

CC

Shanghai

Portfolio 2014



16^{ème} Nord - AW13-14,

(Fashion menswear.) Project scope:

1. Fashion show set
2. Visual identity
3. Trend research
4. Photo shoot direction
5. Short movie



16ÈME NORD

16^{ème} Nord

Fashion menswear



16N's concept comes from its root. 16N stands for 16eme Nord, a district where historically lived the rich and respected in fashionable Paris. Since its opening in 2012, CC has helped 16N to design fashion show set, visual identity, direct photo shoot and even trend forecast in the early design stage.

16N A/W 2013 is inspired by the work of French poet Jean de la Fontaine. This collection aims to reflect the value of words and plays a lot with symbols in Les Fables by reinterpreting and reinventing these household tales, giving them new meanings and new lives.

16N的概念来自其发源地; 16N是16eme Nord的缩写— 一个在时尚之都巴黎以内, 很久以前已被名门望族聚居的区域。自2012年起, CC一直在时装秀舞台、视觉辨识、大片甚至潮流预测多方面协助16N訂立設計方向。

在CC的调研下, 16N2013年秋冬系列的灵感来自法国著名诗人Jean de la Fontaine的作品, 这系列旨在反映文字的价值, 玩弄了很多寓言故事里的字词, 以给这些家传户晓的故事新生命。



- Fashion show (*fæʃən fo*), Composed of multiple fabric layers.



- Fashion show (*fæʃən fo*)



- Short movie (*ʃɔrt muvi*), Using French "Chateau de Chenonceau" for the set.



16^{ème} Nord - SS14,

(Fashion menswear.) Project scope:

- 1. Fashion show set
- 2. Visual identity
- 3. Trend research
- 4. Photo shoot direction
- 5. Short movie



16ÈME NORD



16^{ème} Nord

Fashion menswear

BLAKE ET MORTIMER



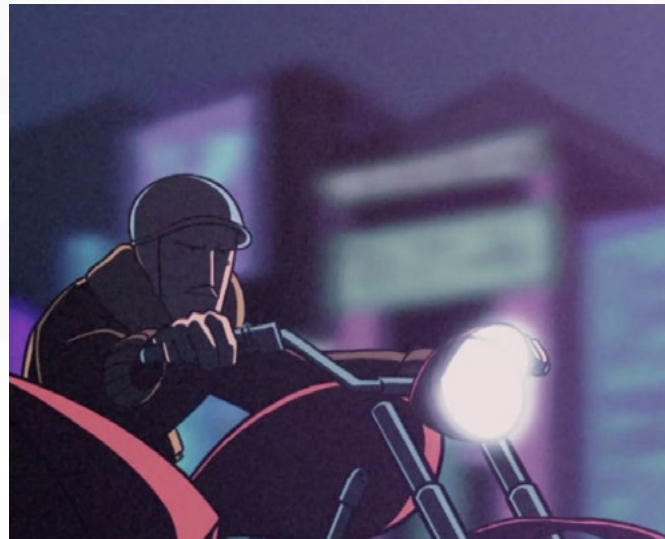
- Fashion show (*fæʃən fo*), The scope of the project regroups retail design, visual identity, shooting.

16N's concept comes from its root. 16N stands for 16ene Nord, a district where lived the rich and respected in fashionable Paris even since 200 years ago. Since its opening in 2012, CC has helped 16N to design fashion show set, visual identity, direct photo shoot and even conduct trend forecast in the early stage.

This collection is a result of collaborating with legendary Belgium comics Blake & Mortimer. Created in 1946 by the wonderful artist and writer Edgar P. Jacobs, the adventurous spirit of Blake & Mortimer was a profound inspiration for 16eme Nord S/S 2014.

