FASHION & APPAREL DESIGN

GIRVIN
Strategic Branding & Design

AMERICAN EAGLE OUTFITTERS

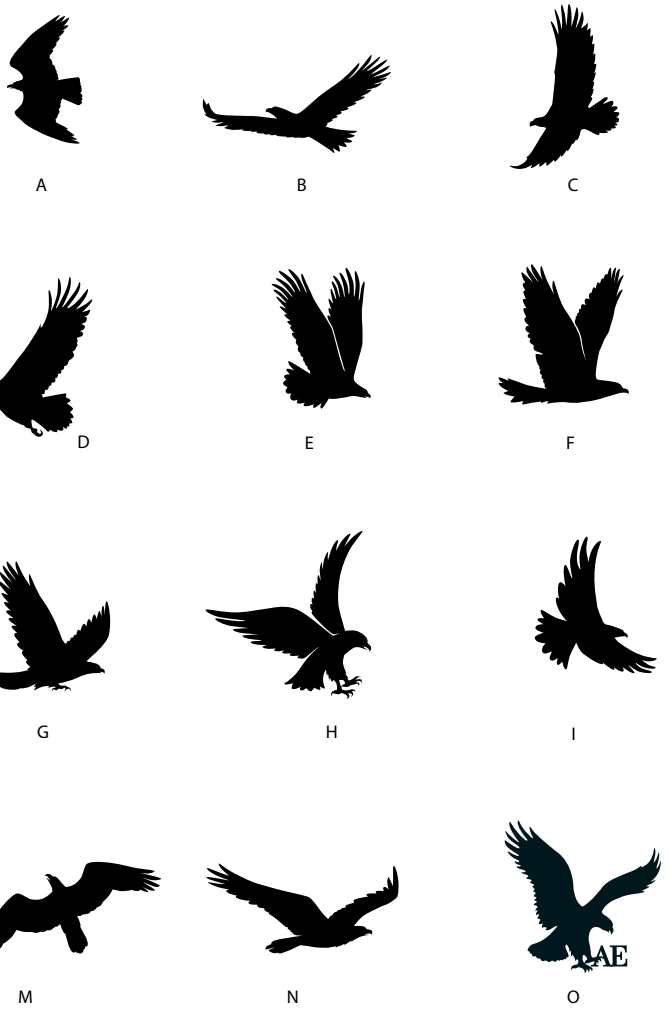
GIRVIN

AMERICAN EAGLE
OUTFITTERS

CHALLENGE: The CEO of American Eagle and her team felt that the "eagle" iconography was poorly managed—varying in graphical style, with diversely undisciplined applications, and harming the solidification of community relationships and merchandising.

SOLUTION: Tim Girvin, with his widely-known history in ornithology and illustrations of birds, was tasked with the study of the aquiline symbol, its applications, merchandising and designed systems. With more than 100 drawings—from the abstract to the precisely-rendered illustration of eagles in flight—GIRVIN built out the new master symbol of American Eagle Outfitters.

RESULT: Our work defined the brand's global discipline for community relationships and other brand applications.



CLIENT PERSPECTIVE:

"Tim Girvin helped us get to the heart, the final drawing of our logo, the American Eagle of our brand. I've worked with him at nearly every brand I've worked on. He's thorough, and a real craftsman, he brought our soul to life."

