



As part of their post-Hurricane Katrina rebuilding efforts, GIRVIN partnered with MGM MIRAGE to aid in revitalization efforts of the Biloxi entertainment complex, Beau Rivage. One component of the assignment was to re-brand the casino's contemporary, upscale Asian cuisine amenity.

The new brand, which was heavily influenced by Feng Shui and inspired by engaging all five senses, was given the name Jia, which is a Chinese name meaning "beautiful." GIRVIN was responsible for the new brand name and identity.