



LUXURY BRANDING



CHALLENGE: The historic Alexis Hotel building has undergone many changes throughout the years since its birth as Seattle's first boutique hotel in 1901. Tim Girvin first worked with Katherine Kleinmann and Jim Youngren on the Cornerstone Development creation of the Alexis Hotel, designing the identity, signage, and guest amenities. Then, with the acquisition by Kimpton, GIRVIN was again brought on for further strategic repositioning.

SOLUTION: The hotel's concept centered around curated art and inspiration from local artists and the Seattle music scene. We evolved the logo and branding package to fit this concept, expanding to signage and print, including business papers, coasters, match boxes, and more.

RESULT: The Alexis has since been acquired by Sonesta Hotels, and much of the signage and design is still in play.



COLORE | SG

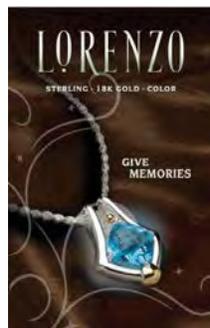
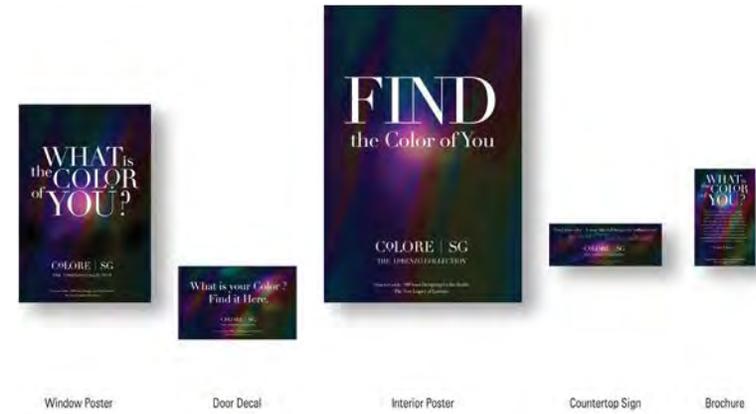
THE LORENZO COLLECTION

CHALLENGE: GIRVIN was tasked with developing a new name and brand around an earlier collection that needed an holistic merchandising uplift as well as a new name. Simon Golub is a family-built, heritage jewelry brand located in Seattle that was purchased by Indian jewelry manufacturing group, Shrenuj & Co. Ltd., a brand team based in Manhattan and Mumbai.

SOLUTION: GIRVIN built a kickoff team session, globally, with sales teams and brand leadership, and newly defined the brandspirit™, strategic framing of the brand's presentation architecture, and named this merchandising offering: COLORE | SG.

Colore | SG is a color-founded gemstone collection; it is merchandised on the premium proposition of sterling silver and 18K gold. GIRVIN utilized its BrandQuest® session outcomes to arrive at a new strategic direction, and founded a creative premise for naming, identity styling and visualization package and merchandising and product display set-up. GIRVIN also worked with the sales team on packaging, in-display presentation and gifting, counter sales messaging and sales tactics, campaign development, signing and in-store sales collateral and visualizations.

RESULT: In jewelry associations and sales margins, Colore | SG, the new group, is noted as one of the top-selling color stone brands in United States.



CLIENT PERSPECTIVE:

"Thank you very much! We want to use some of your detail for presentation material for our sales force. The opening event—appreciated it! For the Colore launch, we are extremely excited to make this a huge success—and be noted on your heavy hitter client list!"

BOB HEWETT | CEO | SIMON GOLUB & SONS

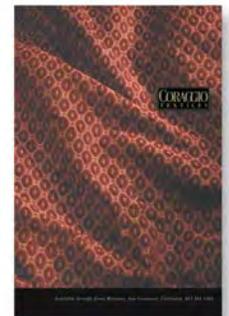
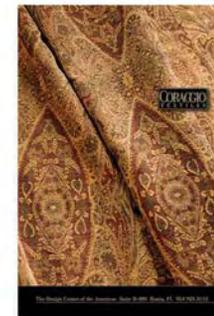


CHALLENGE: "We need help in our outreach to interior designers and buyers of luxurious fabrics for their homes and workplaces."

SOLUTION: Coraggio started working with GIRVIN when their company was just one man with a vision. William Albert sought to bring premier, luxurious fabrics, with an exclusive fabric partnership with the Italian fashion brand Missoni. Our strategy was to lustrate the brand spirit, newly imbued with heart and courage, to the American market. We partnered with William to create a brand born of Italian heritage, an identity mixed with classical drawings and paintings that speak to the legacy of the expressions. Over the course of our relationship, we have helped Coraggio maintain its strong identity with powerful direct-mail pieces that focus on their close ties with the art world and communicate the richness and quality of their product line—and the designers who decide to utilize these luxurious fabrics.

RESULT: These campaigns have bolstered Coraggio more name recognition in the industry and the targeted mailing list has increased five-fold since inception. Coraggio continues to expand and evolve this marketing campaign each year. In addition, our design of business papers for the company has helped to solidify the depth of this brand and its strong ties to the Italian Renaissance. It is now part of the Thibaut collection.





CLIENT PERSPECTIVE:

"Although it's too soon to tell how this campaign will affect sales, the phone calls from designers to the showrooms have been pouring in to confirm that we've gotten their attention!"

