



DUSTIN EDWARD ARNOLD

DOUGLAS LITTLE & COMPANY

REBRAND : DESIGN DIRECTION

Challenge _____

Ornate, Romantic, Crude, Prickly

'D.L.&Co. Was born of the desire to bring objects of opulence and beauty to those who yearn for the uncommon and exquisite. Every item designed is intended to unfold like a love letter, each detail revealing a procession of small delights. Like the purveyors of curious goods in previous ages, every item is intended to stir and enthrall each and every one of the senses, from the sleek feel of the carefully selected silk ribbons to the intoxicating atmospheres of the handmade fragrances. Mr. Little's love of rare botanica, arcane curiosities and long-forgotten sensations compel him to offer these modern heirlooms. Alchemy is the art of transformation; like those alchemists before him, he aspires to turn leaden monotony into golden bliss. Through the intertwined poetry of the senses, D.L.&Co. Intends to transform the mundane into the magnificent.'

WWW.DLCOMPANY.COM

Process _____

Obscure Offerings

Sharing Mr. Little's love and appreciation for finely crafted objects, surrealism, and the absurd served as a stepping stone for fully realizing DL&Co.'s now coined 'Modern Baroque' aesthetic. Intense study and research of alchemy, the occult, symbology, lore, and long forgotten craft techniques are all key in defining this upper echelon lifestyle brand. Branding elements and terms such as 'Haunted Sophistication', 'Retail Theatre' and 'Modern Heirloom' became commonplace in order to further refine and focus the creative platform of DL&Co. The recollection of objects which flourished at the turn of the century until the middle of the 20th century, enabled his first products to capture not only visual elegance, but also a stylized and modernized approach to an ever changing and evolving marketplace.

Result

Design Direction

A rebrand of the current brand as well the 'Signature Collection' product line, including extensions to that line such as : 'Cobra Lily, Mandragora and Sterling Rose, Opium Poppy and Hemlock. Branding for three new collections : Absolutes Collection, Fleurs du Blanc and Fleurs du Noir, and the Parlour Collection.