
BR&ND CREATIVE



LIBERATING NARRATIVES

since twenty eleven

01 / our founders
02 / the talent
03 / our services
04 / our accolades
05 / our projects
06 / graphics

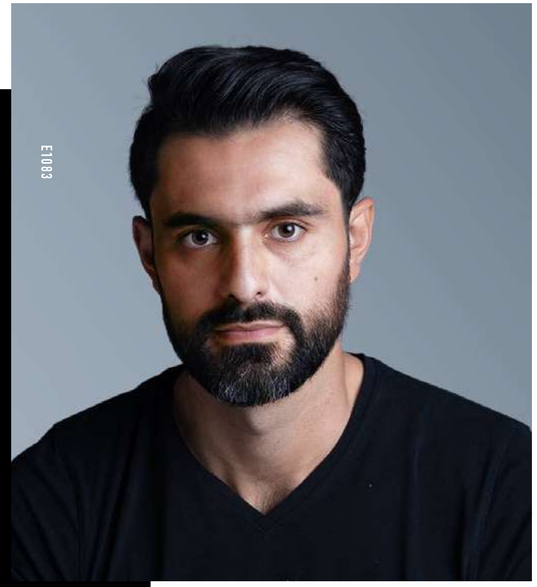
THE FOUNDERS

MOHAMMED EL HIJAZI

Managing Director. **BA (Hons)**

A truly globalised individual, Mohammed fluently speaks three languages and has an intuitive talent for knowing how to approach clients and business partners from a diverse array of cultures.

An honours graduate from the Myrachid Royal Institute in Rabat, Mohammed's professional background spans across events management, marketing & public relations. Previous career accomplishments include Sport and Entertainment management with ACCOR Group, moving on to a major French telecommunications provider in client services and later owning a successful sporting and events company in the U.A.E. focusing on children's fitness.



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WE CHANGE THE RULES AND HELP BRANDS SHIFT THEIR GAME.

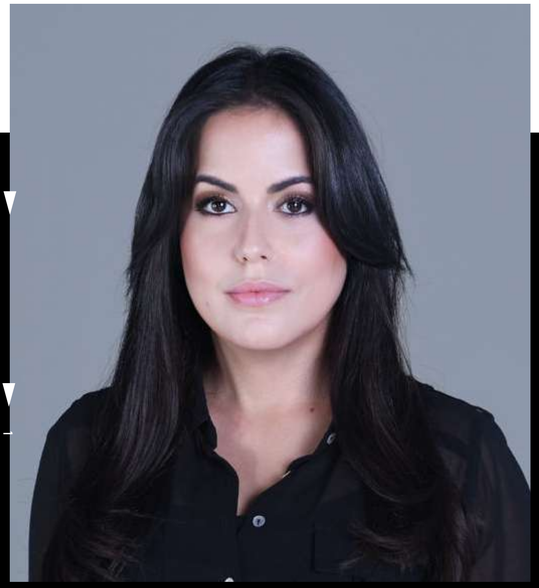
CARLA CONTE

Creative Director. **BID (Hons), APID**

A rarity in the design industry, Carla is considered a retail and environmental branding specialist having designed award winning shopping centres, retail destinations, beauty & wellness concepts, fashion brands, food experiences and cinemas. Her instinctive yet highly strategic design expertise is the major force behind the work she has produced in North America, Latin America, the UK, Asia and presently the Middle East.

Carla's core strength is providing key brand strategy assessments that translate into results driven design solutions. Having worked over a decade for one of North America's top branding agencies, Carla's experience in the field is truly one that spans the globe and shows impressive variety in terms of project scale and type. Her career has seen her design work executed for major international brands and Fortune 500 companies. In 2011, she founded award-winning Brand Creative which platforms multidisciplinary design thinking and currently has a team of 18 designers in 2 countries (UAE & India).

WE TELL AUTHENTIC BRAND STORIES THAT RESONATE WITH RELEVANCE & PURPOSE.



E1080

80

TOP 40 UNDER 40

» Named one of the most respected individuals in the retail design industry by leading international design magazine 'Design:Retail' in their 2017 'Top 40 under 40' list.

MENA TOP 50 POWER LIST

» CID Magazine has listed Carla on their MENA Top 50 Power List of the most influential designers 10 times .

E1080

THE TALENT



MYLEN CANOCE
Studio Manager



ALEX JOHN
Technical Manager



BOUTROS BOUTROS
Head of Design - Interiors



JOANITA HOHNE
Communications Manager



LILY JOHN
Accountant



MOHAMMED ELHIJAZI
Managing Director



NIJIL NARAYANAN
3D Visualizer



BIANCA GEATER
Head of Design - Strategic Branding



DEVANSHI JAKHIYA
Interior Designer / FF&E Specialist



BRINTO DAVIS
3D Visualizer



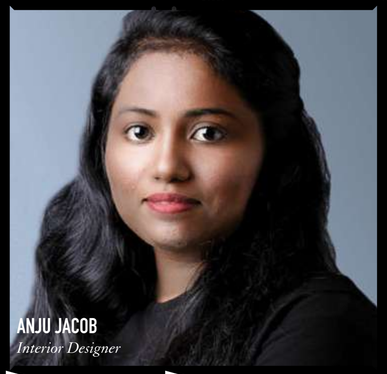
JOJO JAMES
Technical Designer



CARLA CONTE
Creative Director



ANIL JOHN
Technical Designer



ANJU JACOB
Interior Designer



ZORITA HOMAYOUN
Senior Interior Designer

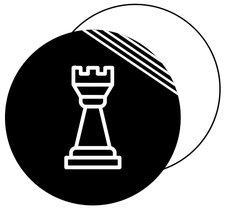


DHRUTIKA KHIMANI
Designer



DANISH VALOORAN
Technical Designer

OUR SERVICES

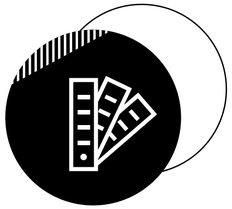


CREATIVE STRATEGY

BRAND AUDITS // BUSINESS PLANS // NAMING // BRAND POSITIONING // TREND ANALYSIS // MARKETING PLANS // BRAND GUARDIANSHIP

WE ANALYZE

Everything begins and ends with the human experience, forming part of our strategic approach and research-based psychographics. We urge brands to move away from product performance messaging and step into creative brand storytelling. We position brands to boast their unique niche within their landscape and to form part of the transformative economy of the era we find ourselves.

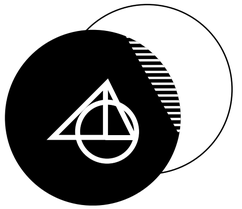


VISUAL IDENTITY & BRANDING

CORPORATE IDENTITY // BRANDING // COLLATERAL // PACKAGING // KEY VISUALS // SIGNAGE // WAYFINDING // BRAND GUIDELINES // SOCIAL MEDIA

WE CREATE

We craft visual identities that epitomize a brand's personality and tell a story beyond words. We believe in the power of design and its ability to create connections, drive differentiation and amplify recognition. We build consumer-centric brands.



ARCHITECTURAL & INTERIOR DESIGN

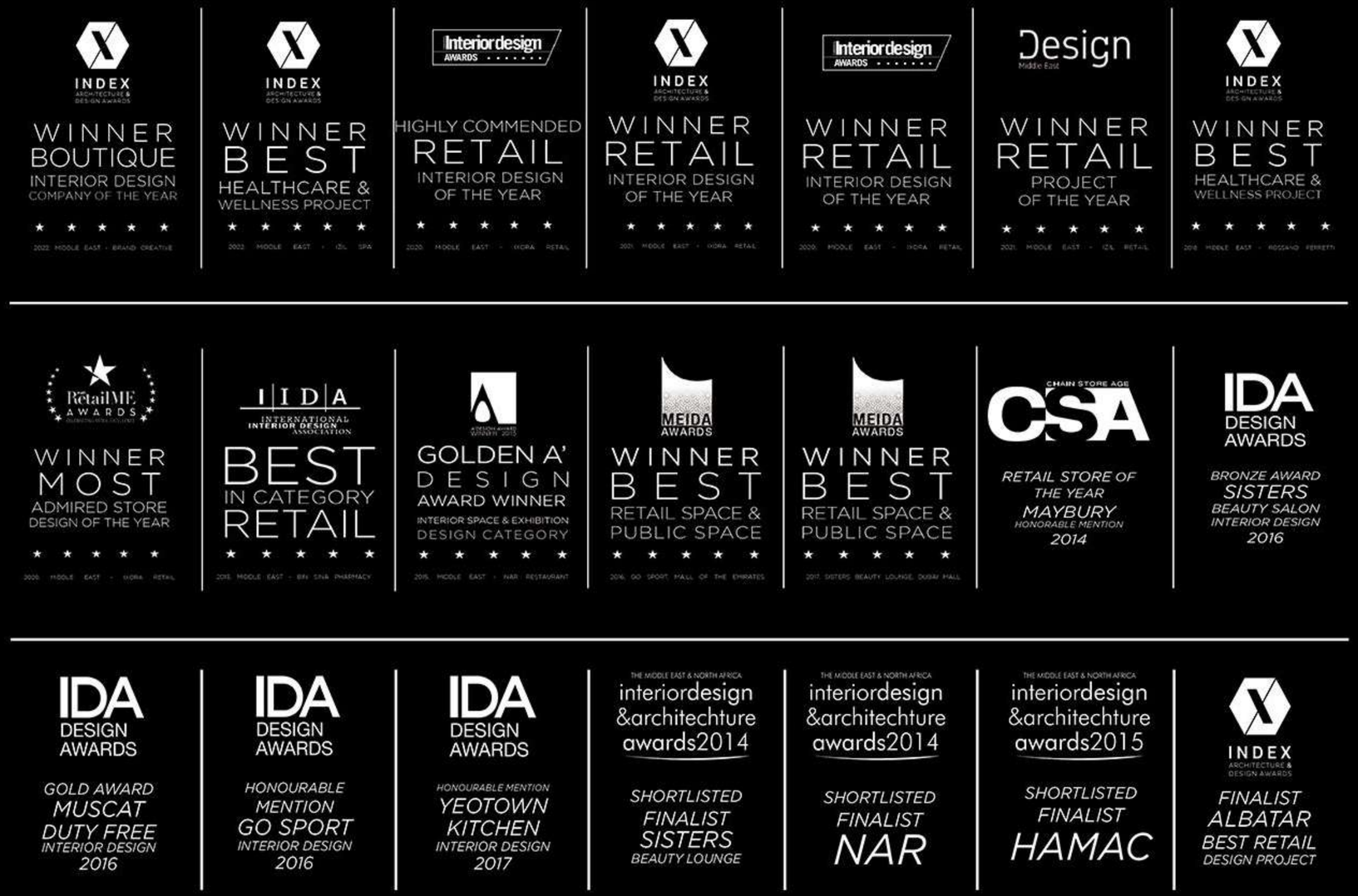
SPACE PLANNING // CONCEPTUAL DIRECTION // 3D VISUALISATIONS // FF&E SPECIFICATIONS // TECHNICAL DRAWINGS // POST-CONTRACT SERVICES

WE IDEATE

Spaces evoke emotions and create connections. They are powerful platforms for authentic expression. We create engaging interiors that connect brands and people in a meaningful way. Our approach is to create experiential spaces that allow for immersive and memorable interactions.