WILLIAM ALBERT | FOUNDER

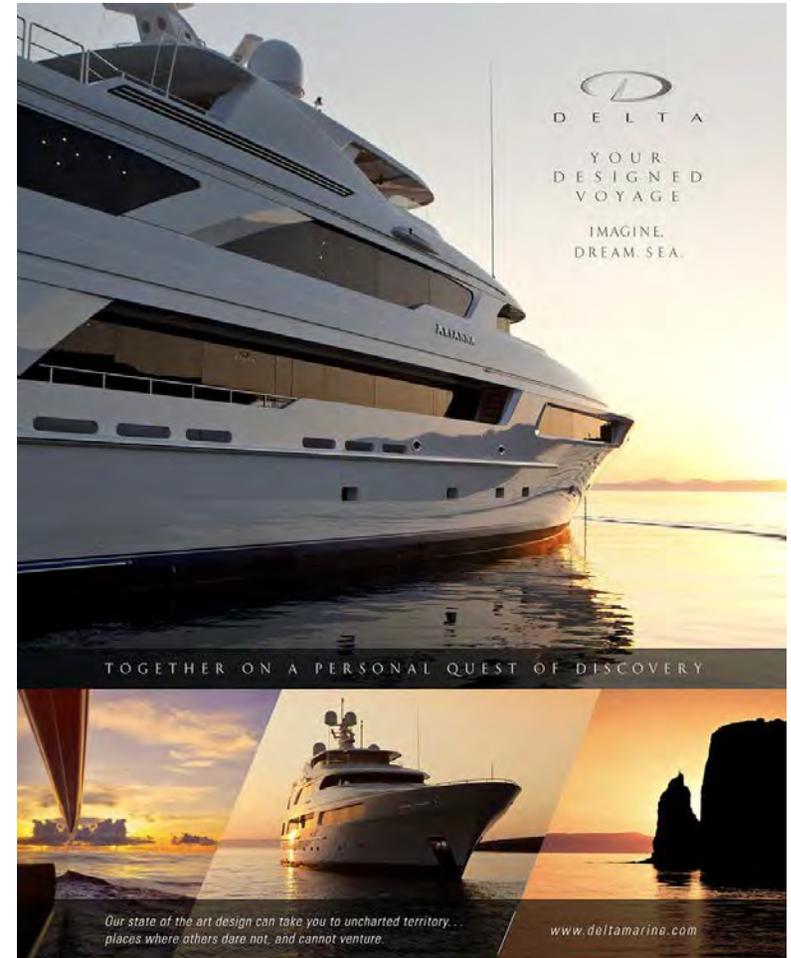




CHALLENGE: Pacific Northwest-based Delta Marine, one of the largest, bespoke yacht-building groups in the world, approached GIRVIN to re-evaluate their positioning, communications strategy, and visualizations.

SOLUTION: Working with the Delta marketing and brand leadership team, we rebuilt their positioning, which resulted in new communication solutions with a tiered brand voice platform and more compelling messaging throughout the property's systems. We also updated their visual expressions, dramatically shifting their web presence, ads, and print collateral to a more luxurious and dynamic brand experience for their audiences. We wrote and built global advertising.

RESULT: GIRVIN tooled their positioning, which resulted in a significantly more recognizable, newly refreshed global marketing communication program, uplifting sales at their headquarters off the West Duwamish Waterway.



CLIENT PERSPECTIVE:

"I have immensely enjoyed working with you and your team and love what you do."

MICHELLE JONES | MARKETING MANAGER

DILETTANTE CHOCOLATES

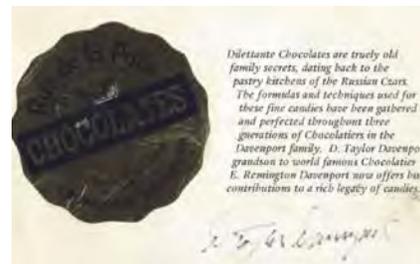
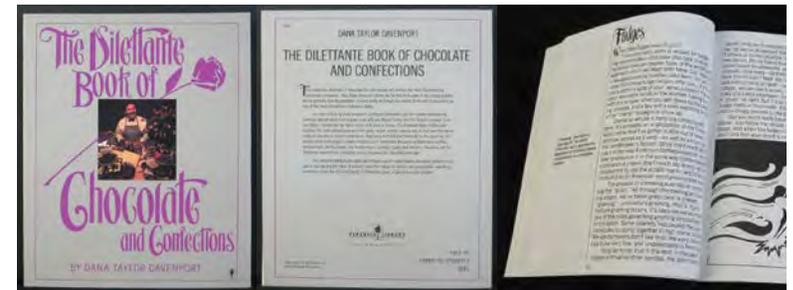
GIRVIN



CHALLENGE: Brian and Diana Davenport, whose great-grandfather was the chocolatier and confectioner to the Imperial Russian Court, needed help creating a brand for their company, Dilettante Chocolates.

SOLUTION: GIRVIN designed the brand mark with the iconic rose as well as the packaging systems, shopfronts, merchandising, a custom font, and integrated formatting and messaging disciplines for the Dilettante brand story—a rare multigenerational expertise shared in the delicious experience of masterful chocolates and confectionery arts. Beyond this, we also helped Dana Davenport with the design and development of a memoir documenting her family's legacy.

