

LOEWE



A Very Passionate Affair:
What is it about Spain that
we love so much?

Ann-Margret Kearney,
a Brit in Spain



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What is it that we love
about Spain?



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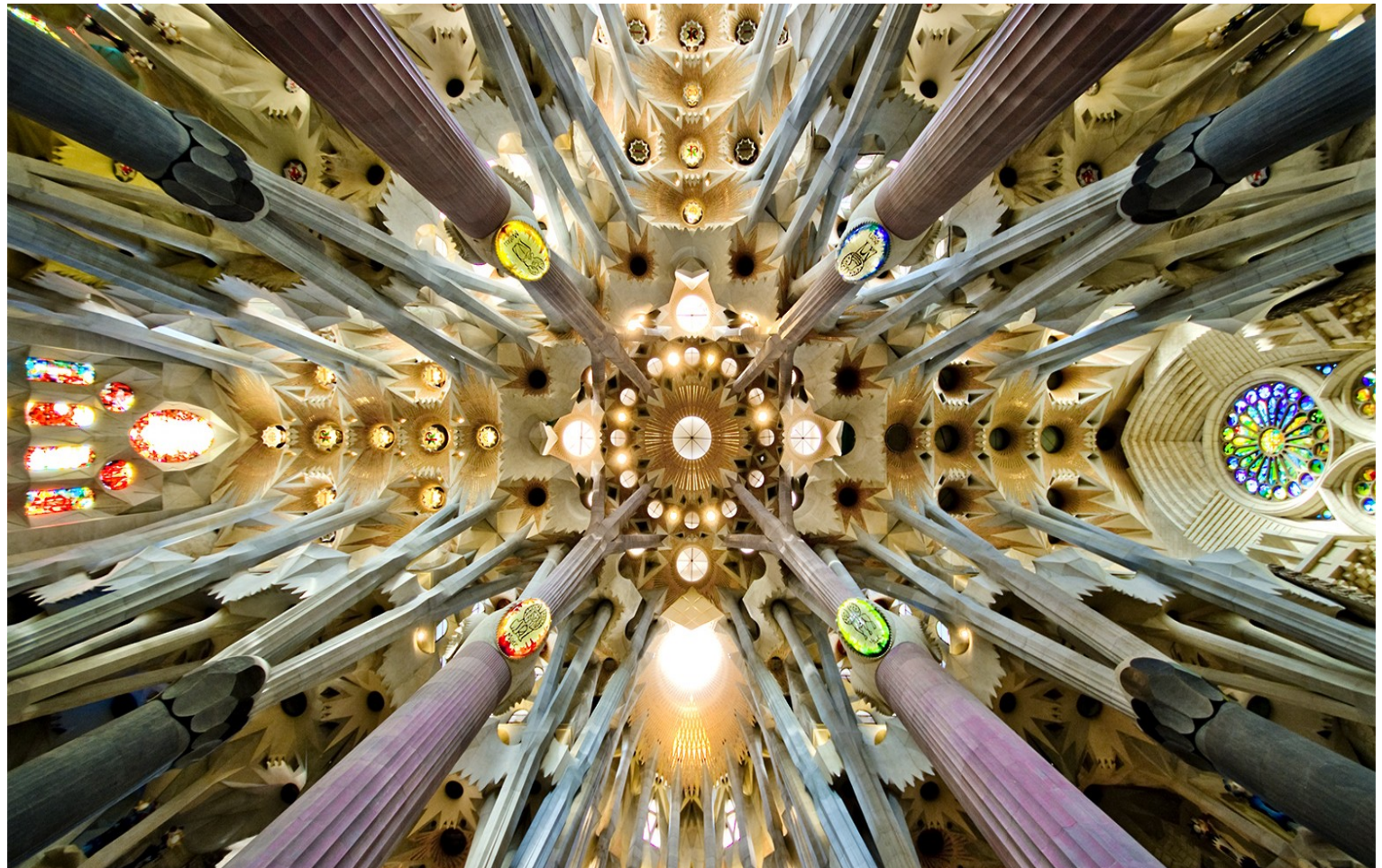
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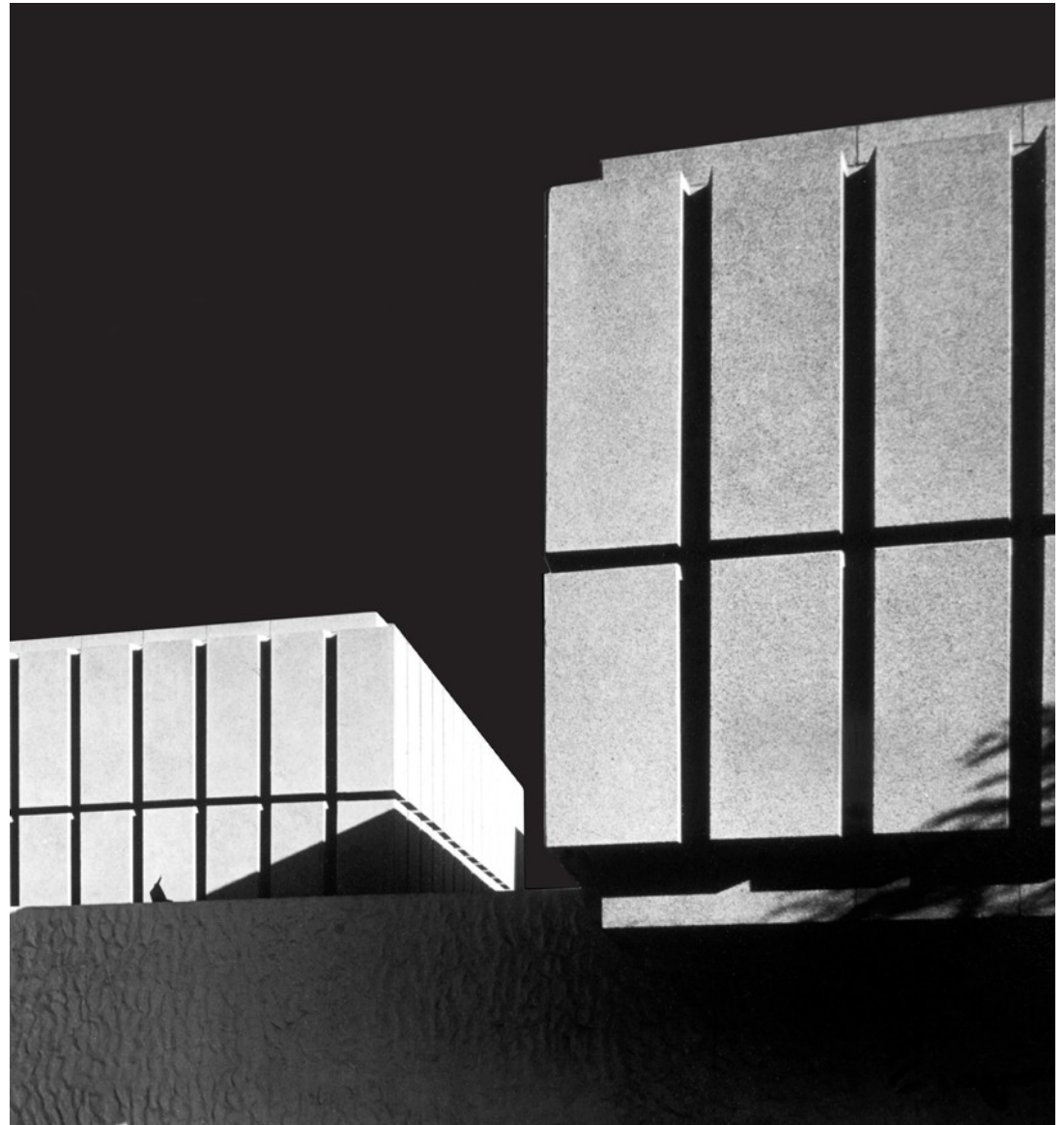
