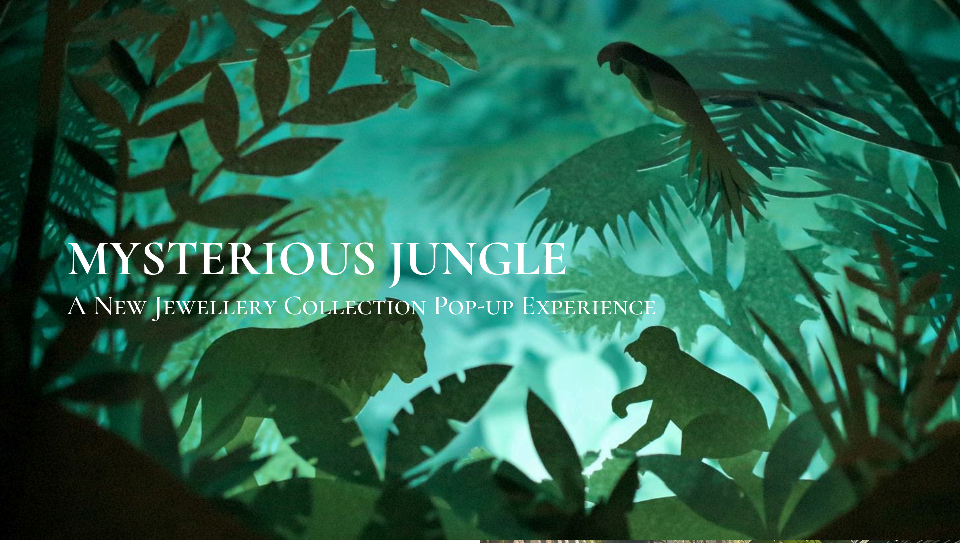


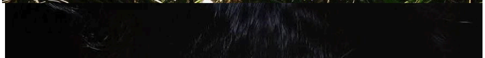
MYSTERIOUS JUNGLE

A New Jewellery Collection Pop-up Experience

Brief Context
- Mysterious Jungle

The jungle is more than a backdrop; it is a realm of instinct, danger, and untamed beauty. Every shadow may hide a predator, every glimmer may conceal a rare treasure.

This collection draws from that wild energy — a place where nothing is tamed, and every being survives by its own rules. To step into the boutique is to step into this mysterious jungle: layered, hidden, alive with forces that defy control.



NARRATIVE STORYTELLING

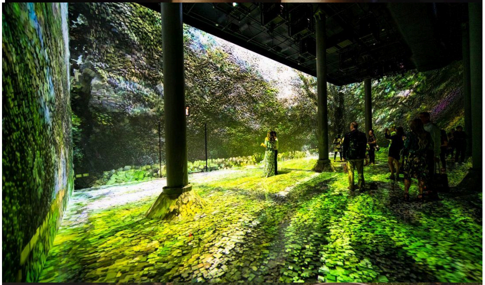
In the heart of the jungle, survival is guided by instinct, not rules. This collection draws on that untamed spirit — rare, fierce, and unapologetic. Each jewel carries the raw energy of individuality, like hidden gems waiting to be discovered in the wild.

The brand invites every guest to step into this ecosystem, not as observers but as part of it: predator or treasure, shadow or light. By placing the customer at the center of the narrative, the experience amplifies the collection's call — never tamed, always true to instinct.

MAIN CREATIVE CONCEPT

Born to be Untamed.

We transform the pop up space into an immersive "digital jungle," where the new collection's untamed spirit takes shape. Mirrored and semi-transparent layers fracture and multiply the space, blurring reality with reflection. Leaf-like forms and faceted walls surround visitors, while shifting light pulses like the breath of the jungle. Guests see themselves reflected within the environment, becoming part of the story — each step reveals a new glimmer, each angle uncovers hidden power. The design not only channels the mystery and vitality of the wild, but also mirrors individuality: every guest is the untamed force at the heart of this jungle.



DESIGN PRINCIPLES

Untamed Spirit

Capture the raw, unruled energy of the jungle to inspire individuality and instinct.

Layers of Mystery

Use mirrored and semi-transparent structures to create depth, distortion, and intrigue.

Immersive Storytelling

Let light, reflection, and digital content turn the space into a living narrative.

Individual as Protagonist

Make visitors part of the story by reflecting them within the design.

Consumers Journey

Enter the Portal

Guests cross a jungle-inspired gateway, leaving the city behind.

