ISSUE #148

fsbgroup

NOV 2026

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Source: foscarini.com

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EASY MAGAZINE ABOUT THE WORLDWIDE INNOVATIVE COMMUNICATION

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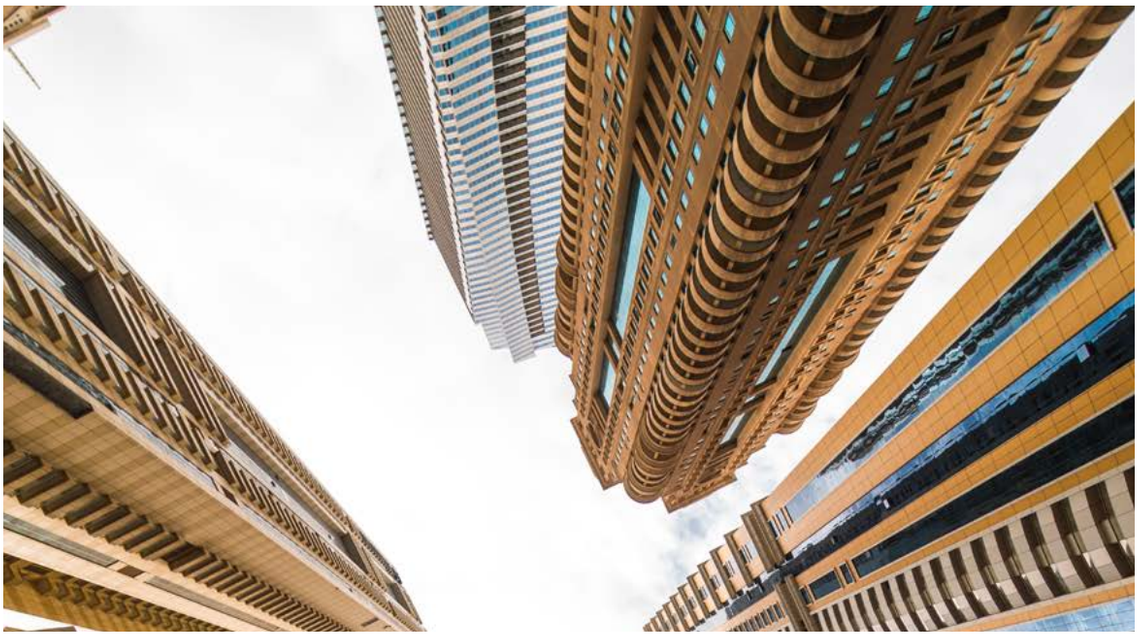
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BREAKING NEWS



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A NEW CHAPTER IN DUBAI

FSB Group opens a new international chapter in Dubai with its agencies Fasten Seat Belt and Pilot Room



Milan / Dubai, November 2026

FSB Group, the independent communications group founded in Milan, is expanding into the GCC with a new office in Dubai. **Fasten Seat Belt** and **Pilot Room** will lead the way, building on their strong reputation. Fasten Seat Belt specialises in events, fashion shows, lifestyle experiences and HNWI activations. Pilot Room focuses on tailor-made PR and integrated communication, from press office to talent and influencer marketing, and from community building to key prospect relations.
Alongside a dedicated office, the Group has a team on the ground made up of experts who know the city inside out, speak its language and understand its cultural codes. They will bring clients the care and attention to detail that have always defined FSB Group.

Supported by the know-how of its Milan-based teams in Social Media Strategy, Content Production and Omnichannel Advertising, the Group aims to operate in both directions. On one hand, it supports Western brands operating in the GCC, drawing on luxury and fashion expertise built over 17 years of work with the leading names in fashion, design and beauty. On the other hand, it brings Emirati brands closer to Western markets, showcasing their heritage and cultural value.

Leading the Group in the region are Founders & Partners **Andrea Reina** and **Chiara Fornari**, together with two Managing Partners. **Enrico Fasoli** will oversee all communications and PR, and **Elisabetta Pansoya** will head experience and events.

The decision reflects a rapidly evolving landscape. Despite the challenges of early 2026, the Middle East remains the world's third-largest growth engine for luxury, after China and Japan, driven by young consumers, investment in tourism and a growing appetite for experiences. Dubai is at the heart of this growth: a forward-looking city that has made creativity a cornerstone of its future, drawing the world's major brands while giving the region's homegrown names a platform to compete on the international stage.

FSB Group bridges Milan and Dubai, helping brands engage audiences in both regions with cultural fluency. Over 17 years, the Group has built a network of creative directors, talent, filmmakers, artists and leading voices. Today, that network has expanded to include professionals and creatives based in the UAE, opening a genuine two-way conversation between the region's creative community and its international counterparts. Events and communication work as one: every project begins as a strategy and takes shape as an experience.

The Milan and Dubai headquarters share the same organisational structure and ownership, ensuring a common vision and a consistent approach for every client. The result is a continuous exchange of ideas, skills and sensibilities across cultures and markets.

Contacts

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THE ART OF PRIVATE EVENTS

FIRST Private Events: the art of the private occasion





FIRST Private Events is Fasten Seat Belt's unit dedicated to private events.

Every project starts from the story of the people at its heart. FIRST creates bespoke weddings, celebrations and private receptions for an international clientele seeking something singular, crafted down to the last detail. FIRST oversees the entire journey, from creative concept to on-the-day direction. Its work covers venue scouting, concept and styling, supplier coordination and production. It brings to private occasions the same standard Fasten Seat Belt delivers for major fashion and luxury events. The unit works across Italy and abroad, in historic residences and exceptional settings, from Sicily's villas and palazzi to leading destinations across Europe and beyond.

