



FASHION | BEAUTY | LUXURY

GIRVIN

FIND YOUR MAGIC. START A FIRE. SWERVE.

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At GIRVIN, we are continually seeking the balance between creativity and intellect on every project we develop. We do not focus on creating designs that would impress our peers or win “best of” design shows. Rather, our focus is on building a brand and a creative direction that is meaningful to our clients and their audiences – a brand that will get them the long-term results they need to build market presence and value. We focus on the leaders of an organization to ensure that the direction we develop is inclusive of their dreams for the future state of their organization. This allows us to develop long-lasting, meaningful, brands and designs instead of only focusing on the next flash in the pan.

Our benefit to you, is the discovery of your most authentic brand across multiple design platforms.

1

Strategy

Careful consideration
of your future state.

2

Story

More than a timeline,
it initiates relationships.

3

Naming

Capturing fundamental
essence in a word.

4

Brand Identity

Impressions based on
authentic positions.

5

Messaging

Speak your truth
to your customers.

6

Print

Creating memorable
brand impressions.

7

Packaging

Product value realized
and optimized on shelf.

8

Social Media

Connect with audiences,
boost engagement.

9

Website

Showcase offerings and
strengthen brand presence.

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SILK THERAPEUTICS

Silk Therapeutics is a patented, scientifically formulated skincare line that utilizes advanced silk protein technology to deliver immediate, visible results, creating one of the world’s healthiest, cleanest, and most powerful anti-aging skincare lines on the market. With the intent of growing Silk Therapeutics into an internationally recognized leader in anti-aging skincare, its management team engaged GIRVIN to work in a partnership to build a proper foundation as a significantly important step in creating a robust future for the brand.



Crafting the Brand

GIRVIN first executed a BrandQuest® workshop with the Silk Therapeutics management team to gather ideas and points of view, and explore challenges that were used to create the foundation from which inspiration was sparked. As a result of the BrandQuest® workshop, the new Silk Therapeutics brand story emerged and served as a roadmap for product renaming, descriptors, and brand communications and messaging.

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FORWARD-THINKING BEAUTY

GIRVIN crafted a new brand identity to reflect a balance of high-end luxury and biomedical innovation; creating a newly refined brandmark and clean packaging design system. The new, elevated identity better communicates the Silk Therapeutics brand story, messaging, and the benefits the consumer can expect.

GIRVIN also designed a fresh new website to reflect the new brand identity, packaging system, messaging and overall positioning of the brand. New marketing collateral was created to support the brand within both the retail and the professional spa audiences by way of brochures, header art for the Silk Therapeutics blog and email blasts.



“For the first time and after working with many other agencies both large and small, we feel we have finally found a true partner in GIRVIN to help us reach our goals in establishing Silk Therapeutics as the leader with the cleanest and most effective anti-aging products in the market.”

— GREG ALTMAN, CEO

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TRANSDERMA

Transderma needed a new identity that reflected their prestigious, all-natural skincare products and elevated the elegance of their brand personality. GIRVIN created this customized logo type and icon while also incorporating a color palette that embraced a spectrum of skin tones and spoke to inclusivity.

The new logo and elevated design aesthetic needed to be incorporated into the full line of Transderma products in secondary and primary packaging components. GIRVIN worked with the client and vendors to get all packaging updated in an organized and time-sensitive manner.



MORE THAN SKIN DEEP

As part of the new product launch, a pitch book was designed to show potential retailers the attributes of each Transderma product and the qualifiers which make Transderma a unique and premium product that stands out among the masses.

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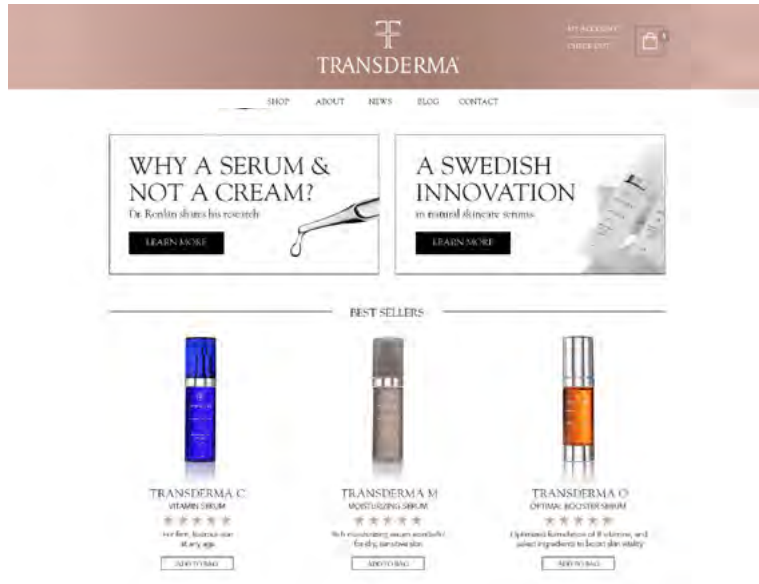
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MINIMAL
INGREDIENT
SIMPLY
BEAUTY
All you need.

