



**Approach:**

Generra worked with GIRVIN on many separate projects in marketing products – lines of named gear, hypercolor t-shirts, Bloomingdale's promotions, signing programs and related fashion marketing.

GIRVIN was asked to create a new denim line: Un Bleu Choix, with merchandising development and launch materials.



| Print



| Story



| Environment

**Result:**

GIRVIN created an entire universe for this brand – an holistic story, labeling system, hardware and accessories, as well as coordinating the launch materials, the pattern and color brochures, hang tags, signing and store within a store conceptions and all small detail and large scale photographic materials and duratrans.