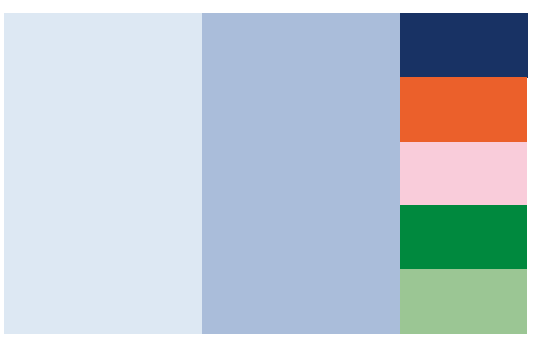


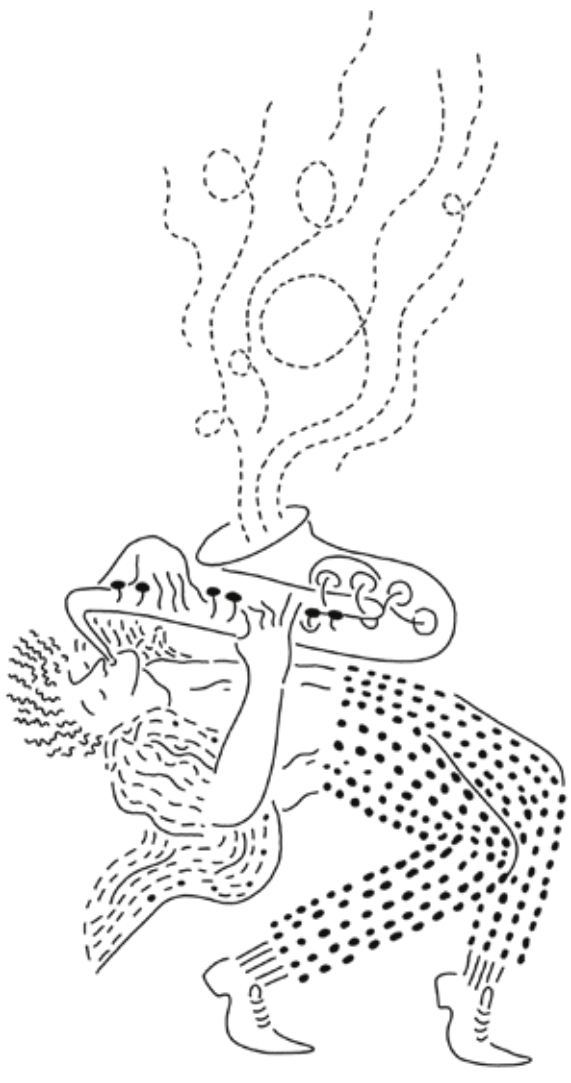


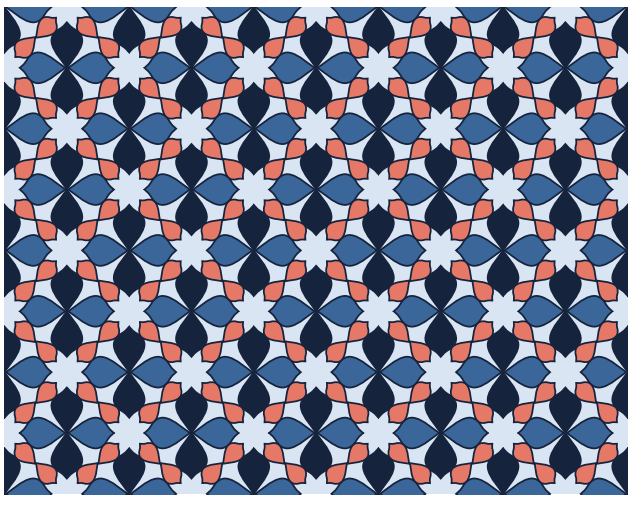


Quality works

Brand-defining solutions from Winkreative



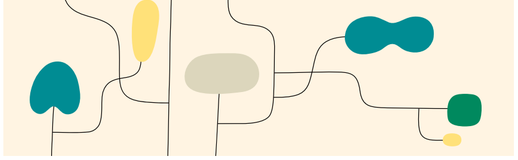




Autumn 2023











Quality is important. It sets precedents, shapes reputations and adds value. It stands the test of time. At Winkreative, it's central to everything we do.

