

TASONI Unveils 2024 Winter Holiday Window Campaign with Artist Damian Fopp



NEL-OLIVIA WAGA NOVEMBER 25, 2024

The holiday season in Zurich officially began with the glow of the Bahnhofstrassenverein Lucy light ceremony, and **TASONI** marked the occasion with the reveal of its highly anticipated 2024 Winter Holiday Window Campaign. This year's theme, "A Warm Winter Glow," brings the magic of the season to life with an installation that feels both nostalgic and refreshingly modern.



The windows, designed by Zurich- and London-based artist Damian Fopp, transform Tasoni's boutique into a cozy winter escape. Illuminated doors and softly glowing windows create the feeling of stepping out of the cold and into the warmth of home. Frosted ice crystals frame the glass, striking a balance between the sleek beauty of contemporary design and the timeless comfort of a winter evening.



"For me, the holidays are about warmth, light, and a sense of togetherness," Fopp explains. "This display is about capturing that moment of transition—from the frosty world outside to the welcoming glow of home. It's meant to comfort and inspire at the same time."

Founded in 2014 by sisters Taya and Tary Sawiris, Tasoni has earned a reputation for seamlessly blending luxury fashion with artistry. Their seasonal window displays have become a tradition, drawing visitors from near and far to experience their unique take on storytelling through design. This year's collaboration with Fopp, known for his work in scenography and immersive installations, elevates that tradition to new heights.



Damian Fopp, who has received accolades like the Swiss Federal Design Award, brought his trademark attention to detail and mastery of materiality to the project. His ability to fuse traditional elements with modern sensibilities makes him the perfect creative partner for Tasoni's vision.



Make sure to stop by and see it for yourself.