16N的概念来自于其发源地；16N是16ene Nord的缩写——一个在时尚之都巴黎，很久以前已是名门望族聚居的时尚区域。自2012年，CC一直在时装秀舞台设计、视觉辨识、大片甚至潮流预测多方面协助16N订立设计的方向。

这一季，CC非常荣幸邀请到比利时漫画界的传奇Blake & Mortimer（布莱克与莫蒂默）和16N合作。由天才横溢的艺术家兼作家Edgar P. Jacobs于1946年创作的布莱克与莫蒂默故事，里面的冒险精神是16N 2014春夏最大的灵感泉源。



- Short movie (*ʃɔrt muvi*), The scope of the project regroups retail



- Catalogue (*kætəlbʊg*), The scope of the project regroups retail design,



Momentum,

(Lifestyle.) Project scope:

- 1.Brand concept
- 2.Visual identity
- 3.Retail
- 4.Packaging



Momentum

Bicycle company



- Retail (*ritel*), Details on the 10 sqm, this space is used in Giant shop as a corner to promote Momentum.

Momentum is a sub-brand of the well-known bicycle company Giant. In this project we helped them to develop the brand identity with different forms of support, from retail space (3 to 20sqm in size, urban, comfortable and sharp), packaging design (simple but efficient), to other promotional items, such as T-shirt and uniform. They all work together and create a friendly and trendy Momentum.

First opened in 2012, Momentum will open their 100th store by the end of 2014.

Momentum是著名的台湾企业“捷安特”的子品牌。通过这个项目，我们帮助客户制订了与众不同的品牌形象。从具城市感、舒适和突出的零售空间（三平方米到二十平方米）、简单而有效的包装设计，到其他辅助物品如T恤和制服的设计，所有这些东西互为衬托、支援，最终创造出了一个友善而贴近城市人的Momentum。

在2014年底，Momentum这家开业仅有一年半的品牌将会开设其第一百家分店。



- T-shirt (*ti-fərt*), Patterns designed to illustrate the urban spirit of Momentum.



- Packaging (*pækɪdʒɪŋ*), For kids bikes



La Maison de Domitille
馨亭

La Maison de Domitille,
(Home textiles.) Project scope:
1. Visual identity 2. Retail design

La Maison de Domitille
馨亭

La Maison de Domitille

Home Textiles



- Retail, Retail interior.

For a long time, our client has wanted to create a French-inspired brand, but it has proved hard. So CC is keen to help them to develop a genuine French feel, including pinning down the brand's theme at the chillaxing French seaside. This way the comfort of our client's bedding truly shined through.

By using icons that are common on French traditional tapestry, the relationship between the brand and France got sharpen.

Through nautical maps and paddles – just some of the many props for example, the French seaside was brought in front of everybody's eyes, felt and absorbed naturally.

从很久以前起，客户馨亭便希望缔造一个法国风格的品牌，但一直苦无头绪；CC锐意替客户落实这法国的感觉，还把场景缩窄为舒服写意的法国海边，我们觉得，只有这样，才能突出馨亭家纺的舒适、温馨感和高贵感。

文具-

通过法国传统针织品的图案标志，来强调品牌和法国的关系。

零售空间-

透过航海图和船桨等道具，法国海边的感觉自然而然便能散发出来。



- Stationery, Name card.



- Logo, Signage



Preston,

(Food & Beverage.) Project scope:

- 1.Brand concept
- 2.Visual identity
- 3.Retail
- 4.Catalogue
- 5.Photo shooting direction

Preston
Ice cream



Preston

Food & beverage



Preston is a brand new ice cream shop in China. Inspired by the worldwide and unstoppable health trend, CC took inspiration from the Australian for their balanced lifestyle. As the result, CC has created a creative, fresh, healthy and fun ice cream icon. Our concept works directly on breaking the traditional belief of ice cream being guilty pleasure, but instead, Sweet & Harmless. After all, Preston's products are made from fresh ingredients prepared in front of their customers on a teppanyaki plate. We hope to put this under the spotlight.