We're a creative and strategic agency that helps the world's visionaries, inventors and entrepreneurs realise their ambitions. Our work – born from rigorous process, detailed craft and a distinct way of looking at the world – challenges old thinking and opens new markets. In short, we create quality brand solutions that deliver outstanding results.

Here are some of our most recent works.

Embracing the ocean state of mind

Explora Journeys

What we did: Brand strategy | Experience strategy | Visual identity | Tone of voice | Ship design | Digital design

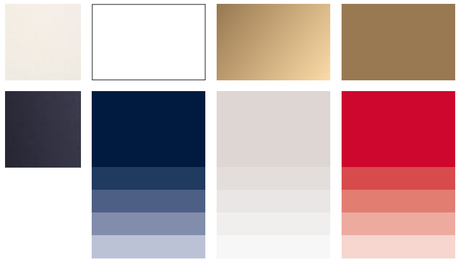
Explora, the extraordinary new fleet from MSC Cruises, is designed to be a shining example of the best of ocean travel. To match this bold ambition, we developed an elegant brand and experience that's enticing refined, adventurous and international luxury travellers who are on a continuous quest for the never before.

Our solution

Buoyed by the essence of the ocean, we built an identity and experience led not by function, but by feeling. Explora Journeys embodies the ocean state of mind – the way we experience discovery, wellbeing, excitement and reconnection during ocean escapes.

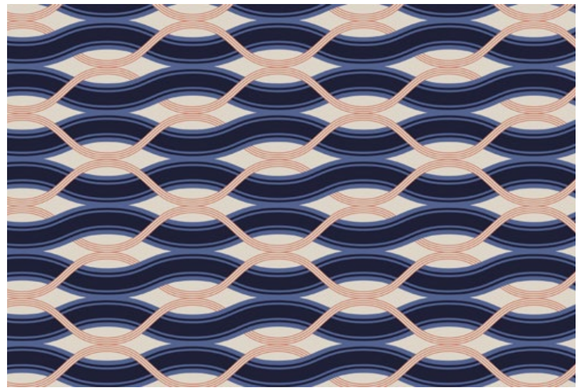








The modern traveller looks to broaden their world, engage their senses and connect to an authentic expression of a place.



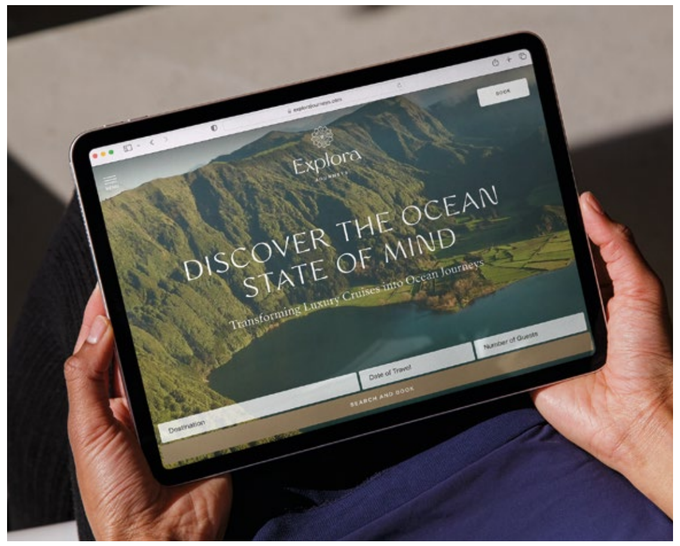


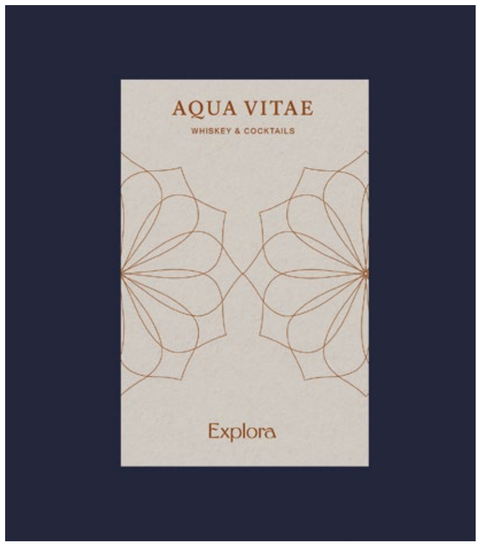
Our work covers the full Explora Journeys experience, from the crest that stands proudly on the mast to the products available on board.





