



Sniffapalooza



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The key to a successful collaboration lies in the ability to listen. Listening to the story and taking the key components to build the brand will allow for a concretely identified visual representation. Just like perfume, the *spirit* moves into the space of the mind, imagination, and is memorized by the senses – both emotional and physical. Working with Sniffapalooza cofounders, Karen Dubin and Karen Adams, GIRVIN evolved their brand character and structure of the story. GIRVIN looked for ways to enhance their identity to align with the spirit and soul of their enterprise within the fragrance community.

This new brand mark needed to encompass a variety of attributes: Grace, clarity, luxury, beauty, and the calling of sensory experience that is in each of us. This logo depicts the result from opening studies and explorations, beautifully rendered.