The unit is led by **Giulia Grosso**, Managing Director. She oversees FIRST's strategic vision, client relationships and the coordination of its creative and production teams.

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BRANDS OVERVIEW



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COCA-COLA

Alice + Olivia Is Teaming With Coca-Cola on a Collection Celebrating the Iconic Beverage

If you ask Stacey Bendet, chief executive officer, founder and creative director of Alice + Olivia, “Things go better with Coke.” So it’s fitting that Alice + Olivia has launched an exclusive collaboration with Coca-Cola celebrating the iconic American beverage brand’s 140th anniversary...



MES BEAUTY

Jennifer Lawrence Introduces Mes Beauty, Her New Haircare Brand



At the beginning of September, amid the fashion frenzy surrounding Fashion Weeks around the world, Jennifer Lawrence caught my attention on my Instagram feed with her very first post, marking her long-awaited arrival on the platform...

HARPER'S BAZAAR ARABIA

Tina Kunakey Stars In Harper's Bazaar Arabia



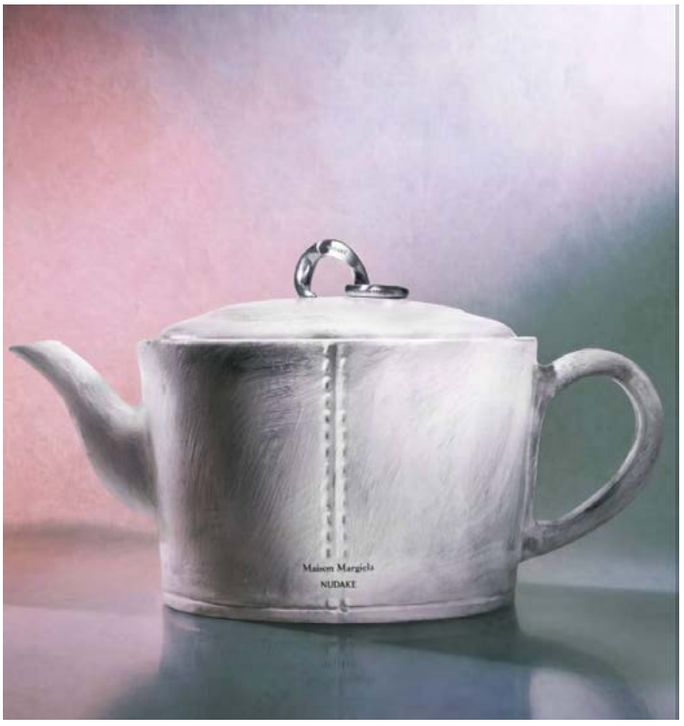




Cameras adore her, designers court her, and front rows are lovelier – and livelier – for her presence. Born in Biarritz of Tongolese and Sicilian decdent, and now one of France's most compelling faces, 29-year-old Tina has built a career on instinct: knowing precisely who she is...

MAISON MARGIELA

Maison Margiela And Nudake Serve Tea With A Deconstructed Twist





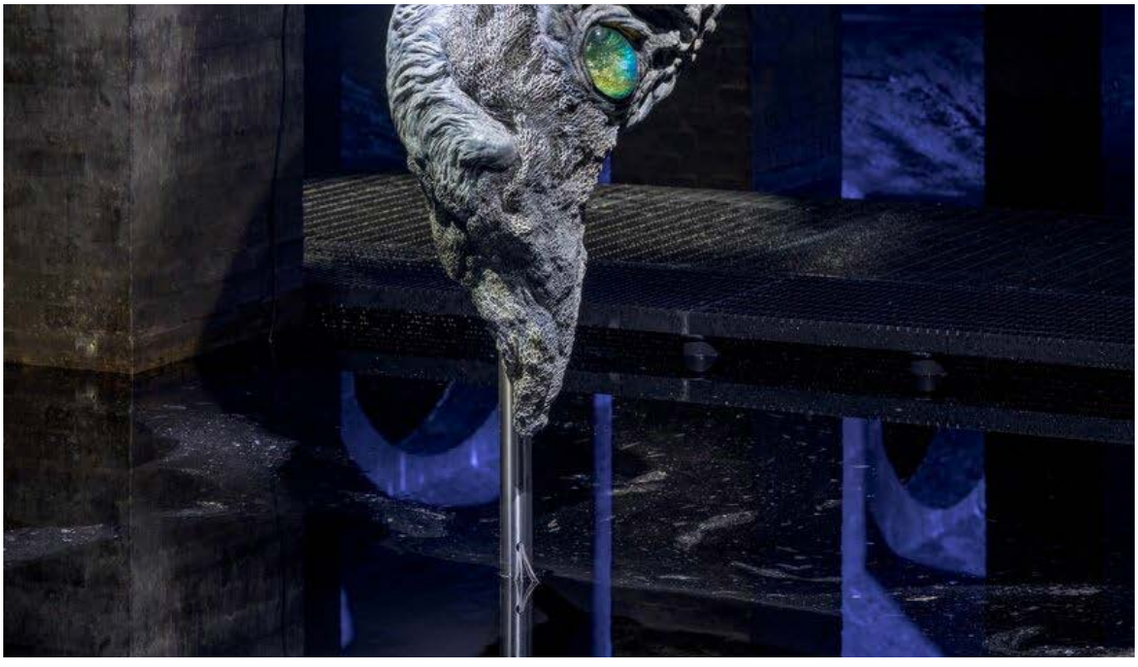


Maison Margiela and NUDAKE transform teatime into a sublime exercise in controlled imperfection. Dubbed “OOPS,” the duo’s first collaboration takes the Maison’s deconstructive codes out of the realm of fashion and applies them to porcelain, tea, and the very ritual of sharing...

