PZ: SELLING CONCEPT FOR LIVING

lecture by PZ Opassuksatit

Introduction by Marco Marino and Alessandra Vaccari

Head of Image and Visual Design at VETEMENTS from 2015 and 2018, PZ Opassuksatit published her first solo book, PZWORLD, in 2018. She is the founder of PZtoday, an experimental laboratory specialised in image design, art direction, visual merchandising, object design and concept selling. She was included in the 2020 NEW WAVE: Creatives by British Fashion Council in the category "Artist". She considers herself a comedian.

In the frame of the Fashion History and Theory course held by Alessandra Vaccari