

Boutique branding & advertising agency in the luxury & fashion sectors

KEY FACTS & FIGURES

- Boutique branding & advertising agency created in 2008
- Headquartered in Paris, France
- International team of consultants with global perspective and reach
- International network of creative talents
- Recent clients wins include global luxury & fashion brands such as Bally, OTB (Maison Martin Margiela, Marni, Diesel, Victor & Rolf ...), Kenzo (LVMH)
- Member of thenetworkone since 2012
- Jury of the 27th Grand Prix de la Publicité Presse Magazine
- Jury Luxe of the Cristal Festival 2012, 2013 & 2014
- Monthly contributor to the Harvard Business Review and Influencia on branding and strategy

FOCUS

- The agency's expertise and focus are on brand strategy and identity
- Its goal is to help its clients to deliver creativity, strategy and integration across all communication touch points
- The agency is also experienced in guiding and bringing brands to life through sponsorship

WHAT WE DO

- Branding
- Strategic consulting
- Advertising
- Digital

KEY REFERENCE SEGMENTS

Banking, Beauty, Fashion, Lifestyle, Private aviation, (Ultra) Luxury, Wine & Spirits

CLIENT ROSTER

Luxury:

Alain Ducasse, Jaguar, Lalique, Nikki Beach, Rizon Jet, Vertu

Fashion & Beauty:

Bally (JAB Luxury Holding), Calvin Klein, Chantal Thomass (Chantelle Group), Estée Lauder, KENZO (LVMH), OTB, Superdry

Wine & Spirits:

Charles Heidsieck, Larrivet Haut-Brion, Möet & Chandon, Piper-Heidsieck

Others:

Braun, Caisse d'Epargne (BPCE), Econopark, Tolartois

Sponsorship:

amfAR, BMW, Calvin Klein, Deauville American Film Festival, Elite World, Pink Ribbon