KATHY SAVITT | FORMERLY EVP AND CMO

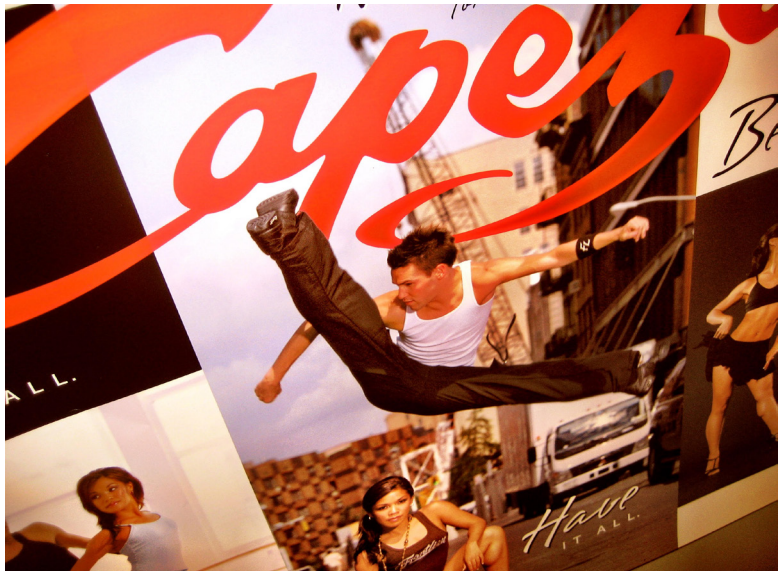
CAPEZIO

GIRVIN

CHALLENGE: Started by Salvatore Capezio, an Italian immigrant who made pointe shoes for prima ballerinas in New York City, Capezio's legacy extends over 100 years of dance. For decades Capezio maintained a market leader position, yet, over time, the brand began to lack the emotional energy of the organization.

SOLUTION: GIRVIN was hired to develop a new brand strategy and brandmark. As Capezio wanted a brandmark that represented the history of the company, we chose to work with the signature of company founder Salvatore Capezio. Our brand strategy led to an enhanced brand personality, strengthened messaging, and refreshed visual language—applied to the logo, packaging, hang tags, shopping bags, and signage.

RESULT: Capezio's newly developed brand personality harnesses the history and heritage of the company and its passion for celebrating dance as a metaphor for life. The new packaging establishes positive associations between the excellence of their products and young dancers' quests to improve their skills through a lifetime of performance.



WEBSITE TYPE DESIGN PRINT ENVIRONMENTAL SOCIAL STRATEGY PACKAGING NAMING MESSAGING IDENTITY ILLUSTRATION STORY MARKETING MATERIALS

CLIENT PERSPECTIVE: *"Capezio is a story - it's about the story of our founder, Salvatore Capezio and his creation of our company in 1887. The spirit of our organization embodies the sense of craft, a love of dance, and enabling our dancers to learn, grow and succeed, regardless of the stage of their experience. And the family connection has continued, generation to generation.*

Girvin's team has worked with us twice - first, in the late 90s, working with our team to reformulate our brand positioning and personality, retaining the concept of the story, but framing it in a new way, visually and textually. And I worked personally with Tim Girvin and his team to direct a new dimension for the Capezio brand. We'd grown substantially, adding new dance brands and leadership teams; and it was time to rethink our expanded presence in the market.

We'd worked through a successive set of evaluations, considering new positioning and creating a unified set of standards for our new expression, individually and throughout the brand groups to create: Capezio Brands - as a refreshed and integrated family. We're proud of our new look. And once again, Girvin's team focused on our core values, responded to changes in the market - and our marketing, and did a spectacular job in newly telling our brand story."

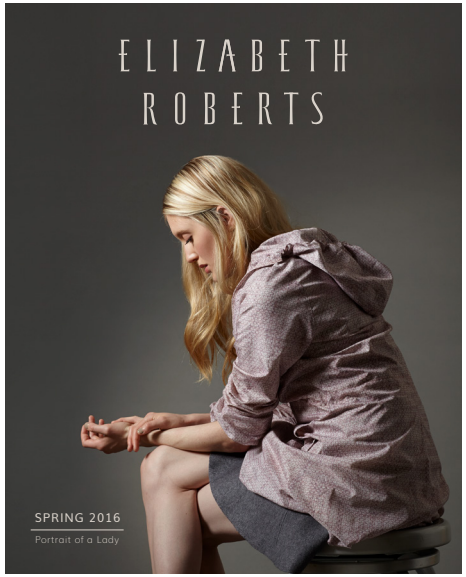
PAUL TERLIZZI | CEO

ELIZABETH ROBERTS

CHALLENGE: Elizabeth Roberts is a fashion designer, an emerging designer, working nationally and internationally in creating outerwear with an emphasis on protective detailing. She is working on mostly bespoke couture, customized clothing offerings.