RETAIL CONCEPTS // BEAUTY & WELLNESS // FOOD & BEVERAGE //
CREATIVE WORKSPACE // IDENTITY / PACKAGING // BRAND GUIDELINES // DIGITAL DESIGN

OUR ACCOLADES



OUR PROJECTS









IXORA

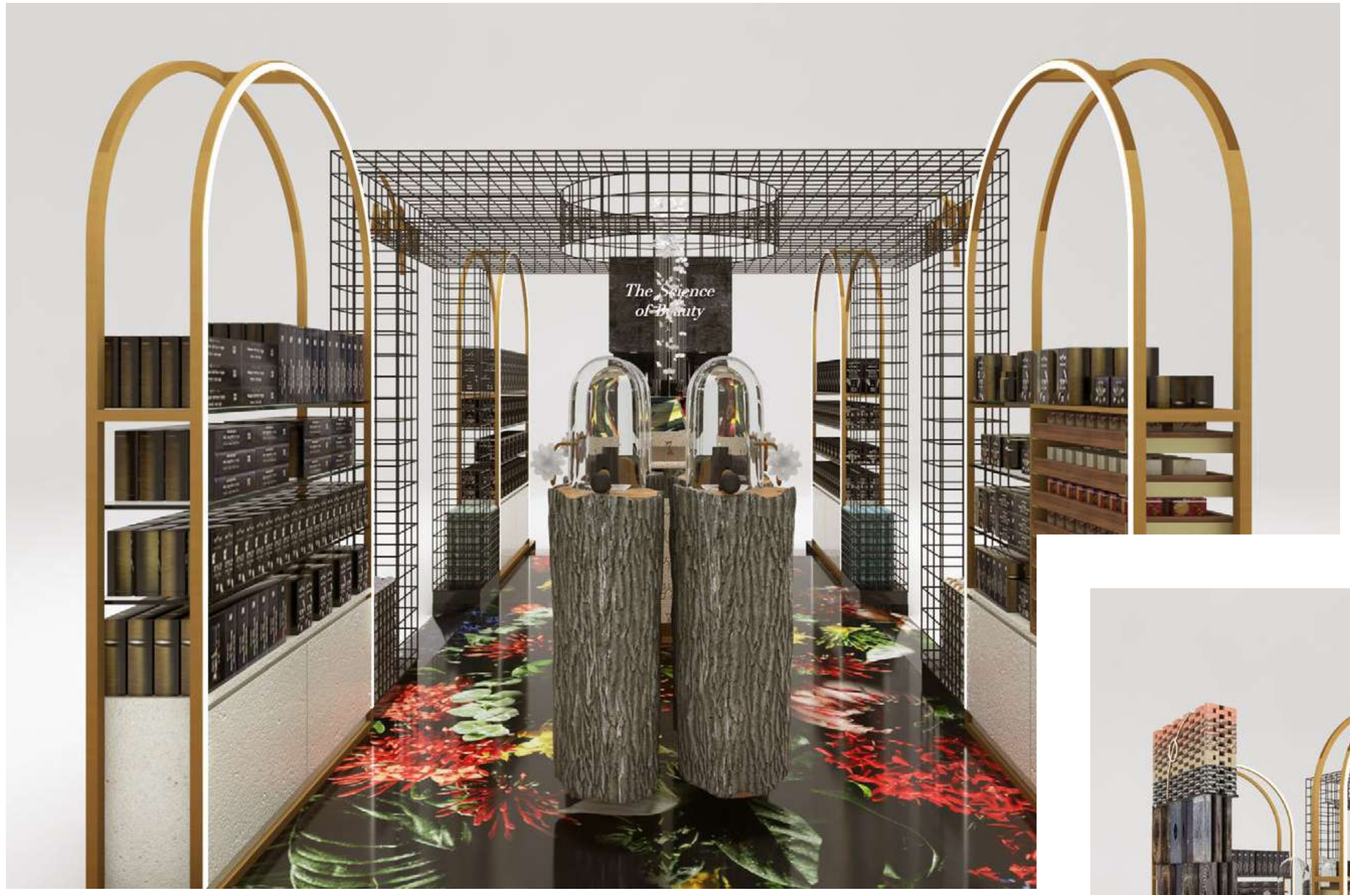
Working with the product innovator himself, Dr. Nader Sheasha was after an aesthetic for his luxury natural and organic brand that exudes a sense of premium quality while speaking to the local demographic. We provided full strategy, market research, idenitity creation, all graphic touchpoints, social media, as well as photography & videography. The interior perimeter arches, handpainted dome, textured ceiling and 3D wall feature ensurse that each visitor is enveloped in this ultra modern interpretation of ancient civilizations - the original inspiration behind the product formulas.

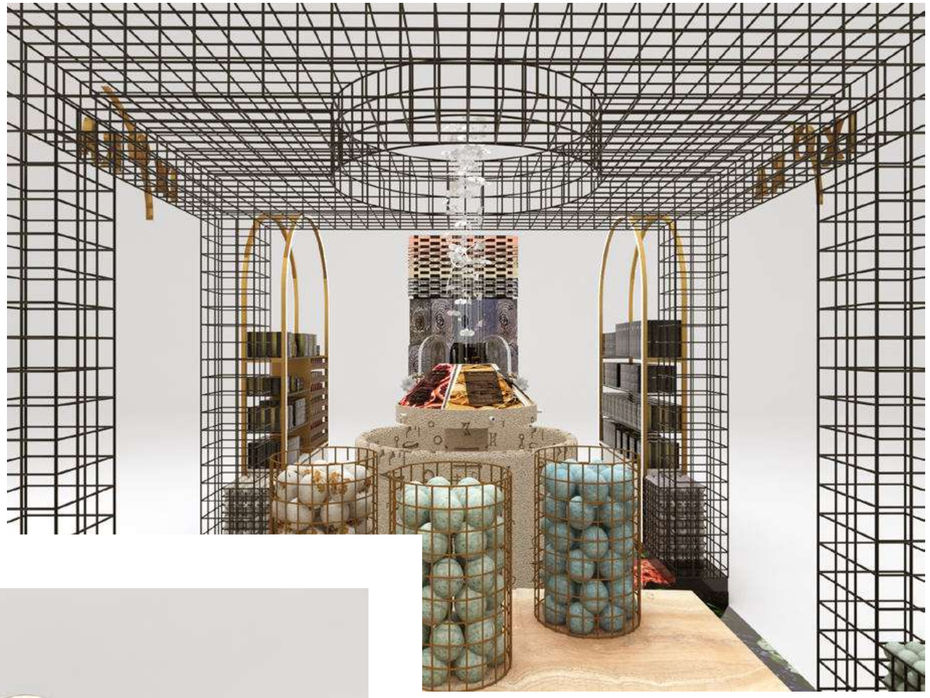




RETAIL // LOCATION: DUBAI


IXORA
IXORA
The Science of









IXORA KIOSK

Award-winning organic skincare retail brand Ixora, wanted to boost its presence in the market with a prime kiosk location in Dubai Mall. Following the success of the ixora Inspired by a wireframe “magic” box, elements from nature were abstracted and utilized to showcase best sellers. Wooden logs with scent diffusers are set against a backdrop of a full soap display wall. A centralized sink embossed with custom hieroglyphs is a nod to the original flagship design and provides a way to easily trial different products.

RETAIL // LOCATION: DUBAI


IXORA
The Science
of Beauty









GO SPORT

Create the new flagship store for GO sport that includes a climbing wall, bike services, a customization station and ad to this, a rejuvenating experience for female customers. Striking graphic design elements were incorporated throughout the space, enhancing customer engagement with bold motivational quotes and imagery that promote a positive and healthy lifestyle. Each of the customised graphics were thoughtfully designed to define each area of the store and create an energetic atmosphere to transport customers into their fitness zone. Our experience zones allows the brand to meaningfully engage with consumers and introuduce elements of technology that are informative and fun to use. The climbing wall feature and basketball zone are highly publicized on social media .





RETAIL // LOCATION: DUBAI

CREATIVE STRATEGY / BRANDING / INTERIORS







MANSOUR

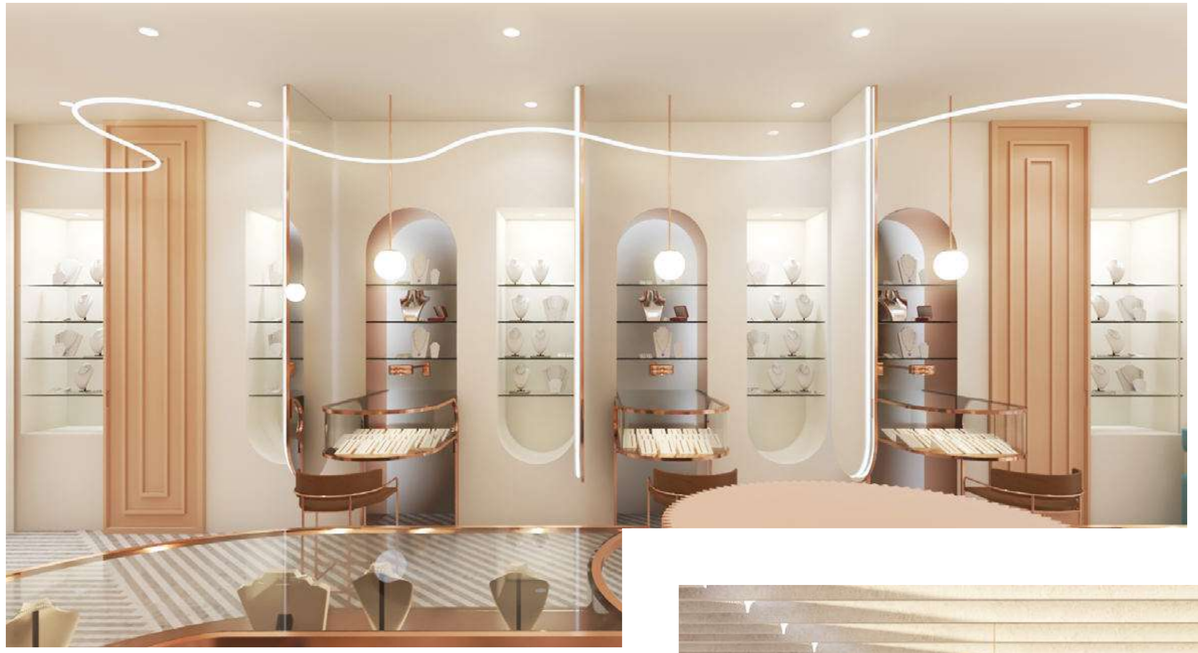
Mansour are one of the largest purveryors of gold and jewelry in KSA. Our client approached us with the brief to redefine their current positioning for a fashion forward female audience. We started off with a detailed strategic approach followed by the creation of a new logo and all branding collateral. The concept for the store was a whimsical vintage wonderland where one can get lost for hours browsing through all of the candy like bejeweled treats that the brand has to offer.





RETAIL // LOCATION: KINGDOM OF SAUDI ARABIA

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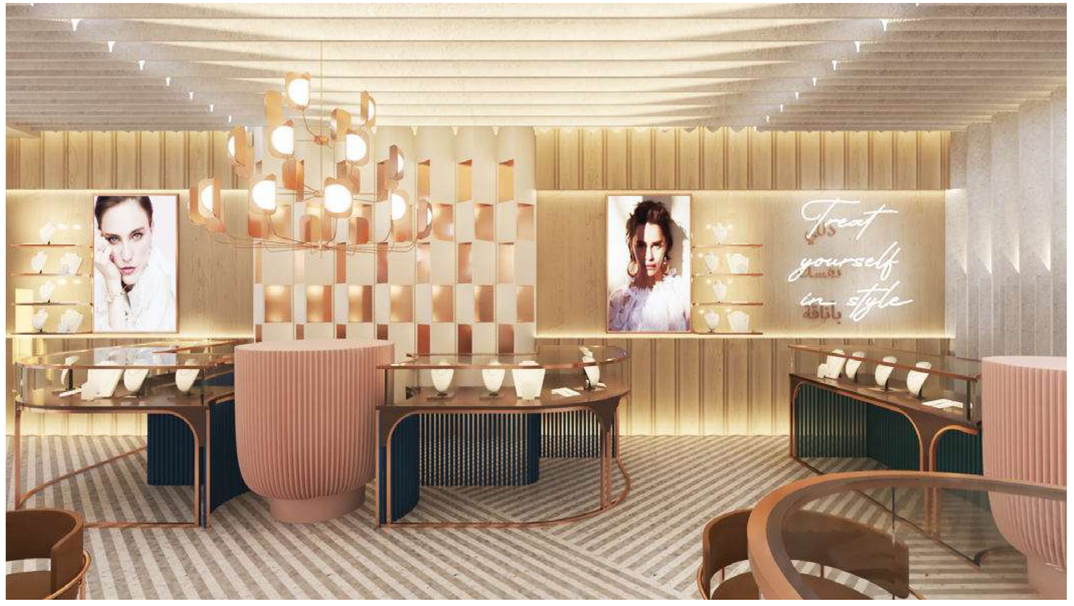


MANSOUR ALLURE

We created the new Allure brand as a more youthful concept to the Mansour family of jewellery brands. Being more youth focused, with fresh nods to feminine elements throughout the space, we created a story of a youthful glamour in a fantasy space. Soft pink curves juxtapose hard lined concrete surfaces and darker elements to lend a dream-like spatial quality. Customers are encouraged to explore pieces closer with whimsical and reflective elements such as magnifying glasses and mirrored surfaces.









