

Client

GB (China)

China's largest baby product retailer, GB (GoodBaby) has turned to Begin to bring a strongly branded and sophisticated approach to it's full range of packaging.

What we did

Packaging Concept & System, Packaging Design.



Packaging Concept A - Simple Baby



Simplicity is the ultimate sophistication.
Leonardo da Vinci

HTF Archer
仔伢偲偲
从好孩子爱
with love
from gb



Packaging Concept B - Natural Baby



IN NATURE, NOTHING IS PERFECT
AND EVERYTHING IS PERFECT.
ALICE WALKER

HTF ARCHER
仔伢偲偲
从好孩子爱
with love
from gb

HTFT LIGHT
仔伢偲偲
从好孩子爱
with love
from gb



Client
GB (China)
 From Concept to Design.

Design Phase 1 - Bringing both concept into one + natural shape studies



Design Phase 2 - Explore patterns with natural shapes + more complex natural shapes



Final Design Phase, Develop a series/system of patterns based upon abstract natural shapes + apply it to the product range.



Feeding Bottles

Breast Feeding

Skin Care

Wipes



Blisters

Diapers

Client

Nononsense

The brand NONO has a great approach to kids clothing, beautifully designed collections and since 2009, it also has attitude.

What we did

Re-positioning, re-naming, identity, visual style and system.



Girls

Boys

Babies



Re-brand launch material (B2B)



Fall/Winter 09 Consumer campaign magazines - photography (Concept+art direction: Begin - Photography: Achim Lippoth)



Client

Cook a Dream

Started in 2009, Cook a Dream is on a mission to generate original, creative productions for stage, television and other media for international audiences of all ages.

What we did

Branding, Identity, Visual Language, Illustration Direction & Development, Website Design, Identity Video & Spot



The Cook a Dream Cast



Bloop



Buck



Piro-Squirrel



Skrewkat



Tick & Tack



Rocky

cookadream.com



Cook a Dream office branding



Client

WE

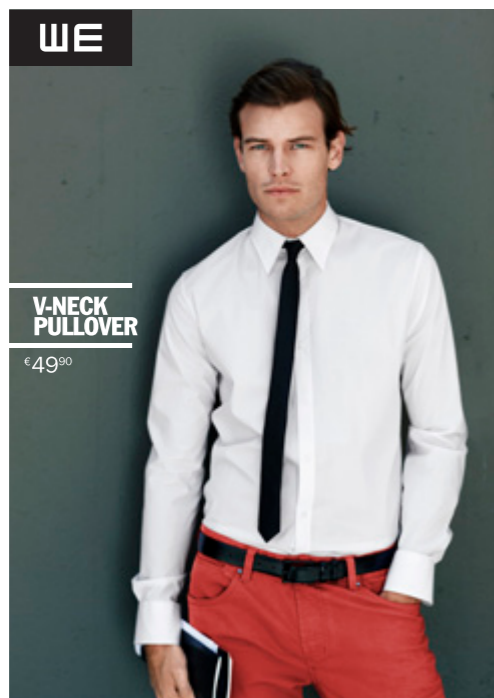
Northern European Sense of Style

We creates contemporary coordinated collections with a northern european sense of style that's easy to combine with everything in your wardrobe.

The visual identity reflects that northern european point of view in its simplicity and refinement. It also has been developed to give an editorial look and feel that informs and advises the consumer.



New visual identity on product and communications

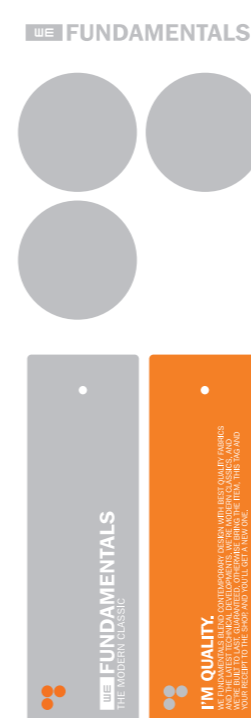


What we did
New logo,
new visual identity,
tone-of-voice.