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INSTALLATIONS



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DUBAI DESIGN WEEK

Three Gardens And A Room: Inside The Winning Urban Commission 2026





Each year, Urban Commissions gives architects and designers the opportunity to experiment with outdoor infrastructure and rethink how we experience the public realm. The 2026 theme, Atmospheres, starts with something instinctive: we often feel a space before we understand it...

PALACE

Palace Built Itself A Palace For Its London Flagship





CLICK TO VIEW

Real streetwear heads will know this legendary lore: in the late 2000s, a dilapidated, slightly skuzzy South London flat — affectionately nicknamed “the Palace,” and occupied by the Palace Wayward Boys Choir skate gang...

JAKOB KUDSK STEENSEN

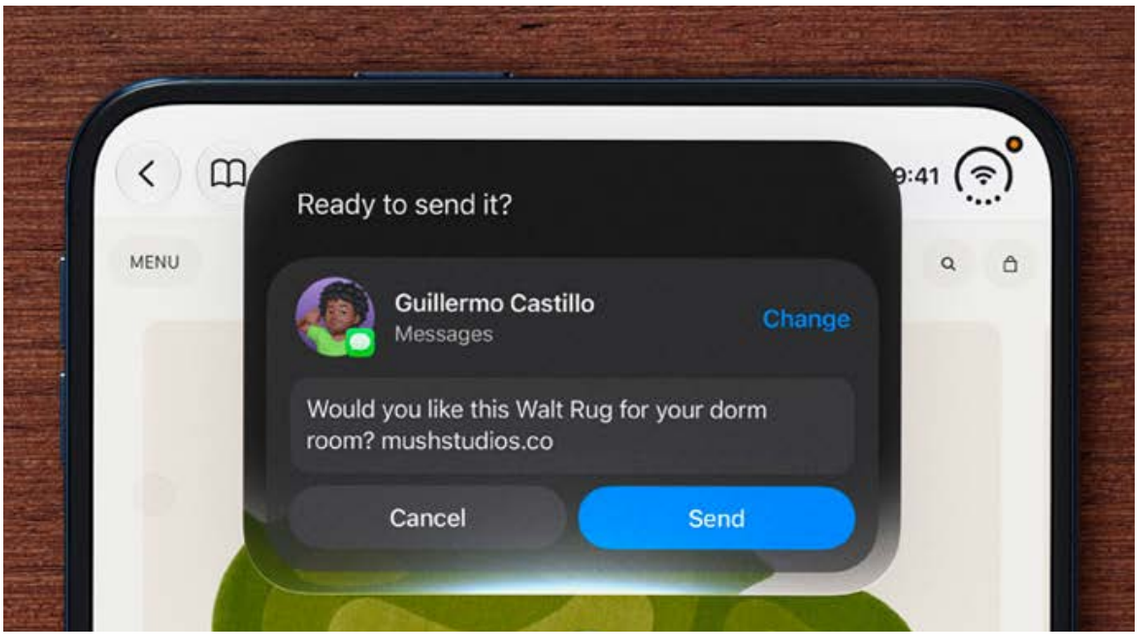
This Installation By Jakob Kudsk Steensen Considers The Origins And Agency Of Life





Artist Jakob Kudsk Steensen worked on the installation Psychosphere for five years. Exhibited at Cisternerne, The Frederiksberg Museums, Denmark, in 2025, the installation is an amalgamation of deep-sea footage shot both by Steensen himself and the research...

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DIGITAL



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L’ATITUDE 52°N

Atitude 52°N Brings Smart Glasses With Simultaneous Translation And An Ai Tour Guide To IFA

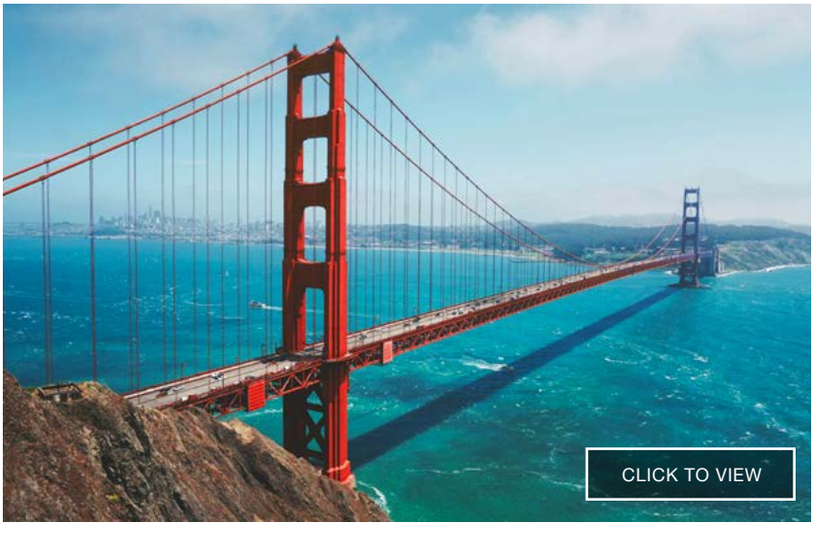
L’Atitude 52°N, azienda berlinese vincitrice del Red Dot Award, porta a IFA 2026 una nuova generazione di occhiali smart pensata per chi viaggia ed esplora città diverse dalla propria: la Departure Collection, disponibile nei modelli Berlin, nelle colorazioni Obsidian e Dune, e Milan, nelle colorazioni Olive e Obsidian...