RESULT: GIRVIN approached this challenge holistically, creating a broadly distributed brand image and story that was consistently managed. When we started, Dilettante was a single store on Seattle's Capitol Hill—they now have multiple locations and dozens of SKUs.

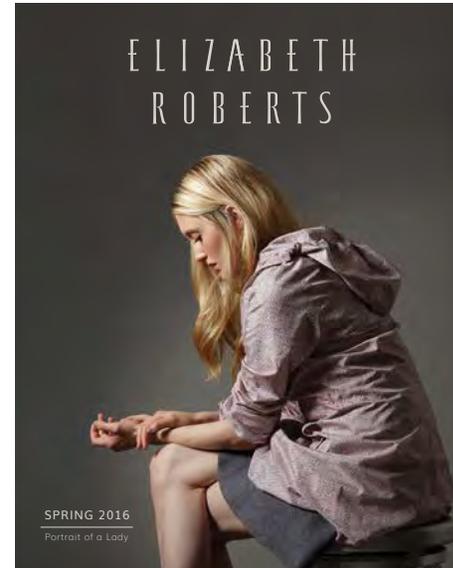


ELIZABETH ROBERTS

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.



Romantique Vest
Pleated Skirt
ELIZABETH ROBERTS SPRING 2016



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 Tim and his 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

THE *Fairmont* ACAPULCO PRINCESS

CHALLENGE: Fairmont executives approached GIRVIN to evolve their hospitality strategy and tactical planning for a group of disparate properties on the beach in Acapulco, Mexico and Hamilton, Bermuda. In this case study grouping, we're showing two property perspectives, both to be polished for sale by GHG.

SOLUTION: Starting out with a BrandQuest® workshop with resort leadership and founders of the Global Hospitality Group | Goodman Investments, we worked on two of their managed properties: the Fairmont Princesses in Acapulco, Mexico and Hamilton, Bermuda.

For Acapulco, we named and created the Diamante Collection—which supports an enlargement of holistic hospitality branding for the multiple venues of “the Riviera of the Acapulco Coastline,” a legacy for travelers and families from Mexico City since the early 1900s. New ownership has evolved our place-naming strategy as Princess Mundo Imperial Riviera Diamante Acapulco. The Princess Diamante positioning for the entire grouping of assets collectively linked them as a unified journey in spectacular hospitality experience. We designed multiple brand fonts to support the bespoke character of the properties.

Within these properties were three more projects: The Pearl, Turtle Dunes, and the Hamilton Princess. We named and developed a font for the Pearl, an upscale, on-property, down-the-beach hotel. Our team relaunched Turtle Dunes, a largely abandoned course, with a new brand package, collateral, signage, and placemaking amenities. Hamilton was a positioning, messaging, and brand storytelling program in support of a 140-year-old legacy property.

RESULT: Our various efforts toward repositioning, branding, marketing, and signage for these properties allowed Fairmont leadership to elevate the value of these brands for better investment opportunities. Both properties quickly sold to new ownership.



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CLIENT PERSPECTIVE: "GIRVIN is distinguished as one of the most prominent branding and design firms on the West coast and is based in Seattle. They did our branding work for us in Bermuda and Acapulco...including creating the identity and communication pieces for both The Pearl and Turtle Dunes. Tim is also genuinely one of the nicest and most interesting people you will ever meet and very engaged in the Seattle business community."

JENNY CHASE | GLOBAL HOSPITALITY INVESTMENTS LLC



HOUSE OF MATRIARCH

GIRVIN



CHALLENGE: The House of Matriarch High Perfumery believes in the transcendent power of fragrance and its ability to connect us to the past, present, and future. GIRVIN was tasked to translate this mystical ideology into a fully realized brand.

SOLUTION: We started with a BrandQuest® to dive into the soul of Matriarch and manifest an entire design language and organizing system built on astrological charts and 18th century illustrative techniques. From there, we expanded into all new marketing collateral, product design, print and packaging, display units, social media, video art direction, and website.

RESULT: Our strategy, high-end branding, and connections successfully introduced House of Matriarch into Nordstrom stores across the country.



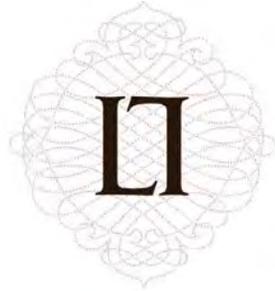
HOUSE OF MATRIARCH - CONTINUED

GIRVIN



CLIENT PERSPECTIVE: "Thank you so much for rallying the troops to get these done. We SOOOOOO appreciate you guys! Everything is looking great and we are whistling as we work!"

