

My objective while creating this series of posters was to create a marketing campaign with a unified aesthetic, which would communicate the main idea of memories as a scent for the Maison Margiela Replica fragrance line.

My designs were inspired by the new wave typography movement as I felt it aligned with the brand of Maison Margiela. Which is an always innovating style which is simple yet intricate and deeply artistic, which brings out the beauty of everyday life and the forgotten styles of the past. New wave typography is a 1970's movement which has been taken into the unconsidered imagery of everyday life city life, and as the name suggests has a strong focus on innovation.

I used the colour red as I was inspired by the strong pops of red in some of Wolfgang Weinhart's work and works from Typografische Montatsblatter covers. I also used it as Margiela's first runway show during Paris Fashion Week, his Spring 1989 show also known as the red collection. This did create the issue of white, a major brand colour of Maison Margiela, clashing with the red in some early iterations of the designs. I decided it was better to use a red and black colour scheme as a white background also made the photographs, which I used to illustrate the memories and notes of the fragrances which I was advertising, hard to read.

A problem which was exasperated by my choice to slightly blur these images to better communicate the idea of them being a memory. The red on some of the photos within my designs was purely compositional.

I used helvetica and courier new fonts in my designs as a direct aesthetic link to my new typography inspiration. But I also used the varying thickness of these fonts, including the use of bold and regular styles of helvetica, to create a hierarchy within my composition. Drawing the viewers eyes to the scent name, series and brand. As the eyes are drawn to the Maison Margiela logo as it becomes a point of differentiation because of its extra thickness and serifs.



Left: Models lining up for the Martin Margiela Spring 1989 show, unknown 1989

Right: Cover of issue 3 of the Typografische Montatsblatter Magazine, 1960, unknown