VICTOR ALFARO

Properties list:

range of products
new product
end-user packaging
clothes and accessories
box
cardboard and paper
luxury
debossed, embossed
typographical texture
identity by textures and patterns

Marque has designed the brand identity and packaging for Víctor by Víctor Alfaro women?s coll ection. The collection was designed exclusively for Bon-Ton Stores operating 269 department stores in 23 states throughout the northern United States. The collection i ncludes luxury clothing in Italian merino wool, silk, leather and cashmere, plus a range of accessories including shoes, bags and jewellery.

The custom logotype was created to feel contemporary yet have a slightly retro feel to it. The abbreviated VA logomark was defined, and from this a pattern was created. This VA repeat pattern adds a textural quality, whether through debossing, spot varnishes or as full color with a matt bronze streak through it on the packaging. Rich earthy colorways: brown self-colored stocks and bronze foil detailing to work with the sumptuousness of the materials being used in his collections.

Reference: http://www.marquecreative.com/#/victor-alfaro/

Credits:

Country: United States of America
Agency: Marque

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