Discover the Narrative

Immersive digital storytelling reveals the spirit of the collection.

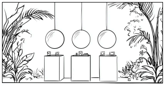
Find Your Archetype

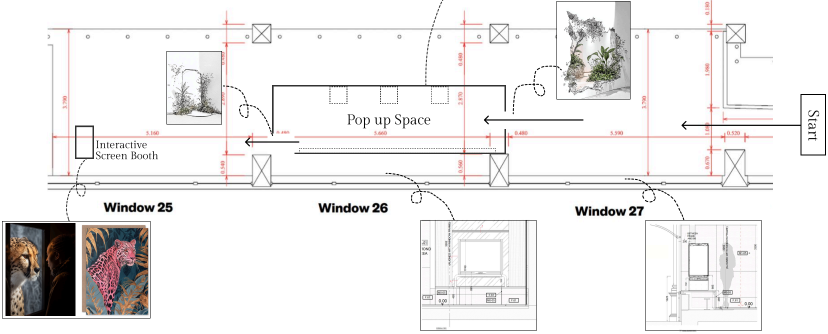
An interactive installation matches each guest with their jungle identity.

Take the Story Home

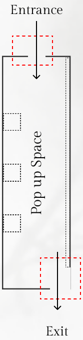
Visitors receive a personalised “Mysterious Jungle” illustration postcard.

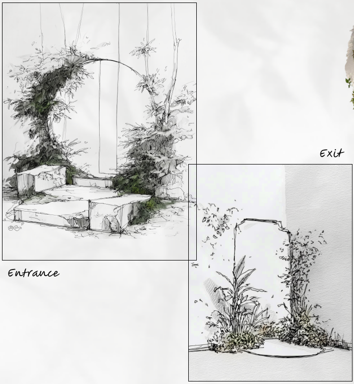
Floor Plan & Guest Journey FLOW




Start
Pop up Space
Interactive
Screen Booth
Window 25
Window 26
Window 27
3.790
5.160
5.660
0.480
5.590
0.520
1.980
0.670
0.540
0.560
2.870
0.180