A WEBSITE TO MATCH

With the logo, color palette and packaging updated, GIRVIN started designing the website. The seemingly metallic look of the skin tone color palette was highlighted throughout the site and the photos provided by the client were edited to match. The shopping pages were simplified to make purchasing easy and the About page was enhanced to tell a clearer story about Transderma and what makes them different in the convoluted world of premium skincare products. GIRVIN also wrote messaging for the header images and other brand-centric copy for the website.



MAKING AN APPEARANCE

There was a need for a promotional period to support the growth of Transderma Serums and with that need falling so close to the holidays, GIRVIN worked with the client to plan and design the above promotional gift sets. These were photographed in-house and used as social assets for paid advertisements as well as organic social content.

Additional digital assets were needed to spread the word about Transderma's innovative serums and their new look. GIRVIN designed e-blasts as well as all social content, managed social calendars, re-grams and community outreach on all platforms.



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DAX HAIR CARE

For over 65 years, DAX Hair Care is a well-known, trusted brand for consumers with natural hair. Founded in a garage in Brooklyn, New York, DAX is a rapidly growing global multicultural hair care company that manufactures, markets and distributes a variety of products including waxes, pomades, creams, shampoos, conditioners, gels and oils. Over time, their hair care product formulations evolved into being sought after by people of all ethnicities, all ages, all hair types and hair styles. It was now time to update their brand identity and packaging, to reflect the more trendy designs that are reflected by the more trending hair styles.

DAX®



DAXIMIZING A 65 YEAR OLD BRAND IDENTITY

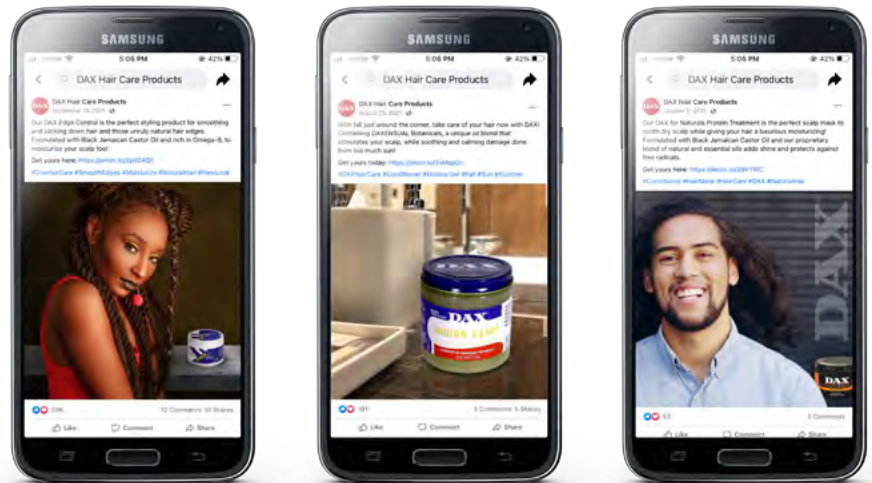
GIRVIN started with a logo refinement to modernize the brandmark to ensure it still remains recognizable to their loyal consumers. Product lines were rebranded with new packaging and color palettes targeting their audience of gender-neutral, all-inclusive ethnicities and ages.

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HAIR TODAY, HAIR TOMORROW

Armed with the new brandmark and new packaging, GIRVIN initiated a social media program specifically designed to not only showcase the many DAX products, but also to illustrate the many hair styles consumers can expect. DAX sales literally exploded with a 2000% YOY increase during the first year of this new social media strategy.



DIGITAL DAX WAVE

An extensive advertising campaign was initiated with newly designed digital ads, product brochures and sell sheets, all designed to spread the word while appealing to a wide audience of both existing and new consumers.



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HUM

GIRVIN created a visual language of meditative medallion patterns and warm colors to inspire and welcome, aiming to evoke feelings of peace, joy, vitality, and hope; black and white photography, as well as sparingly used, brightly colorized images brought order, balance, and simplicity. We applied this visual language to the website, e-blast, and other digital offerings, as well as textiles, packaging, yoga and meditation accouterments—achieving a cohesive, balanced whole.



