



PAUL SMITH

The Brief:

To produce a magazine style look book for Paul Smith's R.Newbold latest collection in Japan, to be available in Paul Smith stores

The Solution:

We developed an editorial strategy to treat the look book as a guide to Hoxton, focusing on the trends and culture. All the models were 'real' people. The look book design was based on the fabrics of the collection which were integral to the art direction.

WHAT THE CLIENT SAID

'Marmalades work with R.Newbold in Japan was a great success. We managed to push forward in showing that R.Newbolds routes were/are firmly British. It was very popular with the R.Newbold fans in Japan and it helped the customer recognize that R.Newbold was not just another faceless clothing brand.'

*Jonathan Towle,
Marketing Director,
Paul Smith*