

180

Small Identity Schemes

Design Directors
Boyoung Lee
Alec Y Suh

Designers
Boyoung Lee
Alec Y Suh

Design Group
A+B

Account Handler
Boyoung Lee

Marketing Executive
Y K Chung

Client
Strorage
International



Shop identity design was required for a high-end fashion boutique/gallery in Seoul, Korea. As a second branch of BOON shops, this shop also targets young but sophisticated male and female customers. The brief was to create the shop's identity and collaterals in a quiet yet distinctive style in order to complement the materials used in its interior space (translucent blue/green fibre glass). Colours, paper and packaging were chosen accordingly. Perforated lines were used in place of rules and lines as a metaphor for sewing lines throughout the graphic items. To accentuate the essence of the word 'boon' as 'unexpected surprise', small trendy phrases such as, 'DO NOT WORRY' for the alteration form, were placed discreetly in graphic items.