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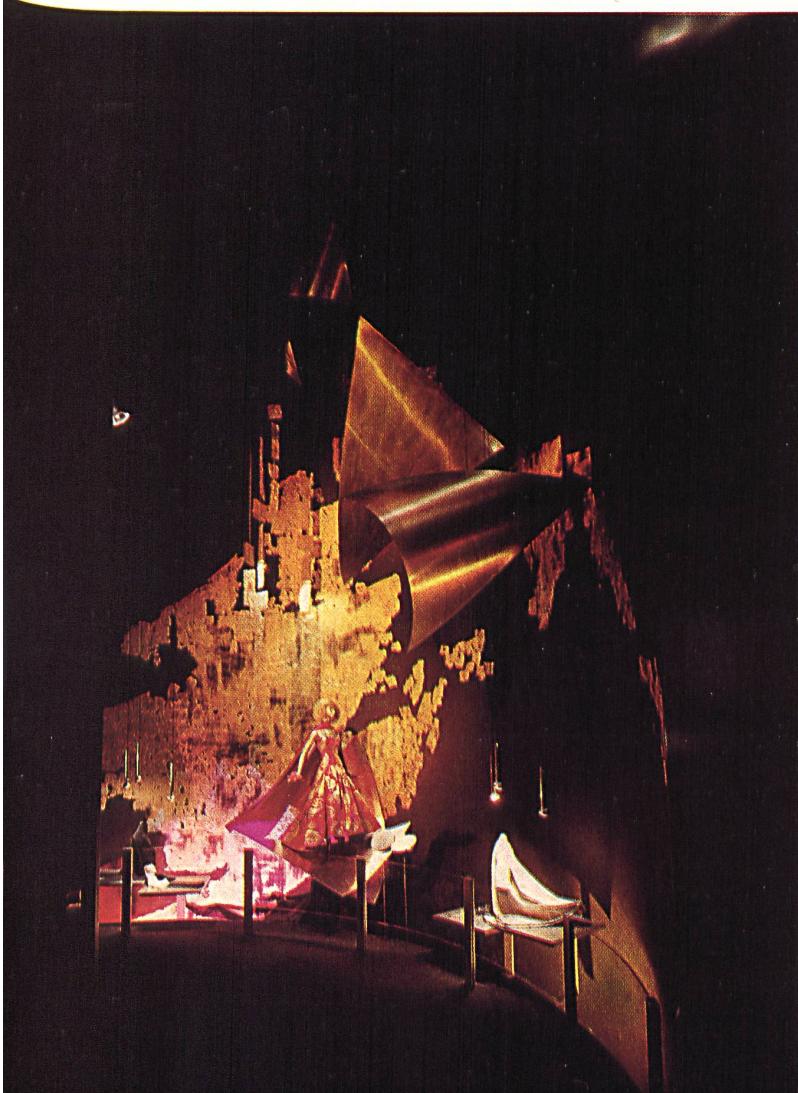
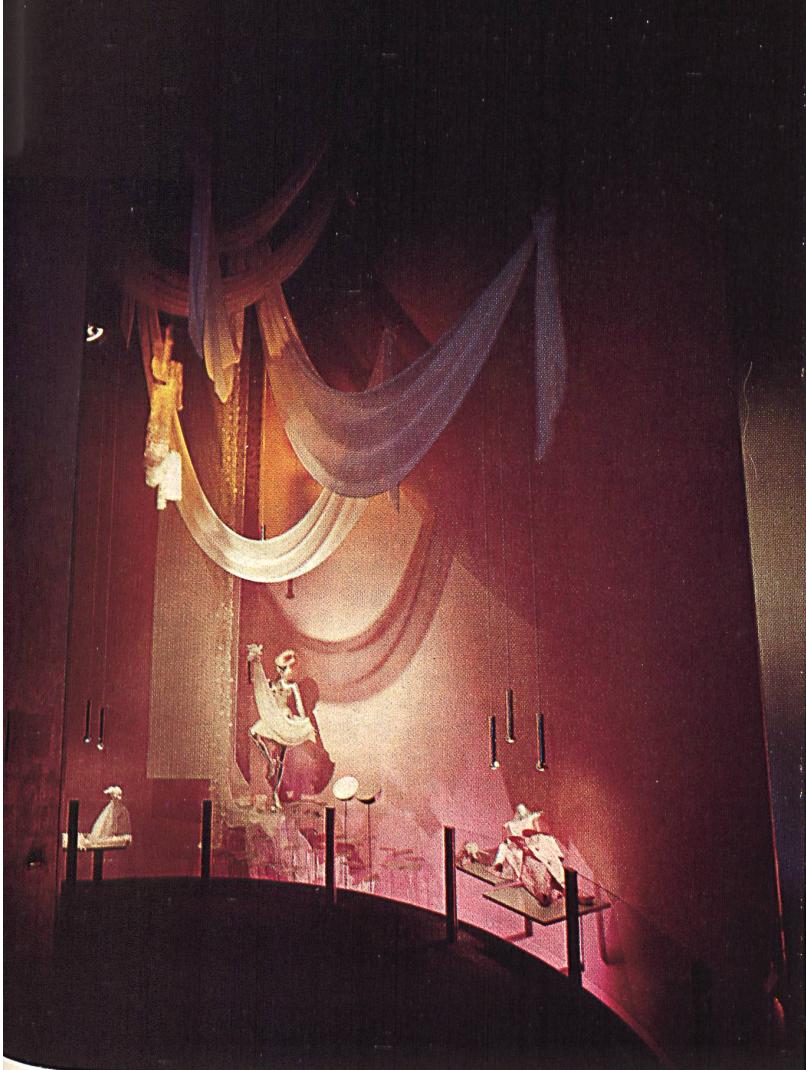
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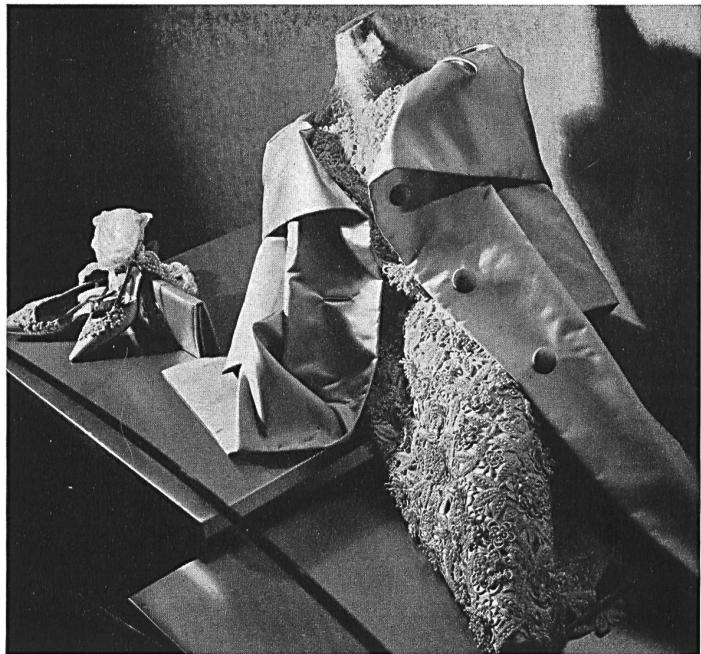
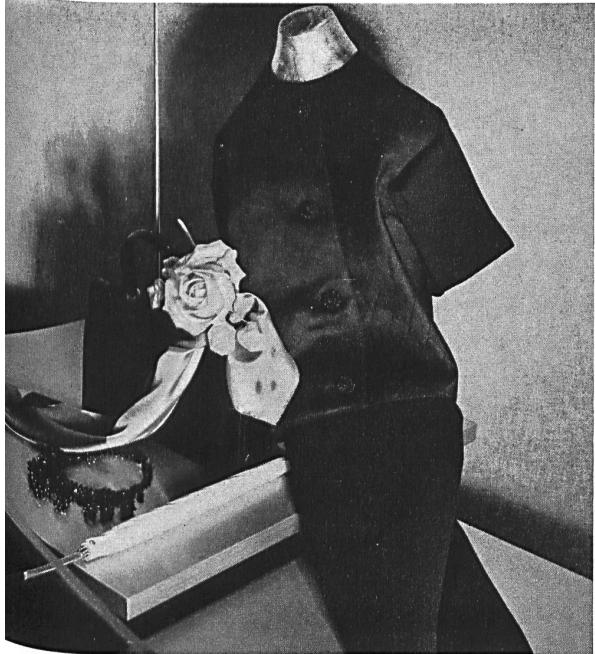
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The alley

Walking through the alley the visitor undergoes a sort of initiation : as he goes from niche to niche, the original darkness gradually gives way to light, colour and richness... leading up to the revelation of an idea: that fashion embellishes life and makes it more worthwhile. There is no emphatic statement, each visitor is left to reach his own personal conclusions regarding this idea. The very clever and subtle effects, with background music and the play of light and movement creating an unreal atmosphere, are the work of the Zurich graphic artist Hans Looser.







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