RETAIL // LOCATION: KINGDOM OF SAUDI ARABIA


mansour







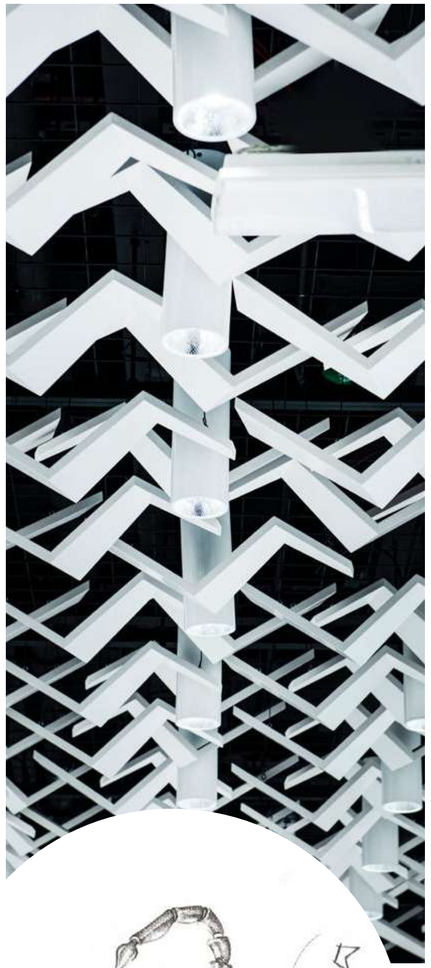




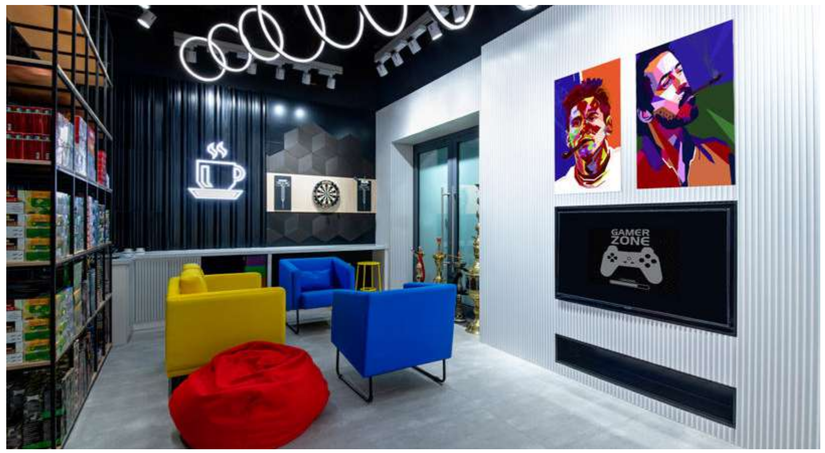
MANSOUR KIOSK

This kiosk's design is an alluring anticipation of venturing into the unknown and being rewarded for it. The concept is an abstraction of a futuristic jewellery display where emotions are highlighted. Symbolically, the avant-garde form displays a retrospective surface representing the self reflective values of guests. A walk through the kiosk›s mirror-like surfaces and whimsical curves, draws people in to discover and reflect on their own stories.



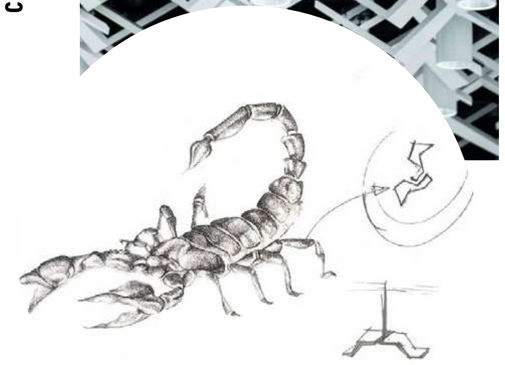








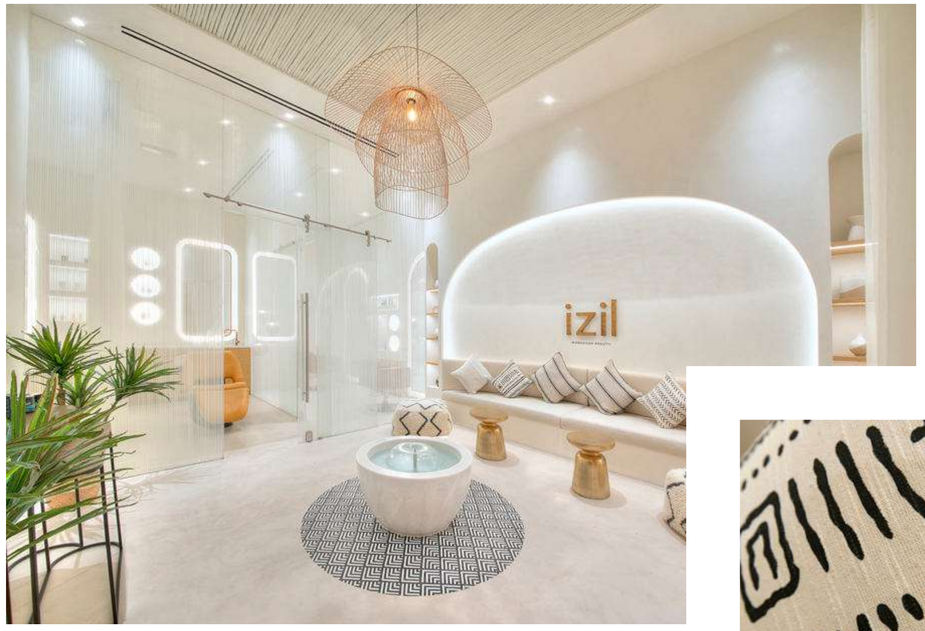




SCORPION

Scorpion is a home-grown speciality tobacco brand honouring the traditional Create a space that would bring the edgy, bold brand to life as well as elevate the perception of the local smoking centre to one of experience and memories. practice of dokha and shisha. The brand stocks shisha pipes and mouthpieces that can be likened to jewellery. The interiors are inspired by the scorpion's exoskeleton, interpreted in a contemporary way. This age-old tradition feels youthful and current with lots of light and brightness.





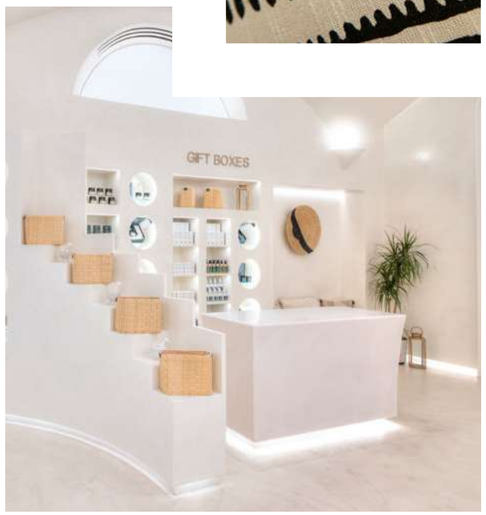




IZIL RETAIL

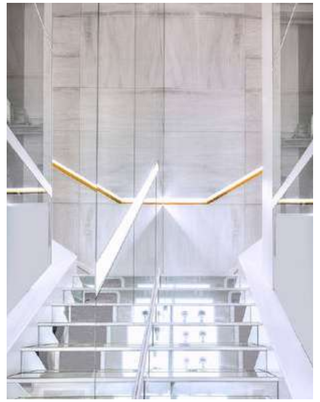
The Moroccan Amazigh culture is the inspiration behind the leading natural skincare brand Izil, founded by Mouna Abassy. Focusing on her heritage and a country which is as diverse geographically as it is ethnically, the brand has quickly become a leader in the region for Moroccan products both online and within their latest flagship boutique in Dubai Mall. The crux of the interior design concept and strategy behind retail planning was formulated on the studies and deconstruction of the Amazigh alphabet. The volume of space was crafted to feel cavernous to replicate the intimate, earthy dwellings that this tribe inhabits whilst the tadelakt plaster on the walls and floors brought an earthy, textural yet light quality to the overall experience.



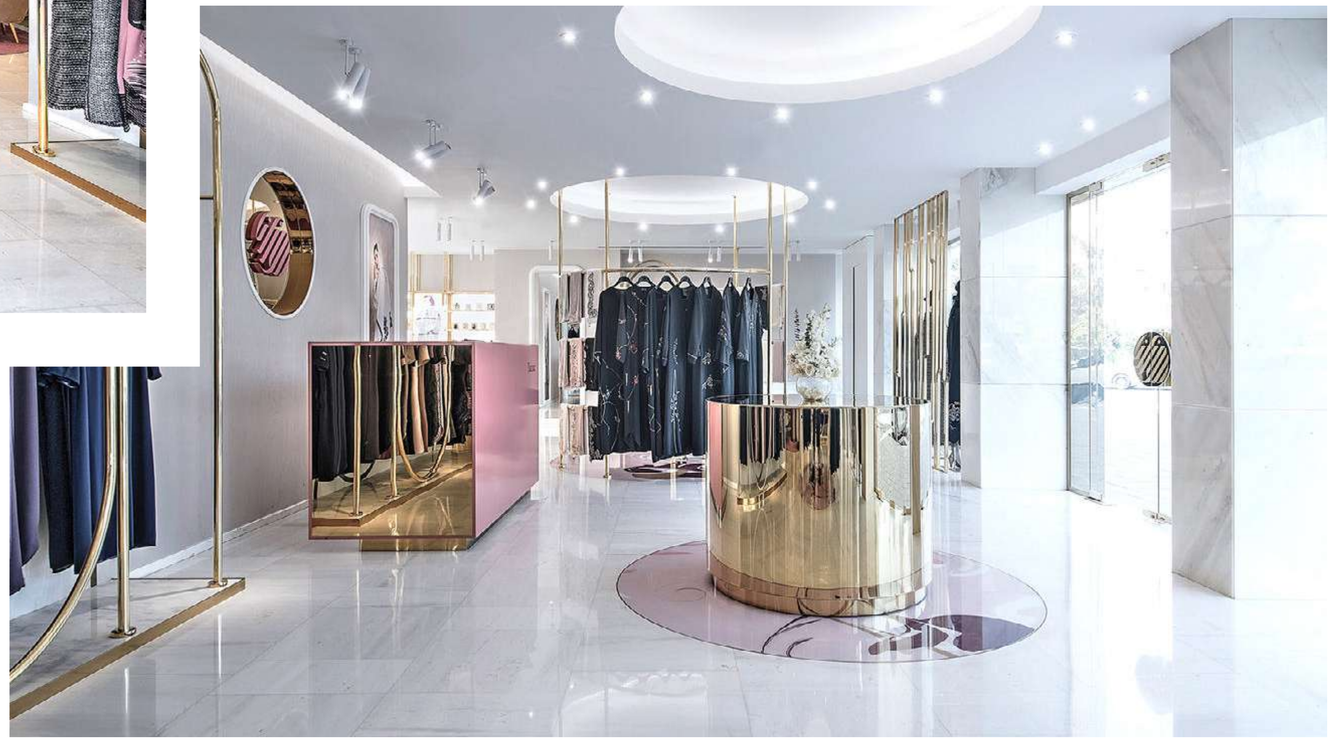



izil
MOROCCAN BEAUTY
MEN CARE
HAIR CARE
HERBS & OILS
FACE CARE









MAUZAN FLAGSHIP

Middle Eastern culture and aesthetics are historically as emotive as they are extravagant. Mauzan meets somewhere in the middle of traditional luxury and modern minimalism. The boundaries were pushed with thoughtful design details that would evolve the identity into it's new direction. Tailored to mirror the characteristic elegance of the traditional Khaleeji Dance, where young women dance rhythmically in circles during celebrations, the boutique pays homage to the cherished Emirati values of elegance and modesty.



RETAIL // LOCATION: ABU DHABI







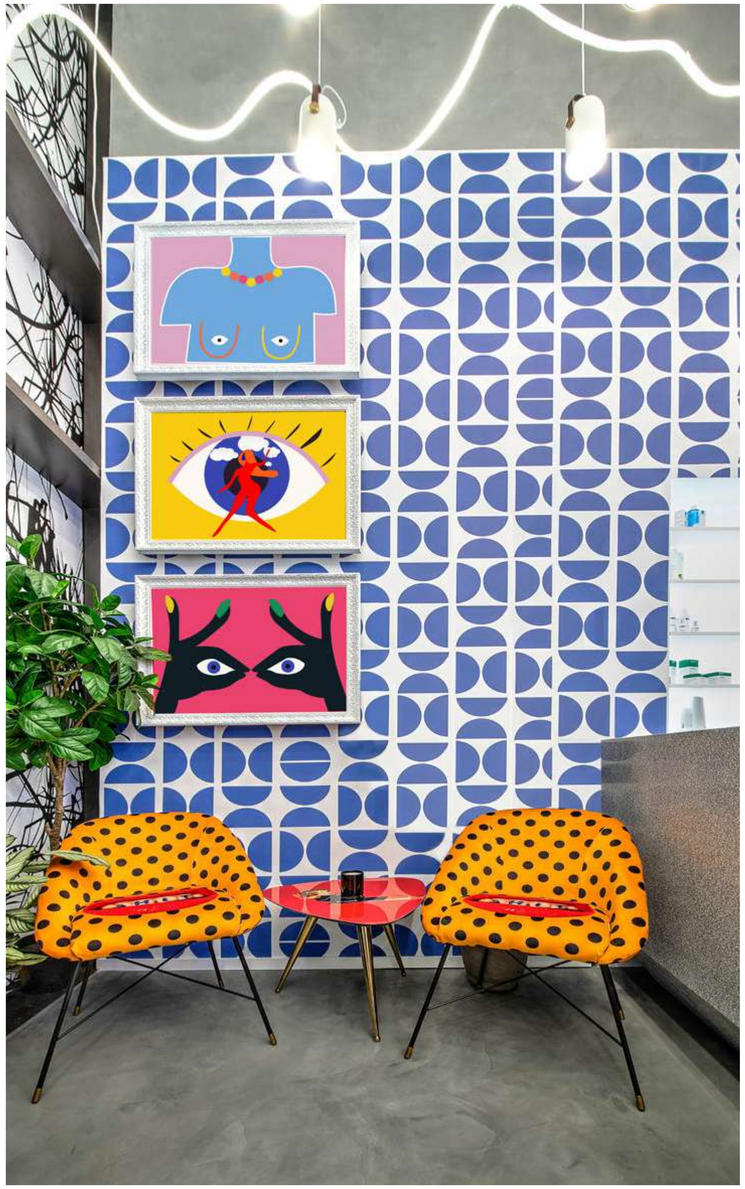




MAUZAN

With the success of the first branches, Mauzan re-enlisted us to revitalize the brand's modest yet contemporary new space to be in line with an earthy yet elegant look. Soft curves and a play on tone on tone surfaces create an impressive volumetric experience. The simplicity of materials and minimalistic approach to colour bodes well for being a canvas-like backdrop to the beautiful pieces on display.