INTENTIONALITY AND EMPOWERMENT

The patterning used throughout the HUM brand was inspired by the art and architecture found in Sarah's travels through Morocco and other countries around the world. We created custom mandalas, mantras, and medallions as meaningful and intentional evocations of sound, breath, nature, and self—as resonant pattern on pattern, message inside message.

The mantra "So HUM" is a meditative statement of being that means "I am," which is written in Sanskrit within the above brand mark and is used in much of the patterning as well.

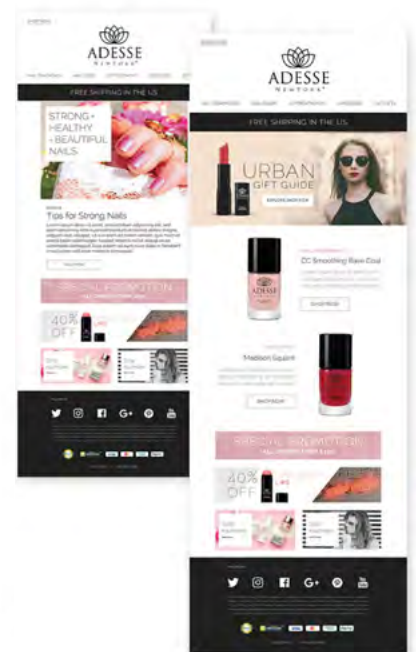
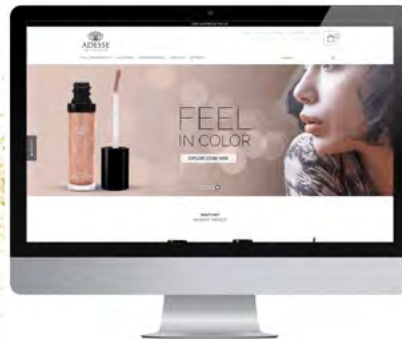
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ADESSE NEW YORK

With Adesse's growing success, it was time to elevate the look of their website, packaging and other collateral to match the personality and quality of their products. In addition to the newly designed website, GIRVIN also programmed a new, robust back end ecommerce system that allows Adesse to easily maintain and update their new website. The website design focused on the city-life character of New York, where the business was created and is still strongly rooted. The layout focuses on simplicity to strengthen the customer experience by providing product information in a clear, easy-to-shop manner. GIRVIN created e-blast templates that were designed in the same brand language as their website to keep brand consistency across all platforms.



FROM PIXELS TO PACKAGING

GIRVIN simplified the content on the packages to speak to their differentiators while utilizing a modern font and ample clear space to reflect a premium product. The gold/silver foils add to this luxurious packaging while visually grounding the product on shelf. GIRVIN executed this new design across 100 different SKUs. GIRVIN also designed their custom shipper box that would be the introduction to the brand for new customers.

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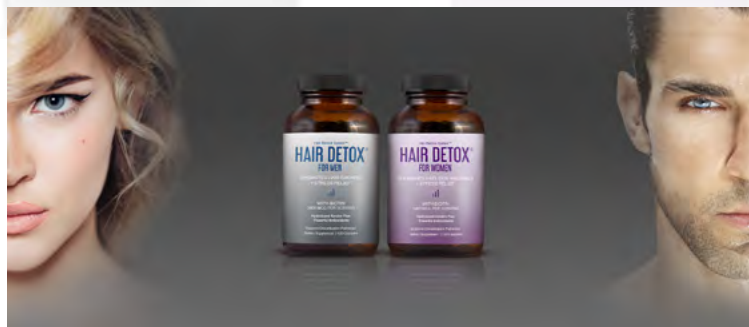
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HAIR DETOX

Angelo David Pisacreta, celebrity hair stylist and creative director of the Angelo David Salon, wanted to disrupt the hair care market with a unique, first-of-its-kind hair revival supplement. Angelo approached GIRVIN to create a brand identity that matched the revolutionary attributes of his products. GIRVIN held an initial BrandQuest® Workshop with him, to fully understand his vision for the products and to guide the way for us to develop the brand identity, logo, packaging, website, digital and printed marketing collateral and email marketing.

