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EASY MAGAZINE ABOUT THE WORLDWIDE INNOVATIVE COMMUNICATION

DIRETTORE RESPONSABILE

Andrea Reina

RESPONSABILE COMMERCIALE

Gianluca Reina

Filippo Richeri

RESPONSABILE DIGITAL

Chiara Fornari

GRAPHIC PROJECT

Matteo Bonacci

GRAPHIC DESIGNER

Alice Abbate

CONTENT CONSULTANT

Costanza Cerchier

Giulia Lagrasta

EDITORIAL DIRECTOR

Valentina Garofalo



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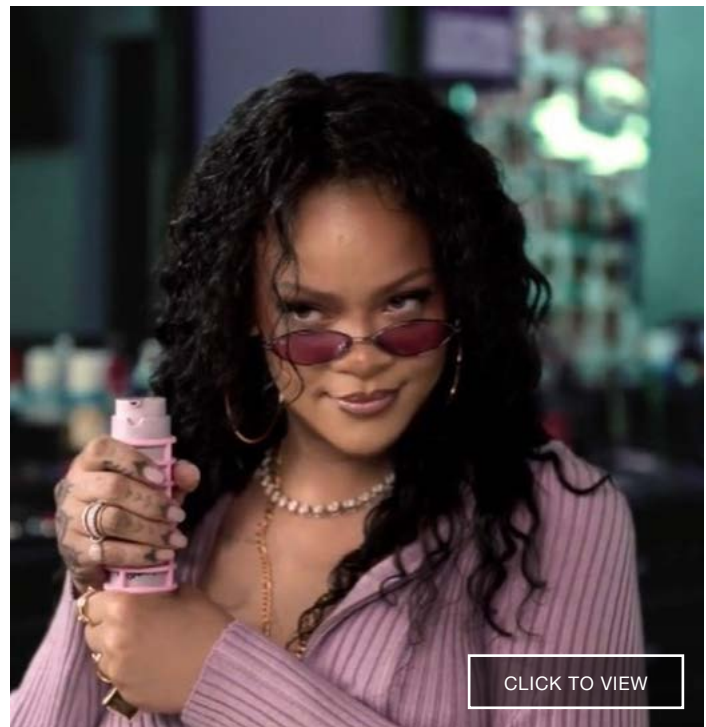
BRANDS OVERVIEW



FENTY SKIN

Don't Be Dump

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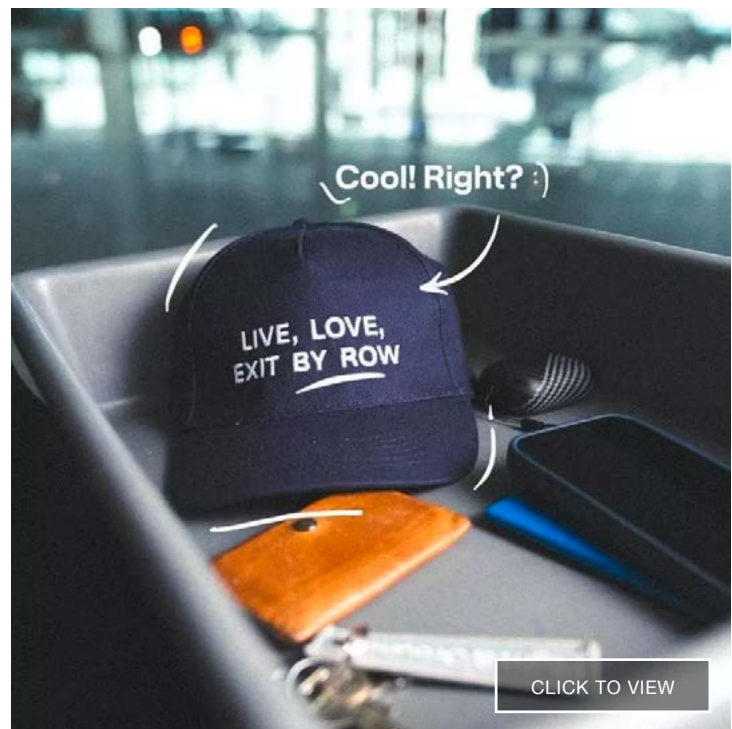
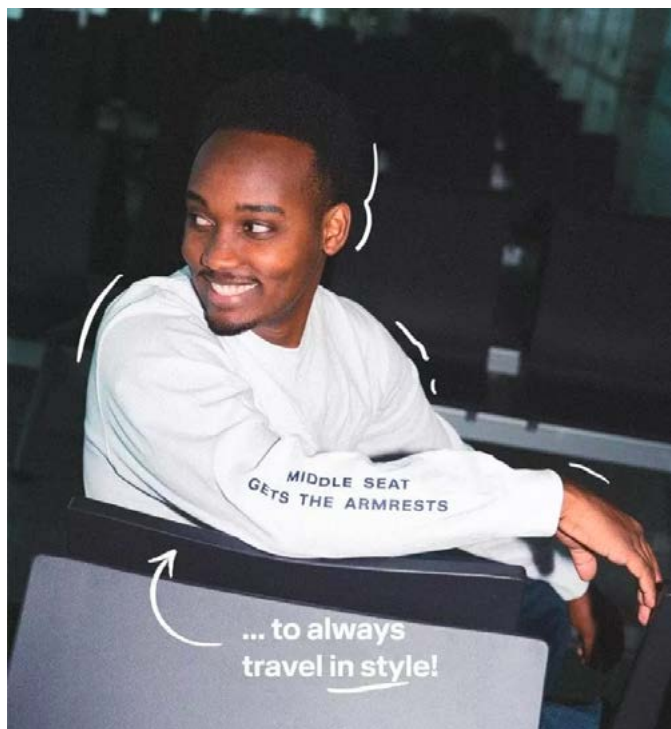


BRANDS OVERVIEW P.5

The new Fenty Skin collab featuring A\$AP Rocky—part of a collaboration with the artist for his latest album, **Don't Be Dumb**—has quickly become one of the most discussed pieces of beauty content on social media. Not only because it features one of contemporary pop culture's most influential couples, but also...

LUFTHANSA

Lufthansa's New Merchandise



Pillowcases embroidered with one's initials, terry-cloth slippers featuring custom logos, and designer linens. Then there are stationery items, custom soaps, and exclusive perfume bottles. The craze for turning everyday objects into collectible souvenirs represents the latest frontier in merchandising...

ADIDAS

Adidas Made A Psychic Samba, And It's Got Some Serious Aura

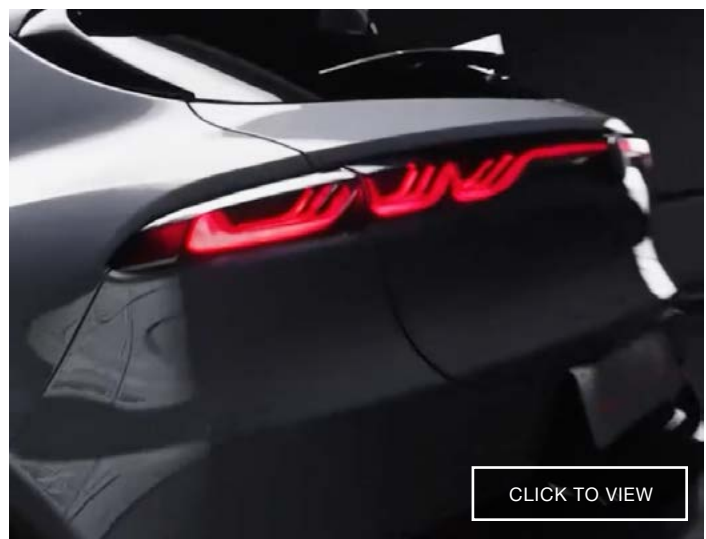
Samba, Samba, Samba. At this point, it's hard to imagine there's a colorway adidas hasn't already dreamed up. And yet, every time without fail, there they are among the German sportswear brand's new arrivals. A suave new Samba to play with...



[CLICK TO VIEW](#)

ALFA ROMEO

Alfa Romeo Made Literal Yacht-Tier Luna Rossa Cars

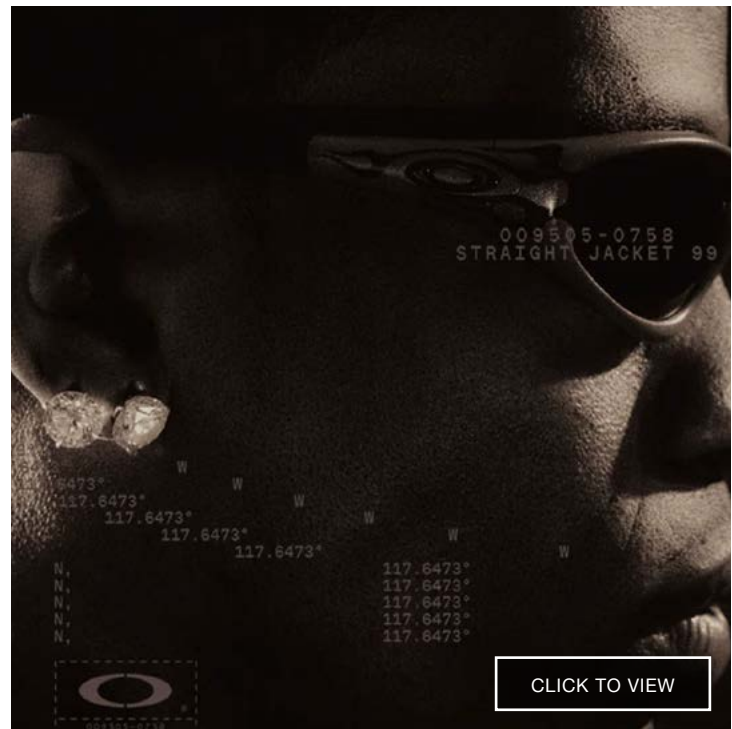


[CLICK TO VIEW](#)

Alfa Romeo is making a splash with four special-edition cars designed in partnership with the Luna Rossa sailing team. The lineup, appropriately dubbed "Edizione Luna Rossa," includes souped-up, sailing-inspired takes on signature automotiv emodels like the Junior...

OAKLEY

Travis Scott And Oakley Present Cactus Jack X Oakley Chapter 001



Oakley and Cactus Jack have officially unveiled Cactus Jack x Oakley Chapter 001, the first official launch curated by Travis Scott in his role as Chief Visionary Officer. The limited-edition capsule reimagines three striking eyewear silhouettes through exclusive colorways and technical lens treatments...



INSTALLATIONS



BULGARI

Bulgari's Golden Serpent Slithers Onto New York's High Line



[CLICK TO VIEW](#)

Bulgari's serpent has spent decades wrapped around wrists, fingers, and necks. Now, it's winding its way through the New York City landscape. Opening Sept. 10 on the High Line, auruBOROS – Urban Memory and Collective Dream is Bvlgari's first public art installation in the United States...

NIKE

Nike Opens Its Vast Archive At The Museum Of Arts And Design In New York



Before the Swoosh became an instantly recognizable symbol, there were sketches, prototypes, and a fair amount of trial and error. Now on display at the Museum of Arts and Design in New York, “Nike: Form Follows Motion” traces the brand’s history over more than 50 years...

THE HISTORY OF TEARS

The Pinault Collection presents “The History of Tears”



Designed specifically for the Museum Rotunda and its surrounding twenty-four Display Cases, Barbara Kruger's exhibition “The History of Tears” immerses viewers in a constant flow of words, phrases, and messages that take the form of filmed sequences and audio clips...

HUMAN MADE

Human Made Tokyo Opens The Brand's First Flagship Store Featuring An Exclusive Lion Theme



INSTALLATIONS P.13

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HUMAN MADE has opened its first flagship store in Harajuku, the neighborhood where the brand got its start. The store boasts a larger footprint than any other HUMAN MADE location and is described as a new base for sharing its vision from Tokyo with the rest of the world...

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DIGITAL



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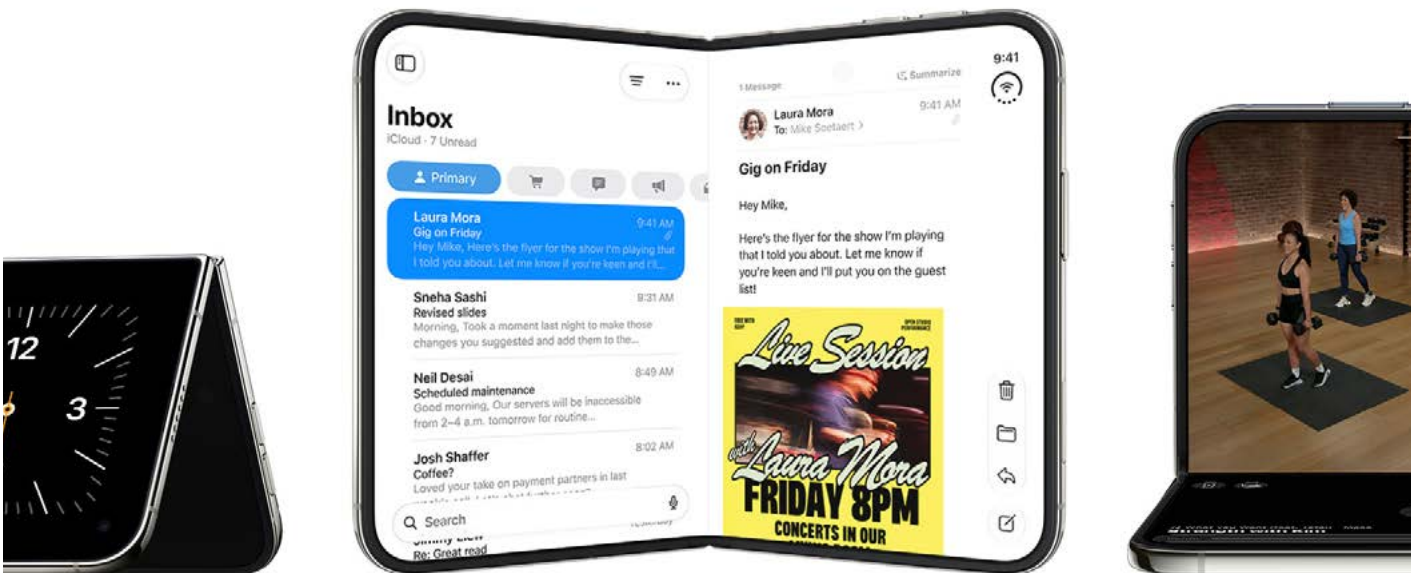
APPLE

Apple Launches iPhone Duo, Its First Foldable Phone



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DIGITAL P.15



[CLICK TO VIEW](#)

As the iPhone officially enters the era of foldable devices, Apple is attempting to open a new chapter in its history. During the “Surprise and Shine” event held in Cupertino, the new CEO John Ternus unveiled the iPhone Duo...

OPEN AI

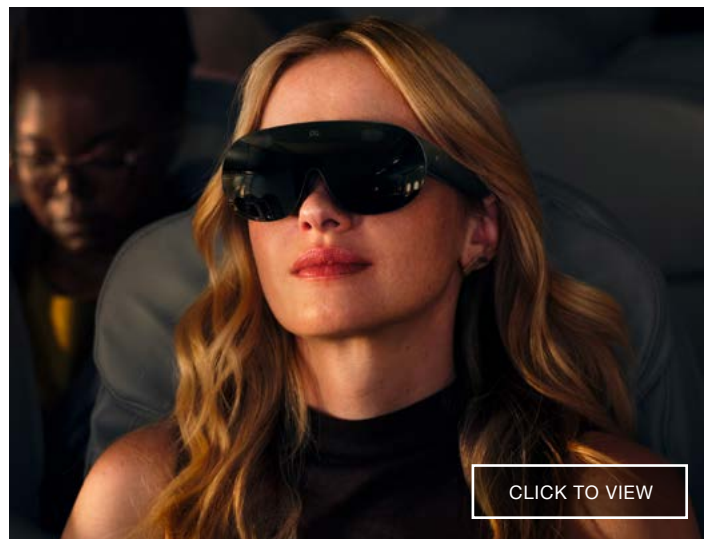
OpenAI Prepares O

OpenAI is reportedly preparing “O,” a ChatGPT assistant designed to remain active even without continuous user prompts. Among the cited use cases is email management, which would transform ChatGPT from a tool requiring manual queries into a persistent intermediary for personal workflows...



META

VR Glasses And Camera-Free Ray-Bans Are Arriving



Meta doubles down on its bet on hardware and artificial intelligence with a new generation of devices designed to redefine the relationship between users and technology...