CHARMELLE

Charmelle Beauty Salon interior design explores and defines new boundaries in the local beauty industry. We carefully curated the space in line with the brand identity to feel edgy, artsy and surreal; creating shock value as you enter. Each area is punctuated with artistic lighting and experiences that are heightened through different lighting techniques. Inspired to create events that would leave a lasting impression on customers - colourful glow in the dark artwork and mixed media walls, immerse the customer in a dynamic experience as they journey through the space.



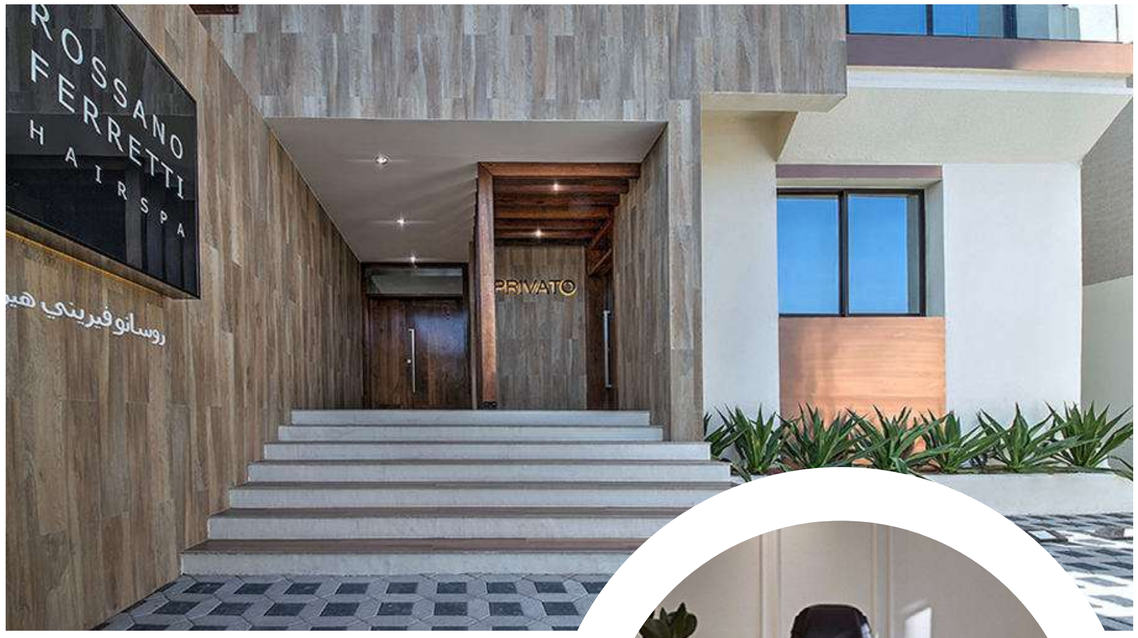



Charmelle
BEAUTY SALON

ROSSANO FERRETTI

As with all locations for this celebrity hair brand, we enhanced the existing classic aesthetic whilst adapting the concept to keep in line with the culture of the region. Custom geometric patterns were incorporated throughout the design to bring an arabesque dimension to the contemporary monochromatic theme. Optimal planning and luxe yet durable finishes are sensitive to client requirements yet stay true to the chic aesthetic of the reputable high-end brand. A colour consulation bar and a workspace cafe were introduced into the Abu Dhabi location to serve the modern female multi-tasking clientele.











SALON // LOCATION: DUBAI


ROS

CREATIVE STRATEGY / BRANDING / INTERIORS

THE LOFT

Asked to analyse the brand and refresh, revamp, and redesign ‘The Loft’ to really make the UAE feel how the early morning rush experience in New York use to feel. UAE on Fifth Avenue, if you will. Black, White, and Neon. An entirely new Loft experience that gives the women (and men) of the UAE that New York-style salon experience. High-pace, high-life, high-quality personal care.

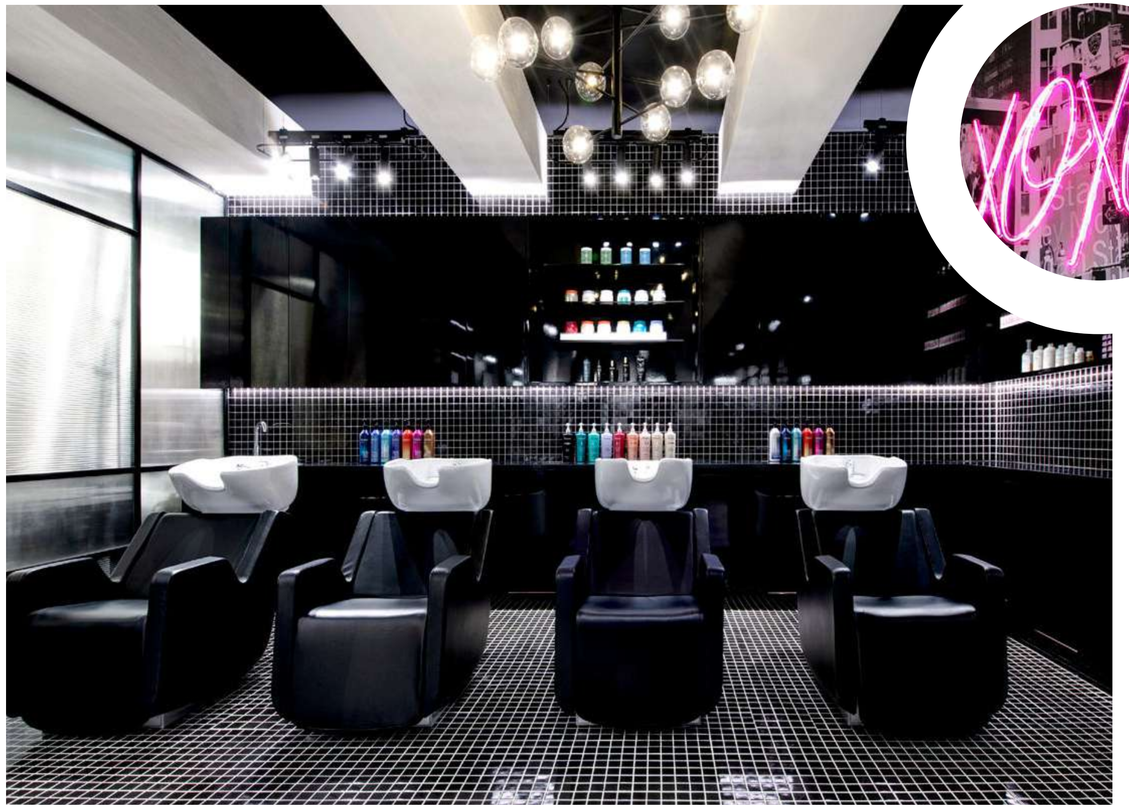
The most notable item that revolutionized the salon’s business model is the customised multiservice chairs that were designed in collaboration with Paris-based salon equipment experts - Cinderella. The reclining chair with a retractable foot basin, phone charging points and built-in tabletop tray, allows for hair styling, manicures, pedicures, threading, and neck massages. Having these services performed simultaneously means customers can get more services completed in less time. Customers have raved about how convenient the new design is for them.



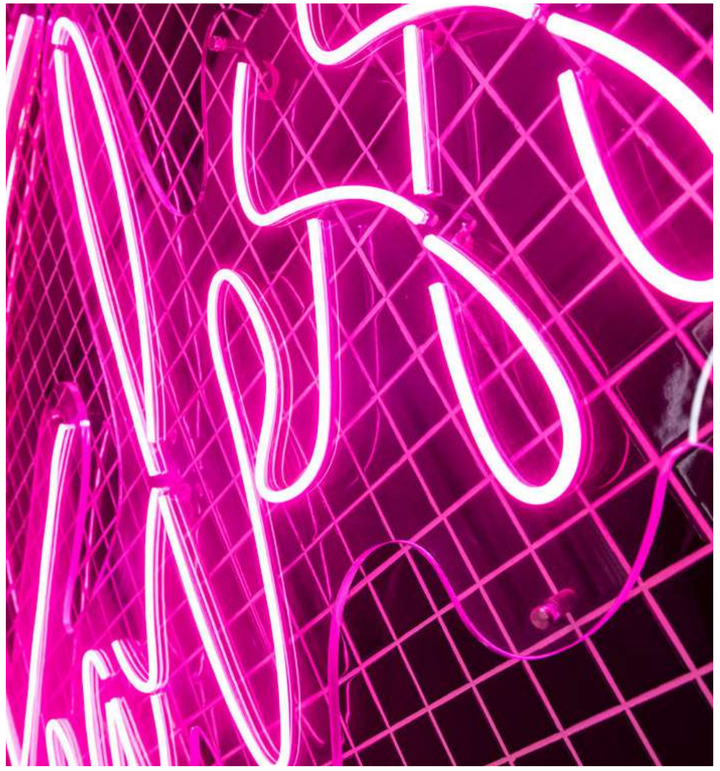


CREATIVE STRATEGY / BRANDING / INTERIORS









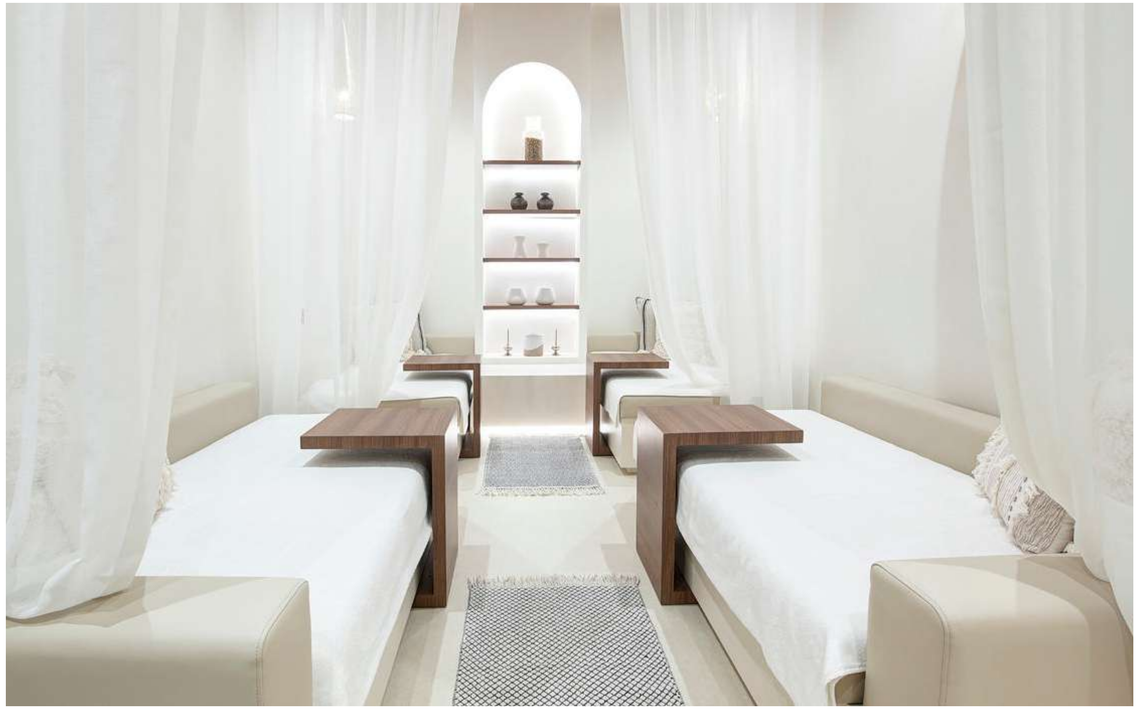






SALON // LOCATION: DUBAI

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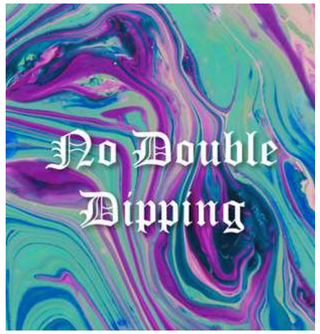


IZIL SPA

Briefed to create a new and inspiring retail and spa space, where men and women alike can experience natural healing and self-care in an authentic Moroccan fashion. Part of the brief was a very descriptive account of her grandfather's impressive home, built into the side of the mountain with unusually high ceilings, circular windows, integrated seating areas and a staircase sculpted directly into the walls. The main goal of Izil's distinctly individualized interiors is to refute stereotypes and incorrect interpretations of Moroccan culture and heritage. This was accomplished using a reflective design idea that captures the Berber culture in a wholly contemporary manner. An earthy, cavernous, and grand dwelling is intertwined with environmentally sustainable materials that create an intimate hideaway. Inspired by the owner's description of her grandfather's house.


izil
MOROCCAN BEAUTY



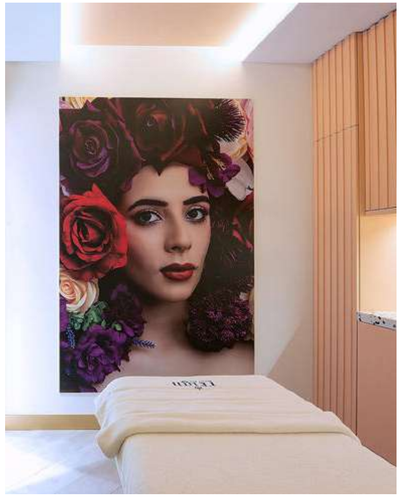




REIGN

Briefed to capture the younger audience in a new, refreshed location. One where the younger generations of today can get the service they want. One that is easily marketed on social media. The new brand identity, Reign (fit for all queens), is audacious and cutting-edge. The new design adopted jewel tones and opulent materials, and it came complete with a beverage bar, lounge, and lash bar. A unique crowning nail exhibit takes centre stage in the central area and features a variety of goods. Every woman can express herself in this space that is decorated with LED crowns and powerful works of art.









