

LORENZO

Simon Golub & Sons needed to revisit their Lorenzo brand in the United States due to increased competition in the colored gemstone jewelry space. In order to keep pace with larger jewelry manufacturers, Simon Golub & Sons enlisted Girvin to explore an updated look and feel.

Girvin began the brand evolution by creating a more contemporary and sophisticated identity that better represented the value of the product and stylish nature of its consumers. Girvin then extended the brand to additional printed collateral that specifically spoke to Lorenzo’s position as the leader for brilliantly colored precious gems from around the world. The use of subtle, yet rich, backgrounds and elegant flowing patterns complimented Lorenzo’s jewelry, finally allowing the brilliantly cut stones to speak for themselves.