The Preston Koala is used in logo design because, otherwise, who better spokesperson than koala to represent Australia? Let alone summing up Preston's rich company culture that CC assisted to create.

Preston是一个全新的冰淇淋品牌。本项目中，受全球的健康风气启发，CC从以均衡生活闻名的澳洲人身上得到了灵感，於是创作出了一个集创意、新意、健康和趣味於一身的Preston。我们的概念集中击溃大多数人认为吃冰淇淋不健康—「带罪疚感的享受」这想法，取而代之，我们希望製造冰淇淋既好吃又无害的形象，毕竟，Preston的出品全部都是由新鲜的材料即点即在客人面前用铁板制作而成的，我们希望突出这一点。

「Preston树熊」被选为品牌的大使，因为我們覺得樹熊最能代表澳洲，此外，由CC协助Preston推展的企业文化(如健康、友善又悠闲)等，樹熊都能完美地代表。



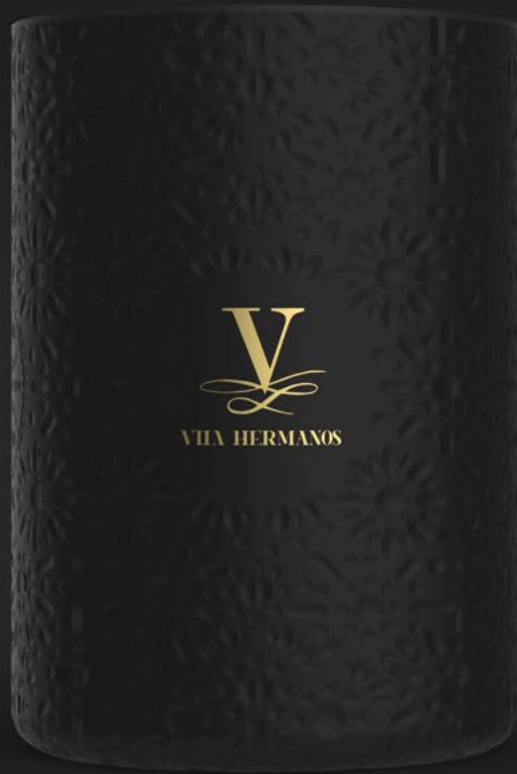
- Retail design (*ritel dazajn*), An overview of the retail concept. Seating area on the front and selling area on the back, with a view on the teppanyaki plate.



- Atmosphere (*atmāsfir*), We are inspired by relaxed Australian lifestyle.



- Catalogue (*kætālg*), Used to introduce the brand concept.



Vila Hermanos,

(Candle perfumer.) Project scope:

- 1.Brand concept
- 2.Visual identity
- 3.Packaging
- 4.Brand book
- 5.Website



Vila Hermanos

Candle perfumer

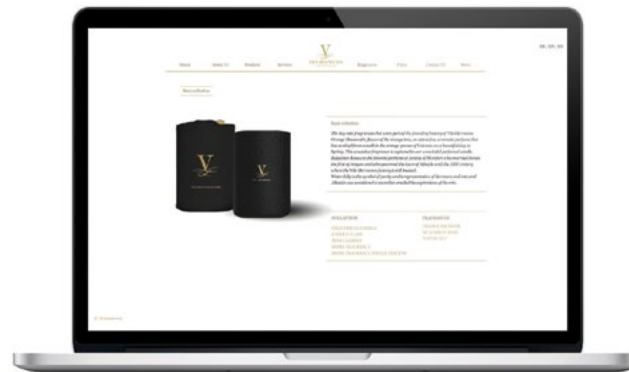


Vila Hermanos is an enlighten candle perfumer from Spain. They use unique recepture of perfume and handcraft expertise from 19th century. As passionate of fragrance and nature, they use natural scents and wax. Vila Hermanos is a candle creator with a passion of perfume maker, revealing the beauty of fragrance in a domestic environment, since 1884.