CHRISTI MESHELL | FOUNDER

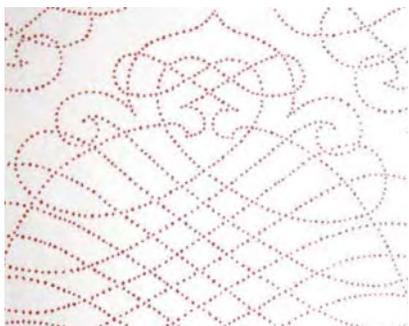


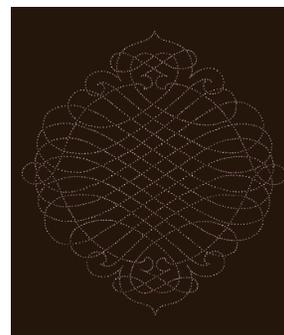
LEVIEV®

CHALLENGE: When it comes to the diamond trade, Lev Leviev is considered one of the most powerful people in the world, and his enterprise on par with DeBeers in scale. His team came to GIRVIN to capture the essence of this brand at the pinnacle of the diamond industry and fully realize every detail of the brand's global vision.

SOLUTION: After a deep dive into the company's history, goals, and offerings, we created a global brand package and identity: double Ls for his initials that form the shape of 103 carat emerald-cut diamond in their collection, paired with a delicate and elegantly looping calligraphic stamp that referenced the brand's Russian roots.

RESULT: Initially created for the Bond Street shopfront launch in London, it was thereafter deployed worldwide and the new brand language was applied to the website, packaging, merchandising, signage, digital expressions and amenities.





CLIENT PERSPECTIVE: "When we launched the brand LEVIEV, we needed to have a logo designed, as well as all of the brand attributes such as packaging, color schemes, etc... down to the last detail.

We worked with Tim Girvin to convey the unique positioning of the brand at the firmament of the diamond industry. Tim quickly created a company logo that immediately gained recognition, cleverly using the "LL" of the owner's initials to represent a 103.9 carat D-IF emerald-cut diamond in our collection, superimposed on a gem-dotted czarist stamp evoking the company's Russian roots.

Tim and his team quickly captured the essence of our endeavors and were close partners in this venture: great listeners, who really knew how to interpret our vision, and who effectively delivered. I recommend, without any hesitation, Tim Girvin."

THIERRY CHAUNU | CEO



CHALLENGE: Latin American Duty Free retail brand group, Top Brands International, located in Panama City, Panama, needed a new name and brand for their rapidly growing luxury shops situated across Latin America and the Caribbean. The name would have to be unique, memorable, and visualized in a way that is distinct from all other luxury-oriented retailers in their markets, as well as able to be copyrighted with an available URL.

SOLUTION: GIRVIN's Ideator®—a specially trained team of nomenclature experts—tackled the name development process, researched markets, and studied the romance languages of Spanish and Portuguese. We looked toward unique, ownable expressions that would speak to luxury in recognizably distinctive solutions. Through tiers of naming explorations, refinements, sharing, and evolutions, working in close collaboration with Top Brands International CEO and marketing leadership, we arrived at a solution that was unique, visually captivating, and memorable—Luryx: a crossroads or meeting place for luxury. We applied the new name and identity to signage, web, shopfronts, packaging, and merchandising.

RESULT: The new branding has been successfully deployed to more than 80 stores throughout Latin America and the Caribbean, as well as to culturally distinct country-oriented websites.

CLIENT PERSPECTIVE:

"We worked with brand agency GIRVIN to help us arrive at a new naming solution for our Duty Free brand shops throughout Latin America and the Caribbean. Their Ideator® team helped us develop, collaboratively, a new name as well as our logo design package for implementation in all of our shopfronts, packaging and print materials. We're now up to more than 80 stores. A great creative, holistic solution that has served us very well."

DANNY YOCHARS | CEO





THE GOLF CLUB AT
NEWCASTLE

CHALLENGE: Enterprising Asian marketing executive Scott Oki approached GIRVIN to align the brand relationship of the OKI Foundation and OKI Golf; his innovative vision was to rebuild the site of a former coal slag and city dumping grounds into a high-end golf course.

SOLUTION: GIRVIN created the opening brand strategy and visualizations program, which evolved from naming to identity design and print collateral.

RESULT: Using unique strategies of reclamation, the lands were cleaned and refurbished, and the course built in the high hills overlooking the city from ramparts beyond Mercer Island. Our design strategy elevated the course to new heights, accompanying an unparalleled view of Seattle with a brand that conveyed the highest quality experience.





CLIENT PERSPECTIVE: "The power of the Newcastle brand? Our buyers will hold onto this as their crown jewel—because it is. The vision and brand you helped create is timeless."

NANCY CHO | CHIEF MARKETING OFFICER | OKI GOLF

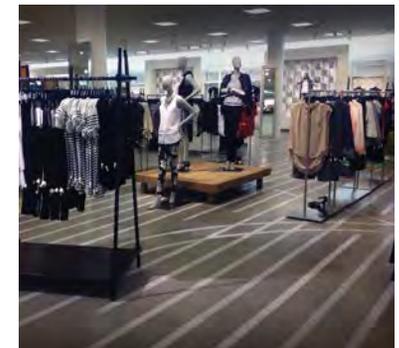


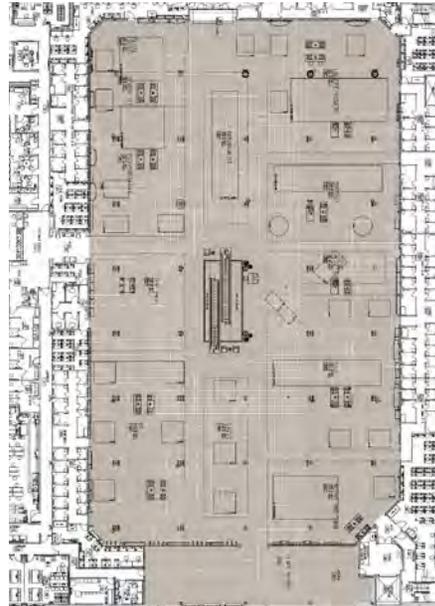
NORDSTROM

CHALLENGE: After generations of growth and change, Nordstrom came to GIRVIN with a legendary reputation for customer service but with a gradually aging “establishment” persona. Nordstrom’s challenge was to infuse vitality into their brand with fresh, invigorating ideas and approaches.

