

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 collection. The collection was designed exclusively for Bon-Ton Stores operating 269 department stores in 23 states throughout the northern United States. The collection includes 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

Other images:

