



PASQUAL ARNELLA

EXCLUSIVE PAPER PASTE TECHNIQUES

## PROJECT FOR VALUE RETAIL · FALL CAMPAIGN AUTUMN 2015

### CARDBOARD FRAMES



CUSTOMER: **VALUE RETAIL**  
LOCATION: **UNITED KINGDOM**

QUANTITY: **1.600 PCS**  
TIMING: **2 MONTHS**



Value Retail has over 9 outlet "villages" in Europe and 3 in Asia, our frames were delivered among the stores, including brands like Loewe, Levi's, Replay, Dolce Gabanna, G-Star, Pepe Jeans...



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### CARDBOARD FRAMES



Red and rose gold frames at the villages located in Wertheim and Fidenza.

We produced over 1.600 frames; 4 models in 2 sizes, painted in silver, gold and red colours. The cardboard is made from recycled paper; we make sustainability and aesthetic compatible!



The frames were painted with 3 coats of paint to ensure brightness and durability.