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CONSCIOUS



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AMAZON

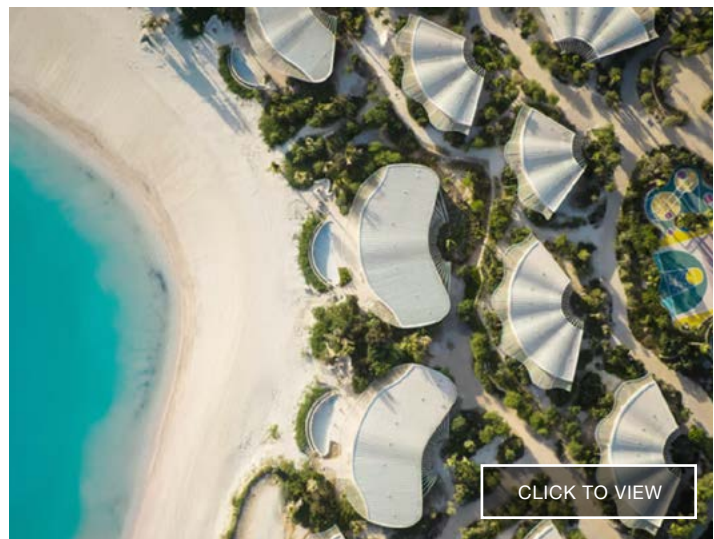
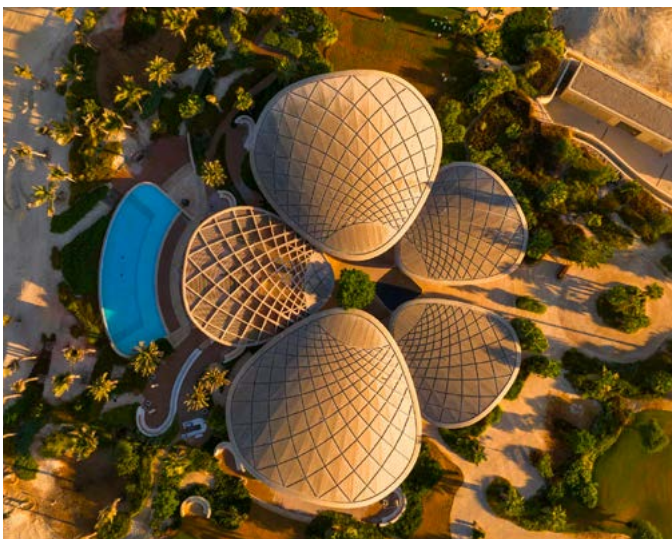
Amazon, Stella McCartney And Canopy Co-Found Coalition To Scale Sustainable Fashion

The initiative brings together major e-commerce, luxury fashion, and environmental organizations to support over 60 brands in achieving net-zero carbon emissions by 2040...



FOSTER + PARTNERS

The New Resorts On Shura Island Are A Masterpiece Of Eco-Design



Even before drawing a single line of the Shura Island project, the architectural firm Foster + Partners studied the Red Sea's coastal landscape: the branching formations of coral reefs and the layered structures of Saudi Arabian desert flowers, which grow along the longest coastline among the countries bordering the Red Sea...

STELLA MCCARTNEY

It Takes Care And Commitment

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CONSCIOUS P.19



There's no doubt that sustainability has fallen down the fashion agenda in recent years, with brands increasingly concerned about their bottom lines. But now a new initiative, The Climate Pledge Fashion Coalition, hopes to reignite the conversation...