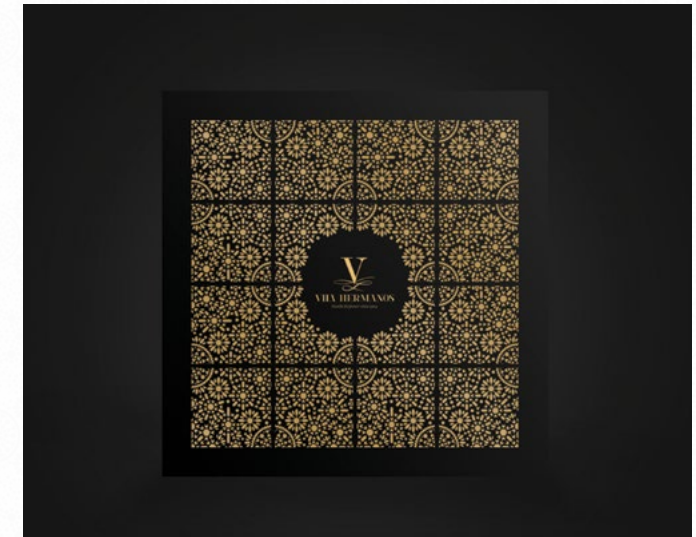
Vila Hermanos是源于西班牙的蜡烛香薰专家，自19世纪始，他们结合独一无二的香水配方和手工艺技术。因为对香味和自然的热情，他们在蜡上运用自然的香料。自1884年，Vila Hermanos用他对香水制造的热情来创造蜡烛，展现给了世人香味的魅力。



- **Packaging & product** (*pækıdzını ænd pradaktı*), Vila Hermanos products are composed of two ranges. A classic one and a limited edition in black.



- **Website** (*websajtı*), This platform is used for online selling.



- **Black label packaging** (*blæk lebəl pækıdzını*), Black with a gold foil.



Lancôme,

(Cosmetics.) Project scope:

1.Visual merchandising: podium, niche, consultation table **2.**CRM: Cultural book

LANCÔME
PARIS

Lancôme

Cosmetics



Originally a fragrance house, Lancôme was founded by a French chap named Armand Petitjean back in 1935. His five perfumes were an immediate success and he soon moved on to skincare. ABSOLUE is the quintessence of Lancôme's savoir-faire & Luxury "à la française". The scope of the project was to talk about Lancôme's "art de vivre", through visual merchandising and CRM (cultural book intended for VIP clients). And the starting point was the french "Hôtel particulier".

兰蔻，起源于香水世家，一个名叫Armand Petitjean 的法国年轻人创立于1935年。他的五号香水在当时就受到强烈的反响，随后马上开始致力于护肤品的开发。ABSOLUE是兰蔻的经典品牌，是一个关于生活的艺术，高调奢华的品牌。整个项目通过视觉营销和给VIP专享的文化手册，并以一个奢华的别墅作为开始讲述了兰蔻“生活的艺术”。



- Podium (*podium*), Each level highlight one specific French art de vivre.



- Cultural book (*kāltfārəl bōk*), One door for on art de vivre.



- Cultural book (*kāltfārəl bōk*), Overview of all the items.



ANDROS[®]

ANDROS

Andros,

(Food & beverage.) Project scope:

1.Web design 2.3D modeling 3.Catalogue



ANDROS[®]

CC
Samples

Andros

Food & beverage



- Product range (*pradakt rendz*), Product page, displaying the key products of Andros beverage ingredients. www.androsbeverage.com

Andros is the world's leading fruit processing company based in the south west of France who currently owns and operates 25 factories worldwide, including one in China.