GOOGLE

Google Photos: You Can Now Edit Images By Entering A Prompt, Even In Italy

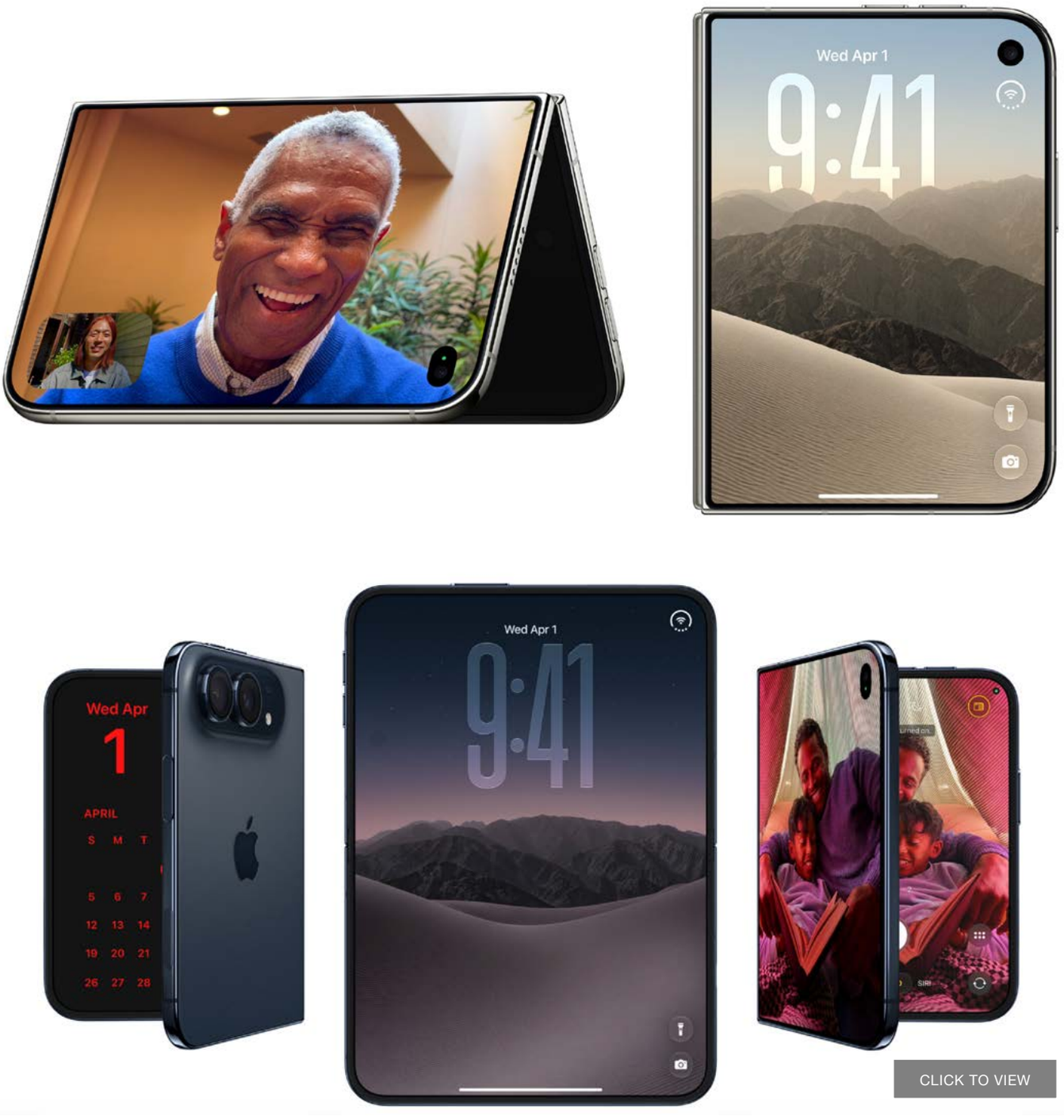




The highly anticipated AI-powered image editing feature is arriving in Google Photos in Italy. Starting with the Android app—with plans to extend it to iPhone in the near future—users will be able to manipulate cloud-stored content in a simple, natural way by entering text prompts to interact with a chatbot, which is...

APPLE

iPhone Duo: A new iPhone Enters The Fold



Introducing iPhone Duo, the first foldable iPhone. When open, it's the thinnest iPhone with the largest display ever — 50 percent larger than iPhone 18 Pro Max. And it has an outer display with more than 90 percent of the screen area of iPhone 18 Pro...

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CONSCIOUS



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KERING

Inside Kering’s First Water Resilience Lab in Italy

The Kering Group’s initiative, which is open to companies and institutions, involves the issuance of resilience bonds by companies to raise the necessary funding...