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ART

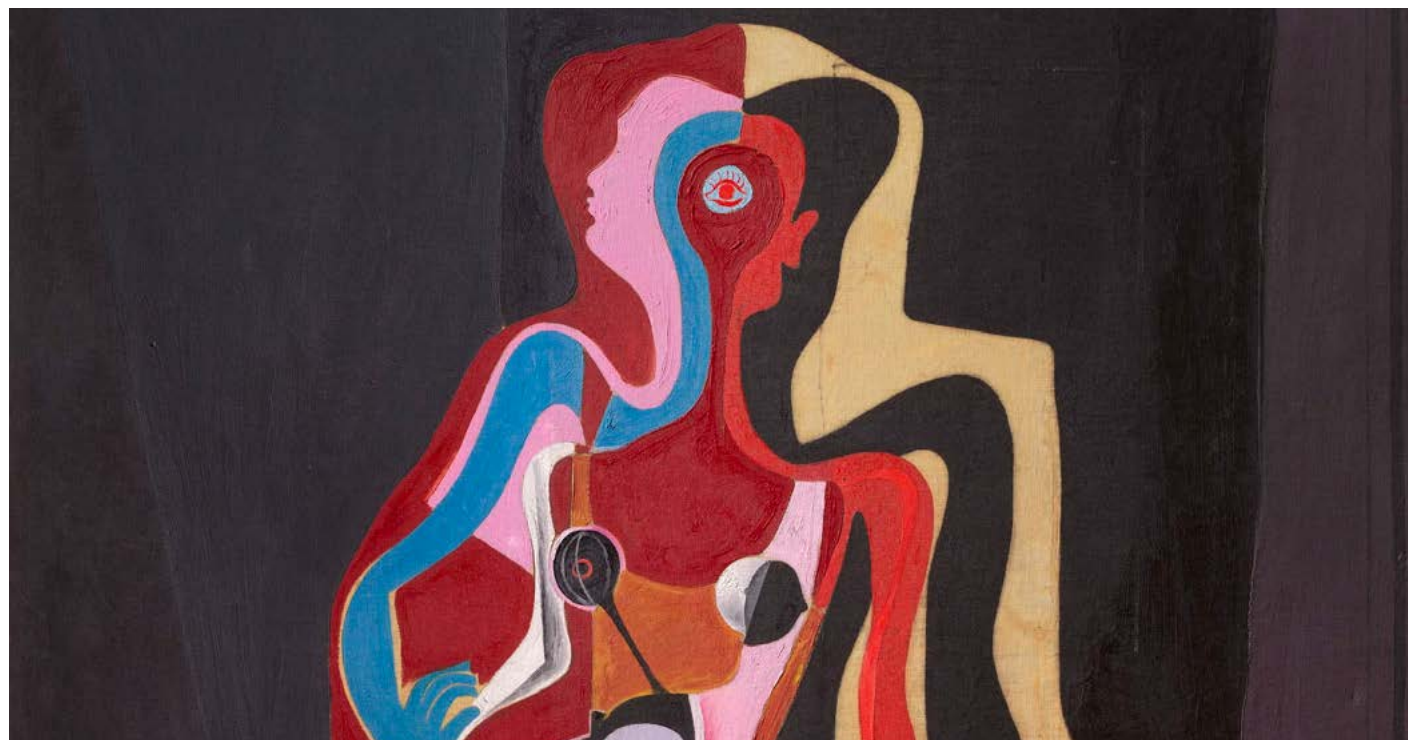


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PALAZZO REALE

The Exhibition That Tells The Story Of How Dalí Changed Fashion Forever

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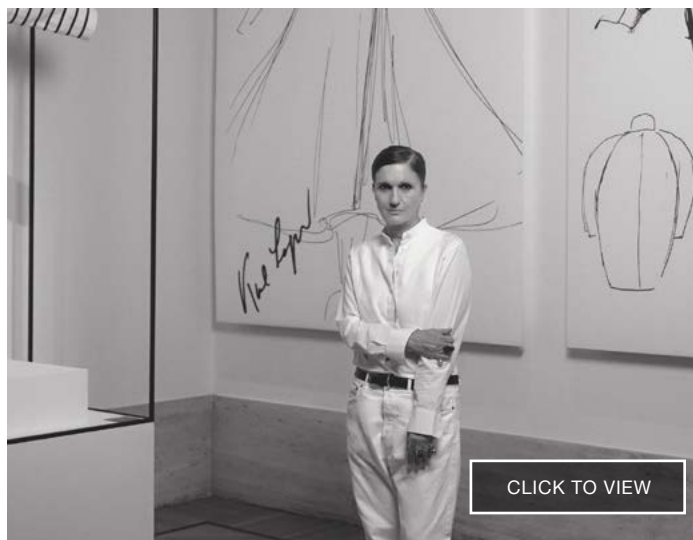
Hard to define, impossible to ignore, Salvador Dalí's visionary genius continues to challenge the boundaries of perception—as well as the limits of every art form he touched, provoked, and upended—by delving into the deepest and most terrifyingly seductive dimensions of our psyche...

ART P.21

FENDI

Karl Lagerfeld And Fendi: An Exhibition In Rome Chronicles 50 Years Of Creative Revolution

Rome appears empty, almost unreal. A woman wanders through the city, following the movement of water: a fountain comes into view, then a terrace, then a new glimpse of the capital. The fur coat she wears moves with her; it sheds the stiffness of a luxury garment to become part of a landscape, an atmosphere, a dream...



VOLKER HERMES

Inside German Artist Volker Hermes's First Solo New York Show



The intersection of craft and technology is almost certainly not the first thing that comes to mind when faced with Volker Hermes's reworked historical portraits. But it is a subject central to this artist's work, now on view at 44DeVore...

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VIDEO



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ZARA HOME

Atlas Of Desire, A Collection Created By Stefano Baisi And Luca Guadagnino For Zara Home

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VIDEO P.24



Desire and sensuality are the common thread running through the entire range, conceived by drawing on diverse cultures and eras to create a novel aesthetic language—one that is, needless to say, highly cinematic...

RIMOWA

The Rimowa X Faber-Castell Artist Case

RIMOWA and Faber-Castell have created a limited-edition Artist Case designed to house a complete drawing set. The case is crafted at RIMOWA's Cologne facility from anodized grooved aluminum, featuring the polished corners characteristic of the Classic collection and TSA-approved locks...


[CLICK TO VIEW](#)

MAISON MARGIELA

Fashion Film: ANONYMITY


[CLICK TO VIEW](#)

A face in the mirror. A mask. And, on the other side, someone who appears to be us, yet may be hiding a different truth. In the Maison's new trailer, conceived as a psychological thriller and starring Rebecca Hall, the actress is confronted with her own double in a game of reflections, ambiguity and elusive identities...

