

The well-known ISOTONER brand called on 2nd year students from ESMOD PARIS to work on proposals for new umbrella covers and styles.

Nearly 150 students worked on the project, which was divided into the following categories: the “Cane” umbrella, the “Bell” umbrella and the “Concept” umbrella.

12 projects per category were submitted for the vote by Internet users, who selected the 6 projects to go forward to the final in front of a professional jury.

1ST PRIZE CANE UMBRELLA

“Phosphorescent” cane umbrella
by Océane Tierny

2ND PRIZE CANE UMBRELLA

“Milky way” cane umbrella
by Luo Qin

3RD PRIZE CANE UMBRELLA

“Ink rain” cane umbrella
by Hélène Rosas

1ST PRIZE BELL UMBRELLA

“Funny drop” bell umbrella
by Pierre-Olivier Auster

2ND PRIZE BELL UMBRELLA

“Frost” bell umbrella
by Hélène Rosas

3RD PRIZE BELL UMBRELLA

“Lost memories” bell umbrella
by Shen Cong

1ST PRIZE CONCEPT UMBRELLA

“Trench coat” concept umbrella
by Léa Bussac

2ND PRIZE CONCEPT UMBRELLA

“Woolly hat” concept umbrella
by Che Hui

3RD PRIZE CONCEPT UMBRELLA

“Like a fish in water” concept umbrella
by Hélène Rosas

1 ER PRIX PARAPLUIE CANNE :

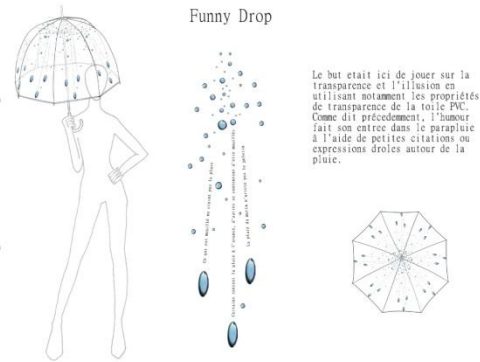
1 ER PRIX PARAPLUIE CLOCHE :

1 ER PRIX PARAPLUIE CONCEPT :

Parapluie canne Phosphorescent par Océane Tierny



Parapluie cloche Funny drop par Pierre-Olivier Auster

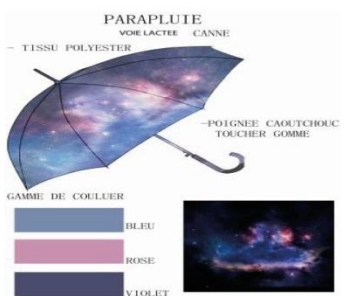


Parapluie concept Trench par Léa Bussac



2 èmes

Parapluie canne Voie lactée par Luo Qin



Parapluie cloche Eclat de givre par Hélène Rosas

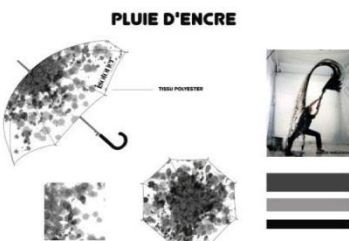


Parapluie concept Bonnet de laine par Che Hui



3 èmes

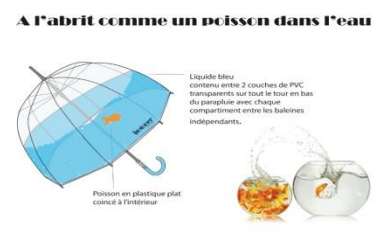
Parapluie canne Pluie d'encre par Hélène Rosas



Parapluie cloche Lost memories par Shen Cong



Parapluie concept Comme un poisson dans l'eau par Hélène Rosas



1st prize per category: 1000€

2nd prize per category: 300€ in the form of Isotoner products (based on the VAT-inclusive retail price of Isotoner products on sale on the Isotoner website)

3rd prize per category: 100€ in the form of Isotoner products (based on the VAT-inclusive retail price of Isotoner products on sale on the Isotoner website)