SOLUTION: GIRVIN's team utilized BrandQuest® as a search and exploratory tool in newly defining the soul of the Elizabeth Roberts US enterprise, GIRVIN enterprise. We organized and art directed a photo shoot toward building a lookbook of new stylistic appraisals for preselling forthcoming seasons. For the logotypography, we built a custom font, monogram badge, for titling, hangtags and related collateral.

RESULT: Elizabeth Roberts received recognition among her customers and new relationships in her purchasing communities, located in the upscale neighborhoods of Lake Washington, Madison Park, Medina and Hunts Point.



A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

CLIENT PERSPECTIVE:

"I reached to GIRVIN's team to get help defining who I was, how the look of my clothing could be distinguished, and uniquely defined. He really got me, my history; and coincidentally, my foundation in 'armor' and protection."

ELIZABETH ROBERTS | FOUNDER DESIGNER

WEBSITE TYPE DESIGN PRINT ENVIRONMENTAL SOCIAL STRATEGY PACKAGING NAMING MESSAGING IDENTITY ILLUSTRATION STORY MARKETING MATERIALS

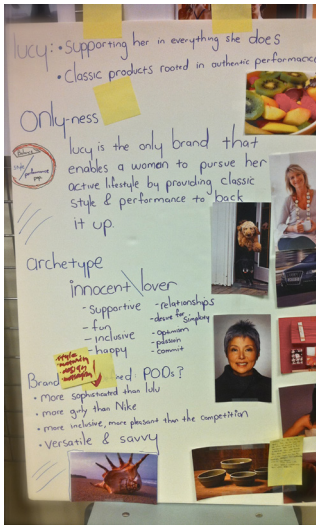
lucy

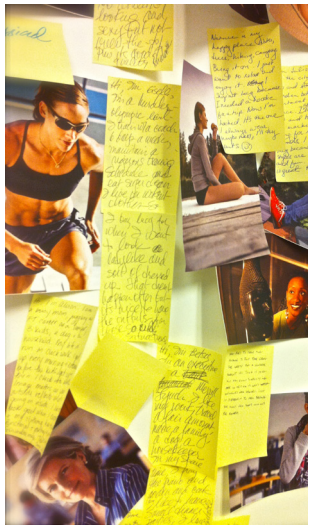
CHALLENGE: Define a renewed, more empowered Lucy brand and revitalize the Lucy story and placemaking.

SOLUTION: GIRVIN held a two-day BrandQuest® session for the leadership and retail teams in Alameda, CA to uncover the soul power of Lucy. Our session helped define what Lucy stands for that is unique as well as authentically important in the eyes of target consumers. This led to the evolution of new messaging and brand style—new vocabulary, visualizations, and retail experiences.

RESULT: Our strategic participation led to Lucy evolving as another VF brand and wholly integrating into The North Face family product offerings.

lucy IS: BUILDING TRUST
PRESTIGE IN OWNERSHIP
PERSONAL WELLNESS IMPRESSIONABILITY
FLATTER MY BODY | THE CUTE QUOTIENT
COMFORT: HANG OR WORKOUT
STYLE/BRAND HIPNESS FUN VIBE
DETAILING + DESIGN COOLNESS WOMEN STYLE
CONFIDENCE BOOSTING.





CLIENT PERSPECTIVE:
"With GIRVIN's contributions, we've made huge progress re-establishing the brand foundation across the company and are beginning to move the brand / business back to where it was always intended from its origins. Very exciting."