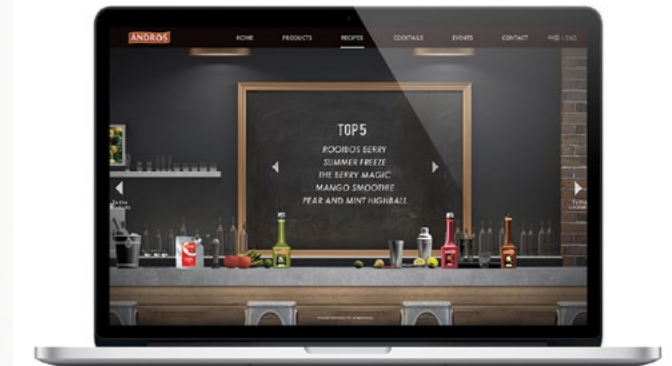
In CC, our project covers web design, 3D modeling and catalogue design as means to promote the launch of Andros range Beverage Ingredient in Asia. We came up with the idea of recreating a virtual "Andros bar", allowing visitors to navigate through different pages as they would do in real life - in a real space (the entry, the bar, the lounge, etc.).

Andros是全球领先的水果加工企业，总部设在法国的西南部，包括中国在内共有25家工厂。

Andros与CC的合作，目标是提高Andros旗下Beverage Ingredient系列在亚洲的知名度，范畴包括网页设计、三维模型和产品目录设计。於是，我们想到了设计一个虚拟“Andros酒吧”，让网站的浏览者犹如在真实生活中，进入不同的空间（入口、酒吧、休息室等），以这样的形式引起他们对网站的兴趣，诱导他浏览不同的页面，从而引起他们对品牌的共鸣。



- Website (*websajt*), Home page and brand introduction



- Website (*websajt*), Recipes page.



Pierrot Gourmand,

(Food and beverage.) Project scope:

1.Brand concept 2.Eight candies packagings

ANDROS

Andros

Food & beverage



- Product map (*pradakt map*), One part of the map is illustrated on the back of each packaging. Gather them all to obtain the whole map.

Pierrot Gourmand is the French reference in confectionery and has brought happiness to children and adults for more than 120 years. Today Pierrot Gourmand products are sold and appreciated throughout the world.

Project's scope was about rethinking the whole range of Pierrot Gourmand "kids". Including 8 different packagings and recreating a whole universe about sweet candy's icons.

Pierrot Gourmand是法国超过120年历史的品牌，它为很多儿童和成年人带来幸福的记忆。今天，Pierrot Gourmand将产品销往世界各地。

项目所涉及的是品牌的儿童系列，包括八个不同的包装，以及重塑了关于糖果的整个领域。



- Packaging cola (*pækidʒɪŋ kɔlə*)



- Packaging french monument (*pækidʒɪŋ frɛntʃ mənʒumənt*)

Latour Laguens,

(Wine brand.) Project scope:

1.Brand concept 2.Visual identity 3.Packaging
4. Retail 5.Short movie 6.Key visuals 7.Brandbook



