

# roberto cavalli *Holly Running*

## SEASHELL POP-UP SHOP

Aureate Bloom is an opulent Surface design crafted for the Roberto Cavalli Seashell Pop-Up. Radiating with intricate beadwork, pearls, sequins, and gold-threaded embellishments, Aureate Bloom captures the essence of undersea luxury and celestial beauty. The piece is inspired by the natural symmetry of seashells and marine treasures, forming a luminous mandala of light, texture, and movement. Its soft pastel tones, shimmering metallics, and radiant pearls echo the delicate glamour of the exclusive seashell heels it surrounds, creating an immersive embodiment of the hidden wonders within a pearl.

BEADED EMBROIDERY MATERIAL



“*Aureate Bloom*”





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An iridescent masterpiece, cascade of shells is a bespoke sculptural feature that captures the poetic beauty of the seas most precious forms. Crafted by hand in layered clay and finished with a luminous, pearl-like sheen, the installation evokes the wonder of discovering a secret reef where seashells bloom like waterfalls. Roberto Cavalli Seashell Pop-Up, it forms a glowing sanctuary where guests are surrounded by the iconic spring 2011 collection. A Collection that, like the shells, celebrates wild beauty, intricate craftsmanship, and eternal elegance. Here the magic of nature and fashion merge in a tide of light and artistry.

CLAY SEASHELL WATERFALL MATERIAL



“*Cascade Of Shells*” ● ●





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Nestled on the second level of the Roberto Cavalli Seashell Pop-Up, Conchigila Couture stands as a Celestial tribute to the seas eternal artistry. This bespoke seashell formation, crafted with organic Seashells, radiant pearls and luminous seaglass evokes the feeling of lost treasures. Encricled by a curated selection of archival Cavalli masterpieces and exquisite seashell jewellery, each piece displayed like a rare artifact. Conchigila Couture offers guests an intimate encounter with the houses heritage of craftsmanship, beauty, and untamed elegance.

SEASHELL FORMATION MATERIAL



*“Conchigila Couture”*





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Sea of light guides guests around the pearl cove and ascends to the second level. Sea of light is a luminous pathway crafted from hand-placed seaglass. Set above a softly glowing lightbox, the translucent shards shimmer with every step, evoking the hypnotic dance of sunlight across the sea waves. Shades of Jade, aquamarine, and misty opal drift together, creating an ethereal undercurrent that connects each immersive space of the pop-up. Sea of light transforms the journey into an experience of wonder and a radiant tribute to the timeless allure of Roberto Cavalli.

SEAGLASS FLOOR MATERIAL



# *“Sea Of Light”*