DANTE6

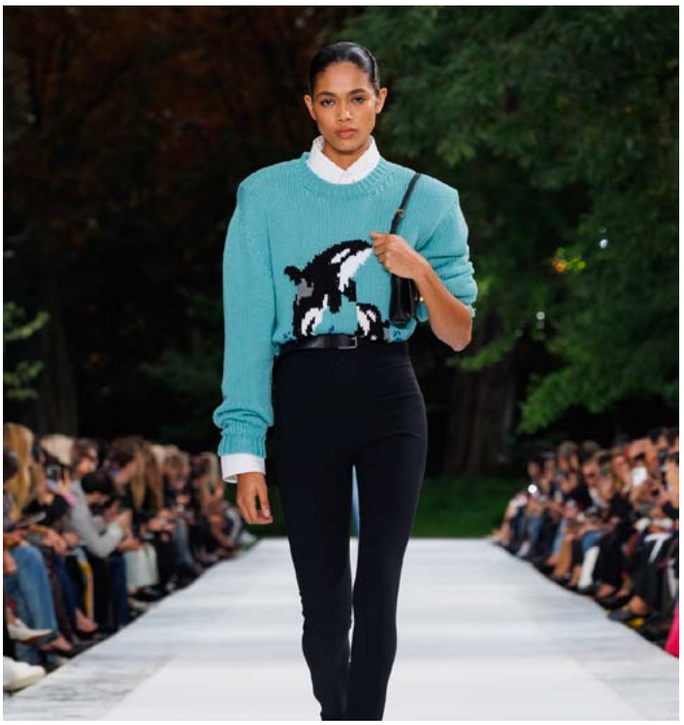
Dante6 Puts Responsible Materials At The Heart Of Its Knitwear



With its FW26 collection, Dutch fashion brand Dante6 puts knitwear centre stage. Soft jumpers, cardigans and a wrap top form the base for layered looks that carry through the fall/winter season...

STELLA MCCARTNEY

Stella McCartney Questions Role Of Living Beings In Fashion With Summer 2027 Collection









Paris Fashion Week October 2026: Stella McCartney continues its commitment to animal and nature protection with a spring/summer 2027 collection that rethinks material choices...

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ART



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LOUIS VUITTON

Louis Vuitton Celebrates Seven Years Of Artycapucines At Art Basel Paris





Last week, the contemporary art world turned its attention to Paris. A look back at the exhibitions, collaborations and artistic initiatives presented by LVMH Maisons that marked these few days...

ETRO

Etrospective NY: 96-26

Etro celebrates three decades since its first historic opening in New York with the initiative “Etrospective NY: 96-26”—a special project that traces thirty years of the Milanese fashion house’s history and style in the Big Apple...





ANFAO

“The Lens Of Time” An Exhibition By Anfao, Arrives In Rome



The exhibition “The Lens of Time”—a project promoted by ANFAO and developed in collaboration with the Eyewear Museum in Pieve di Cadore—was inaugurated at Palazzo Piacentini by the Minister of Enterprises and Made in Italy, Adolfo Urso. The exhibition is held under the patronage of the Ministry of Enterprises...

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VIDEO



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FOSCARINI

Javi Aznarez X Foscarini : The Spark That Made Him An Artist





A caveman scratches lines into stone, punctuating each mark with a low, guttural grunt. And it happens under the sharp, geometrical glow of Aplomb, the Foscarini lamp whose concrete marries perfectly – by contrast – with the setting...

GENTLE MONSTER

Maison Margiela Welcomes A New Line Of Glasses Through A Collaboration With Gentle Monster

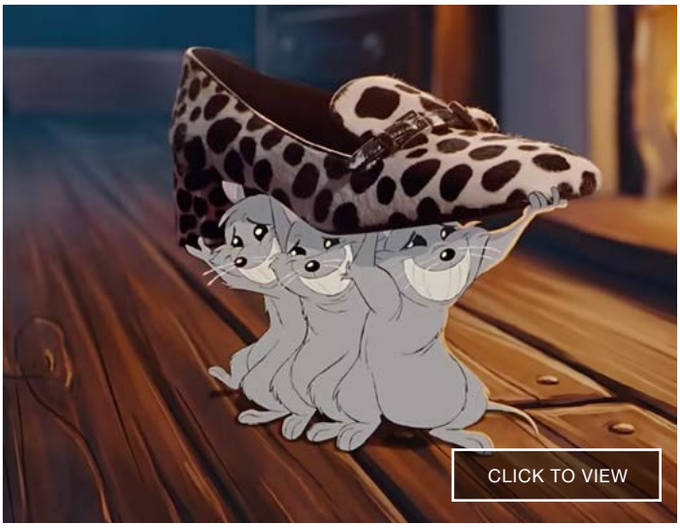
Maison Margiela introduces a new line of sunglasses and optical frames in collaboration with the Seoul-based brand Gentle Monster—a concept developed within the Artisanal atelier, designed to seamlessly blend Maison Margiela's heritage with Gentle Monster's fashion-forward, avant-garde aesthetic...



PRADA

Drawing Prada: Animated by Hand





Introducing "Drawing Prada: Animated by Hand", the Prada Holiday 2026 campaign, featuring Prada Ambassadors Chen Haoyu, Sadie Sink, Maya Hawke, Kelvin Harrison Jr., together with Luther Ford...

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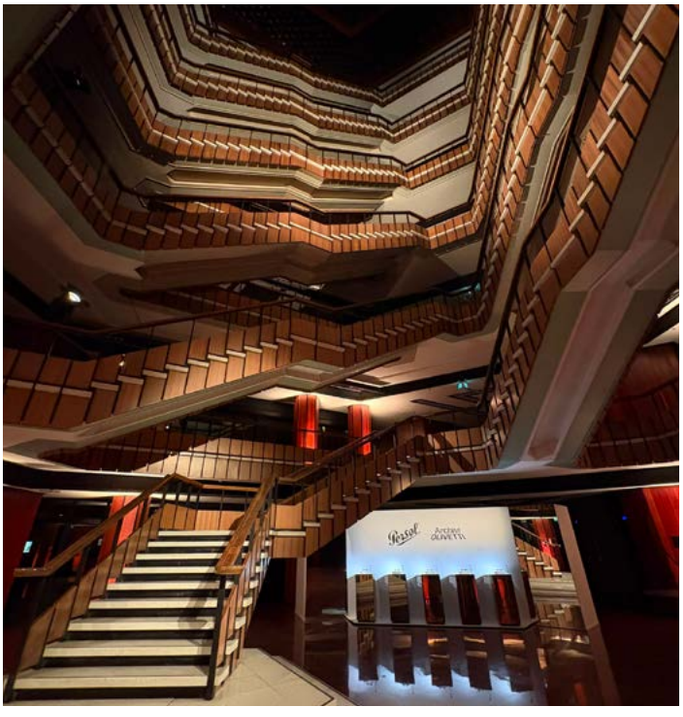
FASTEN SEAT BELT · READY-FLY · TAKE OFF · PILOT ROOM · RED-EYE · FIRST · fsbmedia