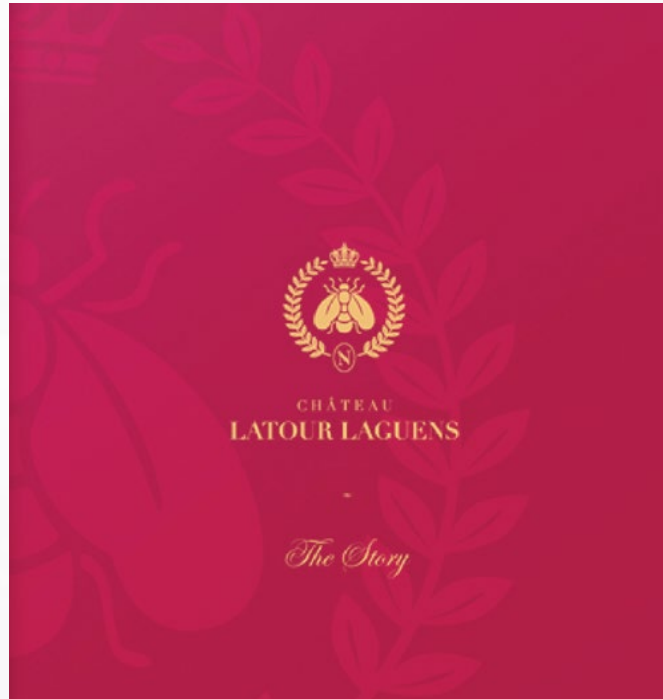
Latour Laguens

Wine brand



With its fairytale-like turret and a 600 year-old tower, Chateau Latour Laguens is surrounded by vineyards in a region steeped in the French wine tradition. But this chateau, south-east of Bordeaux, is also at the forefront of Asia's growing economic power in recent years. The staff who work in the vineyards - who are in charge of every single seed and squeeze are French but surprisingly, the property has recently been bought by Mrs. Daisy Cheng, a Chinese entrepreneur. Her ambition is high. Cheng is eager to develop a new taste for French wine. In our project, CC has assisted Cheng to develop a series of efficient brand concept, visual identity, packaging, retail design, short movie, key visuals and brand book.

童话般的十五世纪城堡—Chateau Latour Laguens拉图古堡，被一个美丽的葡萄庄园包围，这是为何它长久以来被视为法国葡萄酒传统的基地之一。但是，这个坐落于波尔多东南部的葡萄庄园近年也起了一些变化；酒庄的出品依舊每一滴都由法国人釀做出来，但有趣的是，这座酒庄从2008年被一位爱好葡萄酒的中国人程海燕小姐收购了，雄心壮志的她除了捍衛品質，還致力于开发新的法国红酒口味。深入研究过全球(尤其是中国)的红酒市场後，CC替程小姐开发了深具洞察力的品牌概念、视觉识别、包装、短片、零售空间和品牌手册。



- VI (vāj), Logo takes inspiration from Napoleon's emblems.



- Short movie (šort muvi), A 3 mins short movie.



- Packaging (pakidzīņ), Labelling design



Maylis,

(Cosmetics.) Project scope:

- 1.Brand concept
- 2.Visual identity
- 3.Packaging



Maylis Cosmetics



Maylis de Gardelle is a cosmetic brand originated from “*Les Landes*”, in France.

The project's scope regrouped a global redefinition of the brand, in order to leverage on its origins: *Les Landes Française*.

To achieve this work, we developed a complete new range of product, using natural materials such as wood, cork and ceramic.

Maylis de Gardelle是一个源于法国“兰德斯”的化妆品品牌。

项目涉及了全球品牌的重新定义，重新阐释了它的起源：Les Landes Française（天然法国）。为了实现这一目标，我们采用天然的材料，如木材、软木和陶瓷，开发了一个完整的产品系列。



