

Alive?

More than a doll. A brand statement.

ALIVE? is a collection of individually crafted luxury fashion dolls created for fashion brands, designer labels, and premium retailers. Each piece transforms brand identity into a living icon — blurring the line between object and emotion. ALIVE? is about presence, attitude, and storytelling: a sculptural expression of fashion that feels vivid, bold, and unforgettable.

Ideal as an exclusive add-on when purchasing complete outfits or high-quality looks.

Use in retail and branding

- Gifts for purchases above a certain value
- Limited editions & campaigns
- VIP & loyalty programs
- Point-of-sale highlights
- Customized design & private label:
- Design, styling, packaging, and storytelling are fully tailored to your brand DNA.

Your added value as a fashion brand

- Upselling & purchase incentive
- Signature Doll as an exclusive extra above a defined product value
- Stronger brand loyalty
- Emotional brand ambassador beyond the moment of purchase
- Clear differentiation
- A unique product that visibly sets your brand apart

Handcrafted premium quality

- Custom-made outfits at couture level
- High-quality fabrics, genuine leather, and metal accessories
- Special materials on request
- High-quality body and face design
- One-off pieces or limited series