SALON // LOCATION: DUBAI


reign

BELLACURE

We were asked to integrate and embrace the brands already established, strong feminine identity in the new location while emphasizing the glee and glamour of beauty and wellness. Colourful, bright, inviting and empowering. The development of a multisensory experience that includes all the components needed for an effective beauty lounge with an honest aim to elevate women is the key to this place's success. Included is the warm lobby area with room for shop displays, effective private treatment rooms, and office areas that are thoughtfully positioned to support the appointment-making process without interfering with the atmosphere and transformative experience of every guest. Soft curves, biophilic drapes, and retro-inspired bar stools highlight the distinctive café, which was created to foster social interaction with aromatic coffee and treats while clients wait in between treatments.





SALON // LOCATION: DUBAI









A SOPHISTICATED *and* FEMININE RENDITION *of a retro beachside terrace.*



SALON // LOCATION: DUBAI









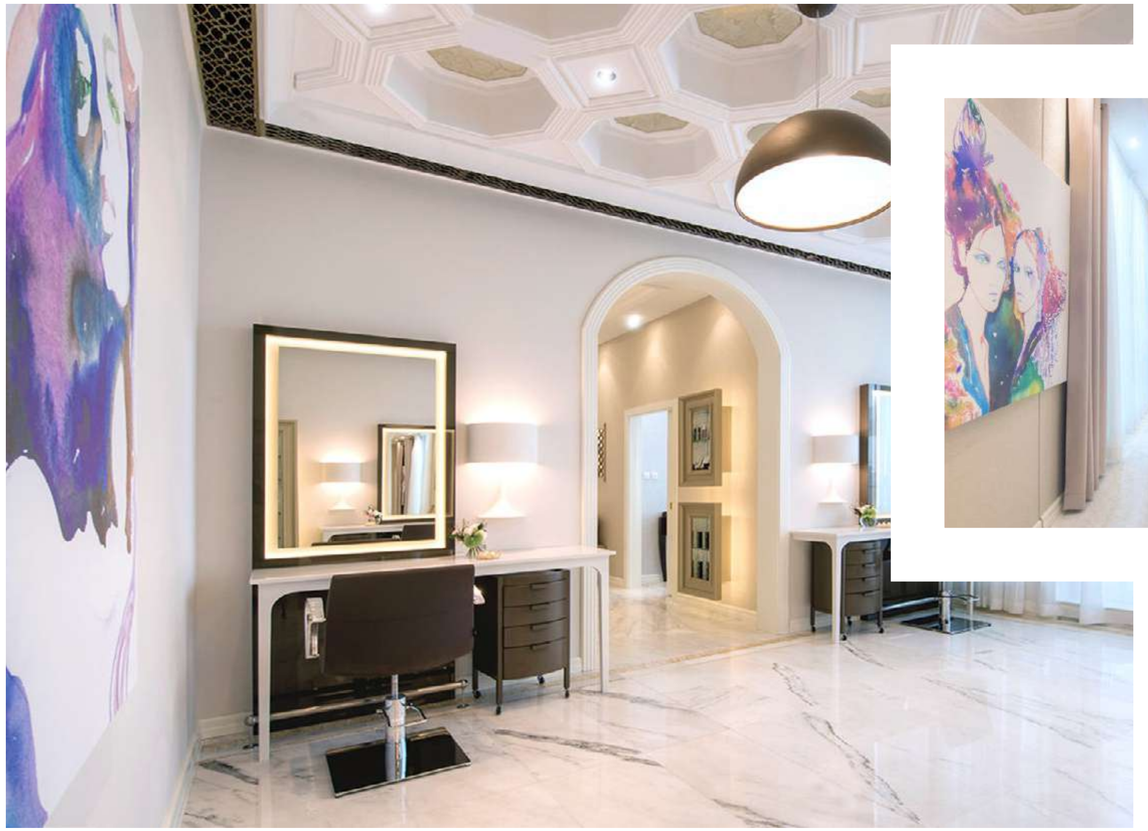
BLONDE SALON

The already established brand had one existing location and wanted to expand with an additional location, but with an elevated experience. The existing brand was in need of an aesthetic revolution, which we tackled from a strategic point of view with a significant brand re-fresh. Inspired by a classic and neutral palette of black, white and gold, the concept also looks at the idea of nature through a new lens. For the interiors, we conceptualized a space that is optimized for staff functionality yet a pleasure to experience. Visually exciting “moments” were created to keep clients happy and stimulated during their stay.



SALON // LOCATION: ABU DHABI


Beauty is a
light
in the heart









SISTERS

Situated in the luxurious St.Regis Hotel in Nation Towers, our first of six projects with the brand was one of significance and prestige. Taking cues from the classical architecture of the property, the beauty spa was to soft, feminine and yet still exudes a subtle sense of modernity. Watercolour artworks were commissioned by renowned LA artist, Cate Parr, bringing vibrancy to the space. Quirky and contemporary lighting pieces add drama and provoke thought. Sky Garden pendants by by Marcel Wanders celebrate the old and new whilst curiously protruding wall lights from Flos were seamlessly incorporated into walls.

SALON // LOCATION: DUBAI











MOROX

Assist in developing an avant garde experience in Ifrane, Morocco that transports guests to a surreal world upon arrival. Mixing bold rock like formations from nature with an astronomical and futuristic aesthetic, the result is indistinctively new. Each floor is inspired by a natural element from the local flora & fauna and topography. Panoramic glazing allows guests to feel uniquely connected to the surrounding environment while still experiencing the hotel's "bubble-like" interior.

HOTEL // LOCATION: MOROCCO







AL ARRAYED EYE CENTER

Our thorough study of various eye instruments and functions of the eye, orchestrated our inspiration through the interior design concept. Upon entry, guests are greeted with a sense of tranquility and visual beauty communicated via soft neutral tones and a lighting installation called Traces featuring a large scattering of lenses representing the expression of human emotion through rays of light and colour. The former clinical feel is replaced with that of an inviting hotel retreat. The inclusion of marble, wood and gold finishes, provide a luxurious feel, which support the brand's identity and established maturity.







CENTRE // LOCATION: BAHRAIN

FALCONART

In order to influence effectively, we should influence naturally. In the same way, we've been influenced since the start of man. The UAE is more than skyscrapers and luxury. It's more than a futuristic utopia or a memorable tourist destination.

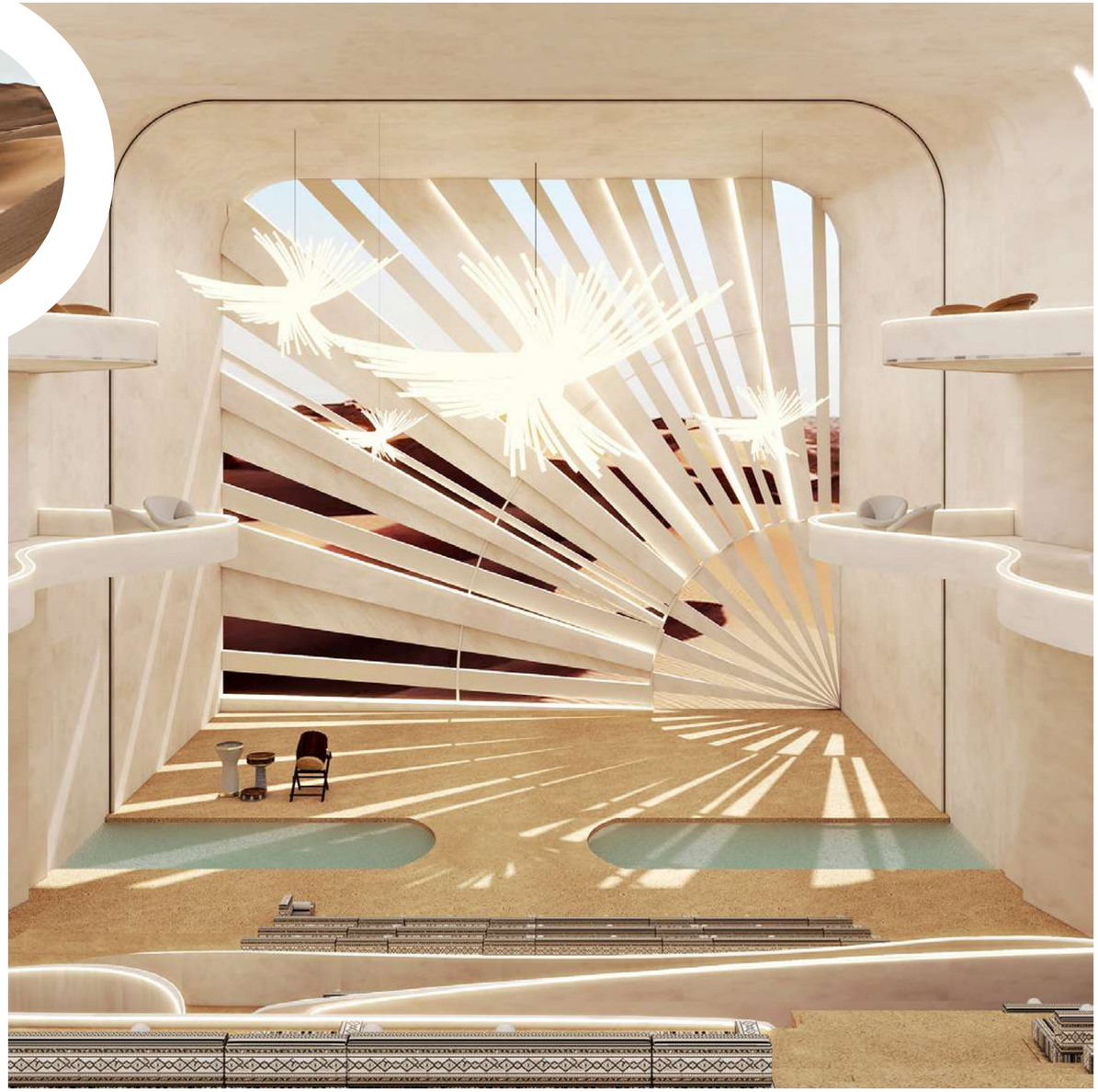
The UAE is the result of thousands of years of storytelling, singing, designing, and both surviving and thriving. We have survived alongside the ocean and sand by learning from the past and preparing for the future. We are the face of innovation because, without the guidance of our forefathers, we will forever let history repeat itself. Educating the youth after us as if they were the pupils before us.

With this, an Art & Wellness Centre for Emirati Youth that encourages performance art, exploration, creativity and authenticity. By honouring traditions and emphasizing the future of the UAE through modern, biophilic design elements, we created an institution tucked away in the empty quarter of Qasr Al Sarab Street in the Liwa Desert.