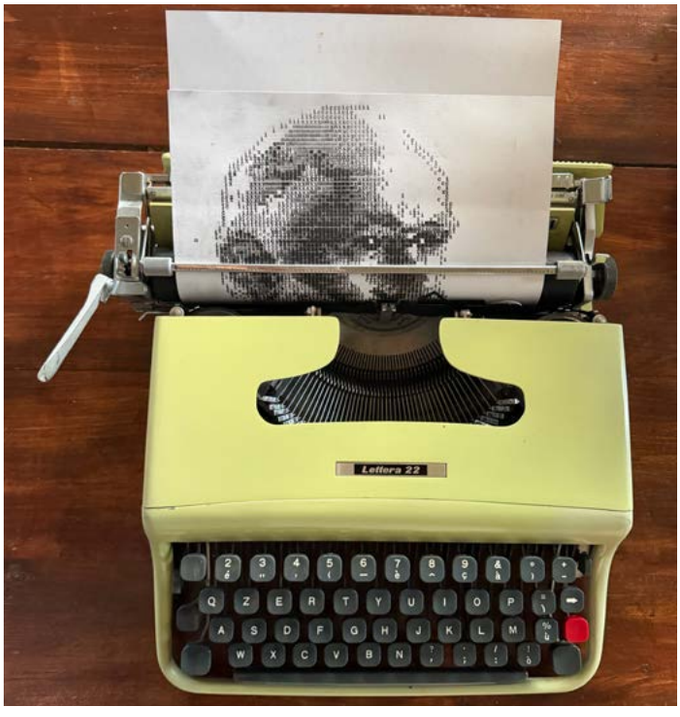
PERSOL X ARCHIVIO OLIVETTI

Creative Concept & Event Production

FASTEN SEAT BELT





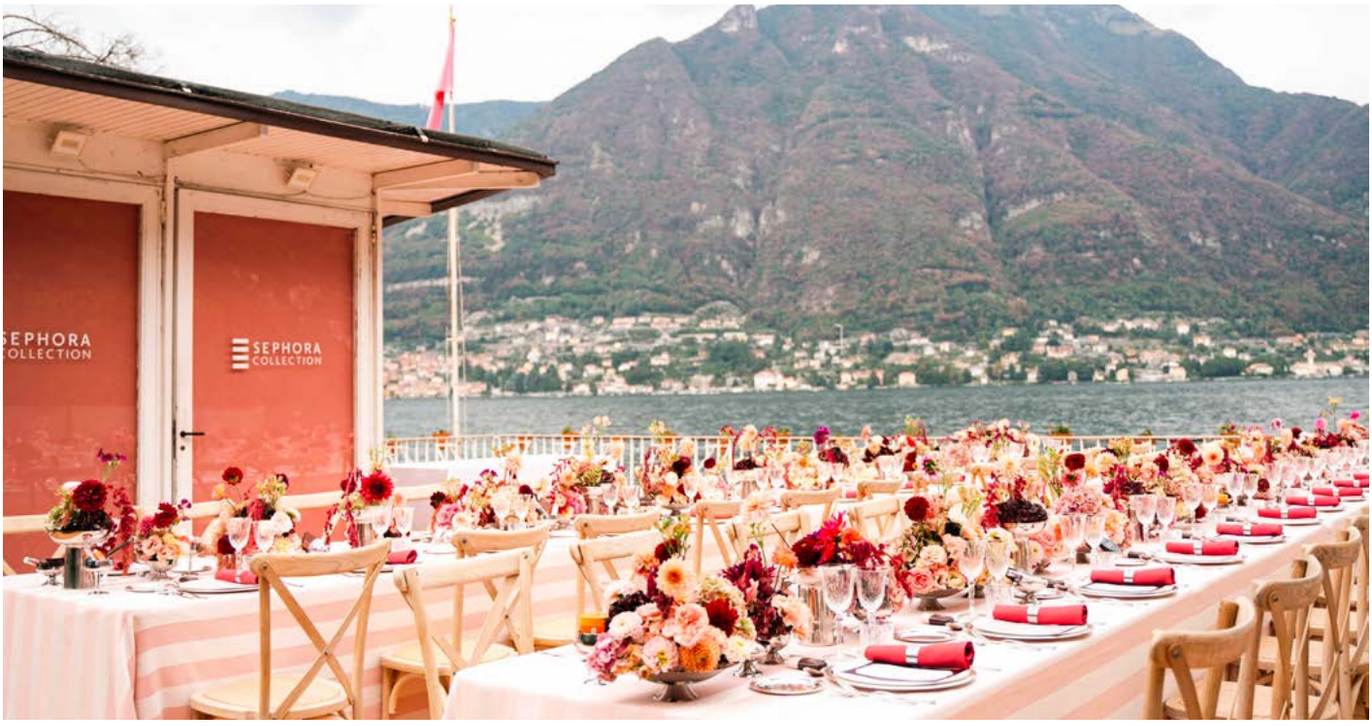


Persol launched its new Sun and Optical collections with a two-day experience alongside Olivetti, in Ivrea and Lauriano, with Pierfrancesco Favino. At Tenuta Roletto, Francesco Taskayali turned typewriter sounds into music, while Alvaro Franca typed a portrait of Camillo Olivetti.

