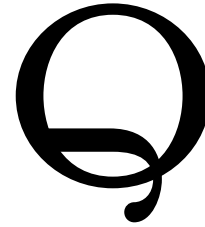


CLIENT CASE STUDY
JONQUILLE
DUBAI.

JONQUILLE

NEW BRAND CREATION



JONQUILLE

OVERVIEW

Jonquille are a haute couture fashion house tailored to the more discerning female shopper. Their fusion of fabric, print and colours, together with a touch of western influence, has led Jonquille to become one of the major success stories for Arabic fashion.

CHALLENGE

As a newly focused luxury brand, we were invited to create a new and truly striking identity to reflect the avant-garde styles Jonquille produce.

SOLUTION

A distinctive marque and typeface were carefully constructed, supported by colours specifically chosen to endorse the brands position as an exclusive retailer.

Following the launch of the new brand identity, and the subsequent success of the flagship store in Dubai, Jonquille has since expanded, setting up retail outlets in both Bahrain and Saudi Arabia.



JONQUILLE



JONQUILLE

JONQUILLE



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THE CANDACE COLLECTION

Handle with care. Dry clean only.



JONQUILLE

JONQUILLE



JONQUILLE

JONQUILLE