MARK BRYDEN | PRESIDENT

PACIFIC TRAIL | INSIDE EDGE

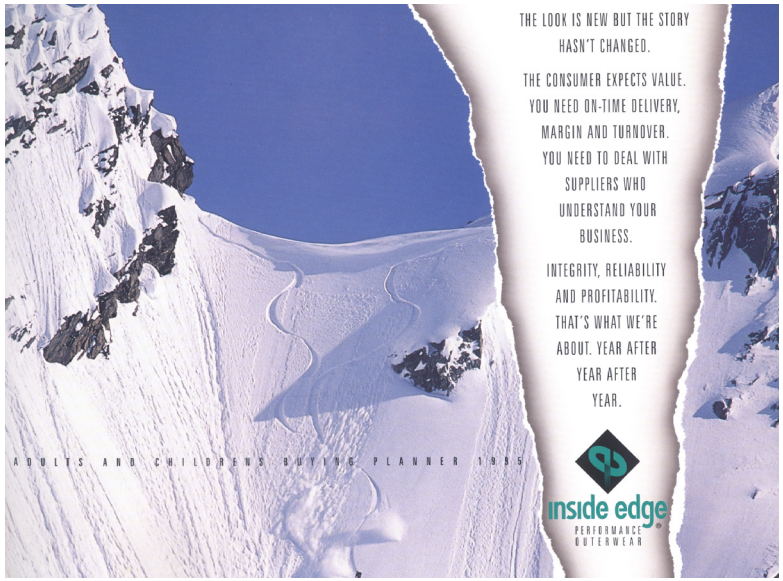
GIRVIN

inside edge
PERFORMANCE
OUTERWEAR

CHALLENGE: There were two expectations for GIRVIN: one, to bring Pacific Trail into the current culture of family-focused outdoor branding; and two, to introduce a new product grouping for technical gear.

SOLUTION: Tim Girvin led a BrandQuest® team workshop and an Ideator® naming forum at the corporate HQ to both redefine Pacific Trail's outdoor brand soul and create a naming foundation for their technical gear. Once those were established, GIRVIN designed brand identities, color palettes, and associated imagery that support these foundational criteria.

RESULT: Pacific Trail/Inside Edge carry on its legacy in sales and retail presence to this day.



WEBSITE TYPE DESIGN PRINT ENVIRONMENTAL SOCIAL STRATEGY PACKAGING NAMING MESSAGING IDENTITY ILLUSTRATION STORY MARKETING MATERIALS

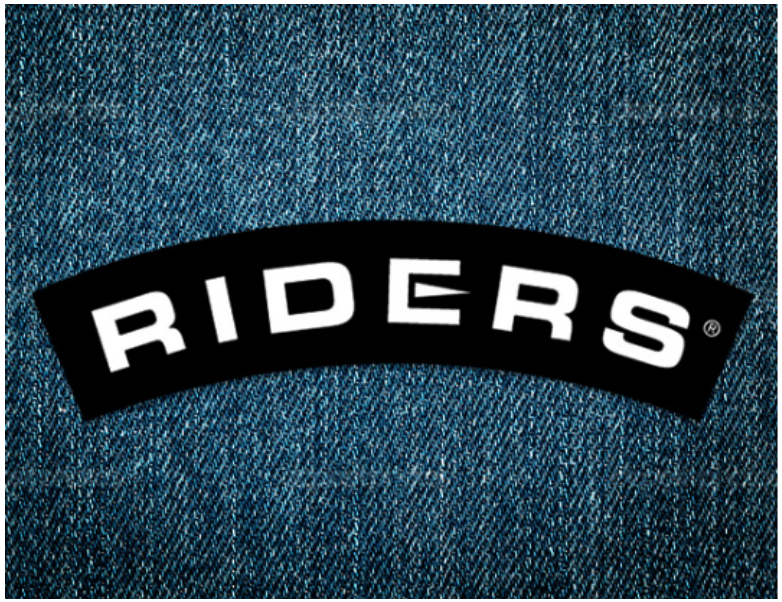
RIDERS®

CHALLENGE: The VF Corporation sells denim jeans under their denim business, Kontoor Brands, Inc. in three brand names: Lee (premium), Riders, (mid-priced), and Wranglers (value). From in-store research testing, it was clear that the single most confusing aspect of the shopping experience was the consumer's search for the size and fit they wanted. Riders' advertising has always promised "the perfect fit," but the instore experience made this extremely challenging.