HAIR DETOX®
Hair Revival System™



WEBSITE AND PACKAGING

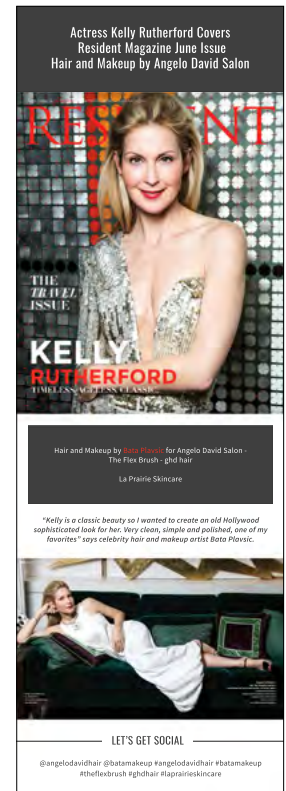
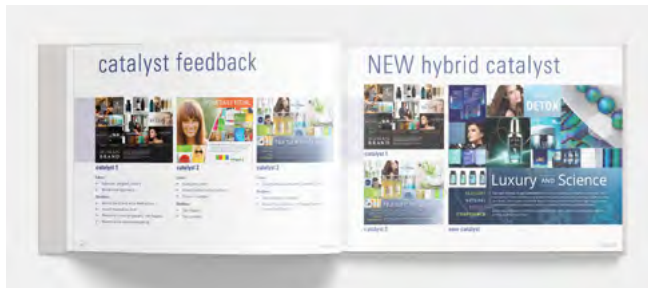
Through Angelo's 25 years of experience and hands-on research, he developed a variety of products and techniques to help his clients have and maintain healthy hair at any stage of life. Because of the first-of-its-kind nature of the products, GIRVIN took a more modern and minimalistic approach to both the website and the packaging. Utilizing contemporary type and straightforward messaging, GIRVIN created a clean, minimal landmark that pops in imagery. The packaging is simple with a unique color palette that resonates well in person and online.

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INFLUENCER BROCHURE

Hair Detox is the first lifestyle hair supplement on the market. It is unique in that it addresses issues many people of all ages face, such as hormonal imbalances, environmental aggressors, and stress. GIRVIN developed an influencer brochure, a visually alluring guide that outlined Hair Detox's attributes in a digestible way and would empower influencers to promote Hair Detox.



DIGITAL DETOX

Eye-catching and informative, GIRVIN created a digital and social experience showcasing a lifestyle that allowed followers to shop and learn about Hair Detox's products.

GIRVIN created e-blast templates that were designed to align with the same brand language, look and feel as Hair Detox's website. The templates were provided with the intention of giving Angelo's team an easy way to promote both his notoriety with his salon and product updates with Hair Detox.

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NATURE IS THE ULTIMATE LUXURY

HOUSE OF MATRIARCH

House of Matriarch is a brand rooted in the rich history of magic, and it breathes that language, embellished, mysterious, powerful, nostalgic. An entire design language built on the illustrative techniques from the 18th century, from engraved renderings to lettering and calligraphic treatments, astrological visualizations and sigil design language. Through the BrandQuest, we developed a series of themes: Naturality, Luxury, Mysticism, and the Mother. To gain a sense of texture, we created a mood board to visualize the themes.



A CLASSIC MODERN DESIGN

A cartouche containment device became the essence of the logo. Custom created fonts reference classical type design rooted in antiquity but paired with a modern styled supporting font. Using an ancient map of the universe and the orbital pattern of Venus, we developed a style of patterning that is as intricate and ornate as it is flexible. We developed a unique system that identifies each fragrance by using its astrological chart to create an abstracted seal.

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IT COSMETICS

Closely collaborating with Jamie Kern, founder and creator of IT cosmetics, GIRVIN engaged in an opening brand development session, our proprietary BrandQuest®, to build out the strategy of her brand personality and business planning. The product concepts are all based on her extensive experience as a model, TV news anchor and beauty personality.



STYLIZING SECRETS

Her drive and passion to build this brand has lead to exclusive presentations of her product offerings, body sculpting and beauty "tricks of the trade" and a styled "personal library of secrets." Her products have since been presented on HSN and the Today show. GIRVIN's work focused on the opening strategic development, visual packaging solutions, naming consulting and identity development for IT cosmetics.

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SALLY BEAUTY

Sally Beauty Holdings, Inc. is an international specialty retailer and distributor of professional beauty supplies, offering products for hair, skin, and nails through professional lines as well as an extensive selection of proprietary merchandise. Because of their tremendous retail presence through stores and franchised units, the end-of-year Holiday purchasing season is a significant time for consumer awareness of the company's products and subsequent company revenues. Sally Beauty engaged GIRVIN for the design of their nail treatment line, Venique, for the POS displays, product gift sets as well product bottles encompassing the most current trends in the consumer audiences they serve.



MODERN BEAUTY FOR THE MODERN WOMAN

The graphic design elements GIRVIN created focused on the Holiday and Winter Seasons, with edgy, sophisticated and chic creative designs reflecting today's modern woman. With vast experience in mass beauty retail branding and design, GIRVIN was poised perfectly and precisely to accomplish this challenge of differentiating the Venique products above all others through effective and provocative creative design.

