

Approach:

Started by Salvatore Capezio, an Italian immigrant who made pointe shoes for prima ballerinas in New York City, Capezio's legacy extends over 100 years of dance. For decades Capezio maintained a market leader position, yet over time, the brand began to lack the emotional energy of the organization. GIRVIN was hired to develop a new brand strategy, enhance the brand personality, strengthen the market messages and refresh the brand's visual language through re-design of the brandmark, packaging, hangtags, shopping bags and signage.

Capezio[®]
| Identity



| Packaging

**Result:**

Capezio's newly developed brand personality harnesses the heritage of the company, and its passion for celebrating dance as a metaphor for life. Capezio wanted a brandmark that represented the history of the company. GIRVIN chose to work with the signature of company founder, Salvatore Capezio, speaking to the heritage of the company. The new packaging establishes positive associations between the excellence of their products and young dancers' quests to improve their skills through a lifetime of performance.