SOLUTION: GIRVIN was hired to find a better solution for VF's best retailers. We participated in on-site customer interceptions, team discussion forums, focus groups and retailer store reviews that resulted in a merchandising and labeling program for the Riders brand.

The program included large in-store graphic panels, hang tags with fit/style iconography, merchandising systems and displays, a new line of "Flasher" tags, and a "perfect fit" on-site interactive kiosk that featured a series of videos that told the Riders story.

RESULT: Our multi-layered program helped to address the pain point, with better communication and guidance for the consumer to find what they needed. Sales and engagement increased: the programs were a success.



CLIENT PERSPECTIVE:

"I take my hat off to you and the professional team at GIRVIN. We have been extremely pleased with all of the design elements and superior customer service."

JENNI GRISSO | COMMUNICATIONS DIRECTOR

THE NORTH FACE

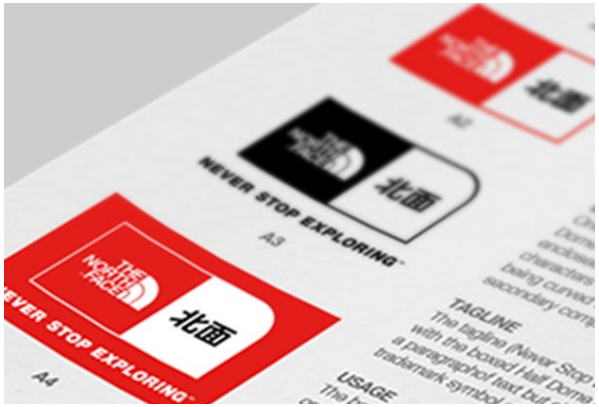
GIRVIN

NEVER STOP EXPLORING™

CHALLENGE: With VF's global growth, The North Face in China maintained an untapped audience with huge potential for further development. GIRVIN was tasked with extending The North Face brand to a Chinese audience.

SOLUTION: We conducted extensive research 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.

RESULT: Our expertise laid the groundwork for expanding The North Face brand to China and beyond; to maintain consistency and brand equity for this new expression, we developed a comprehensive Brand Standards Guideline book for robust print and digital advertising campaigns.



CLIENT PERSPECTIVE: *"Really appreciate your efforts and the output! It's been our pleasure to work on this strategically important project with you and your team."*

VERA XIONG | THE NORTH FACE | CHINA

WEBSITE TYPE DESIGN PRINT ENVIRONMENTAL SOCIAL STRATEGY PACKAGING NAMING MESSAGING IDENTITY ILLUSTRATION STORY MARKETING MATERIALS

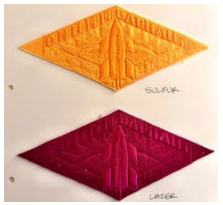
UN BLEU CHOIX | GENERRA

GIRVIN

CHALLENGE: Develop and name a new brand of denim wear for Generra focusing on loose fit garments, detailed seaming and stitchery, quality materials and construction, as well as intentionally-distressed finishes and extensive badging systems.

SOLUTION: GIRVIN's Ideator® team created Un Bleu Choix—an international manifesto, workers unite, design freed by revolutionary collaboration. Collaborating with founders Steve and Ruth Miska, we designed a complex array of brand assets, including photography, lookbooks, materials and palettes, embroidered badges and labeling, as well as buttons and accessory hardware.

RESULT: The brand found its buyers at Marshall Field & Co. and later at Macy's, Bloomingdale's and Nordstrom—individual shop-in-shop retail locations were set at Marshall Fields for the sales of UBC products.



