



Approach:

Shawn McNally, a former Nordstrom Façonnable executive created the concept for a new line focusing on luxury driven Christian clothing for men and women. McNally approached GIRVIN to aid in the conceptualization of the brand, from the identity to the entire line as well as scarves and accessories.



Result:

GIRVIN gathered ancient symbologies from rare books, coupled with quote selections from Shawn's studies, and created a line of calligraphic renderings and illustrations, labeling and hang tags, scarves in varying configurations, materials and arrangements launching two lines for release in 2006.

"When the idea of Vox Sacra and the clothing brand came to mind, I immediately thought of Tim Girvin as my design partner and branding consultant. Tim is a very spiritual man, both emotionally and how he approaches his work. His experience in ancient history and religion set a wonderful foundation for our design explorations. Every aspect of his design work is thoughtfully calculated. After listening to my vision for the brand, Tim Girvin and his team responded with amazing typographic and visual solutions, sourced from his ancient book library. The Vox Sacra Brandmark is so richly comprised of ancient symbology, it actually possesses a sort of "code" of its own."

"Tim's hand-wrought calligraphy has provided Vox Sacra a highly unique design expression for the verses I choose for our products. Each of our products possess an elegant haunting whisper of the "sacred voice", the message of truth so dear to me. My collaboration with Tim Girvin and his team was a "sacred" alliance, and understanding of the heart and soul. I am eager to see our customers response to such a unique and rich fashion story."

Shawn McNally | Creative Director, Principal | VOX SACRA