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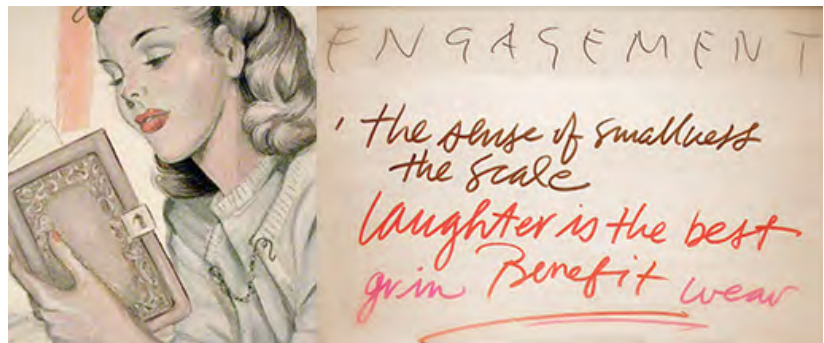
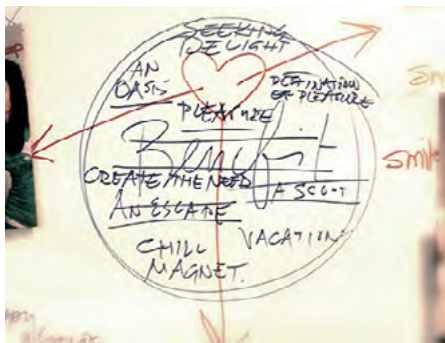
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SHE'S EVERY WOMAN'S HERO

benefit
SAN FRANCISCO

BENEFIT COSMETICS

GIRVIN partnered with the Benefit leadership in exploring brand strategy and visualizations for a heritage cosmetic product offering that started with the innovation of Jean and Jane Ford, and now continues after decades of operation, to a worldwide operation.



RETHINKING VALUES

Fantastically popular, the strategy was about understanding the internal cultural positioning, as well as rethinking the customer value relationships, developing new messaging and imagery dimensions. The work consisted of a thorough sequence of interviews, organizational overviews and notations, the engagement of the branding sessions, merchandising discussions and recommendations and summary presentations to Louis Vuitton management.

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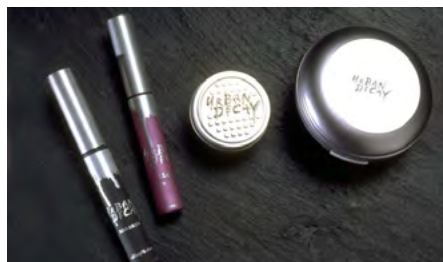
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URBAN DECAY

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GIRVIN worked closely with the founding team of Urban Decay, Wende Zomnir and Sandy Lerner, to create a unique shade of color that before that time hadn't "existed" in the market. The package design used elements similar to Oil Slicks, Acid Rain, Smog and Rust. The design relationship for GIRVIN lay in this urban camouflage for the package design and earlier logo. Our role went past the initial identity, and extended into the development of foundational storytelling through visualization.

URBAN DECAY



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THE NORTH FACE

GIRVIN's history with VF Corporation extends back over ten years in merchandising and design evolutions. Those foundations set the pace in how consumers perceive the products—how they realize the story of each brand and what connects them emotionally—through powerful brand images. As an explosive segment of VF's global growth, The North Face in China still maintains an untapped audience with huge potential for further development.



EMBRACING CONSUMER CHANGES

Extensive research was conducted with consumers, experts and competitors in China to arrive at confirmed recommendations on changes needed. A new Chinese name for The North Face along with a new logo incorporating the Chinese name was designed to embrace a wider audience that encourages consumer engagement. A newly created Brand Standards Guideline was developed to maintain the brand equity and consistency of the new brandmark for robust advertising campaigns through print or digital advertising.

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HAMILTON JEWELERS

Hamilton Jewelers, a fine jewelry, luxury timepiece and home décor company, celebrated its 100 year anniversary of a rich family heritage and a long standing legacy of tradition, while still being independently owned. Although Hamilton has become one of the country's leading jewelers, the management wished to build a proper foundation for its eCommerce website and offerings, one that would enrich the company's revenues and assure a robust future through a combination of its retail stores and digital marketing efforts. With their extensive inventory of luxury products well received by consumers in their retail stores, a redesign of their website was undertaken to guide Hamilton into becoming the go-to source of bridal and fine jewelry for online buyers.