SEPHORA COLLECTION

Creative Concept & Event Production and PR Event & Influencer & Talent Marketing

FASTEN SEAT BELT
PILOT ROOM







On the occasion of the launch of the new It's a Stretch mascara, FSB was responsible for the creative concept and production of a three-day experience dedicated to 50 influencers, featuring a variety of engaging activities and experiences, culminating in a final party.

BRUNELLO CUCINELLI

Content Production & Art Direction







The Art of Us, a project by Brunello Cucinelli, celebrates the artists and visionaries changing the way we see the world. This chapter spotlights Theo Jansen, whose Strandbeest, kinetic sculptures built from simple tubing and moved by the wind alone, blur the line between the natural and the mechanical.

NAPAPJRI

Content Production & Art Direction







The Napapijri FW26 campaign is a narrative journey shaped by memory, imagination and possibility. Starting from Jamie Campbell Bower's hometown of London, the campaign moves between real and imagined destinations, Sweden, Japan, Mont Blanc, where familiar spaces become gateways to faraway places.

TOMMY HILFIGER

Content Production

READY2FLY

Ready 2 Fly curated the content production for Tommy Hilfiger's two-city event in Milan and Rome. Developed from concept to final cut, the video translated the spirit of the brand into a visual language designed to travel across digital channels. The project brought to life the teaser campaign video that announced the event, built to spark curiosity among the audience.





CANALI

Content Strategy, Creation & Distribution

READY2FLY





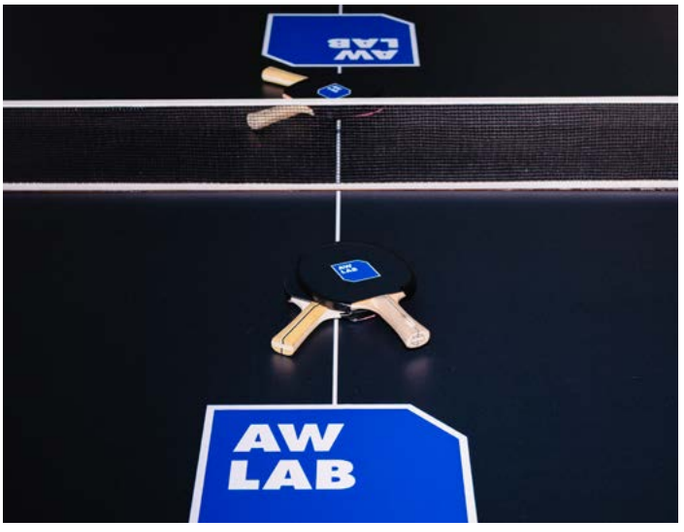
Every Canali jacket begins long before the last stitch. With Under the Surface, Canali brings that hidden story to light, letting art, material and tailoring speak to one another. Curated by CloePiccoli, the vernissage unveiled Diego Perrone's glass sculptures, revealing the craftsmanship and time behind every finished form.

AW LAB X ON

Creative Concept & Event Production and PR Event & Influencer & Talent Marketing

FASTEN SEAT BELT
PILOT ROOM

A sound-walk with talents and ON brand ambassadors through the city of Milan, from the AWLAB Store to Chiosco Ravizza, finishing with a workshop transforming the sounds recorded into music beats. Followed by a dj set and party open to everyone. 13/10/2026 from 16.00 to 22.00. All to celebrate the launch of the new cloud-master and take ON away from pure performance and into the lifestyle sector.





AW LAB X ADIDAS

Creative Concept & Event Production and PR Event & Influencer & Talent Marketing

FASTEN SEAT BELT
PILOT ROOM





RE-ORIGINAL workshop with Nicolo Russo, taking the new Adidas Denim collection and re-inventing it with patches, buttons and laces/ribbons. Event open to 15 talents with catering by L'altro Tramezzino.
08/09/2026 from 16.00 - 20.00.

VICTORIA SHOES

Influencer & Talent Marketing & Press Office

PILOT ROOM







Pilot Room supported Victoria Shoes in creating a bespoke event for the FW26 launch. Held at Bar Nico in Milan on October 22nd, it brought together 25 guests, including talents and press, for an exclusive dinner and a sneaker customization workshop led by Natalia Criado.

TWENTYFOURHAITCH

Influencer & Talent Marketing, PR Events & Press Office

PILOT ROOM

On the occasion of the opening of its new showroom in Via Maestri Campionesi in Milan, PR support was provided to TWENTYFOURHAITCH for “Meet Me on the Moon”, the opening event held on October 14th, 2026. The evening invited guests to discover the new space and step into the brand’s universe, bringing together talents, KOLs and friends of the brand.





DR MARTENS

Press Office, Influencer & Talent Marketing

PILOT ROOM





For Dr. Martens’ global AW26 campaign “With Bouncing Soles”, the Italian activation celebrated individuality and creativity through the brand’s iconic silhouettes. Personalized seeding, targeted media relations and workshop invitations for selected press and talent led to a cultural event at Arci Bellezza in Milan, amplified by an integrated PR and influencer strategy.