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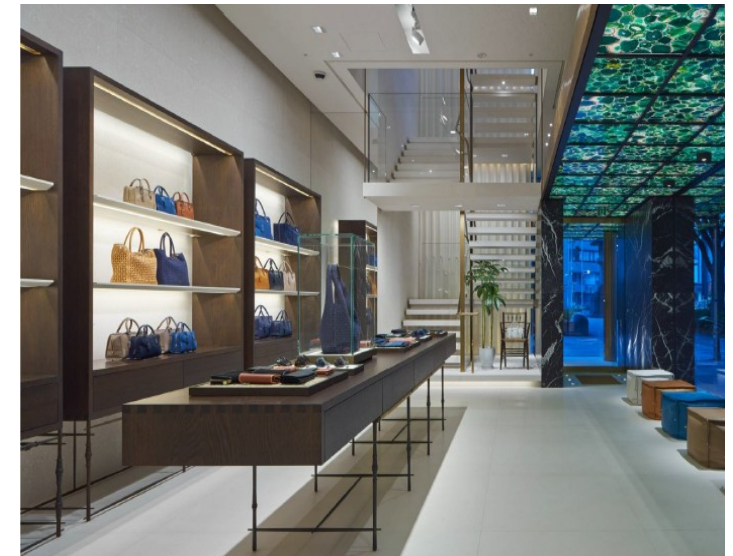
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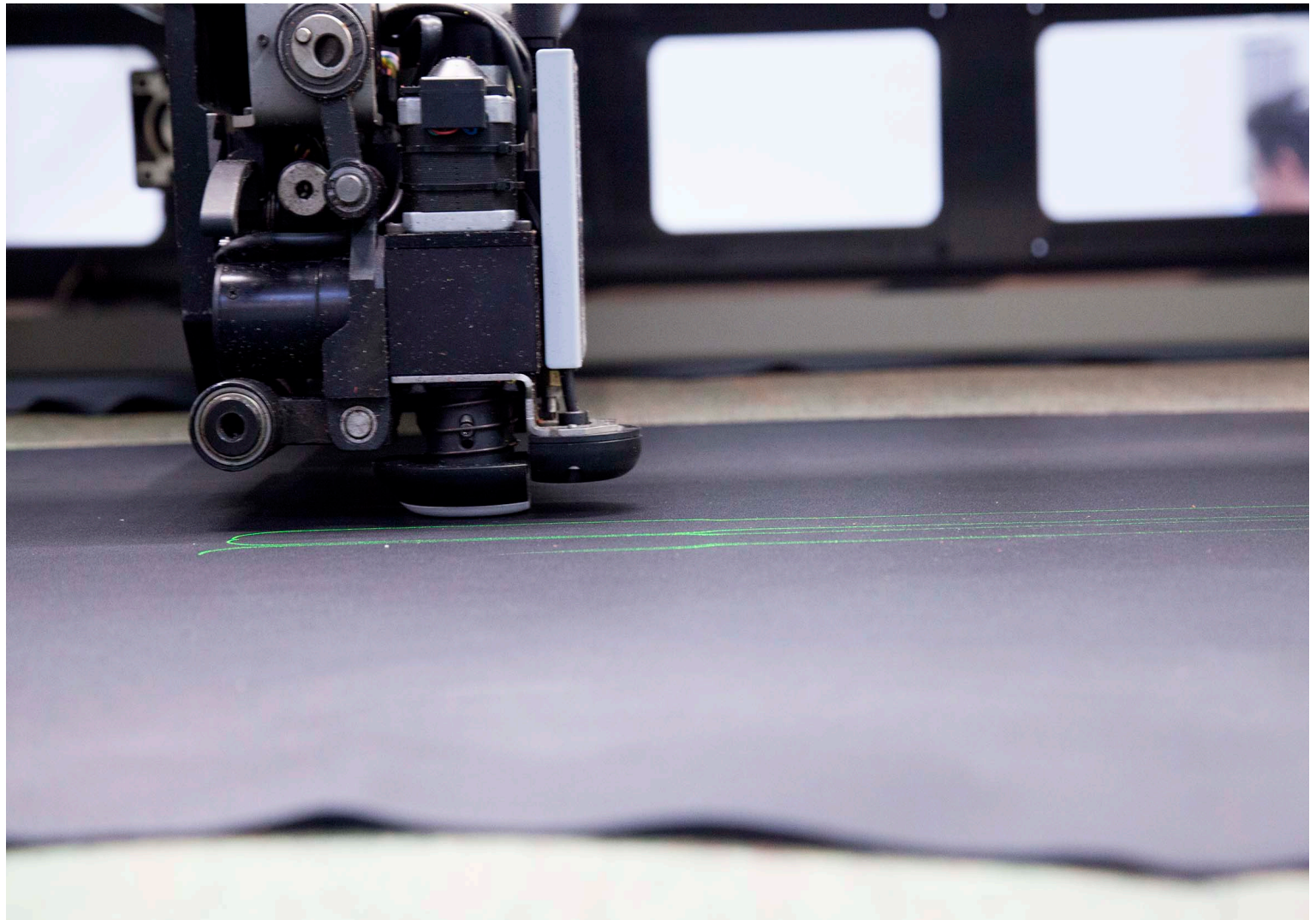
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For me, it's the
contrast



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...something
fundamental in the
DNA

FINEST MATERIALS
BE CONSISTENT
SHRED VALUES
EMBRACE THE
FUTURE



glassDNA
by IfuM

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It's a feeling, a
reaction, something
you can't get hold of,
but everyone wants a
piece of.

Take that '*illusion*' and
bring it to the UK.

Its the dream people
will buy in to.



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And here our Creative
Director tells you how
he approaches our
Brand.

INSERT VIDEO....to follow

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Gracias