



WHAT IS THE DIFFERENCE BETWEEN
APPROPRIATION AND APPRECIATION?
WHAT CONTRASTS OR CONTRADICTIONS DO
YOU SEE?
WHAT DO YOU CREATE?



QUESTION EVERYTHING



HOW CAN YOU IDENTIFY THE VALUES OF A
BRAND?
WHAT IS LUXURY?
WHAT DOES FASHION COMMUNICATE ON THE
HANGER VERSUS ON A BODY?
WHAT DO YOU CONSUME?



THINGS THAT ARE WHAT
THEY SAY THEY ARE



WRITE OR DRAW HERE.

THINGS THAT ARE NOT
WHAT THEY SAY THEY ARE

"GREY"

WRITE OR DRAW HERE.

"VALUABLE THINGS"

"MEMORABLE THINGS"

WRITE OR DRAW HERE.

Welcome!

While you check out Virgil Abloh's
show, here are some questions to
ponder.

What makes something valuable?
Who decides?
What's valuable to you?

VIRGIL ABLOH
"FIGURES OF SPEECH"

**YOUR
LOGO
HERE**

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