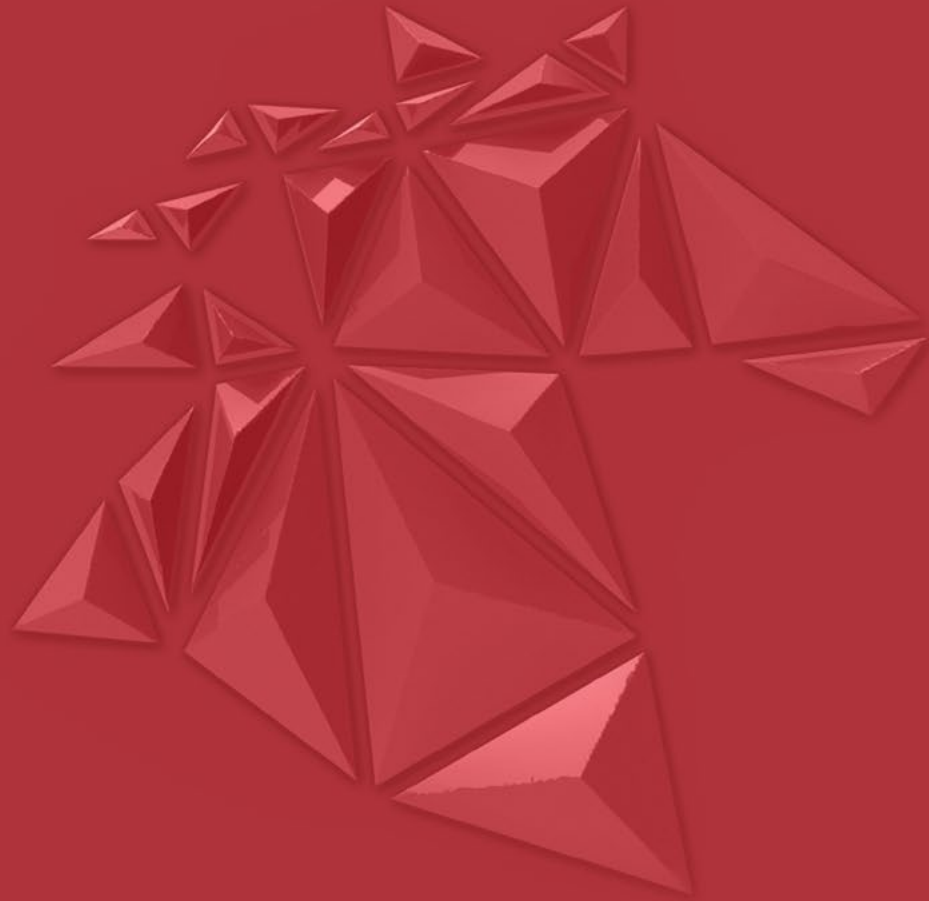
- **Packaging (pækɪdʒɪŋ)**, Overview of the whole range, including 7 products, plus a range of masks.



- **VI (vɔj)**, The logo is taking inspiration from a pine cone of “Les Landes”



- **Packaging (pækɪdʒɪŋ)**, Mask packaging



MCM,
(Fashion.) Project scope:
1.Creative research 2.EDM

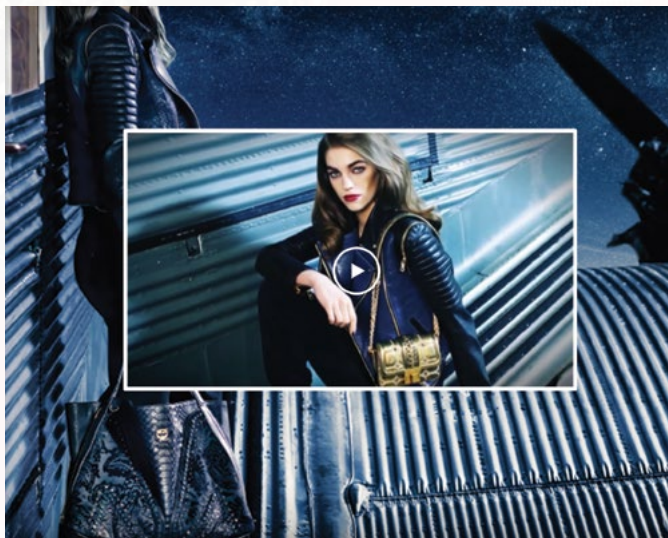


MCM
Fashion



Mode Creation Munich is a luxury leather brand. Targeting seasoned travelers, they produces handbags, apparel, footwear and accessories. MCM is a joint effort of German, Swiss, South Korean know-hows about luxury and luxury brands. The brand is helmed by president and chief executive officer Ralph J. Polese, former president of Gucci Korea; with Michael Michalsky as the leading designer. CC has worked side-by-side with the duo to implement creative research and EDM.

