

POPUSSHOP

organic agriculture

AW15 collection launch I Popupshop

AW15 came to life by combining imaginary images of natural spaces and forms with wild animals that we usually only interfere with through books and films - all mixed into different patterns, all over prints, forms and colors that are warm, vibrant and fearless. With a base of douche basic colors, Popupshop has tried to balance the overall expressions to reflect the complexity of the meeting between urban environments and the wilderness.