

VK Lillie

Identity for VK Lillie, New York City-based jewellery brand (sold, among others, at Browns in London and Colette, Paris).

The logo, a minimal graphic reduction of the typical tweed pattern base module, forms both a V as well as a K depending on the point of view. The development of this “multi-directional” identity high-lightens this double lecture by developing different textual contents on both axes.

The repetition of the logo builds a tweed pattern, which forms the main identity characterization of the brand. Products (American-Indian medicine bags) are shown in the communication through an organic-like use of “rayographs” (direct impression of the objects on photographic paper) in order to stress the spiritual and natural drives of the brand.