Mode Creation Munich是著名的奢侈皮具品牌，以经验旅者为目标客群的它致力开发格调奢侈的手袋、鞋子、服装和配饰。MCM是德国、瑞士、韩国三国专业协力的成果。品牌总裁与首席执行官是Ralph J. Polese先生(前Gucci韩国总裁)，首席设计师是Michael Michalsky，CC和他們携手完成了一系列有创意的创意研究和EDM。



- EDM (*i-di-em*), For the launch of the new MCM short movie

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MCM ZEBRA COLLECTION

2014



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BECOME A FAN

- EDM (*i-di-em*), For the launch of the new MCM zebra collection.



Missoul,

(Womenswear.) Project scope:

- 1.Brand concept
- 2.Visual identity
- 3.Retail



Missoul

Womenswear



- Retail (ritel), Overview of the retail concept - 3d rendering.

Missoul did not exist before 2012. CC is glad to have helped the brand to launch and who has become one of the perfect example of how to manage the challenge of breaking into the crowded Chinese womenswear market.

The concept is - today's Chinese women is multifaceted. While being a mother, she is also a daughter, office worker and very often, a fashionista, blogger and traveler. She is proud to be versatile. She stands for it completely. Fashion is a powerful tool for her regardless of what social settings she is in. Hence, in CC, we believe Missoul's (and Chinese) women should not be limited by her wardrobe; instead, her clothes should take her "WEAREVER" she wants to go.

2012年以前, Missoul不存在, CC很高兴协助了品牌的诞生, 使其成为如何成功打进拥挤的中国女服市场的出色案例。

Missoul的概念是, 今天的中国女性都是多面性的, 平时, 她们除了是母亲、女儿、上班族, 还是时装爱好者、博客主和旅行家, 她们以此为荣, 勇于捍卫这份多面性。无论何时何地, 时装都是她们有力的武器, 在CC, 我们便相信Missoul (和中国) 的女性不应该被自己的衣橱束缚, 相反, 她们的衣服好应该容许她们的多面性, 随时随地, 都使她们魅力四射。



- Retail (ritel), Overview of the retail concept.



- VI (vaj), Business cards



Yves Rocher,
(Cosmetics.) Project scope:
1.Key visuals adaptation



Yves Rocher Cosmetics



In 1959, Mr. *Yves Rocher* began to produce his first plant-based beauty products in La Gacilly, his native land in Brittany. By sharing successes and choosing to sell his products by mail-orders, Mr. *Yves Rocher* chose a way to remain faithful to his village. By creating his company there, his native soil could benefit from his growth and successes. Now, the brand is established worldwide. Carried away by its successes, it could have cut off from its past. It did the exact opposite.

1959年，Yves Rocher先生在他的故乡布列塔尼开始制作他的第一件植物美容产品。Yves Rocher先生选择了一个村庄开始通过邮购来销售他的产品。通过创建自己的公司，使他不断的成熟、成功，并从中获益。现在，他的品牌在世界各地建立起来。Yves Rocher的成功并没有冲昏他的头脑反而使他的品牌更加成熟。



- Advertising (advɔrtajzɪŋ)



Ladenac,

(Candle maker.) Project scope:

- 1.Brand concept
- 2.Visual identity
- 3.Packaging design
- 4.Website

LADENAC
MILANO

Ladenac

Candle maker



Ladenac is expressing its creativity throughout three key values: simplicity, elegance and sensuality. Ladenac is a fragrance bridge of fashion capitals, Paris and Milan, composing scents with the help of renowned French and Italian noses. Project scope was a 360° approach, from brand definition, visual identity, packaging, to webdesign.

Ladenac 所表达的是它创造力的三个核心价值观：简洁、优雅和性感。Ladenac 是一个时尚之都法国巴黎与意大利米兰间的香味桥梁。

项目涉及到品牌的360°全方位体验，从品牌的定义到视觉识别系统、包装、网站等等。



- Packaging (packaging), Candle and packaging front view.



- Packaging (packaging), Different sizes and colors.



- Packaging (packaging), Slide the top part to open.

CC

Shanghai

CREATIVE CAPITAL

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