



Approach:

During the 80s, Brian and Dana Davenport, whose great-grandfather was the chocolatier and confectioner to the Imperial Russian Court, needed help in creating a brand for their company: Dilettante Chocolates. GIRVIN approached this challenge holistically, in creating a broadly distributed brand image and story, that was consistently managed.



Packaging |



Result:

From a single store on Capitol Hill in Seattle, to multiple locations and dozens of SKUs, GIRVIN created a “Dilefonte”— a typeface to be used in all product applications, a disciplined brand design program for all packaging and collateral, including Dana Davenport’s landmark book on chocolates and confections. We also originated all signing and displays and worked on writing consistent framing for contextual expressions of the Dilettante story – a rare multigenerational experience in master chocolates and confections.