

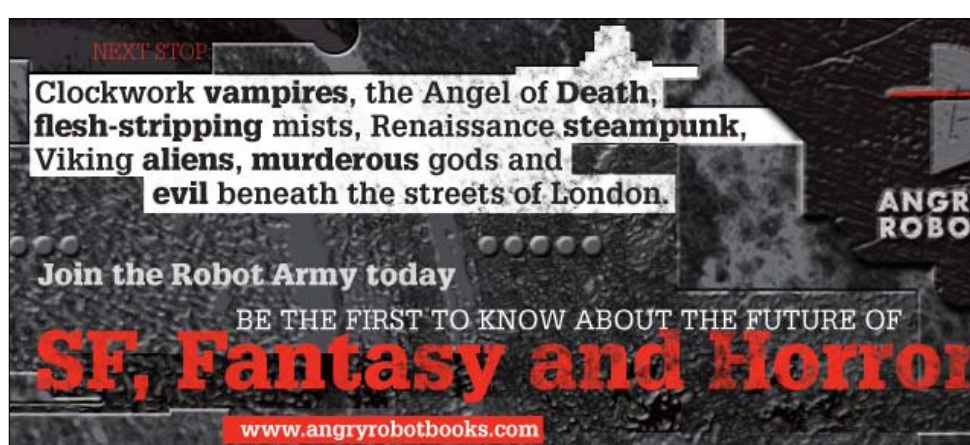
Chicken Vision

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This is the Spring London newsletter. We call it Chicken Vision because, well, we can. Since our relocation to Melbourne we've been working on branding for a new publishing imprint, marketing for a major shopping centre, packaging for the fashion industry and an identity for an interiors designer.



Angry Robot brand identity and marketing tools
HarperCollins UK



Angry Robot is a new Science Fiction imprint from HarperCollins. We've literally given it a face. As well as designing this iconic identity we've created a whole heap of marketing tools – including one of many web banners as featured above.



The Victoria Marketing
Jones Lang LaSalle

Spring designed over 1200sq metres of wrap mounted hoardings as part of a £24m redevelopment of The Victoria shopping centre. We also produced marketing literature, display stands and special invites for retailers, all to help reinforce the notion that The Victoria is 'The Place To Meet'.



SABA Denim branding and application
Apparel Group Australia

SABA is at the forefront of Australian fashion and they needed a denim offer that matched their sophisticated and contemporary look. We have a confidentiality agreement with SABA so cannot show you the branding and packaging work we created for them here in the newsletter or on our website but we can show you our mood boards and describe our working methodology.



Rousseau identity, application and website
Studio Rousseau



Rousseau Studio design bespoke interiors and unique products such the Wagiman bubble chair currently on show in London's Shoreditch House. Rousseau's clients include the Ice Hotel in Sweden and infamous London bar, Sketch.



Concept denim packaging
Autumn Winter 09/10
WGSN

Spring London were commissioned by WGSN, the global leader in style trend analysis, to generate three concept visions for their denim trends packaging. This content is accessed by major fashion brands. Due to the time sensitive nature of this project we can't show the work until Sep 2009. If you're a WGSN subscriber you can visit www.wgsn.com/trends/denim to see what we've done.