LEADING ONLINE BRIDAL JEWELRY

Hamilton's management acknowledged that for future growth via the Internet, an appropriately designed website is needed that supports its target audience and consumer shopping trends, and one easily embraced by their consumers. The website redesign demonstrates an emotional connection with their audience for the core essence of the brand, a significantly important step in building the brand architecture towards becoming a leading online bridal jewelry contender.

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SEBASTIAN

In telling the renewed brand story of Sebastian International, the GIRVIN team studied the genetics of the brand, the family and the history to establish the foundation. GIRVIN's approach with Procter & Gamble has always been focused on building a creative brand partnership –an alliance between mind, passion, strategy and the deep love of design –to create emotionally resonant solutions, in continuously evolved alignment with P&G principles.



SEBASTIAN

GIRVIN explored competitive archetypes, metaphors and poetic treatment, associative thinking and brand alignments, GIRVINs BrandSpheres, metaphorical mindstorms and catalyst poitioning, naming products, color consulting, brand design language and packaging systems. All this embracing, reflecting and aligning careful listening to customer relationship wisdom with holistic brand touch.

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SHISEIDO

GIRVIN has been associated with a variety of design programs for Shiseido in Tokyo and New York. One of their preliminary launches pursuing the children and baby care retail environment was Angel Dew. We worked with a team of designers from Tokyo in our Seattle office to create the preliminary design and bottle shape recommendations. We were also associated with d'ici là and Revital – premier cosmetic lines based on both consumer perception and price point.



SHISEIDO

We were associated with the industrial design of all the containers for these product lines as well as the branding identity and the creation of the corporate palette. These lines represent the high-end of Shiseido's product offerings and can be found in stores across all of Japan.

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NORDSTROM

The relationship between GIRVIN and Nordstrom has developed over 25 years. It began with corporate brand-building, which included design and installation of environmental signage for seasonal promotions, ranging from merchandising support to the Nordstrom corporate identity redesign. The growth of the Nordstrom brand is directly related to the equity invested by the Nordstrom family, executive team and frontline employees into the consistency of the identity and customer experience.



BRAND COMMUNICATION INFUSION

GIRVIN has ensured consistent implementation of the company's brand guidelines. Nordstrom's challenge was to maintain the vitality of their brand with fresh and invigorating ideas and approaches. With customized brand development and strategic design execution, GIRVIN infused all of Nordstrom's brand communications, including landmark, color palette, support and environmental graphics with the spirit of authenticity and exceptional craftsmanship that defines the brand.

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butter LONDON

butter LONDON came to GIRVIN in need of an identity and branding evolution. They desired a sleeker, more sophisticated logo to portray their new and desired brand direction. Competing in international retail spaces such as Douglass, Dillards and Nordstrom they needed a logo to stand next to their well-aligned counterparts. This was not to be a revolution of the landmark, but rather a re-vamp to better portray their company as a luxury brand.



SHARPENING FOR LUXURY

GIRVIN sharpened the serifs and detailed characters to create consistency. We condensed the type for a heightened level of sophistication that would play in the marketplace of luxury beauty products. GIRVIN's team also refined all of the Victorian design elements and layered them for the packaging and paper treatments as well as online and digital applications — culled from a London wallpaper.

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BELLAGIO

Our team of designers and strategists were hired by Mirage Resorts, Inc. to communicate luxury to guests and visitors of the new \$1.6 billion Bellagio Hotel. We developed identity programs, collateral and signage solutions for 19 restaurants and 15 retail stores. Giving the location a feel of opulence rather than ostentation was key to the creative strategy enabling this resort to differentiate itself on the Vegas strip.



COMPREHENSIVE MULTI-BRAND DEVELOPMENT

Bellagio wanted a collection of shops that was representative of the property. Creating this image involved an exacting attention to detail from store decor and signage to the bags and boxes of store packaging. The hotel took a similar approach with its restaurant concepts. We worked to create signage, identities and packaging solutions to address the full range of experiences available to Bellagio visitors and guests. We also developed the full line of packaging for in-room amenities at the Bellagio. Showcasing our keen attention to design elegance, the design solution integrated with the entire Bellagio experience and included up to 14 separate packages, from a personal sewing kit to body wash.

