

HOFFMAN, BARNEY & FOSCARI | POP DESIGN

The Concept Refined elegance meets pop culture in the first creations from Hoffman, Barney & Foscari's Pop Design division. Pieces are both sophisticated and essential. The dynamic, colourful Fluo Watches are joined by one of the brand's historic must-haves: the Mug. These hand-designed items are crafted in London, then further developed in the UK by the designers. We created the prototype with Coesum's innovative expertise. The photo shoot was held, as always, in Holborn, London. It was a real happening, featuring iconic British testimonials such as Vittorio Owen-Johns, Beth Lockhart, and Barrington De La Roche. Fluo Watches and the Mug lead the way in a diverse collection, notable for material quality and research. These are extraordinary works meant not only to be worn or kept, but also displayed, shared, and collected. This reflects Hoffman, Barney & Foscari's timeless, fashion-free spirit, where Art and Culture meet unique luxury craftsmanship and free Pop power.