Conceptual Skecthes - Jungle Portal

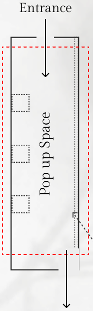

Entrance
Pop up Space
Exit

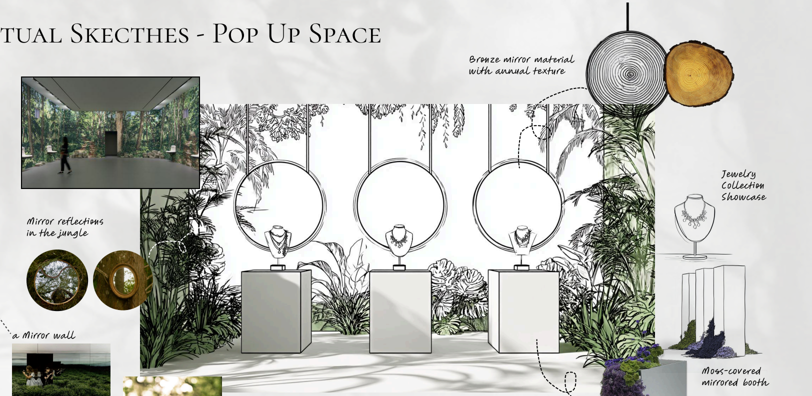

Entrance
Exit

Moodboard

studio conte

Conceptual Skecthes - Pop Up Space


Entrance
Pop up Space



Bronze mirror material with annual texture

Jewelry Collection Showcase

Mirror reflections in the jungle

a Mirror wall

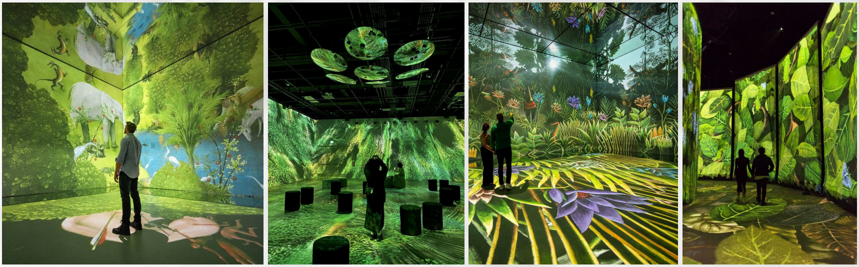
Moss-covered mirrored booth

Exit

Dynamic light and shadow in the gaps between the leaves

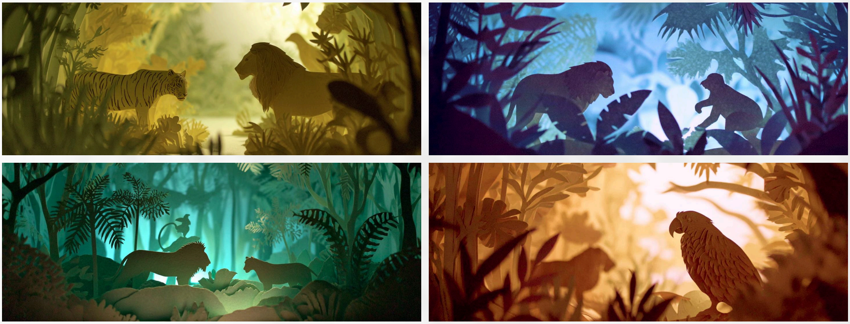
Digital Content - Look and Feel

The visual world draws from immersive digital art and painterly illustration, layered with particle effects to evoke a mysterious jungle teeming with rare life. Each animal archetype embodies qualities of instinct, strength, or individuality — echoing the unique spirit of the jewelry collection. Guests are invited to step into this living narrative, discovering reflections of their own character through the untamed beauty of the wild.

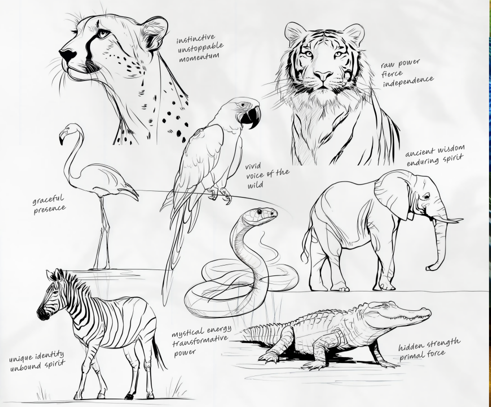


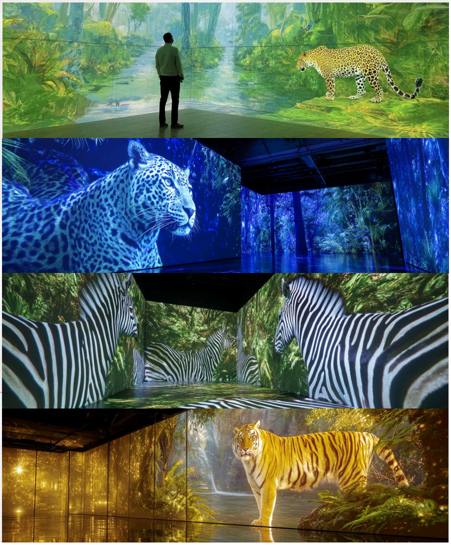
Digital Content Development

The silhouette animation acts as a symbolic opening — each animal and color reflects a wild quality, guiding guests into the untamed spirit of the brand.

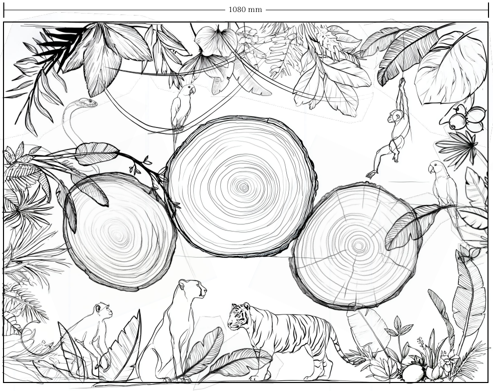


DIGITAL CONTENT DEVELOPMENT


instinctive
unstoppable
momentum
raw power
fierce
independence
graceful
presence
vivid
voice of the
wild
ancient wisdom
enduring spirit
mystical energy
transformative
power
unique identity
unbound spirit
hidden strength
primal force



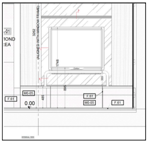
THE WINDOW DISPLAY 1



The tree rings

The tree rings show the strength and history of the jungle, just like each jewel carries its own unique story.

