

### William Morris Eyewear

Branding, point of sale, packaging, web site, literature and exhibition design.

#### Brief

When eyewear wholesaler WME approached us, the LONDON brand looked very sad and post-war. The brief was to insert some fashion back into the brand and create a sense of 'Britishness'. The MD particularly admired the Paul Smith brand and his 'classic with a twist' look. The existing logotype was to be retained in some form, but everything else was to be considered afresh. We were asked to start with showcards and packaging, progressing to web site and exhibition stands.

#### Solution

Post-war drab gave way to the sixties...likewise, the WM LONDON brand was given an injection of pop art – with a twist. Colour was inserted into the logotype and a palette of background patterns and a systemised set of 'op-art' motifs devised. We introduced a suite of black and white photographs of iconic London landmarks, as well as giving the Union Jack a twist of its own. We branded bus and taxi toys as POS, and even bought a real London taxi for an expo in Paris.

#### Result

Over the following eighteen months the sales figures went meteoric with a 285% increase in turnover.



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