Brand Book



WE Fundamentals identity, hangtags, packaging and POS communication



Client
WE
 Retail applications

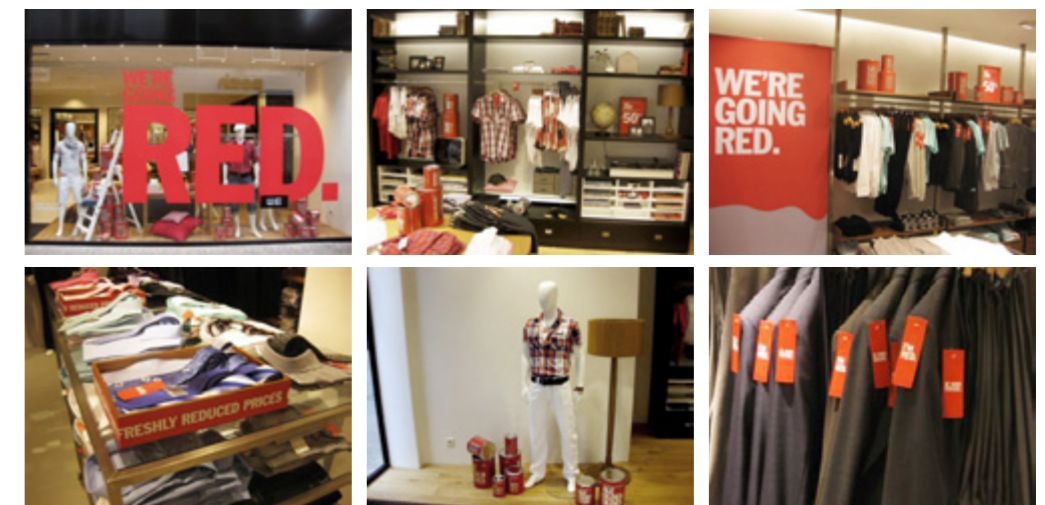
New visual identity on product and communications



Store Signage System



Sale Program Concept and Design



Client

Mexx

Between 2002 and 2008 most of the creative team members at Begin were putting their full time efforts on the Mexx brand as part of the design team at the international HQ.

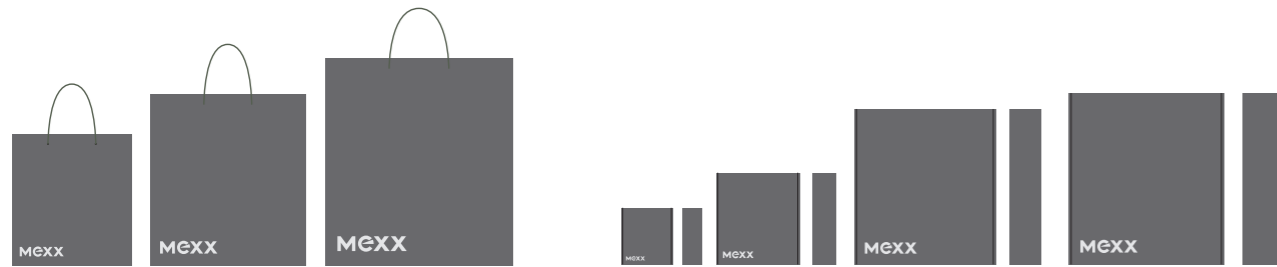
They collaborated in setting the visual identity that became the signature of the brand for that period, developed the design systems that would support it and designed a multitude of programs, communication campaigns, shop floor material and publications.

What we did

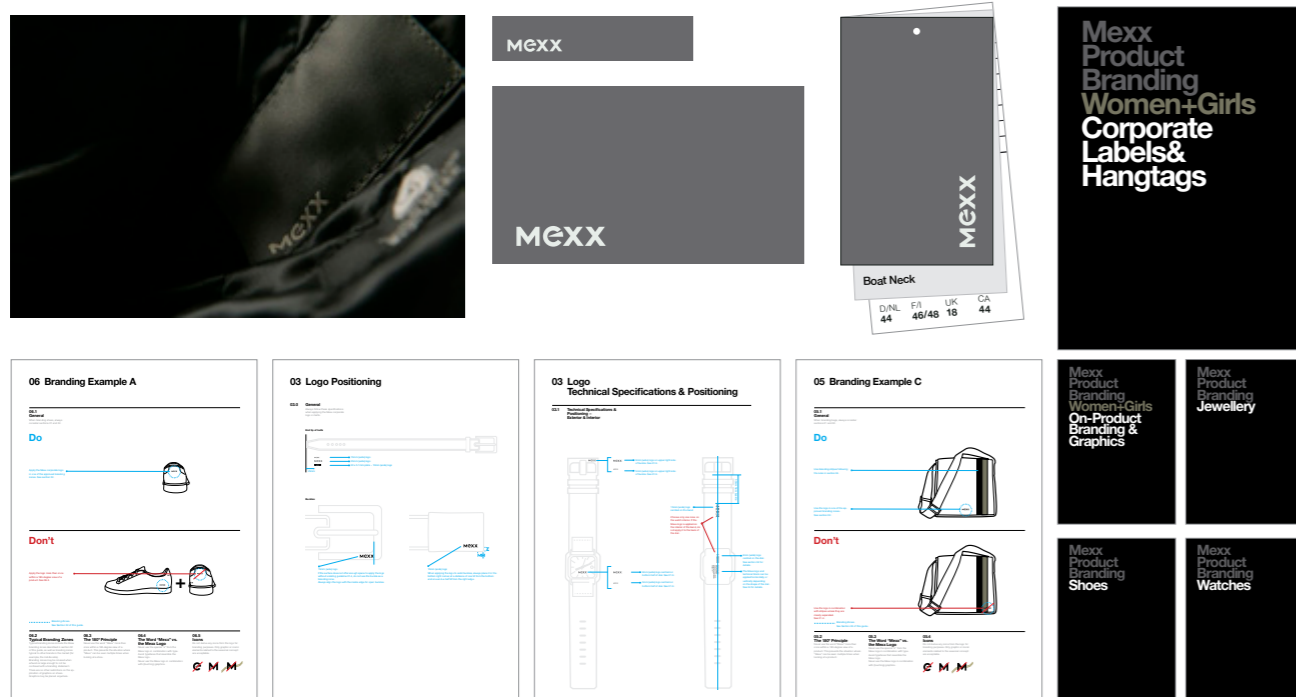
Visual identity, Branding system, all consumer and corporate communications between 2002 and 2008.

