



Shopping Bag



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The WSL Strategic Retail brand, one of the most highly regarded retail trending and shopping strategy groups in the world, partnered with GIRVIN to catalyze the voice and brand identity of owner Wendy Liebmann. Liebmann conceived of WSL Strategic Retail with her partner Candace Corlett and their team in New York City. GIRVIN and WSL engaged in a day long forum to explore vision and mission,

dreams and aspirations, as well as successes and stories, for the purpose of redefining and energizing their entire brand presence. This reached to print and online applications, product strategies, voice and other methods to more appropriately illustrating the client experience. The work also encompassed site modeling, trade show and collateral planning.