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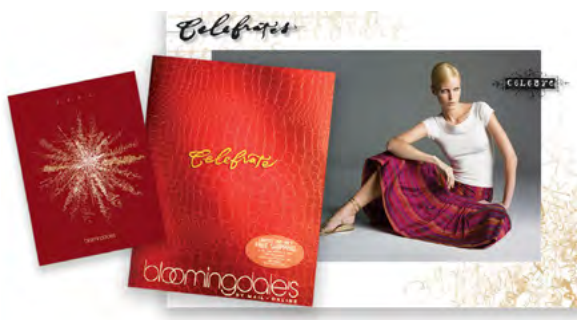
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BLOOMINGDALE'S CELEBRATE

To create a concept of global "celebration" for a multi-story campaign development is the beginning challenge, it's another to develop the conceptions for how it might look. This is always done in collaborative stages, between design, marketing and store leadership. First, develop the driving concept for the proposition (The World Celebrates) strategically define the personality and positioning, then create the opening ways to tell it. Any campaign is bound to evolve -- and this one did. From the openings, "The World Celebrates" to simply: "Celebrate."

bloomingdales



The
World
Celebrates
bloomingdales



IMPLOMENTING ALTERATIONS

From the opening theme design explorations, there were elements that showed promise in direction: a heavy script signature; a cartouche with distressed typography in various languages; a roughened rule; a compass with varying languages...photographic overlays and patterning. These created the opening toolbox that would ultimately be tested at the executive level, in all print and dimensional design. In a pitch from the buyer's side of the leadership at Bloomingdale's, to the marketing and advertising development, product and ornamental applications of the individual language elements, as well as the "Celebrate" theming were designed.

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INSPA

Seeking to make the spa experience more accessible, inSpa recognized the allure of a simple offering on high-demand spa services but needed help with a strategy to remove the mystery and intimidation of going to a spa.



INSPIRATIONAL SPACE

GIRVIN's strategy focused on making everyone feel like an insider. From the simple, descriptive name to the streamlined displays and packaging, the entire retail environment is crisp and easy to navigate. Splashes of vibrant color in a custom mural generates warmth in this comfortable venue. The casual but professional approach sets inSpa apart and makes the target audience feel welcomed and pampered—not pressured.

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SPA LORE

Procter & Gamble approached GIRVIN to help invent and build out a brand that reaches into the anthropology of healing and rejuvenating natural ingredients. Spa Lore's brand and product names reference global customs and traditional beauty rituals from around the globe. Proprietary package shapes and graphics evoke a sense of heritage and tradition, lending authenticity to the line.



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[spa joule]

SPA JOULE

The brand name, Spa Joule, literally a unit of energy, reinforces the brand's serious science proposition.

Proprietary package forms and graphics express the the hi-tech edgy brand character. Spa Joule is the Science of You. Its naming strategy is literally a unit of energy, which is where its equity lies. It reinforces the brand's serious science proposition and energizes the experienter.

A unisex brand for the active youthful spirit. We customized our solutions and built proprietary video content, package forms and graphics to express the high technology, edgy brand character.

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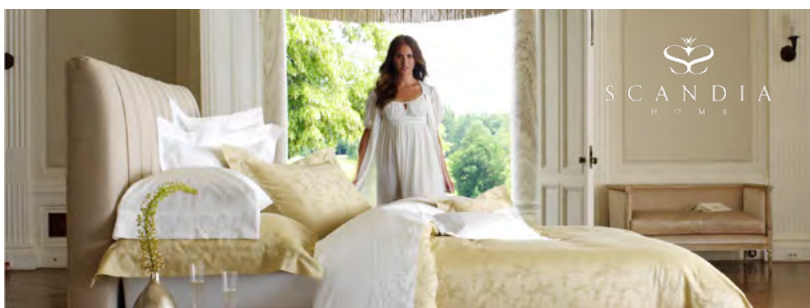
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SCANDIA

GIRVIN's team worked on creating brand tactics, marketing planning, a new identity, collateral and a website for accelerating online commerce. Scandia Down is a global collector of the best of the best, traveling the world to find the finest fabrics and most exquisite goose down, crafting them into world-renowned, luxurious bedding products.



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CALIDORA

Create a proprietary resveratrol product offering for a chain of West Coast skin treatment clinics, later purchased by SkinSpirit. Working with Founder Colette Courtion, and her team, GIRVIN'S group built an exploratory BrandQuest® team workshop and created the opening brand positioning for the Calidora brand, as well as defining a new product grouping – the first ever, for Colette's retail skincare clinics. GIRVIN created the strategy, packaging treatments, product printing and production for delivery to in-store sales throughout her retail installations on the West Coast.



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ARA

GIRVIN worked with the Ameristar development team, as well as their spa consulting group, to find a new modeling for a group of spa installations to be implemented throughout their entertainment complexes. Our role began with the brand definition process of finding the heart of the proposed spa positioning with the GIRVIN BrandQuest® workshop tool, facilitating the leadership team to arrive at a character and personality for advancing the premise of the experience. GIRVIN named the concept, as well as created the opening brandcode that was to be expressed in the interiors and graphic marketing language for the environment.



