

HARMONIE

Identity |



Approach:

Harmonie Knitwear had recently become part of the Capezio family. With the opportunity for dramatically increased distribution, the company needed to develop a stronger brand identity to reach their target of professional ballet dancers. We were hired to assist with the development of a brand strategy, marketing plan and visual identity that would let Harmonie achieve their business goals.

Strategy |



Interactive |

Result:

GIRVIN worked with the company through the name change to Harmonie, to allow for product line expansions beyond knitwear. Our team also created a new brandmark, visual identity, in-store merchandise display, Web site, hang-tags and print collateral that all reinforced the new brand strategy and aligned with the marketing plan goals we had help them set. Upon completion of our work with Harmonie, they received a partnership with the American Ballet Theatre (ABT) and extended their product line to include bodywear.