SOLUTION: GIRVIN’s team engaged with Nordstrom over the course of a 45 year relationship. At the heart of their comprehensive identity is a custom-designed alphabet created solely for Nordstrom. From that basic DNA arose a broad and cohesive program of brand communications, from landmark and color palette to retail support, packaging and environmental graphics with the spirit of authenticity and exceptional craftsmanship that defines the brand.

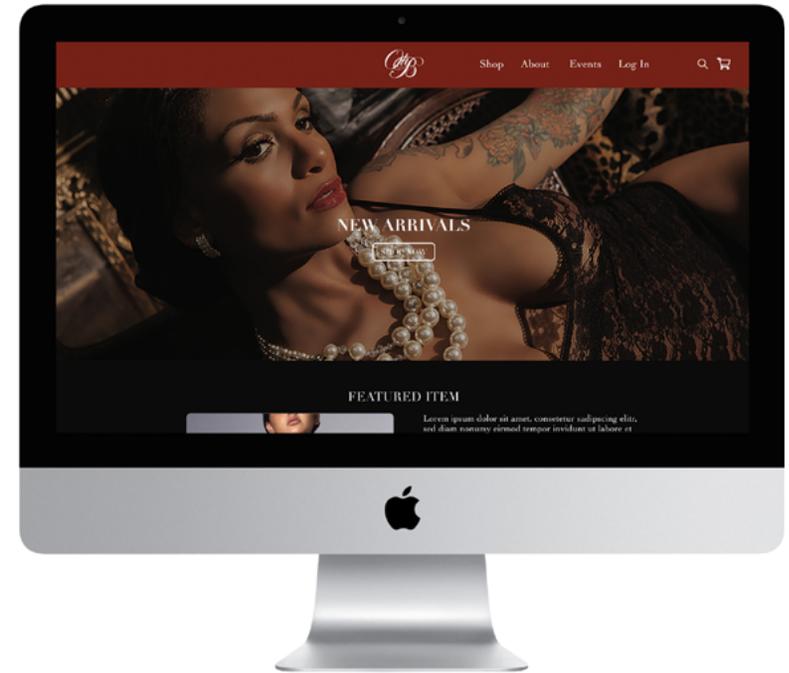
RESULT: Our holistic approach honored the Nordstrom legacy, bolstered the brand’s image, and strengthened customer trust for decades.





Oh Baby

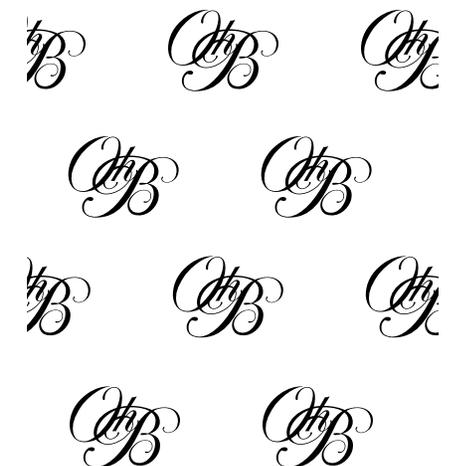
LUXURIOUS. SEXY. LINGERIE.

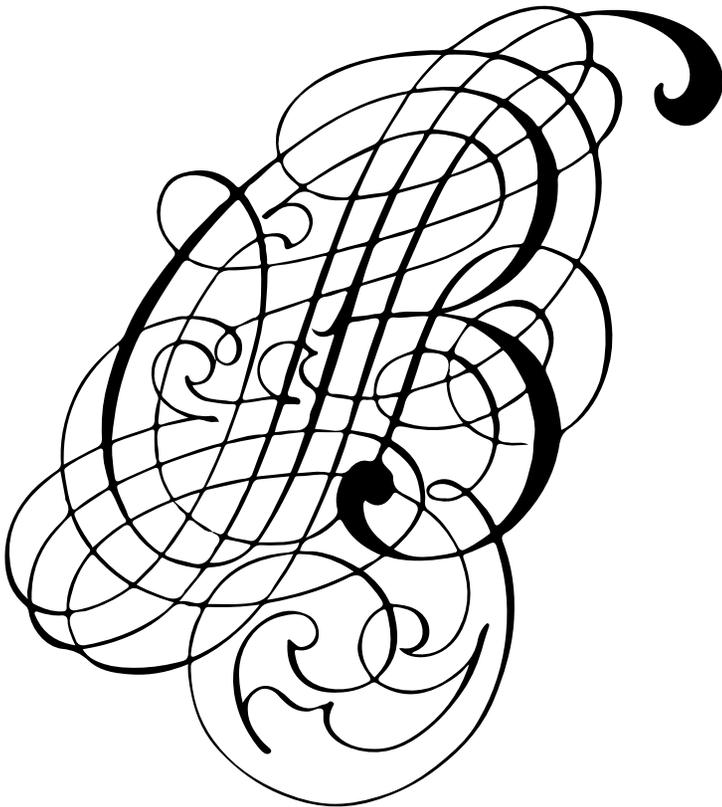


CHALLENGE: Portland-based Oh Baby Lingerie wanted a brand refresh, but wanted to retain some core brand elements.