From coasters to menus to intricate patterns, the brand is rich in texture and detail – just like the destinations the ship visits.

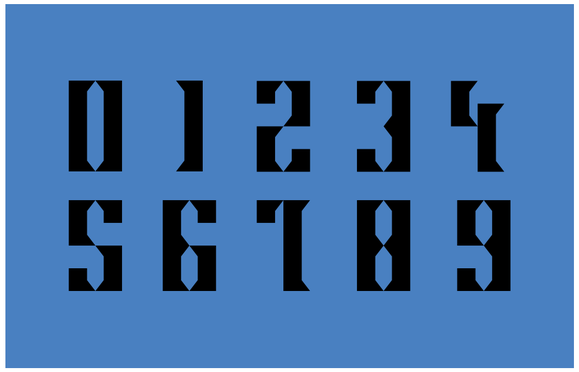




A glowing performance for Toronto
History

What we did: Naming | Visual identity | Application design







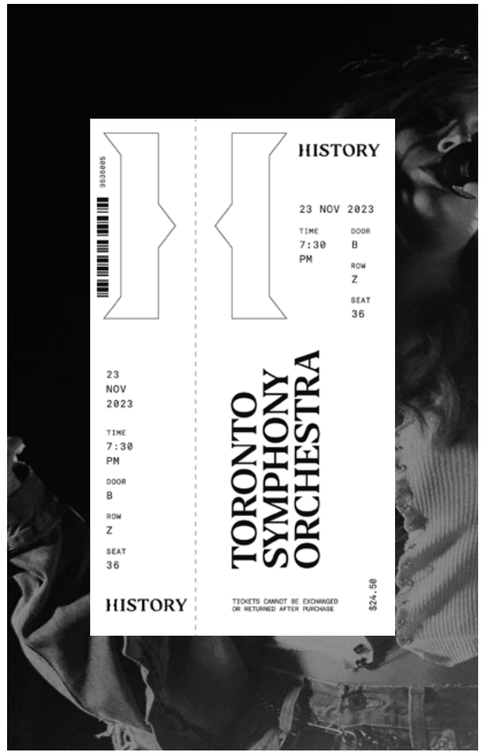
The brand's arresting 'H' marque, custom numerals and contemporary serif display typeface project a sense of classic stature that feels at once established and fresh.

What happens when a leading multinational entertainment company teams up with a pop culture icon? You get History, a game-changing music venue in Toronto created by Live Nation and Drake. With an ambition to redefine the city's cultural offer, they needed a brand and experience that could set the stage.

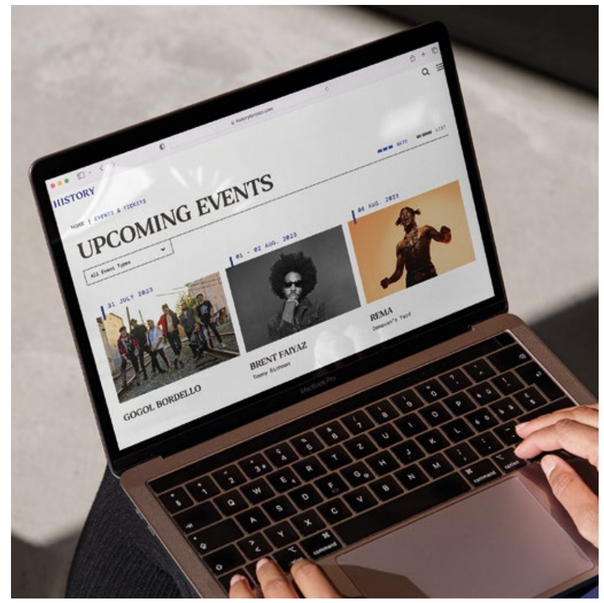
Our solution
We developed an identity that balances the tension of close connection and iconic ambition, and considered how it could live across every part of the concert-going and performance experience. Here, each of the elements is infused with subtle references to meetings and moments, while ensuring they can impress on the grandest of stages.







