

CONCEPT4

TRAVEL DIARY

📍 LONDON



VOGUE

Inventing the Runway



We visited **Vogue's exhibition tracing fashion runway history** from early couture to today's icons. Celebrating the industry's evolution! 🧡💫

Dries Van Noten Selfridges Windows



We loved the **beautiful prints and fabrics** from **Dries Van Noten** that took over the renowned Selfridges windows this spring.

Dries Van Noten: Killing it in the Beauty Hall



And was delighted to be further **inspired by his fragrance and cosmetics** inside, teamed with an elevated collection of merch.

Sarabande Selfridges Windows



Founded by Lee Alexander McQueen, the Sarabande Foundation showcases a stunning window series by talented creatives in London!

Interactive Installation



A 3D installation of nose scans from Liberty's customers and perfumers, **highlighting how scent shapes our connections.** It's All in the Nose! 🌸👃