SOLUTION: In collaboration with the founders, we refined the brand assets for the highest emotional resonance and evolved a wholly integrated brand strategy to newly define the brand storytelling. To the refreshed identity we added a new monogram and calligraphic decoration, as well as support typography, re-imagined packaging, and new website.

RESULT: Their new look supported their high-end offerings, gaining more trust and support from existing customers and more engagement from new clients.





CLIENT PERSPECTIVE: "Tim Girvin and I have history. When I was thinking about changing our brand, improving our retail presence and polishing our look, I talked to him, maybe for a year or more, just exchanging ideas, getting his advice.

When I had my chance to actually make it happen, I reached out, and quickly we were on the road to a workshop around the OhBaby story, who we are, what is important for us. And what's our voice? What is our style? And what we wanted to improve; what we wanted to change. Tim guided us through, listened, wrote us a strategic plan to move forward and helped us really make it happen through pretty much everything we do and say. A great experience: he and his team just get us, right to the heart and soul of who we are."

LAURA FITZPATRICK | FOUNDER



PREMCHIT

PRISTINE INDIGENOUS WISDOM

CHALLENGE: Premchit Prateap Na Thalang is a wellness practitioner representing a legacy of hundreds of years of familial healthcare, nutritional and preventative whole wellness expertise. She came to GIRVIN to launch Experience | Premchit—a series of customized offerings for guests to enjoy comprehensive one-on-one consulting, wellness access and learning, as well as actual products.

SOLUTION: We co-wrote and coordinated all print materials for the launch of the brand, as well as website and packaging development.

RESULT: The successful launch of a luxurious consulting and wellness resort experience for travelers in Thailand.





CLIENT PERSPECTIVE: "The GIRVIN team has done a marvelous job of bringing to life my philosophy of wellness through my website, presenting the key elements of natural therapies, holistic approach, sharing knowledge, personal responsibility and personal enjoyment, in a way that creates an enjoyable and interesting user experience. My website was designed with an attractive and harmonious blend of words, pictures and symbols, to accurately convey my personality, philosophy and view of wellness in life, in a way that is much more dimensional than just the information and images on the screen. Thank you for doing a great job."

PREMCHIT PRATEAP NA THALANG | FOUNDER





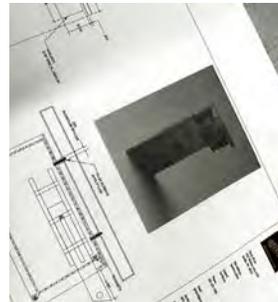
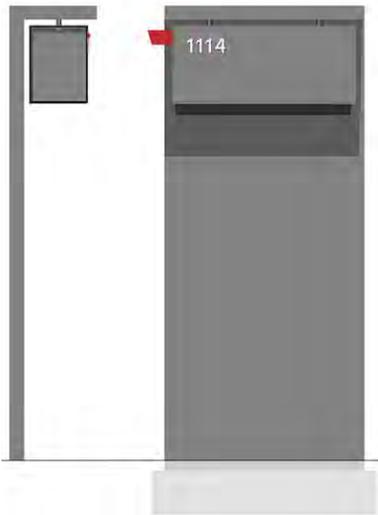
CHALLENGE: Artist and longtime client Sandra Collins first approached us for an identity and strategy for her gallery in Rochester Hills, Michigan. Decades later, she came back on a personal quest to infuse her identity into her new house to make it a home.

SOLUTION: Then, as now, we took time to listen to her vision. Pulling inspiration from her own artistry, we were able to craft meaningful personal and professional storytelling that felt uniquely “her.”

RESULT: In her work, we integrated Sandra’s story through all expressions of identity, visual merchandising, signage, print, and advertising.

In her home, we began with a custom-designed mailbox at the foot of her driveway that complemented the modern simplicity of her new house. From there, we took inspiration from the landscape to develop a luxurious yet restrained stationery set. Indoors, we oversaw the installation of a sketch come to life: an inlaid metal dragon sculpture.

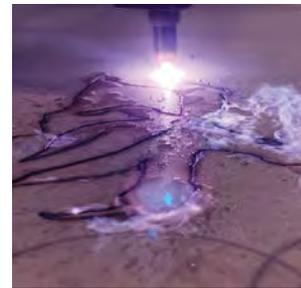




CLIENT PERSPECTIVE: "Over 40 years ago, when I met Tim Girvin, little did I dream that we would journey together through life collaborating on various projects. There were years when we did not keep in touch but whenever our paths did cross, projects were creative, challenging and rewarding.