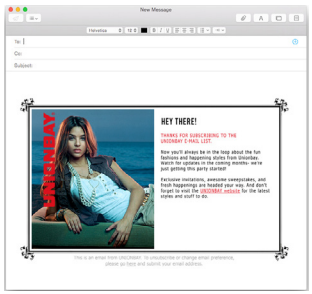
WEBSITE TYPE DESIGN PRINT ENVIRONMENTAL SOCIAL STRATEGY PACKAGING NAMING MESSAGING IDENTITY ILLUSTRATION STORY MARKETING MATERIALS

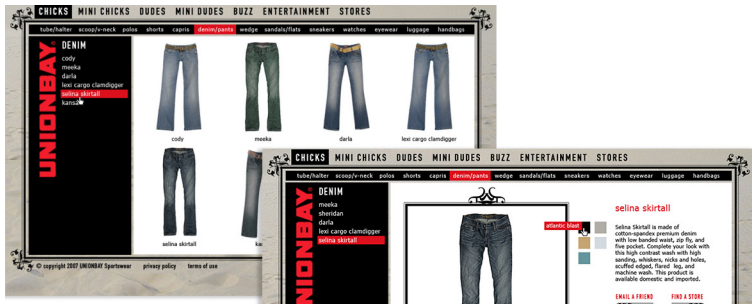
UNIONBAY®

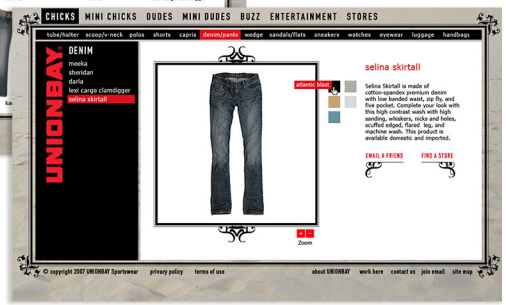
CHALLENGE: Unionbay needed to change, improve and realign. They underwent a brand metamorphosis and renewal.

SOLUTION: GIRVIN led the transformation that superseded the usual pursuit of merely changing a thematic look and devled deeper by exploring the emotional connection between the brand and its audience. Our creation of the new Unionbay website utilized an analysis of Jungian archetypes to show Unionbay's distinct place among other apparel brands. Under our direction, the underlying mystery of Unionbay's brand psyche was probed, and we incorporated the work of renowned Swiss psychoanalyst Carl Jung into their BrandQuest® process. Those strategic sessions helped Unionbay further its commitment to being dominant in the marketplace as a teenage brand.

RESULT: Unionbay gets a new look, a new feel, a new psyche. It continues to change—but the psychic underpinnings are still in play, recognized as assets.





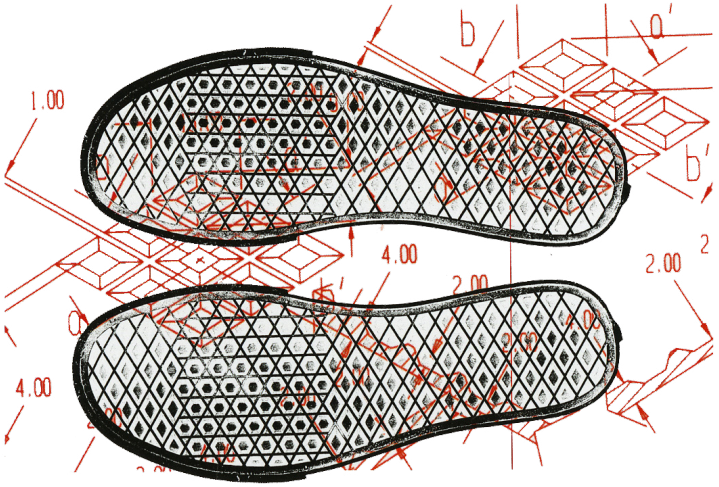


CLIENT PERSPECTIVE:

"GIRVIN helped us to achieve our ultimate goal, which is to sell product. GIRVIN helped to show our product in a way that will help to increase sales."