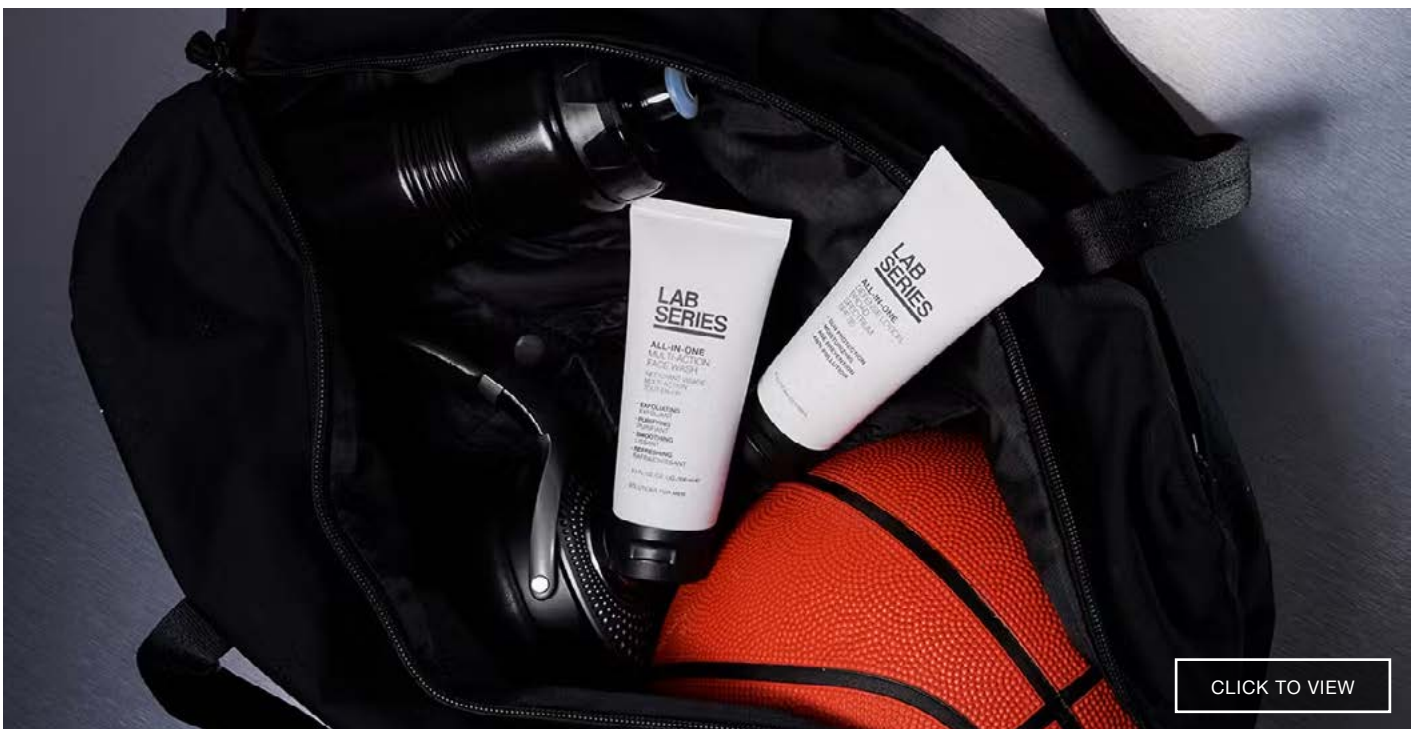
LAB SERIES

Lab Series & Jordan Clarkson Are Making Skincare Personal



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VIDEO P.26



Spend five minutes online, and you'll find someone selling the next shortcut to self-improvement. Want a better jawline? Bone crushing. Better skin? Peptides. Better sleep? Some sort of pill...

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FASTEN SEAT BELT

READY-FLY

TAKE OFF

PILOT ROOM

RED-EYE

F I R S T

fsbmedia

MISSONI

Show Production & Direction, Content Production,
Press Office and Influencer & Talent Marketing

RUNWAY
TAKE OFF
PILOT ROOM



During Milan Fashion Week, Missoni presented its Spring/Summer 2027 collection, shaped by the creative vision of Missoni and Alberto Caliri. Fluid silhouettes, luminous threads and tactile contrasts bring a renewed sense of ease to the Maison's distinctive language, balancing precious details with a more instinctive, lived-in character.

ROBERTO CAVALLI

Creative Concept, Show Production & Direction, Creative Production
& Art Buying and PR Event & KOLs

RUNWAY
TAKE OFF
PILOT ROOM



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FSB GROUP P.29



During Milan Fashion Week, Roberto Cavalli unveiled its Spring/Summer 2027 collection, with the energy of the runway continuing into the Cavalli Party. The collection's expressive character moved beyond the catwalk, taking on a new rhythm as the evening unfolded. Fashion, music and celebration came together in one continuous experience, reflecting the House's bold and instinctive spirit.

THE FRANKIE SHOP

Creative Concept & Event Production

FASTEN SEAT BELT

During MFW26, Fasten Seat Belt curated the opening event for The Frankie Shop first flagship store in Milan. Friends of The Frankie Shop gathered in the lively atmosphere of Via San Pietro all'Orto to celebrate over pizza under the portico, and a first look inside The Frankie Shop Milano.



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FSB GROUP P.30

YALI

Press Office, Influencer & Talent Marketing and PR Event & KOLs

PILOT ROOM



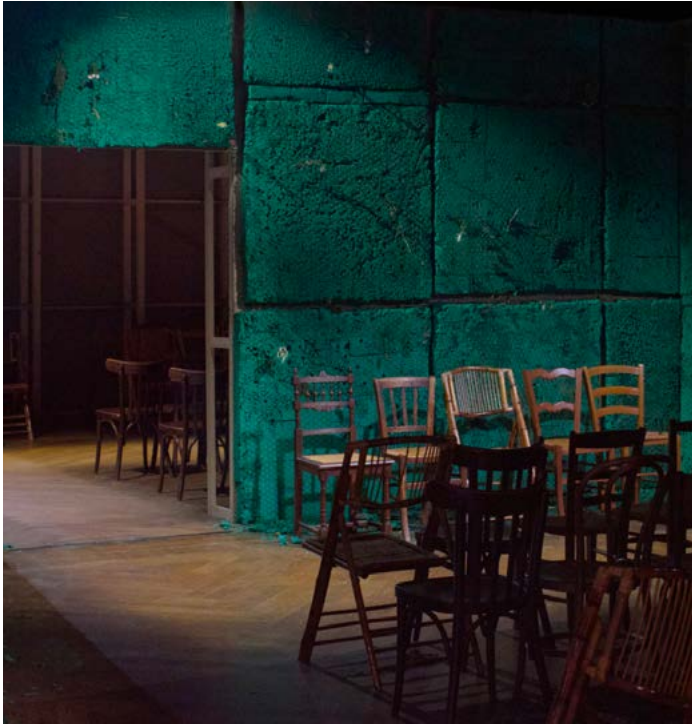
On the occasion of the Spring/Summer 2027 Collection Presentation "Collector's House", held on September 23rd, 2026 at Cambi Casa d'Aste in Milan, comprehensive PR support was provided to Yali. Hosted within the refined setting of the historic auction house, the by-invitation-only presentation brought together press, talents and friends of the brand to discover the new collection. Activities included managing the master list of KOLs, talent and press profiles.

