

WWW.SWAROVSKI.COM/PROFESSIONAL

TODAY'S PAPER VIEW / DOWNLOAD

NI TZUL

RANDA ACCESSORIES NAMES DAVID SIMON AS...

100

MORE



f y t in P a FIND & FOLLOW US

FASHION

THEY ARE WEARING

TRENDS

FASHION FEATURES

FASHION SCOOPS

DESIGNER / LUXURY

MORE

LATEST ARTICLES FROM FASHION

FASHION SCOOPS

Fruit of the Loom Unveils New Label in London

FASHION SCOOPS Lineapelle Moving to Milan **FASHION SCOOPS**

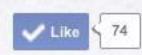
Meggie and Chris Kempner Host Party for New Label

wwd ■ fashion news ■ fashion scoops

November 21, 2013

Mona Kim Unveils Uniqlo's Holiday Windows

By ROSEMARY FEITELBERG





COMMENTS 0





MOST RECENT ARTICLES IN FASHION SCOOPS

- Fruit of the Loom Unveils New Label in London
- Lineapelle Moving to Milan
- Meggie and Chris Kempner Host Party for New Label

MORE ARTICLES BY

Rosemary Feitelberg

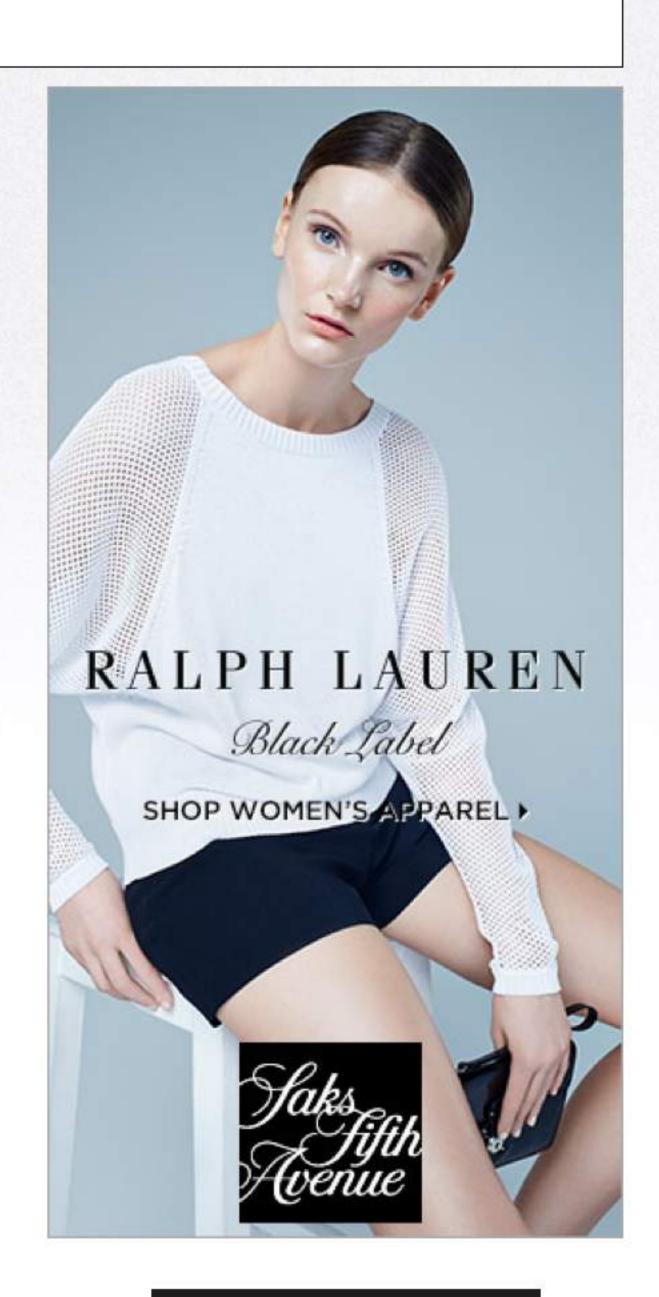
Street windows.

IT'S A WRAP: After months of managing three production teams on three different continents, Mona Kim, a visual artist and multidiscipline design consultant, unveiled Uniqlo's LED-heavy holiday store windows this past weekend. Her installations are powered up and synchronized to music from ex-Stereophonic drummer Javier Weyler in New York, London and Paris. Through the holidays, the brand's "Unwrap the Warmth" digital content will be played on 100 LED monitors in the Fifth Avenue flagship, as well as in the store's glass elevators and oversized West 53rd

The video was made with stop motion photography, essentially still shots that make a physically manipulated object appear to move on its own. The Uniqlo spot features fastmoving frames of such individual items as a packable down jacket or cable sweater folded like origami. "It's almost like an army of dancing sweaters," Kim said of the end result. (Video and images from the installation will be used for digital billboards, online, taxi cabs, print ads, in-store and movie theater promos.)

All of the digital content is controlled from the chain's Japanese headquarters as opposed to the individual stores. Founder Tadashi Yanai was intent on unifying the holiday campaign globally, and the aim was to zero in on the product. While that might not be an artist's dream, Kim said, "It's all about folding and unfolding, wrapping and unwrapping. Originally, I wanted to do something very Dada, almost like Seventies conceptual art. But the question became, 'How do you balance the commercial interest and the artistic one?"

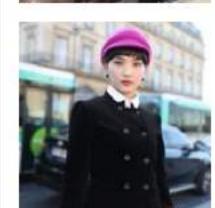
For Kim, who helped develop experiential media content for the Museum of Tomorrow, which will bow in Rio in 2015, that question was one to ponder. Working with the Japanese chain, Kim said she loves to play with the idea of "kawaii and kowaii," Japanese terms for cute and scary. As for her creative response to what she described as a welcomed challenge, Kim said, "That was almost like having 5,000 dancing cheerleaders. That was kind of my little trick. 'OK Uniqlo, you want to see product? You'll get it. There will be a small army on dancing sweaters."



THEY ARE WEARING



They Are Wearing: **Fashion Month's Greatest Hits**



They Are Wearing: **Paris Fashion Week**



They Are Wearing: **Madrid Fashion** Week

SEE ALL OF WWD'S STREET STYLE COVERAGE

ADD A COMMENT

Sign in using your Facebook or Twitter account, or simply type your comment below as a guest by entering your email and name. Your email address will not be shared. Please note that WWD reserves the right to remove profane, distasteful or otherwise inappropriate language.



SIGN UP for WWD and FN newsletters to receive daily headlines, breaking news alerts and weekly industry wrap-ups.