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YVES SAINT LAURENT

YSL

Innovating a legacy from Monsieur Saint Laurent, Tom Ford and Stefano Pilati. We believe in the YSL story – the heritage of parisien couture, the founding leadership of Yves Saint Laurent and the new genius of Stefano Pilati. There is a new story that is emerging. We would like to tell this story, and what this means to the heart of YSL. GIRVIN partnered with the leadership team at Yves Saint Laurent | NYC to explore strategic evolutions for the store design language on 57th | 5th, as well as expanding the thinking to other locations in the US.



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GARDEN BOTANIKA

GIRVIN was instrumental in the original launch of Garden Botanika in 1990. The brand was positioned between high-priced department store cosmetics and low-quality products sold in the mass channel. While initially a resounding success, over time Garden Botanika lost its focus.

By 2001, Garden Botanika was in bankruptcy when Schroeder & Tremayne purchased the brand name, its product formulations and the direct mail program. GIRVIN was hired to help redefine the brand's essence.



REVITALIZING BRAND SOUL

GIRVIN revitalized the brand by creating a new, luminous soul for this line of beauty care products. The promise of "respecting your nature" was brought to life. With a focused strategy, GIRVIN set out to revitalize the brand. A refreshed brandmark was developed, we created names for the brand's six core product lines, and redesigned the packaging to reinforce Garden Botanika's premise of simple, natural beauty care. Additionally, a clean and simple e-commerce site was created that matched the vitality of the catalog and direct mail pieces.

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Oh Baby

LUXURIOUS. SEXY. LINGERIE.

OH BABY LINGERIE

GIRVIN's team partnered in a brand refreshment assignment to retain some core brand elements and refurbish all brand attributes in support of every touchpoint for the Oh Baby brand. This included a logo refresh with a new monogram addition, packaging, stationary, email and website design.



BABY YOUR BABY

GIRVIN's team worked in close collaboration with the founders of OhBaby to freshly orchestrate assets with the highest emotional resonance—elements to be retained, refined or further evolved in support of a wholly integrated brand strategy to newly define the brand storytelling.

This sequence of analysis sorted out every brand asset, an improved approach to the identity, support typography, hierarchies and visualizations, a revitalized website to reach out to emboldening their expressions to community.

This improvement strategy included 17th century flourishes from GIRVIN's rare book collections, a completely redrawn logo typography, with a refreshed palette and typographic system to sensually capture the luxurious nature of their carefully cultivated curation of unique, highest-end lingerie garments. Since the promise is that what is underneath counts for the most fabulous self expression and personal happiness fulfillment.

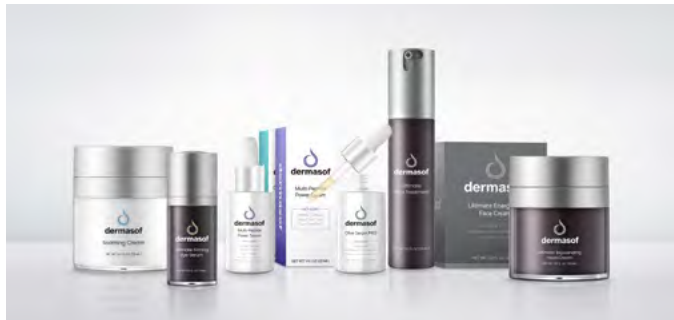
GIRVIN

FIND YOUR MAGIC. START A FIRE. SWERVE.



DERMASOF

Dermasof, well known in the medical and cosmetic industries for over thirty years, wanted to relaunch their brand and introduce new products. Their goal was to expand to new and younger audiences as well as professionals.



dermasof

FACING THE FUTURE

GIRVIN created a fresh new brand mark that combined the luxury, accessibility, and science of the products and brand legacy. As we designed the labels and packaging system for the Luxury and Premium lines, we also came up with a color palette for the Premium line to quickly communicate the two main functions so the customer could easily distinguish them online and on shelf: cool green for products that soothe the skin, and a harmonious purple for anti-aging.

We developed the new logotype to communicate the high-quality ingredients as well as the softness and accessibility of the product while also referencing the scientific and compassionate legacy of the brand.

The open-circled drop icon is a lowercase “d” for Dermasof and expresses both the products’ moisturizing qualities as well as the brand’s inclusivity (Dermasof is for all skin types); the lighter line inside the thicker stroke symbolizes the brand’s medical foundation with a human element—science with soul, beauty inside and out.

Together, the icon and logotype convey a high-end yet accessible skincare brand that combines science, luxury, and humanity—distinguishing them in both the medical and luxury beauty markets.

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