INTERIORS

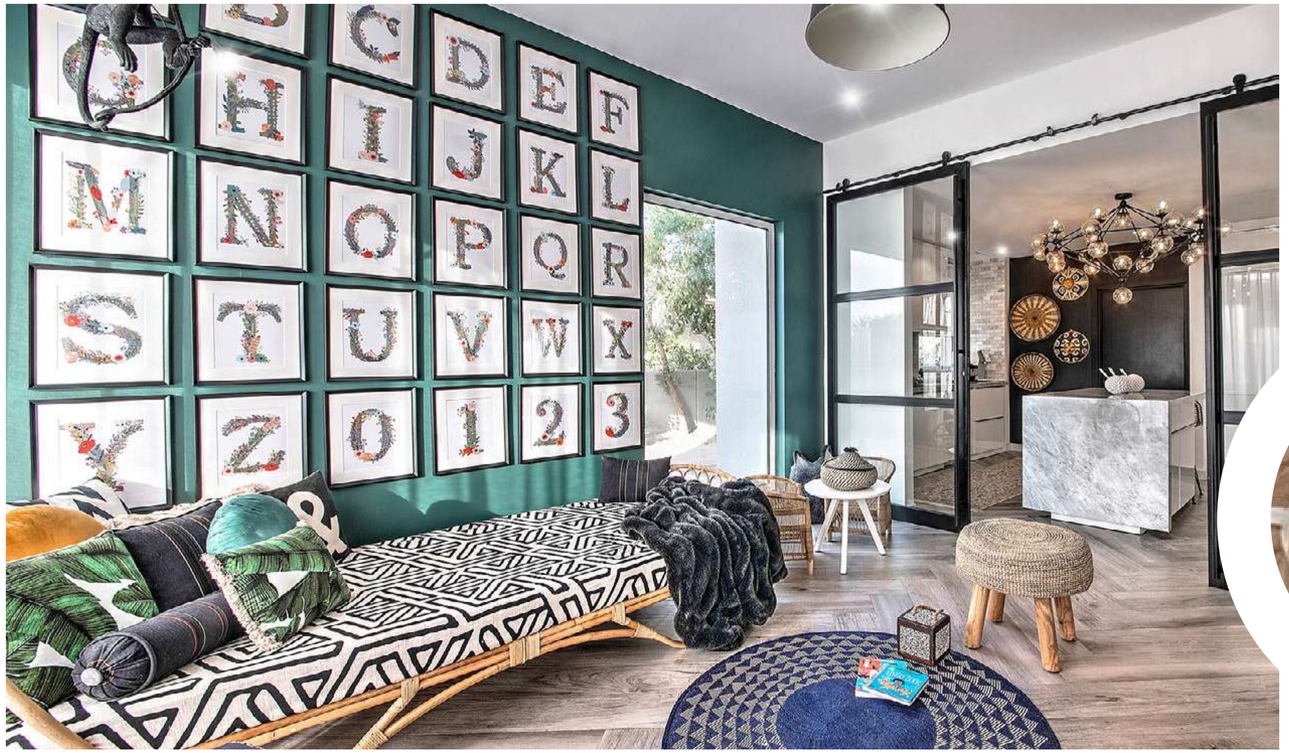
CENTRE // LOCATION: DUBAI

BR&ND CREATIVE



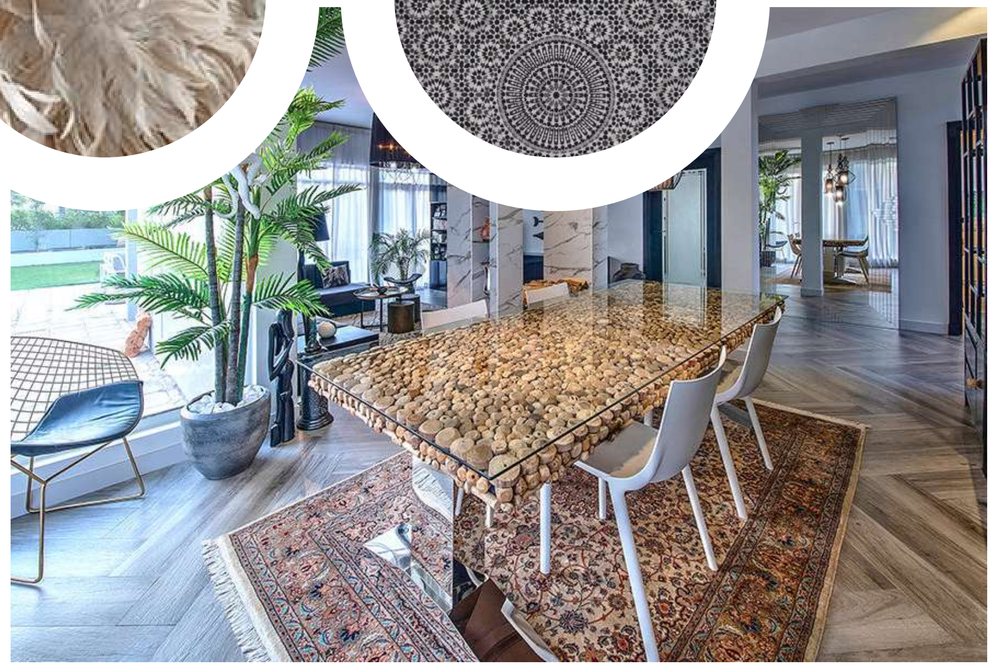
NOMAD HOUSE

Nomad House is a contemporary residence that blends Canadian and Moroccan tribal influences into a stylish, contemporary family space. We were entrusted to design a contemporary interior with a complete renovation taking the structure down to shell and core, that would resonate with the homeowners and epitomise their design sensibilities whilst creating a space that was comfortable and livable.





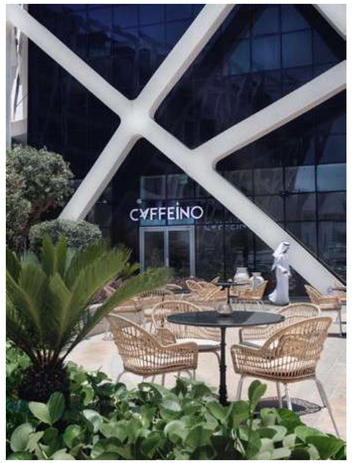









FOR
DREAMERS







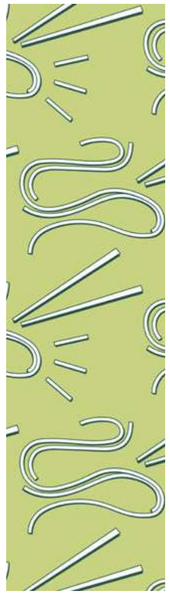


CAFFEINO

We were approached to create a concept for interior design of a boutique specialty coffee shop in Abu Dhabi. For Caffeino, the owners wanted a light, cozy, warm and inviting space to serve their artisanal Italian blends and homemade fresh pastry. We developed the concept of the cafés interior design to be an escape within the city. Designed to create an enveloping, elegant atmosphere, we used simple organic shapes and an earthy, natural approach to materials. Whitewashed textured walls give the space a weathered and well lived-in feel. The café's grounded character is accentuated by biophilic features and floor to ceiling mirrors – adding to the space›s volume and height.







GINJA FACE

We were approached to assist in developing and launching a Pan-Asian restaurant concept that targets the youth and merges value for money with a memorable experience. A bright, vibrant, and unapologetically authentic dining experience. Where we happen to serve amazing Pan Asian food but focus on providing a space that allows you to write your own story as you move through the store. We promote authenticity and by implementing subcultures into a unique dining experience, we invite every client to be themselves and share their authenticity online.



FOOD & BEVERAGE // LOCATION: DUBAI


GINJA
FACE
جينجا
فيس
SPICYY!!
SAUCY
HIGH SWEET
LOW SOUR
TTI&SOUR
TAAANGY

THE PROBLEM

In the UAE, many brands and services have a ‘copy and paste’ feel. They are unapologetically gimmicky. Very few brands are deeply authentic, with arms wide open to the many people, identities, cultures, and traditions that exist because of our borderless world.

THE INSIGHT

In a world of unlimited choices and potential, the millennial demographic stands transformative and in support of brands that proactively make change and allow them the space to express and elevate their uniqueness.

THE ADVANTAGE

To resonate with todays youthful demographic, its important to fit into, or start, a movement. One they can share online, be proud of offline, and remember forever. In this case, a call for dining without societal pressure to eat, drink, sit, or be a certain way.

THE STRATEGY

We are more than a restaurant, we exist so you can discover.

AN AUTHENTICALLY COOL PLACE. INSPIRATIONAL. DARING CURATORS OF COOL. TENACIOUS.

BRAND POSITIONING

THE 10 YEAR ULTIMATE GOAL

To be known nationally and internationally for bringing the subcultures of a city to the masses.

BRAND MISSION

WHAT WE DO TO ACHIEVE OUR GOALS

To lead as the curators of cool within the places we operate in, from food, music, design, art & company culture.

BRAND PURPOSE

WHY WE EXIST

We are more than a restaurant, We exist so you can discover.

BRAND POSITIONING

THE SPACE WE WANT TO OWN

Being athentically cool.

MAINSTREAM GIMMICKY CULTURE

THE FOOD — Our food will be bold, unapolaogetic and experimental.

THE SPACE — The space will be an eclectic vibrant mix of Asian inspired work.

THE MUSIC — Coolest music from upcoming and underground artists.

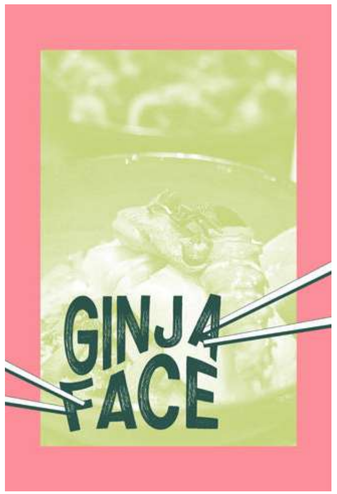
THE PEOPLE — Our staff will be more than waiters and chefs.

THE DETAILS — Every detail has mystery inviting you to be discovered.

COLLABS — We invite artists from various fields so that the excitement is constant & discovery never ends.

AUTHENTICALLY COOL EXPERIENCE

CREATIVE STRATEGY / BRANDING / INTERIORS













FOOD & BEVERAGE // LOCATION: DUBAI

BR&ND CREATIVE

ESSO COFFEE

Creating a friendly interactive coffee brand for everyone was our goal. By using the coffee bean as our main inspiration, we played with the iconic shape to develop the logo and patterns. The secondary icons reflect the brand's tagline: Roast, Grind, Dose and Drink. Coffee take away cups were conceptualized from scratch to contain fresh roasted coffee beans as well as display uplifting tear away messages.















FOOD & BEVERAGE // LOCATION: KINGDOM OF SAUDI ARABIA

BR&ND CREATIVE











ESSO BAKERY

Esso bakery embraces sunlit- earthy tones and makes a statement with an industrialized kitchen concept. The brand is celebrated with patterns adorning retail display cabinets. The striking selection of lighting invites people to explore the space. Fluted wooden floating displays along with unique elements and biophilic features evoke a natural sense, softening the atmosphere and inviting visitors to enjoy this multi-sensory experience.

FOOD & BEVERAGE // LOCATION: KINGDOM OF SAUDI ARABIA


BAKERY

ESSO ICE CREAM

This dreamy concept was inspired by an imaginary journey through a melting ice cream cone. An abstract representation of all the flavorful ‹melt in your mouth› toppings is present in the playful selection of furniture and colour palette. To add to the overall experience, the concept is infused with refreshing elements of greenery and glossy tile work. The ceiling incorporates a striking neon light, reflecting waffle cone-like shapes.













FOOD & BEVERAGE // LOCATION: KINGDOM OF SAUDI ARABIA

MAMA'S BITES

We were approached to develop s an elegant casual dining experience offering the unmistakable quality of home-cooked cuisine. With their traditional menu, inspired by the authentic taste of the Levant, with a focus on classic and loved dishes that are developed with Mama's personal touch. We created an elegant, yet cosy space aligned to the warm, intimate essence of the brand. Small personal touches such as artworks, pearl mosaics on the wood fired oven and olive tree references were added to the design to create an inviting Levant style environment that instantly makes you feel at home.











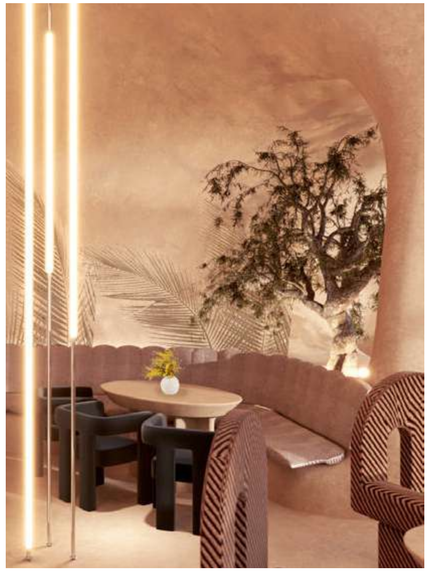












NAYA FOOD EXPERIENCE

Asked to develop this local homegrown dining concept to portray a celebration of diverse fusion between the past and present. Inspired by the rich traditional flavors of the Middle East, we invite you to share in our own contemporary take on these truly authentic tastes. Immerse yourself within our transformative atmosphere of aromatic taste sensations that will take you on a flavorful journey of the region with our unique Naya twist. An elegant and eclectic experience awaits you.

NAR CAFE

Al Khayyat Investments was interested in breaking through the hospitality realm with their own casual dining and shisha experience. We established a new brand identity based on their target demographic, the style of food they will serve and the interior concept. The aesthetic is inspired by warm campfires and storytelling that is prominent in Arab culltures. We integrated fire pits, custom graffiti and vibrant coloured fabrics to convey a cool, youthful and edgy vibe. The terrace area was developed with key sight lines of the Burj Khalifa in mind and hosts up to 100 guests on the busiest of nights in addiiton to the indoor areas.







