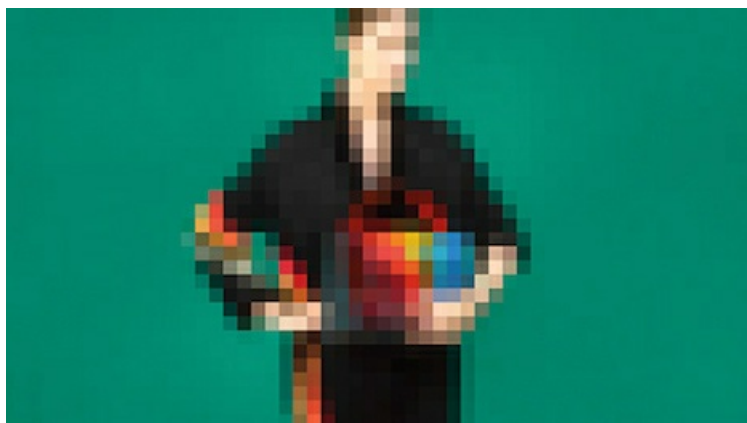


RETAIL

## Isetan gets pixelated, personalized at Anya Hindmarch pop-up

September 23, 2016



*Anya Hindmarch, autumn/winter 2016*

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By STAFF REPORTS

British accessories label Anya Hindmarch is asking shoppers at Japanese retailer Isetan if computers dream when they sleep.

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Anya Hindmarch is bringing its theme of color and pixelation to Isetan through a pop-up shop featuring the autumn/winter 2016 collection. For this season, Anya Hindmarch has cited finding inspiration in pixels and the early ages of digital artwork, which has resulted in apparel and accessories featuring 8-bit graphics.

**Pixels and pop-ups**

For autumn/winter 2016 Anya Hindmarch has designed a collection that features vintage video game characters such as Pac-Man and Space Invaders.

Known for its cheeky and bright accessories, Anya Hindmarch is bringing its aesthetic to Japanese shoppers at Isetan in a temporary pop-up.

As a way to showcase Anya Hindmarch's dedication to fine craftsmanship and consumers' love of customization, the Isetan pop-up shop will have on-hand artisans to personalize products. Consumers can select from a number of themed motifs and letters, made from diamante beads, to add personal flare to the strap of Anya Hindmarch leather goods.



*Anya Hindmarch handbag strap personalization*

While at the pop-up, consumers can sit for a pixelated portrait taken with the Anya Hindmarch mobile application, PIX.

When a photo is taken with the app, the user can choose from four different pixel styles including a one-dimensional square, circle or triangle option. To create a more textured image, she can also choose a cube style.

By pinching the image on the screen, the degree of pixelation can be adjusted. When the image is to the user's liking, she can save or share the finished work ([see story](#)).

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