



Approach:

Coraggio started working with GIRVIN when their company was just one man with a vision. William Albert sought to bring the best and most luxurious fabrics, imbued with heart and courage, to the American market. We partnered to create a brand born of Italian heritage, an identity mixed with classical drawings and paintings that speak to the legacy of the expressions.

“Although it’s too soon to tell how this campaign will affect sales, the phone calls from designers to the showrooms have been pouring in to confirm that hwe’ve gotten their attention!”

William Albert | Founder | Coraggio



Print |

Result:

Over the course of our relationship, we have helped Coraggio maintain its strong identity with powerful direct-mail pieces that focus on their close ties with the art world and communicate the richness and quality of their product line.

These campaigns have given Coraggio more name recognition in the industry and the targeted mailing list has increased five-fold since inception.

Coraggio continues to expand and evolve this marketing campaign each year. In addition, our design of business papers for the company has helped to solidify the depth of this brand and its strong ties to the Italian Renaissance.



| Packaging