MAISON MARGIELA

Show Direction & Production

RUNWAY

Maison Margiela presents a study into the concepts of hard and soft. Hardness is added to archetypal garments, creating fresh possibilities for silhouette; tailoring has new structural elements; draping is given novel foundations from which to flow.



DIESEL

Show Direction & Production

RUNWAY



Creative Director Glenn Martens celebrates his final collection for Diesel with a Runway Show envisioned as an immersive party at a club you never want to leave. Desire fuels everything: ready-to-wear embellished with orchid motifs, cutaways, trompe l'oeil, new denim and D-One bags.

ISTITUTO MARANGONI MILANO

Content Strategy, Production, Social Media Plan & Management
and Live Coverage

READY2FLY

DYSFLEXION 2026 by Istituto Marangoni Milano brought ten identities to the runway at Palazzo Turati, exploring fashion as an expression of a fluid and evolving self. Ready2Fly supported the event through content strategy and production, social media planning and management, and live coverage, capturing each vision as it unfolded on the runway.



MARNI

Show Direction & Production

RUNWAY



The Spring Summer 2027 Marni collection presented by Creative Director Meryll Rogge unveiled in Milan.

MARNI X MERIT

Press Office and Influencer & Talent Marketing

PILOT ROOM

During Milan Fashion Week, MERIT joined MARNI as the Official Make-Up Partner of its runway show, strengthening its presence during Milan Fashion Week. Selected talents Valentina Cabassi and Valentina Marzullo attended the show, while beauty editors from Vogue and Marie Claire experienced the backstage. The activations amplified the partnership across digital and editorial channels.



LOUIS VUITTON

Event Production

FASTEN SEAT BELT



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FSB GROUP P.34



The Louis Vuitton Dolomites Classic Run 2026 took participants on a 600 km regularity rally from Venice to Monza, winding through the Dolomites and some of Italy's most scenic roads. From September 1 to 4, some of the world's rarest and most valuable vintage cars, driven by international collectors, took part in the rally.

ESTÉE LAUDER

Creative Concept & Event Production

FASTEN SEAT BELT

Estée Lauder brought its Night Club to the heart of Milan with an immersive pop-up experience, inviting guests to step into the brand's world in a setting designed for discovery and connection.



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FSB GROUP P.35

ZEGNA

Creative Concept & Event Production

FASTEN SEAT BELT



ZEGNA celebrated its boutique opening with an exclusive dinner, bringing guests together for an evening reflecting the brand's refined approach to hospitality.

MARCO RAMBALDI

Press Office and Influencer & Talent Marketing

PILOT ROOM

Pilot Room supported Marco Rambaldi with PR, press office, influencer and digital marketing activities for his SS27 fashion show, held on September 26 at Palazzo Turati, Via Meravigli 7 in Milan. The activities supported the show's visibility across media and digital channels, engaging selected journalists and talents around the event.



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FSB GROUP P.36

DR. MARTENS

Press Office and Influencer & Talent Marketing

PILOT ROOM



Dr. Martens brought its "With Bouncing Soles" platform to Milan with a full-day event at Arci Bellezza. The event celebrated creativity, craftsmanship and self-expression through workshops, yoga, comedy and live music. Creative workshops explored craftsmanship, experimentation and material transformation. The programme also featured performances by Giada Biaggi and Marta Del Grandi.

ZONA20 MILANO

Press Office and Influencer & Talent Marketing

PILOT ROOM

For Milan Fashion Week, dedicated press office and talent marketing activities supported the launch of the Spring/Summer 2027 collection, including media relations, interviews, invitations and talent engagement. Inspired by “La Dolce Vita”, the collection brought the spirit of a Southern Italian summer to life through a vibrant Mediterranean setting, lightweight silhouettes and bold, joyful colours.



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FSB GROUP P.37

REDEMPTION

Press Office, Influencer & Talent Marketing and PR Event & KOLs

PILOT ROOM



On the occasion of the Spring/Summer 2027 Collection Presentation, held on September 23rd, 2026 at Terrazza Duomo 21 in Milan, comprehensive PR support was provided to Redemption. Set against the iconic backdrop of the Duomo, the evening took the form of an exclusive cocktail party, bringing together press, talents and friends of the brand to discover the new collection. Activities included managing the master list of kols, talent and press profiles.

PORTANUOVA

Press Office and Influencer & Talent Marketing

PILOT ROOM

Pilot Room supported Portanuova with PR and digital PR activities for the second edition of Portanuova Music Fest, the festival dedicated to Italian music, held from September 18 to 20 across four stages throughout the neighbourhood. For the opening night, on September 17th, Pilot Room coordinated press office activities, inviting selected journalists, as well as digital PR activities, engaging a curated group of talents to experience the festival.



