



## Otto Studio and John Fluevog announce retro wallpaper collaboration

**August 15, 2023, Vancouver, BC** - Otto Studio, the Vancouver-based wallpaper company known for its artist collaborations, has teamed up with venerable Vancouver footwear and lifestyle brand John Fluevog on a collection of three PVC-free wallpapers and a set of vinyl decals to be released on September 18, 2023.



John Fluevog's creative team used company archives, elements of product design and retail design and other signature creative assets to inspire this wallpaper collection. The first pattern, called Rebel Petal, is based on a daisy motif that has historically been used as an appliqué in shoe design. The second, Kits Flower, is based on a mosaic painted in their Kitsilano and New York retail stores. The final pattern in the collection is a montage of images from 1970s, '80s and '90s Fluevog catalogues and advertisements gleaned from the company archives. The vinyl decals comprise classic Fluevog motifs like daisies and angels as well as other fanciful shapes that can be arranged on walls or furniture in countless patterns, reflecting the element of fun, creativity and surprise that is a value of both brands in this collaboration.

For Otto Studio, the project is "a dream come true," says co-founder Hannah Lee. "To be working with another local company, and one as iconic as John Fluevog, as our very first retail partnership is all we could ever wish for." Past collaborations for John Fluevog include ones with fashion houses Comme des Garçons, Anna Sui and Opening Ceremony, and most recently, with the Jimmi Hendrix estate and British textile designer Zandra Rhodes.

For Otto Studio co-founder Jennifer Cook, the project has personal significance as well. While she was attending Emily Carr University of Art and Design a decade ago, she did an internship in the design department at John Fluevog, a formative experience that introduced her to the world of product design (and the likes of musicians Jack White and Alice Cooper who are still associated with the brand today.)

For John Fluevog, an eclectic organization that tends not to follow the standard corporate rule-book, the collaboration was an exciting project that crossed



departmental lines between graphic design, store design and marketing, explains CMO Stephen Bailey, adding they had a great connection and history with Otto Studio. Fluevogers, the brand's super-fans, says Bailey "create their own magic places in their homes like dedicated shoe closets, shoe shrines, and in many cases entire rooms. They collect artwork, and send us pictures, and now we can provide our Fluevogers with the ability to decorate beyond shoes and shoe boxes." For inspiration, they looked at founder John Fluevog's homes, bags, shoes and other products and selected the things they liked best.

The resulting wallpaper collection is made from a high-quality PVC-free paper specially sourced for this collection and comes in 24" panels selling for CDN \$85-\$179 depending on the length.

Products will be available for pre-orders August 25, 2023 exclusively at [www.thisisottostudio.com](http://www.thisisottostudio.com) and will be officially released September 18 2023.

Just in time for back to school, also in the works are vinyl laptop skins and stickers to complete the collection in the fall.

## About Otto Studio


Founded by Jen Cook and Hannah Lee, Otto Studio has one goal: to bring bold, maximalist wallpaper designs to extraordinary people who want to transform their homes into spaces as unique as they are, regardless of whether they rent or own. Otto Studio wallpaper is thick, luscious, and textured like traditional wallpaper, but it's peel-and-stick and comes off without leaving a mark, unlike Cook and Lee, who are leaving their mark on the design industry as innovative women entrepreneurs. [Media Kit](#).


## About John Fluevog

John Fluevog is an independent designer and retailer of forward-thinking footwear and accessories. Since 1970, he has been steadfast in creating 'unique soles for unique souls' that have been seen everywhere from the feet of Madonna, Beyoncé, Lady Gaga and Jack White to the runways of high fashion. John was recently recognized as The Canadian Footwear Industry's Shoe Person of the Year (but it hasn't gone to his head) and Fluevog Shoes was named one of the world's most innovative companies in the fashion industry by FastCompany magazine. Whether it sticks in your mind as Foofarg or Vlueflag, Fluevog is a name usually mispronounced, but seldom forgotten. John Fluevog's latest store opening is Sydney Australia in August 2023.

## MEDIA CONTACT

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