CATHIE UNDERWOOD | VP OF LICENSING

VANS

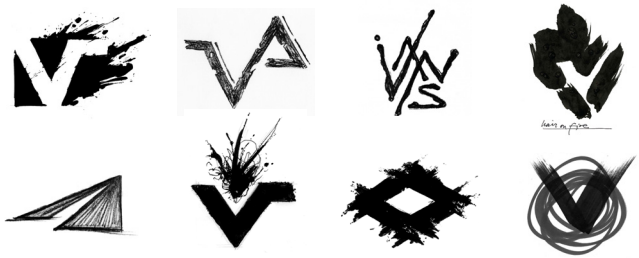


CHALLENGE: Vans enlisted GIRVIN to help the brand team freshly examine assets and the core customer recognition of Vans.

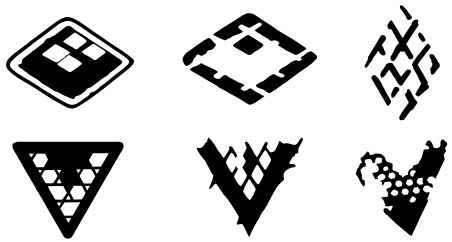
SOLUTION: Tim Girvin met with the Vans product development and brand teams for a BrandQuest® session on-site at Vans HQ. During that session, he built potential evolutionary interpretations of the BrandCode®, as applied to the Vans waffle footprint. This led to the development of a new layer of the brand identity—the Talisman—that would ultimately create a deeper imprint, a stronger statement, of historical legacy, evolved and deployed.

RESULT: Our Talisman work unified the brand globally and created a halo above all Vans product categories, marketing executions, and signage applications. The standard today is GIRVIN's footprint.

SKETCH IDEATION



DIGITAL EXPLORATION



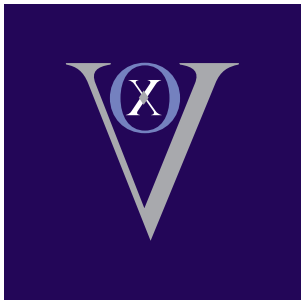
CLIENT PERSPECTIVE:

"I want to say personally, working with you and your team was extremely enlightening and inspiring. All the work you did was really creative and professionally approached... couldn't ask for anything more. Thanks so much for everything and helping us explore."

JEREMY TAYLOR | CREATIVE DIRECTOR

VOX SACRA

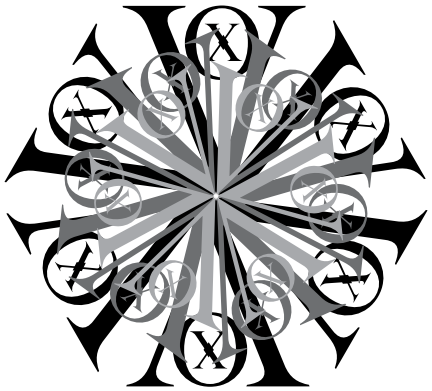
GIRVIN



CHALLENGE: 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 clothing line, as well as scarves and accessories.

SOLUTION: GIRVIN gathered ancient symbologies from rare books, coupled with quote selections from Shawn's studies, and created a line of calligraphic renderings and illustrations. These were applied to clothing, material accessories, labels, and tags.

RESULT: Two lines were launched for release in 2006.



Faith Meets Fashion

CLIENT PERSPECTIVE:

"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

WEBSITE TYPE DESIGN PRINT ENVIRONMENTAL SOCIAL STRATEGY PACKAGING NAMING MESSAGING IDENTITY ILLUSTRATION STORY MARKETING MATERIALS

Wrangler®

CHALLENGE: Wrangler wanted help in naming a new "dry" denim product based on a mineral infusion woven into the fabric.