For my recent and most personal project, Tim was asked to design signage for the grounds of my new house, stationery and an artistic piece to be inlaid into a winding area of white ash flooring. It was very important to me to make a statement of my personal direction at this point in my life. Discussing ideas with Tim and his team, we came up with signage that reflected my contemporary house and with stationery inspired by the surveys done of my 4-acre property. The image of a 5-clawed, 8-foot dragon cut into quarter inch stainless steel was selected for my artistic symbol and using different grinders, the details emerged into a most powerful, writhing piece of steel; the dragon was born and my house became my home."

SANDRA COLLINS





CHALLENGE: 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. They enlisted GIRVIN to elevate their brand expression and online presence.

SOLUTION: We began with a renewed strategy—creating brand tactics and marketing planning—then built out a new identity, collateral, and website for a seamless e-commerce experience.

RESULT: Our strategy created more consistent brand recognition and accessibility to high-end products, widening their audience base and generating more revenue.





CHALLENGE: PT Mitra, one of the largest privately owned retail groups in Southeast Asia wanted to locate a Seibu into the Grand Indonesia, a new shopping center of enormous scale and complexity in Jakarta, Indonesia. Callison, the global architecture firm, was selected to engineer the interiors and merchandising planning. Given the success of the Sogo installations with their earlier collaborative ventures, GIRVIN was involved in the project development, retail strategy, and planning for environmental design.

SOLUTION: GIRVIN partnered in the creation of a responsive scheme for the retail strategy, based on creating differentiation between this retail proposal and others nearby in Jakarta by branding properties in the store as "Seibu." In this manner, everything became a member of a distinct ownable collection. We created an evolved pattern language for use in all retail procession pathways—the materials language was closely linked to the interior schemes, and careful coordination occurred between the store owners, leadership, store planners, buyers, Callison, and GIRVIN.

RESULT: Seibu's elevated brand strategy and detailed implementation launched their successful integration into the high-end shopping center.





SEIBU COLLECTION

- SEIBUFOOD
- SEIBUBEAUTY
- SEIBUFASHION
- SEIBUDESIGN
- SEIBUHOME
- SEIBUINDONESIA



CLIENT PERSPECTIVE: "GIRVIN and Callison teams worked in seamless collaboration to enhance the environmental and graphic concepts first explored together for SOGO's Osaka flagship store. The strength of our combined talent shines powerfully throughout this beautiful store."

DAWN A. CLARK | AIA LEED AP

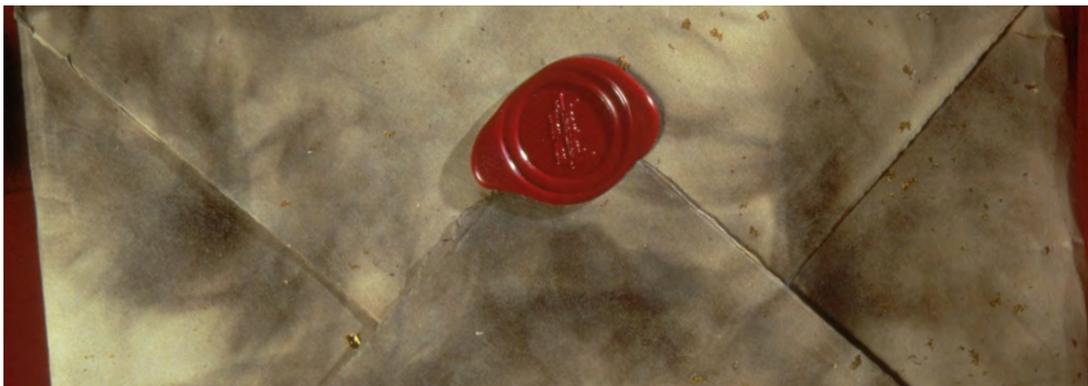




CHALLENGE: "I want the most amazing wedding design package there is, to be shipped to my friends all over the world."

—Sharon Stone

SOLUTION: Tim Girvin has designed dozens of events, wedding and party invitations in his history of packaging experiences for guests. Working with CEO Sherry Lansing, and EVP Creative Studio Leader Lucia Ludovico at Paramount Studios led to a close collaboration with actress Sharon Stone in creating a complexly orchestrated and entirely bespoke mix of handmade paper, hand-lettered, letter press-printed invitations on three different stocks of rare paper, hand-smoked envelopes and letterhead with a custom house wax seal.



CLIENT PERSPECTIVE:

"Tim, everything is perfect, I love the smoky feel of everything, the type, the silk, the feather, the paper. No one has ever received anything like this; it's perfect for me."

SHARON STONE

SHISEIDO

CHALLENGE: “We need branding help on each of our premier products—strategy, scientific and beauty-related storytelling and positioning, identity, form design and packaging, as well as merchandising presentation and shelf presence.”

SOLUTION: Shiseido chose GIRVIN to work on a wide range of product lines and markets from toiletry for babies to super premium skin care for adults; as the products were being sold in Japan, the designs would also need to be approved for international markets. We defined the audiences for each product line to help them compete in each market, and used our expertise to localize the messages which resonated in the various audience segments and cultures. Working with a team of designers from Tokyo in our Seattle office, we designed the branding identities, corporate palettes, label designs, and industrial designs of the containers for several product lines.

RESULT: Our design and messaging strategies for Angel Dew, d’ici la, Revital, and more, aligned with Shiseido’s business goals and markets to push sales and consistently reflect Shiseido’s high-end price point, quality, and brand equity.



