

Fashion

CASE STUDY

Matches



MATCHES

EXPERTISE

Brand Identity / Packaging /
Retail Communications / Retail Environments

BRIEF & SOLUTION

We were tasked with helping propel Matches Fashion from a local high-end retailer into a global fashion brand. We refined the brand identity to be simple, elegant and timeless – bringing it parallel with the larger fashion houses. We also designed a retail concept for the Marylebone Georgian Townhouse, immersing customers in sumptuous, luxurious surroundings to make them feel as comfortable as if they were at home. Bespoke furniture can be found across each floor, whilst unique collections of fashion photography and illustration adorn the walls.

