



Abracadabra!

Jul 9, 2020 | Lauren Catten

I always wanted to do a shoot based on magic themes as they are so perfectly aligned with evergreen concepts that our customers search for daily – concepts like risk, success and chance. This fresh take was one of the first ideas I suggested to London-based photographer, Lydia Whitmore, upon our meeting last year. Working with the incredible set designer, Maya Angelini, and a real magician, Lydia brilliantly captured these concepts in a contemporary, colorful and playful way. I even had a chance to use my rusty design skills to create the deck of cards with illustrations of typical milestones such as 'marriage' and 'family' – moments that sometimes feel like the luck of the draw to actually obtain in the game of life!