HOGAN

PR Event and Influencer & Talent Marketing

PILOT ROOM



On the occasion of the brand's 40th anniversary, PR support was provided to Hogan for "Made to Move, Born to Rise", the celebration party held on September 23rd, 2026 at Università Bocconi in Milan. The evening featured a DJ line-up curated by Polifonic, with sets by Gerd Janson, Hunee, Maono and Simone De Kunovich, bringing together talents, KOLs and friends of the brand. Activities included managing the master list of KOLs and talent profiles.

MERCEDES-BENZ BUCHAREST FASHION WEEK

PR Event, Press Office and Influencer & Talent Marketing

PILOT ROOM

On the occasion of Milano Fashion Week SS27, PR support was provided to Mercedes-Benz Bucharest Fashion Week for its dedicated presentation of Romanian contemporary fashion, held on September 25th, 2026 at the Fashion Hub in Milan, in collaboration with Camera Nazionale della Moda Italiana. The exhibition and cocktail event showcased a curated selection of nine Romanian designers, bringing together press, KOLs, and talents. Activities included managing the master list of KOLs, talent and press profiles.



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NISSA

Press Office and Influencer & Talent Marketing

PILOT ROOM



During Milan Fashion Week, dedicated PR, media relations, and talent engagement supported the SS 2027 launch. Targeted dressing opportunities further amplified visibility across print and digital platforms. Titled "GARDEN OF EDEN," the collection explores femininity through secret garden imagery, blending nature, sensuality, and fantasy. Fluid silhouettes, sheer fabrics, and refined details balance delicacy and strength. The result highlights a contemporary, confident femininity.

BORSALINO

Press Office, Influencer & Talent Marketing and PR Event & KOLs

PILOT ROOM

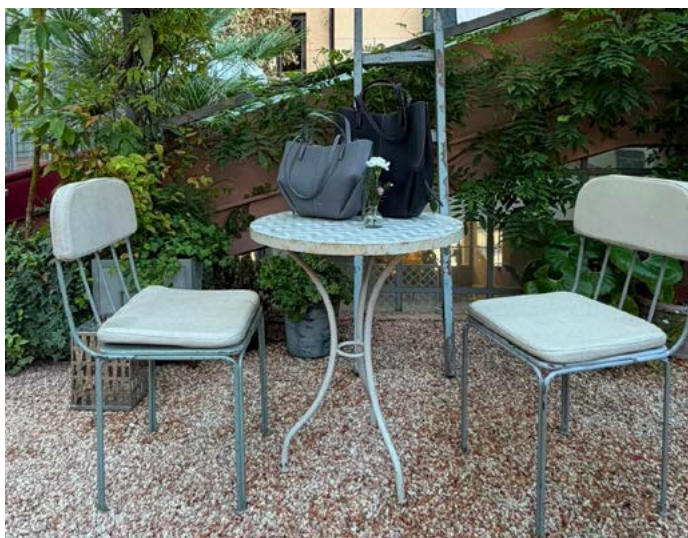


For the Spring/Summer 2027 Collection Presentation, inspired by the atmosphere of Casablanca and its timeless elegance, comprehensive PR support was provided. Activities included press list management, invitations, media interviews, and dedicated talent and influencer engagement through dressing opportunities, strengthening Borsalino's visibility during Milan Fashion Week.

POLÈNE

Press Office

PILOT ROOM



Pilot Room supported Polène with press office activities for an exclusive press breakfast dedicated to the FW26 collection on September 15th. Held at Officine LùBar terrace, the event offered selected journalists an intimate preview of the brand's new styles and colourways, presented through a delightful floral setting and a curated breakfast experience.

SEBAGO

Press Office and Influencer & Talent Marketing

On the occasion of the second edition of the Sebago Rowing Cup, comprehensive press office support was provided. Activities included managing the master list of key national and local media, overseeing the invitation process, and coordinating interviews, with the aim of engaging relevant press and securing both digital and print editorial coverage.



RINASCENTE

Content Strategy, Social Media Plan & Management, Press Office and Influencer & Talent Marketing

READY2FLY
PILOT ROOM



Pilot Room supported Rinascente with PR and press office activities for the launch event of the September 2026 Beauty Fair. To inaugurate the initiative, Pilot Room coordinated an exclusive press breakfast on Thursday, September 10, bringing together beauty and lifestyle journalists and selected talents to discover the 6th floor of Rinascente Milano Duomo, featuring dedicated corners from participating brands, including both established partners and new entries.

DE'LONGHI X VENEZIA

Influencer & Talent Marketing

PILOT ROOM

De'Longhi was an official partner of the 83rd Venice International Film Festival, taking over the terrace of the iconic Hotel Excelsior with exclusive brand activations. The brand hosted a curated group of talent, including Giulia De Lellis and Sara Luna Canola, who experienced the red carpet and premiere screenings alongside international stars. The collaboration brought together Italian elegance, cinema, and De'Longhi's distinctive lifestyle.



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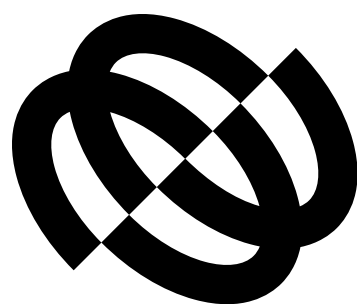
SOL DE JANEIRO

Influencer & Talent Marketing

PILOT ROOM



At the Madrid Grand Prix, Sol de Janeiro invited selected talents to experience the race from an exclusive trackside perspective. Guests discovered the new Intense Mists, bringing the brand's vibrant fragrance universe directly into the excitement of the circuit.



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FOR INFO & CONTACTS

FSB GROUP | info@sbgroup.it | www.fsbgroup.it

Via Marcona, 12 - 20129 Milan

