montreal as well as degrees in Common Law and Civil Law from McGill Law School. Hélène has lived in New York City, London and is currently based in Paris.







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