CREATIVE STRATEGY / BRANDING / INTERIORS





META TEL AVIV

Asked to revamp the Meta office canteen in Tel Aviv and make it stand out in the vibrant, cultural, and bustling city of Tel Aviv. With unlimited potential for show stopping wall graphics, we settled on two final designs for the client.

Carmel Market - The colourful and impactful Carmel Market, with its endless amounts of cultures, cuisines, and people. All enjoying the sunlight in tranquil vibrance. With this concept, we emphasize the journey through the market, on flat walls, through the canteen.

Levinsky Market - Like the Carmel market, the Levinsky Market offers the worlds largest Bauhaus-inspired architecture. With this in mind, we sought to emphasize the clearly influential Bauhaus movement on the canteen walls of Facebook Tel Aviv. An unforgettable journey for an unforgettable team.





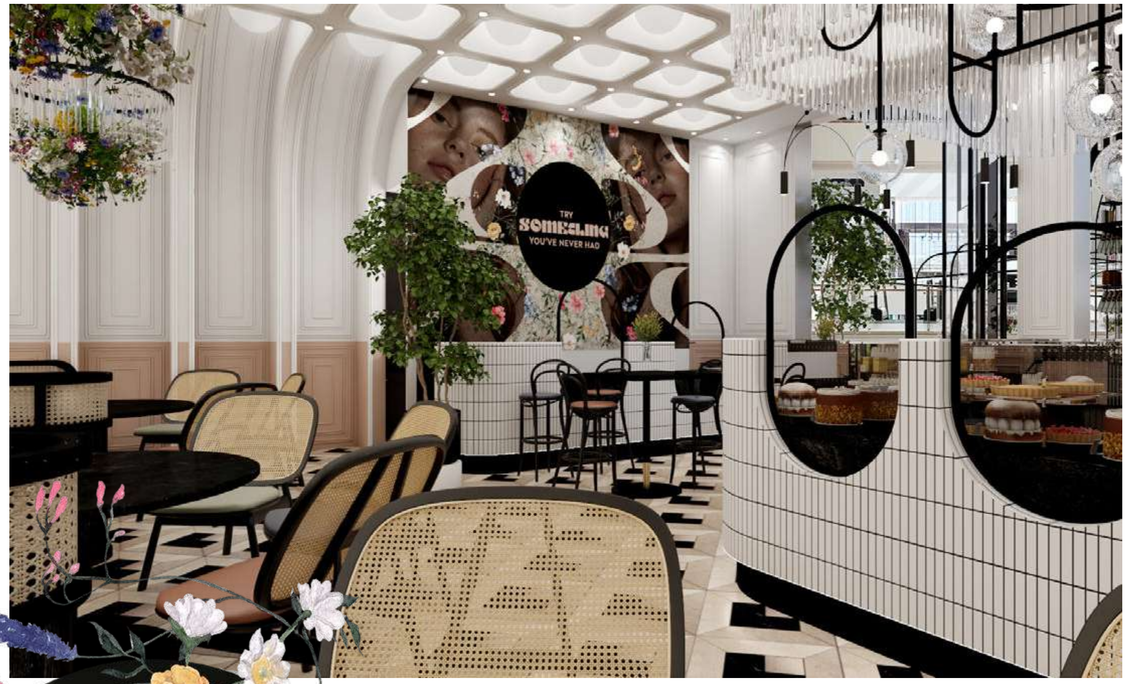




FOOD & BEVERAGE // LOCATION: TEL AVIV

CREATIVE STRATEGY / BRANDING / INTERIORS







FROM
VIENNA
WITH LOVE

SISI'S EATERY

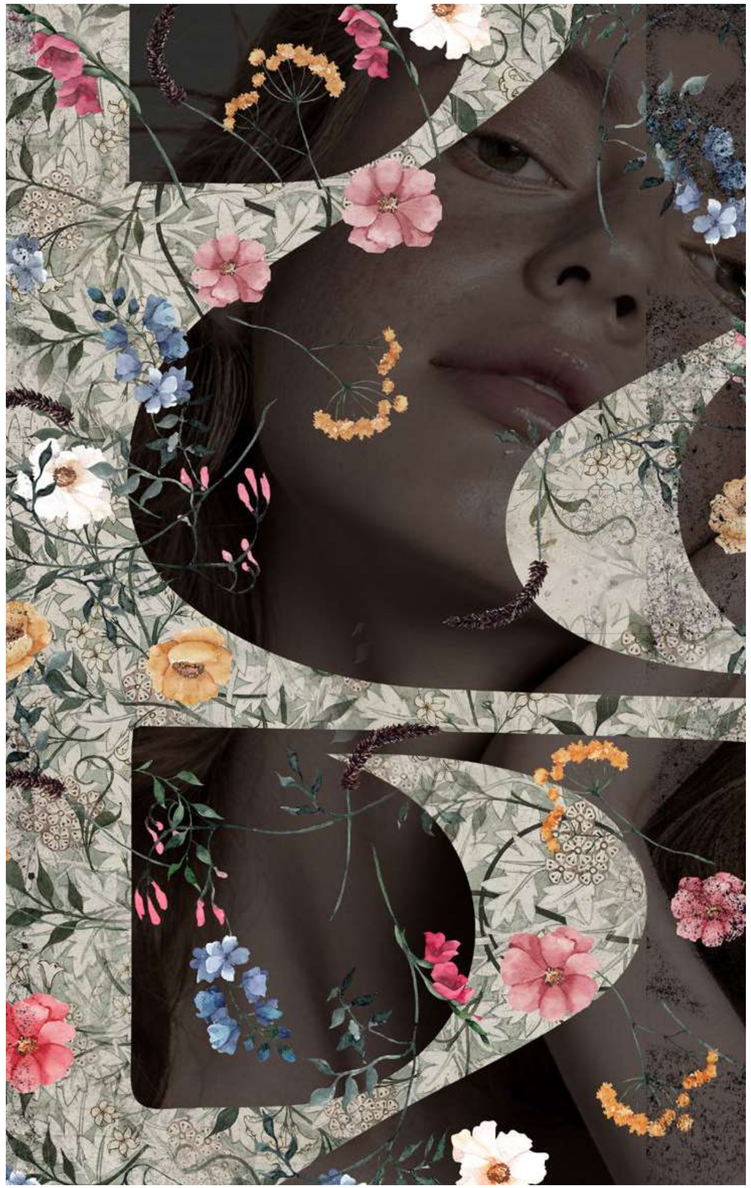
Approached to create and assist in launching a premium Viennese diner with a timeless modern design. A memorable and multi-sensory experience, unique to the UAE. Making an archetypal muse of Sisi, Empress Elisabeth of Austria. The world-famous in her time, trendsetting fashionista, and tragically triumphant Duchess, that made this brand human. Sisi's, your modern experience of traditional Vienna.

FOOD & BEVERAGE // LOCATION: DUBAI

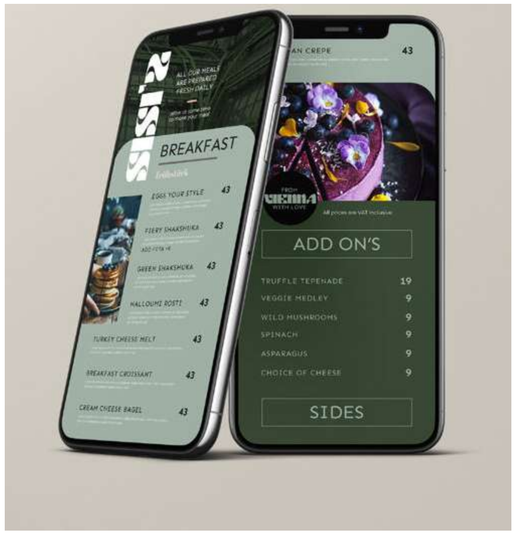
SISI'S

BR&ND CREATIVE

CREATIVE STRATEGY / BRANDING / INTERIORS











FOOD & BEVERAGE // LOCATION: DUBAI

BR&ND CREATIVE


SISI'S
EATERY

GRAPHICS





CONCEPTUAL DESIGN

THE INSIGHT

Used in this manner, it refers to low-quality products due to the common association of the idea that it is cheap, of lower standard, and even dangerous products.



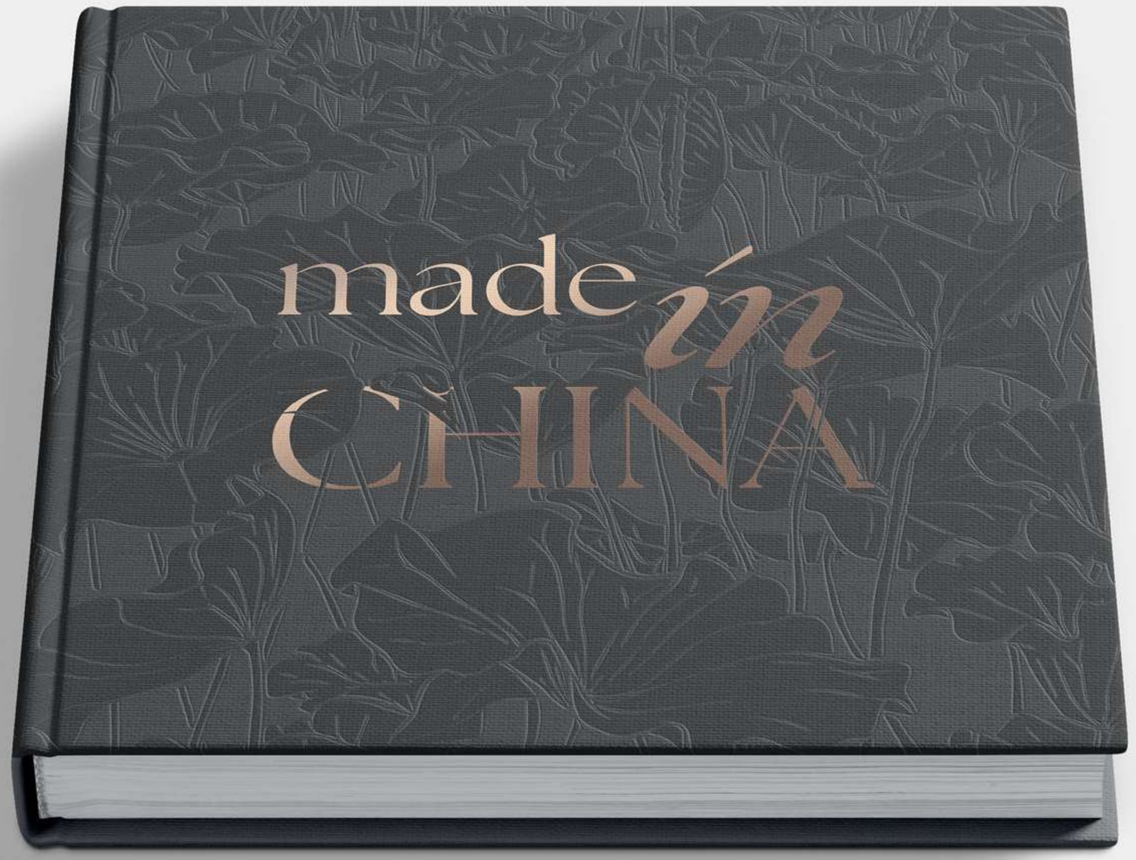
THE ADVANTAGE

While other people are trying to avoid the fact that their product is made in China, there is an oppurtunity to leverage on this and embrace that fact that your product is made in China.



THE STRATEGY

Create a book that challenges the derogative manner in which the phrase is used and becomes a creative aesthetic piece of craftsmanship and ultimatley a status piece of paradox.



WOOD COUTURE

Turn the derogatory term “Made in China” into an exclusively owned name where, if Wood Couture’s products were made in China, you’d pray to have it. Instead of avoiding the term, embrace it, with unbelievably high quality, bespoke, and long-lasting furniture. We designed a book/ catalogue that challenges this term by using the phrase as a creative aesthetic piece when speaking about the craftsmanship and care that goes into each cut and crevasse of our custom furniture. Taking back the negative connotation and turning it into a status piece for laid-back luxury.



