

Services Généraux came into being in 2016, combining A [redacted] and V [redacted]'s complementary experience in industrial design, fine art and fashion. The agency provides creative and technical services, in the form of spaces, objects and images ranging from architecture to fashion shows. "We aim to be the general practitioners of the creative industries, but the DNA of our agency is the image."

A [redacted] and V [redacted]
M [redacted], Founders Services Généraux
Creative Agency

V [redacted]: We chose from a collection of nine objects that we showed in an exhibition (October 2018), called *Autoportraits*, designed to represent our work. This particular object is very representative of the methods we use to conceive and draw the things we work on. The object was created in equal parts by us and by the machine that made it - we interrupted the creative production process of the machine at a certain point, so that the final form was designed both by us and

the machine itself. And a little by chance as well. A [redacted]: We wanted to create something that would stand alone, so people didn't need to know the context of the object to appreciate it. It has no everyday function, we decided to call the items in the series 'objects' rather than 'furniture' because of their fragile, experimental, slightly dangerous nature. It was absolute design freedom, pure creativity to define the work of the agency."



*Left, WINDBREAKER and SHORTS, all by Hermès.
Right, tailored COAT, Raf Simons. Roll neck SWEATER, Hermès. PANTS, Y-3.*