MEXX

Mexx bags and boxes system



Product branding system and guidelines



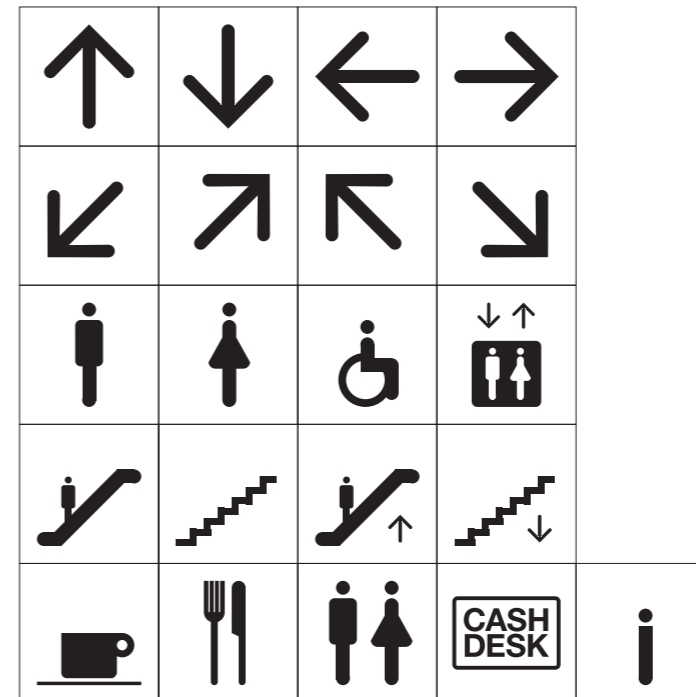
Mexx Literature



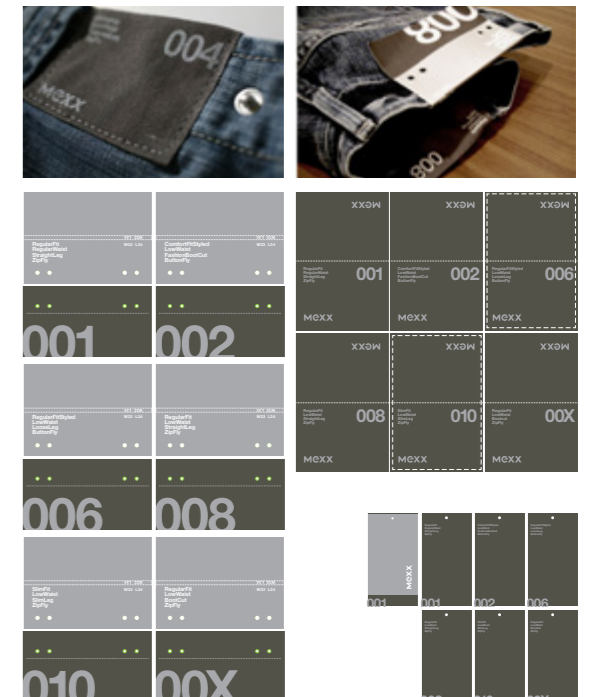
Youth Jeans branding program

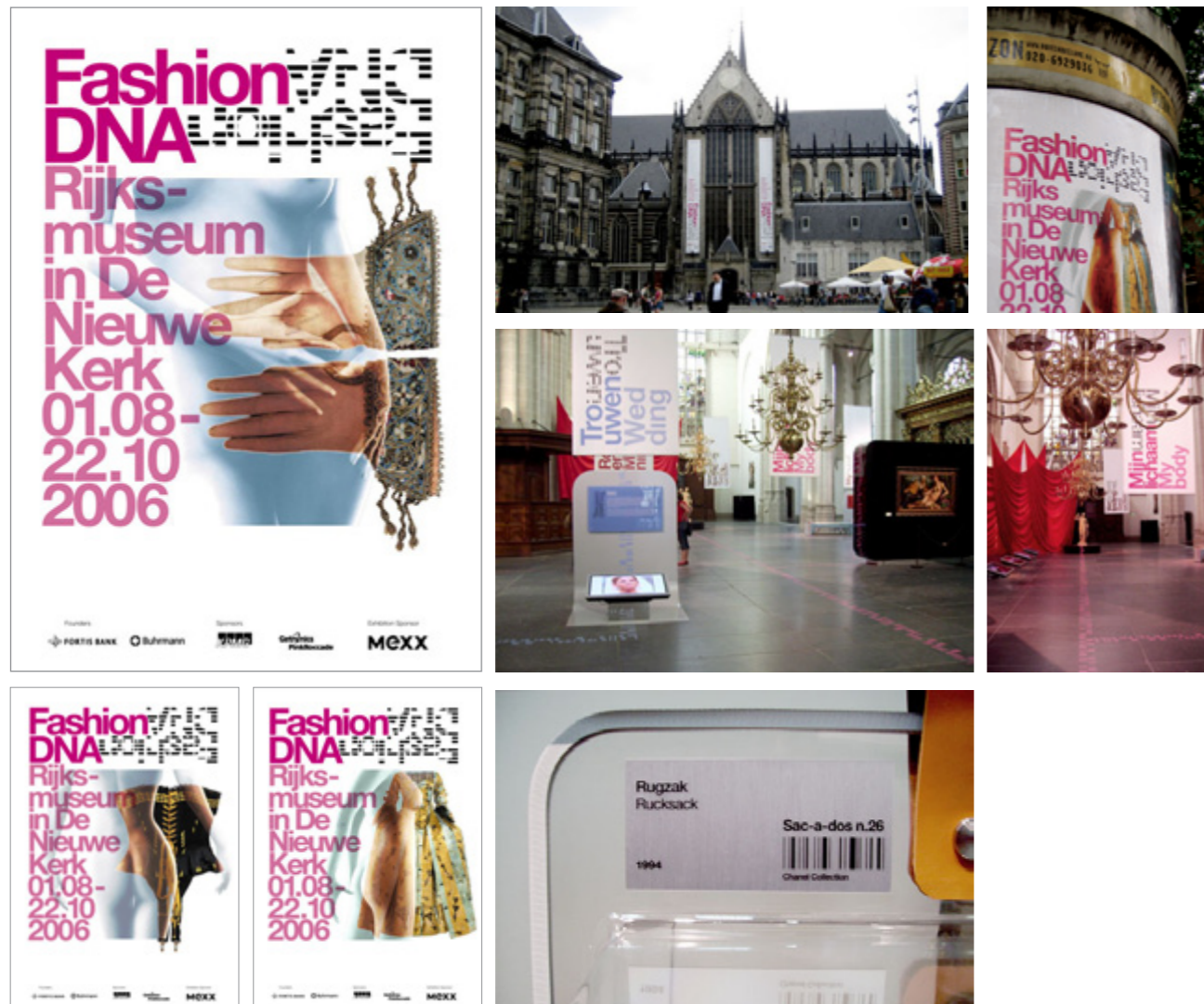


Store Signage Icons



Men's Jeans branding program





begin

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