CLIENT PERSPECTIVE: “We used GIRVIN’s unique methodology in brand storytelling methods to create unique, memorable and effective positioning and messaging for products. GIRVIN’s brand strategy team provided three distinctive stories to express this product brand and help Shiseido determine how to position their product to appeal to new audiences, creating emotional connections, captivating loyal customers. GIRVIN and Shiseido have a long history of creative collaboration. Brand design, product storytelling, writing and identity, which is our relationship to our consumers all over the world; this team supports our strategies in many arenas to build our business.”

HIROSHI MARUYAMA | GLOBAL CREATIVE DIRECTOR



CHALLENGE: As the premier department store in Osaka, Japan, Sogo stood as a retail icon and cultural identifier for the area. After 75+ years, Sogo executives felt it was time to renovate the flagship location, and in doing so, seek to attract younger generations without losing loyal older customers.

SOLUTION: Alongside Callison Architects, GIRVIN sought to harmonize with the new architectural concept through experiential graphic design. We developed brand patterning: silhouettes of ginkgo trees (a trademark of the street) and cherry blossoms (representing Japan) applied to the exterior and interior signage and wayfinding. We also created different floor patternings for each floor to visually ground customers in their journey through the multi-level department store. We also refined the logo and incorporated it into the signature patterning system.

RESULT: Our environmental graphics and wayfinding linked seamlessly with the new architecture for a fluid consumer experience. Connected to a major train station, Sogo's new patterning and wayfinding helped naturally draw commuters to the store, boosting their popularity with young and old alike.





CLIENT PERSPECTIVE: "In reality, Girvin's team went far beyond just 'doing the signs.' Their work conferred a luxury brand message through integrated storytelling."



CHALLENGE: “Take one of our most beloved brands, and improve the memorability of the product at shelf.”

SOLUTION: GIRVIN, in its work in Japan, was built on speaking engagements and presentations in Ginza, Tokyo, Sapporo and Osaka, to brand groups, design and advertising communities, which came into connection with the grandest beverage group of Japan—Suntory Brands. For this relationship, GIRVIN worked on a succession of products, shopping bags, restaurants and other Suntory brand programs and innovations. This key assignment was tuning some of the core design elements of Whisky Royal—the businessman’s / “salariman’s” classic favorites. Whisky Royal is the premier offering for the after-hours, working man’s drinks, and is considered the top-tier products of Suntory’s portfolio of heritage and widely-loved brands.

RESULT: Still premier, with our core brand linguistics and distinctive bottle profile, and happily consumed in clubs, bars and restaurants throughout Japan.



TIFFANY & Co.

CHALLENGE: Design a typeface for us that we can use in our print as well as a jewelry line.

SOLUTION: Tim Girvin drafted a series of sketches of alphabet concepts, these were iteratively evolved in close collaboration with the creative team at Tiffany&Co. And a master set was completed, deployed in print catalog work and jewelry applications.

RESULT: The alphabet was released in the collateral systems at Tiffany&Co., as well as offered for sale as jewelry items—specialized, giftable initials.



TURTLE DUNES

GIRVIN



CHALLENGE: Leadership of the Fairmont Hotel and the guiding brand organization, GHI, approached GIRVIN for support of their golf club catering to customers from the Mexican market, particularly guests from Ciudad de México.

SOLUTION: GIRVIN worked with GHI and architectural planning, landscape developers, investors, and the founding team of Fairmont to develop the brand strategy and integrated communications of the Turtle Dunes brand. We created the “LIFE WELL PLAYED” messaging, along with the designs of the brand identity components, collateral, signage applications and website.

RESULT: Our strategic branding resulted in the creation of a high-end yet accessible and seamless extension of the Princess brand that brought a whole new dimension to the destination.



CLIENT PERSPECTIVE: “GIRVIN is distinguished as one of the most prominent branding and design firms on the West coast and is based in Seattle. They did our branding work for us in Bermuda and Acapulco...including creating the identity and communication pieces for both The Pearl and Turtle Dunes. Tim is also genuinely one of the nicest and most interesting people you will ever meet and very engaged in the Seattle business community.”

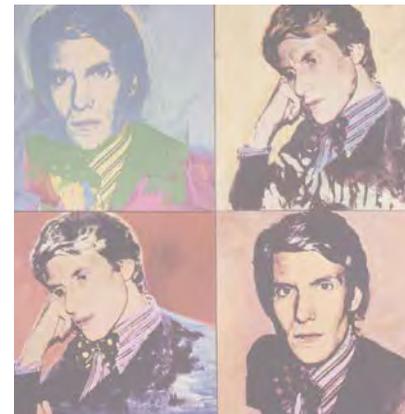
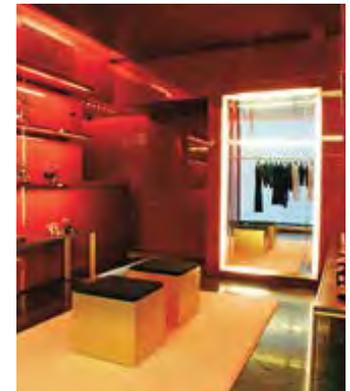
JENNY CHASE | GLOBAL HOSPITALITY INVESTMENTS LLC



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



THANK YOU

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