Repetition and persistence

in twenty years, I would have laughed." Browne gained an important ally when as a friend introduced him to Miki Higasa, ic a brand strategist who'd worked for Rei Kawakubo's avant-garde fashion house Comme des Garçons. Higasa had seen ur, how a designer could make even the t. most challenging ideas legible to the 1t public through repetition and persistence. ıt She persuaded Browne to make a limit

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