Window 1

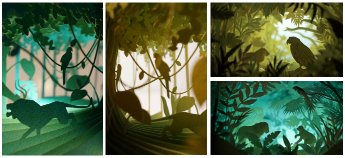

-01
IOND
EA
3262
(ALIGNED WITH WINDOW FRAME)
1748
333
895
485
M0-05
F.61
0.00
F.61
M0-05
F.61
INTERNAL VIEW

● F4E5CB

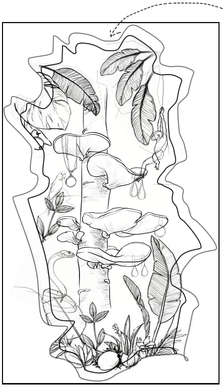
● C8C652

● 50965D

Paper-cutting Art Reference



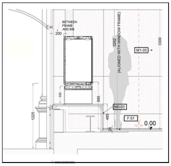
THE WINDOW DISPLAY 2



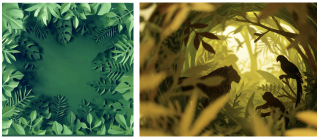
Lighting Design

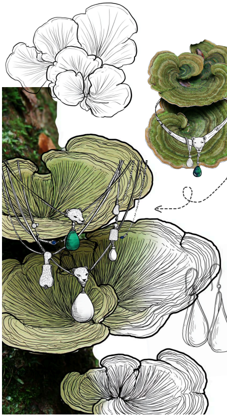
● F4F2CB
● C8C652
● 50965D
● 1D792E

Window 2


BETWEEN FRAME AND BIB
200
3262
(ALIGNED WITH WINDOW FRAME)
3300
M1-05
332
895
1225
M0-05
485
F.61
26
0.00

Paper-cutting Art Reference

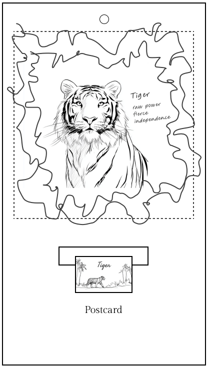




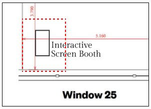
Polypore

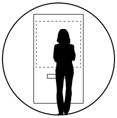
The layered patterns of the fungus symbolize the jungle's raw life force, echoing the rarity and individuality of each jewel.

INTERACTIVE SCREEN BOOTH


Tiger
raw power
fierce
independence
Tiger
Postcard

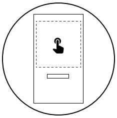
Interactive zone


3.790
5.160
Interactive
Screen Booth
Window 25



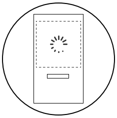
Step 1
Approach the Screen

Guests walk up to the digital booth, framed like a portal in the jungle.



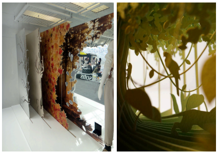
Step 2
Start the Interaction

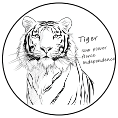
By touching the screen (or standing in front of it), the system begins the experience.



Step 3
Discover Your Jungle Archetype

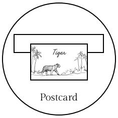
Guests answer quick prompts or the system detects gestures → they are matched with a jungle creature (crocodile, reptile, or big cat).




Tiger
raw power
fierce
independence

Step 4
See Your Animal Come Alive

On screen, their chosen creature appears in motion, with light and particle effects highlighting its traits.


Tiger
Postcard

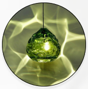
Step 5
Take Away a Keepsake

Guests receive a personalised illustration postcard of their animal archetype from the "Mysterious Jungle" collection.

MATERIALS & EXECUTION

Mirrors & Acrylic
Layered reflections blur reality and illusion

Organic Textures
Moss, fibers, paper-cut forms add natural touch.



Dynamic Lighting

Particle effects mimic jungle light & life.

Digital Integration

Screens + effects bring animal archetypes alive.

Window Elements

Tree rings & fungi forms symbolize growth & power.

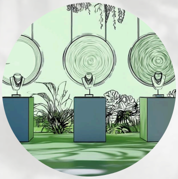
Modular Build

Lightweight, premium finish, easy install.

Guests Journey Review

The Call of the Jungle

Guests first see the jungle animals and natural forms in the windows, sparking curiosity.



Crossing the Portal

Guests step through a jungle-like portal into a mirrored, glowing space.

Interactive Discovery

Inside, digital screens tell the story. Guests interact to find their jungle archetype.

Personal Takeaway

Each guest leaves with a customised postcard as a memory of the journey.

Thank You