GRAPHICS // LOCATION: WORLDWIDE

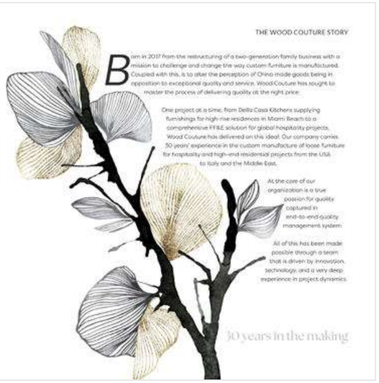
BR&ND CREATIVE

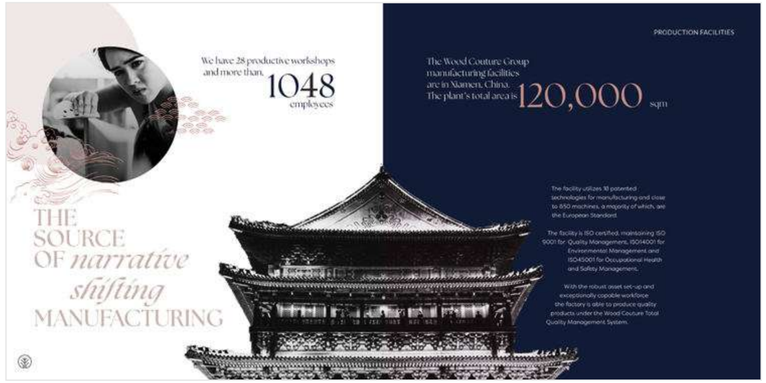
CONCEPTUAL DESIGN



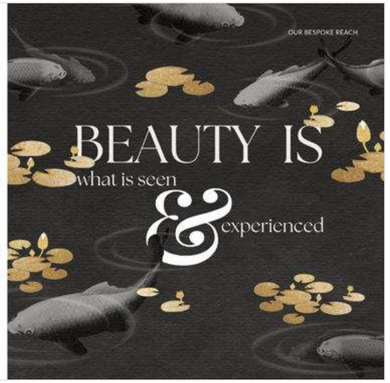












GRAPHICS // LOCATION: WORLDWIDE

BR&ND CREATIVE

CREATIVE STRATEGY / BRANDING

LU VIXEN

Working closely with Lulu Al Hassan, a rising shoe designer, we strategically created the brand identity from scratch; the brand name, visual identity, personality and each touchpoint. Lu Vixen is the quintessential alter ego of Lulu. She commands attention through her statement style, she is dangerous, daring, provocative and fierce, yet gentle and feminine. With this powerful alter ego in mind we crafted a high fashion identity rooted in vintage glamour and sexy feminine sophistication. The brand was launched at London Fashion Week 2020, at a decadent event that transported every guest into the world of Lu Vixen

















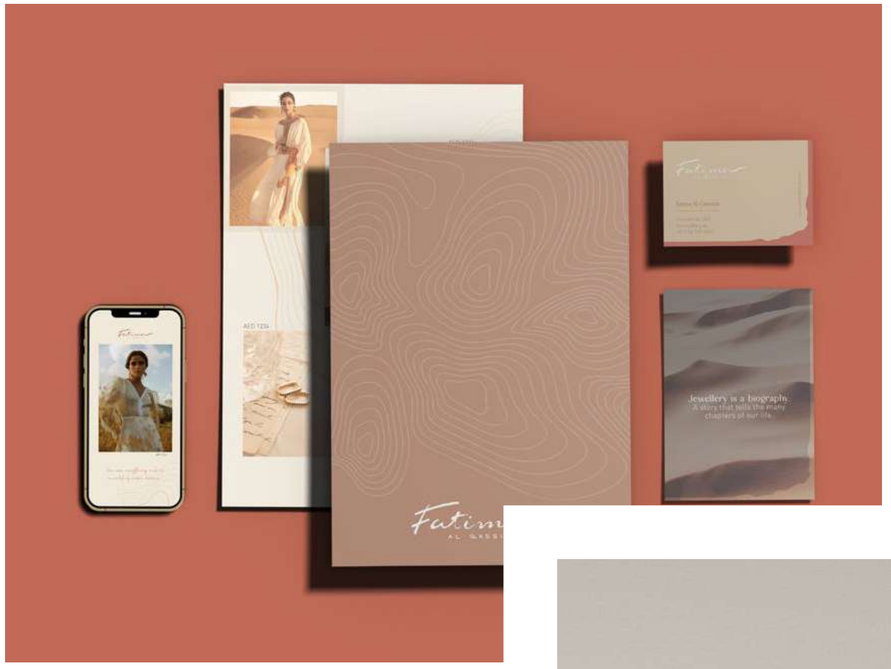


GRAPHICS // LOCATION: LONDON









FATIMA AL QASSIMI

We draw from ancient civilizations to appreciate jewellery; wearing it in the same way to highlight natural beauty. Fatima Al Qasimi is a brand forged out of her character: bold, free-spirited and passionate. Her jewellery makes a statement in sustainability and luxury with a colour palette inspired by the rawness found in nature. The identity of the brand communicates authenticity and a celebration of individualism.



NASAYEM

Nasayem Aldar is a brand created and inspired by scents of Arabian, Indian and French cultures that celebrate the modern woman. The hoopoe bird, with its own amazing identifiable crown, was abstracted to form an identity that reflects the notion of newfound freedom within the culture yet set within the constructs of old stained glass windows to symbolize and honour the past.







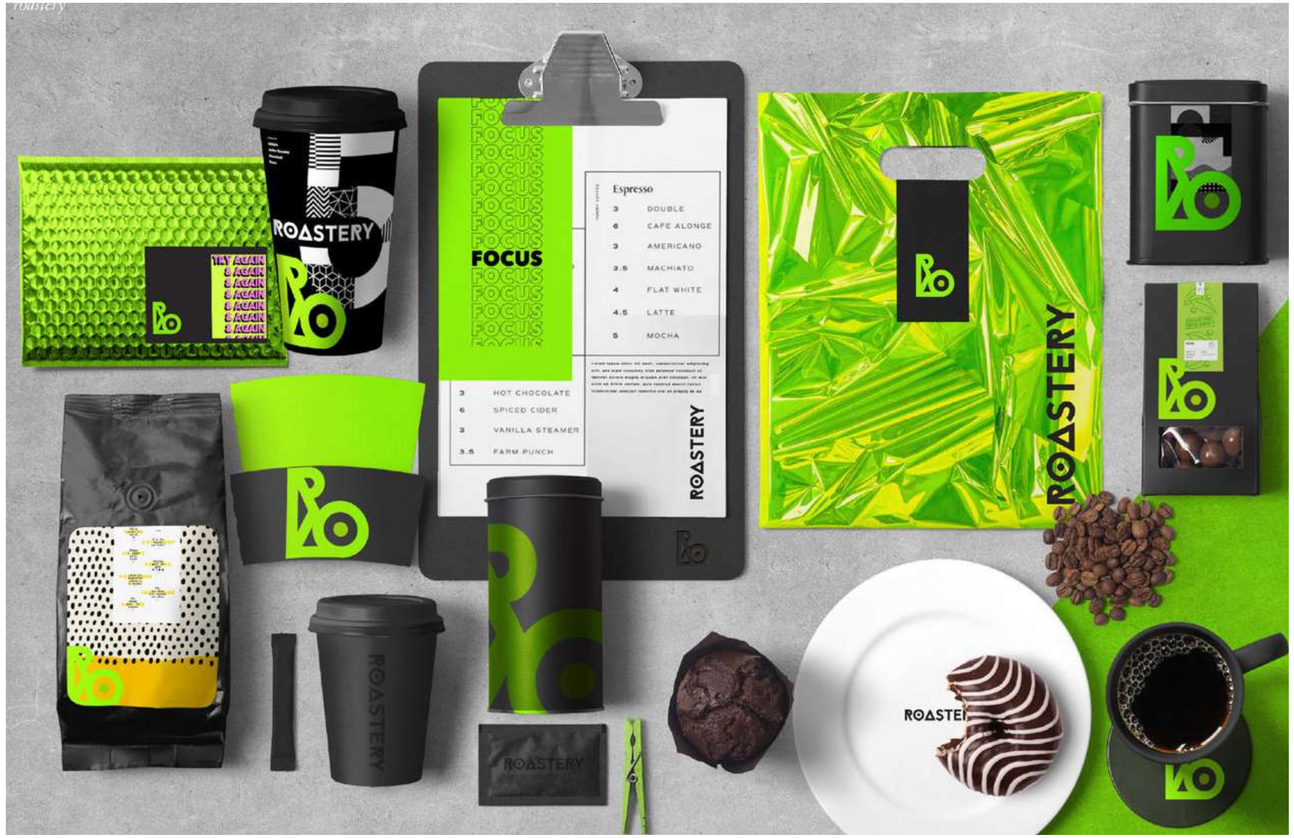




CREATIVE STRATEGY / BRANDING

GRAPHICS // LOCATION: DUBAI

BR&ND CREATIVE



ROASTERY W HOTEL

We were approached by Marriott International to create the visual identity for a unique coffee shop concept for their W Hotel, Yas Island. The coffee shop called Roastery, located in the lobby of the hotel forms the pulse of the space. With this in mind we created a high energy concept using fluorescent green and matte black for bold contrast. Roastery creates their own blends which are roasted three times a day to match the mood of the hour. Due to this an alchemy based typography was created - to represent the meticulous process that Roastery›s expert baristas use to make the perfect blend.

ROASTERY

SECONDARY ICONS AND ELEMENTS

COLOUR PALETTE

TYPOGRAPHY

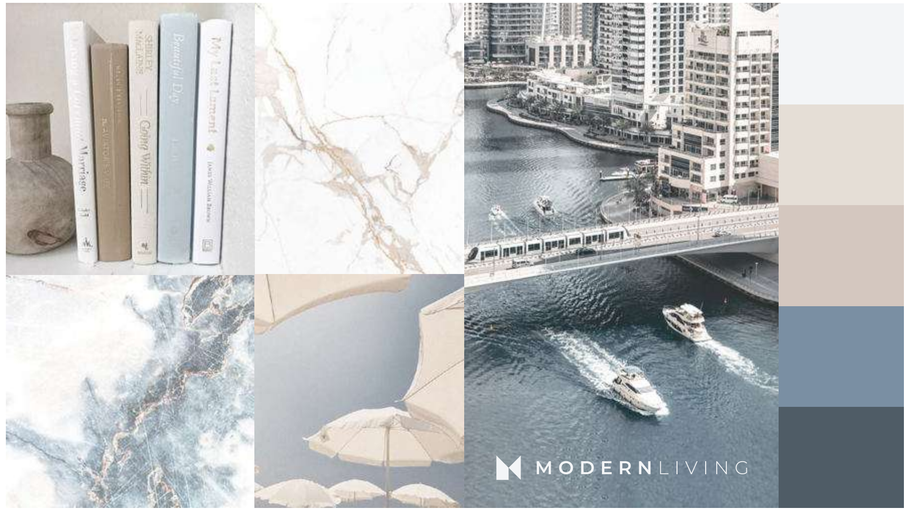
Aa Bb Cc

1 2 3 4 5 6 7 8 9 0 ! ? # & @ * ( ) _





GRAPHICS // LOCATION: DUBAI











MODERN LIVING

As newcomers in the real estate arena of Dubai, Modern Living was set on solidifying their brand strategy and building a brand on the notion that trust is earned through every interaction. With so many players in the retail game, our approach was to create a brand that conveys the values of its owners and how they do business. The logomark comprises the two central aspects of the brand; luxury and integrity, visually communicating the brand's offering. The concept is also drawn through the opposing font selections, conveying the dual but strong value system the company operates within.




9:41
modernliving.ae
WE PROVIDE
LUXURY WITH
INTEGRITY.
CONTACT US TODAY
MODERNLIVING
See More


WE SELL LUXURY
WITH INTEGRITY.


DISTRICT ONE
For Rent & Sale


MAKE NEW
MEMORIES
WITH US.


MODERNLIVING
FOR ENQUIRY, CALL:
VISIT US:


BUILD YOUR
FUTURE
WITH US.


W RESIDENCES
For Rent & Sale

GARAGE GARAGE

SECONDARY ICONS AND ELEMENTS

COLOUR PALETTE

TYPOGRAPHY

Aa Bb Cc

1 2 3 4 5 6 7 8 9 0 ! ? # & @ * ( ) _



THE GARAGE W HOTEL

We were approached by Marriott International to create the visual identity for a dynamic new dining concept, called Garage, for their W Hotel, Yas Island. Garage is a collective of various cuisines from around the globe gathered under one roof. We set out to create an identity based on a gastronomic adventure, a whirlwind journey of flavorful sensations beyond your wildest taste buds. To do so we used whimsical illustrations and a contrasting palette of soft pastels with splashes of red and fantasy inducing dichroic film. The leaning 'g' logo creates a sense of movement and playful whimsy.



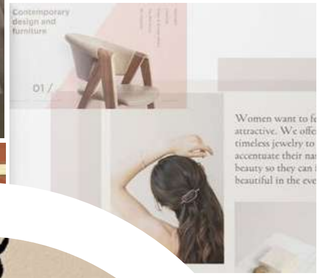
















HBn

SECONDARY ICONS AND ELEMENTS

HBn | HAIR BEAUTY NETWORK

COLOUR PALETTE

HAIR BEAUTY NETWORK

Hair Beauty Network are curators of premium, cutting edge and iconic salon & beauty brands. The brand identity needed to reflect the stylish nature of the industry with a fashionable high end feel. The logo design was inspired by the periodic table. Each element within the periodic table is represented by a symbol. This symbol is a summary of the makeup of that element and is easily recognisable by one or two letters. The table is carefully curated to create perfect formulas. Just as HBn has hand picked and carefully selected, based on expert knowledge, the best of the best brands to represent their multilayered compound of Hair and Beauty



LIBERATING NARRATIVES

BR&ND CREATIVE

brandcreative.net