SOLUTION: GIRVIN created naming solutions based on the dry comfort concept—the assignment focused not on the naming of the technology that achieves the result, per se, but rather on the jeans themselves. We took our cue from the Cowboy persona of the brand:

Cowboys—by interceptive insights—aren't interested in product attributes via technology as much as the name of the product itself and its utilitarian implications of use, nomenclature resonance, and authentic lifestyle relevance. The naming solution came to the technology originally developed for Asian Markets—a jade-infused fabric—the notion of jade nomenclature for American cowboys was disallowed, so the naming Wrangler Peak [Comfort] was created as a solution for this hardworking demography of professional workers, cattlemen and western enthusiasts.

RESULT: Focus-testing, working cowboy customer interviews, and naming testing led to insights and positioning for the Peak premise of cooling innovation.

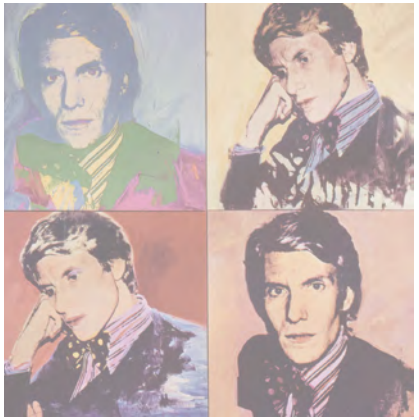
YVES SAINT LAURENT

GIRVIN

CHALLENGE: After passing into the leadership of Tom Ford and then Stefano Pilati, the Yves Saint Laurent team needed an evolved outlook on the YSL legacy and new ideas for the YSL store on 57th and 5th in NYC.

SOLUTION: GIRVIN partnered with the YSL team in a BrandQuest® workshop to explore strategic evolutions for the store design language that could be expanded to other US locations. Our strategic overviews made the leap to storytelling, an evolved brandmark, and merchandising. All evocative of the spirit of the man who started it all.

RESULT: With review and direction from Valerie Hermann, CEO of YSL | Global, merchandising and store teams, visualization and North American leadership, Stefano Pilati's store got back to the heart of the YSL brand, honoring a regained YSL heritage.



CLIENT PERSPECTIVE:

"Just to let you know that the work you did in phase two is breathtaking and completely on target."

CLAUDIA CIVIDINO | VICE PRESIDENT - DIRECTOR OF RETAIL

WEBSITE TYPE DESIGN PRINT ENVIRONMENTAL SOCIAL STRATEGY PACKAGING NAMING MESSAGING IDENTITY ILLUSTRATION STORY MARKETING MATERIALS

ZELLA

GIRVIN

zella

CHALLENGE: Nordstrom's Norsport label needed to be revamped in order to increase relevance and revenue in the growing women's contemporary active wear segment dominated by brands like Lucy, Tile 9, Lululemon, and Paiva. The new product line retained Norsport's utilitarian nature but injected a greater focus on fashion, which liberated customers to go straight from the gym to brunch.

SOLUTION: GIRVIN's task was to create a name that reflected the newfound sensibility of the line—it needed to feel subtly hip but not edgy, active but not overtly sporty; it needed to reflect athleticism and be short enough to be easily applied to clothing. Our solution, Zella, found its roots in "bella," Italian for beautiful; contemporizing it with a 'z' represents beauty with a zing! Additionally, the name recalls "gazelle" and harbors the suffix "-ella" (typically used to make a noun feminine).

RESULT: The rebrand was well-recieved as a support towards comfortable contemporary athletic wear as well as the athleisure trend that champions the marriage of function and fashion, and has since expanded to include men's and girl's lines.

WEBSITE TYPE DESIGN PRINT ENVIRONMENTAL SOCIAL STRATEGY PACKAGING NAMING MESSAGING IDENTITY ILLUSTRATION STORY MARKETING MATERIALS

THANK YOU

Seattle | Tokyo

206.674.7808
info@girvin.com

www.girvin.com