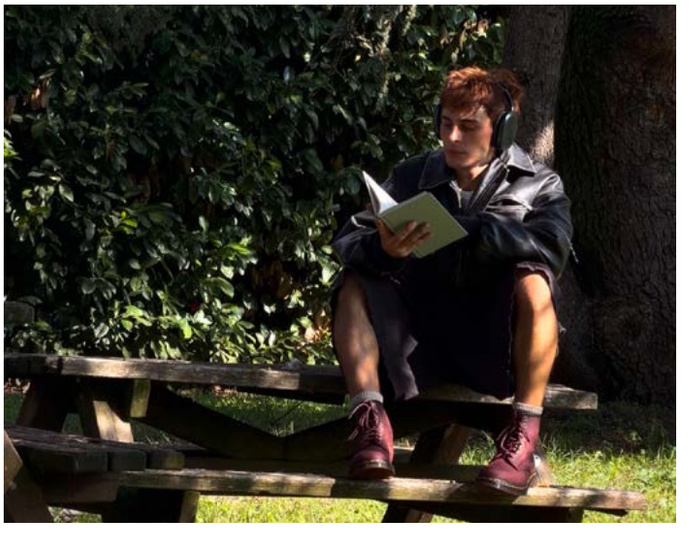
AW LAB X DR MARTENS

Influencer & Talent Marketing

PILOT ROOM

On the occasion of the digital campaign by AW LAB for Dr. Martens, “What Makes Your Sole Bounce?”, the activity highlighted the iconic Dr. Martens Cherry boots by involving two talent from the contemporary creative scene. The project captured their raw passion and daily rituals within their real living and working spaces, celebrating the footwear as a natural extension of personal identity and attitude.





SALOTTO ORSINI & PENCE1979

Influencer & Talent Marketing, PR Events & Press Office

PILOT ROOM



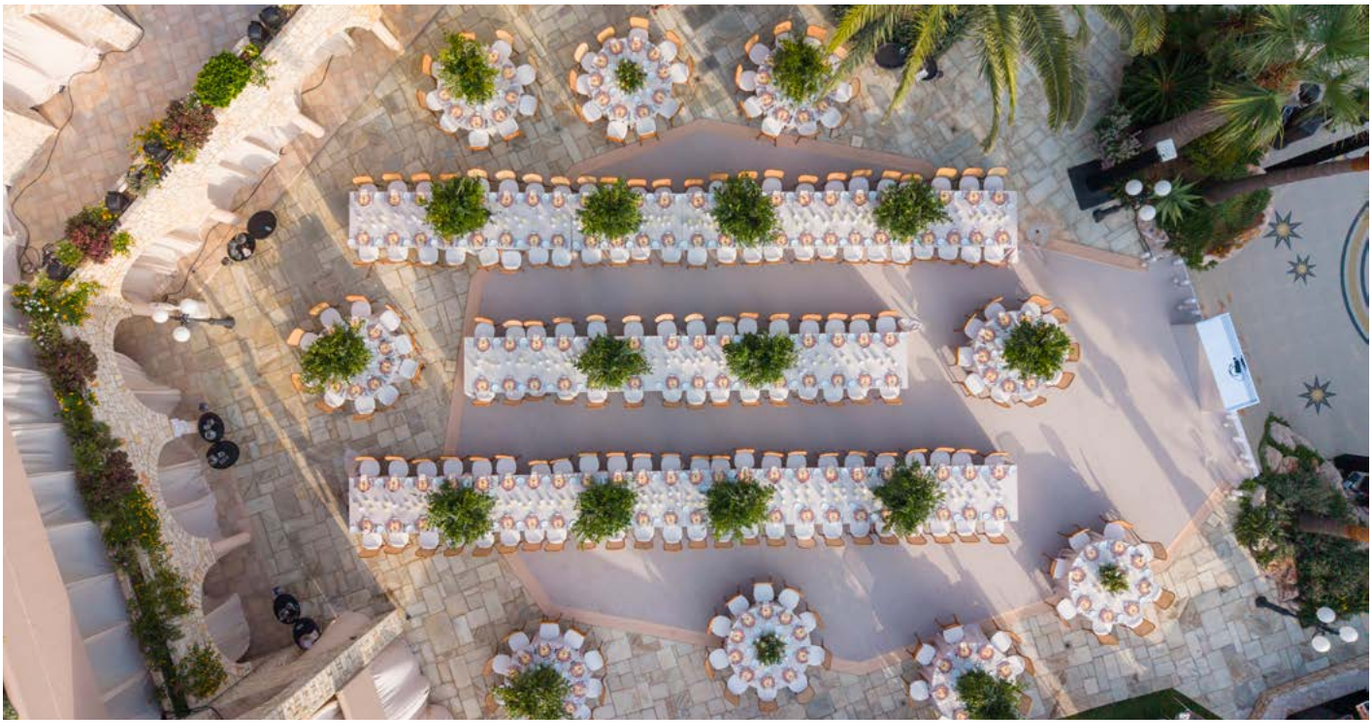


PR support was provided to Salotto Orsini and Pence 1979 for their joint Cocktail Party, held on October 15th, 2026 at Salotto Orsini in Milan’s Brera district. Celebrating Italian elegance, taste and style in a single experience, the evening featured a DJ set by Boss Doms, bringing together talents, KOLs, stylist, press and friends of both brands.

AN AEGEAN WEDDING STORY

Event Planning & Creative Production

FIRST







A love story that set the tone for the whole celebration, with joy, warmth and a little quiet magic in every moment. Held between Spetses and Porto Heli, the wedding unfolded naturally around the couple, from their first glance to their last dance, feeling suspended in time and entirely their own. First oversaw every aspect of the planning, creativity and production, shaping a day as seamless as it was memorable.



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