Our work created a consistent experience from booking to event, including everything from listings and tickets to uniforms and wayfinding.



The brand reflects performance as a unique environment for connection – a temporary community of like-minded individuals experiencing a shared moment in history.



Taking Swiss Alpine living to new heights

Andermatt

What we did: Brand strategy | Naming | Visual identity | Art direction | Brand book | Marketing brochures | Websites



What does it take to turn a quiet Alpine village into one of the world's most desirable mountain locations, without losing its soul? We've partnered with Andermatt Swiss Alps to transform its offer and shape the experience for visitors and residents both old and new. So far that's meant defining its strategic foundation, crafting its story and developing names and identities for six of its new residences – each building on a distinctive element of life in the mountains, while connecting back to create a vibrant portfolio in an aspirational, year-round destination.

Our solution

Our strategic and creative work has been guided by the rawness of Andermatt's landscape, the down to earth energy and visionary attitude of its residents, and the intrinsic link between nature and people – positioning Andermatt as a place to experience the new height of Swiss Alpine living.

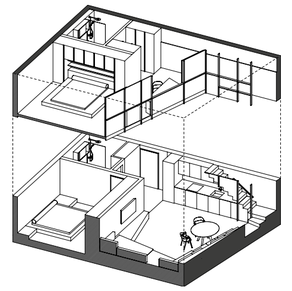




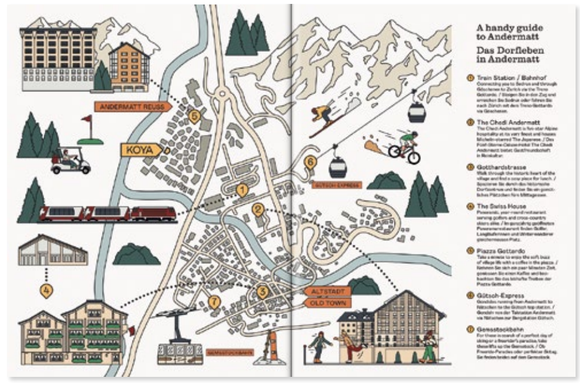


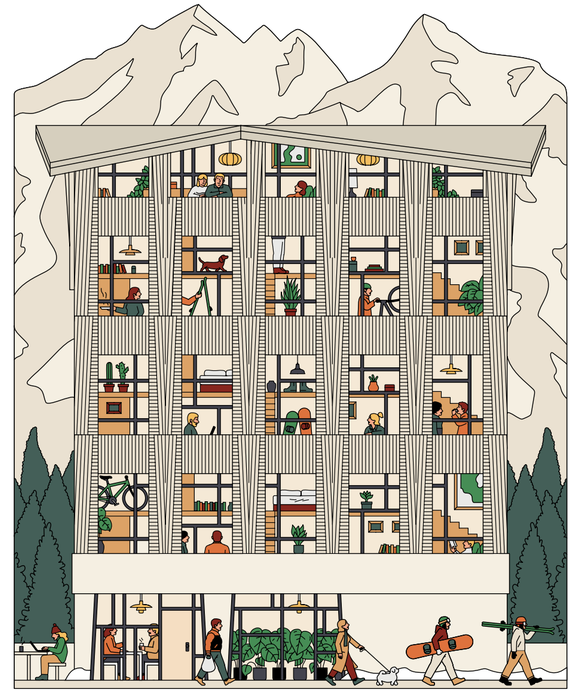
World-class culture, family-friendly adventure and beautiful architecture are all part of Andermatt's elevated experience.





Koya, the first of six Andermatt properties we've crafted identities for, epitomises the best of smart living – combining a compact logotype with characterful illustration.







Our identity for Vera, Andermatt's newest property, takes inspiration from seasonal mountain light to portray a stylish, year-round lifestyle.





We unearthed the natural character of Andermatt, and used that as the backbone for a new narrative.

A soulful tower soars
Airside

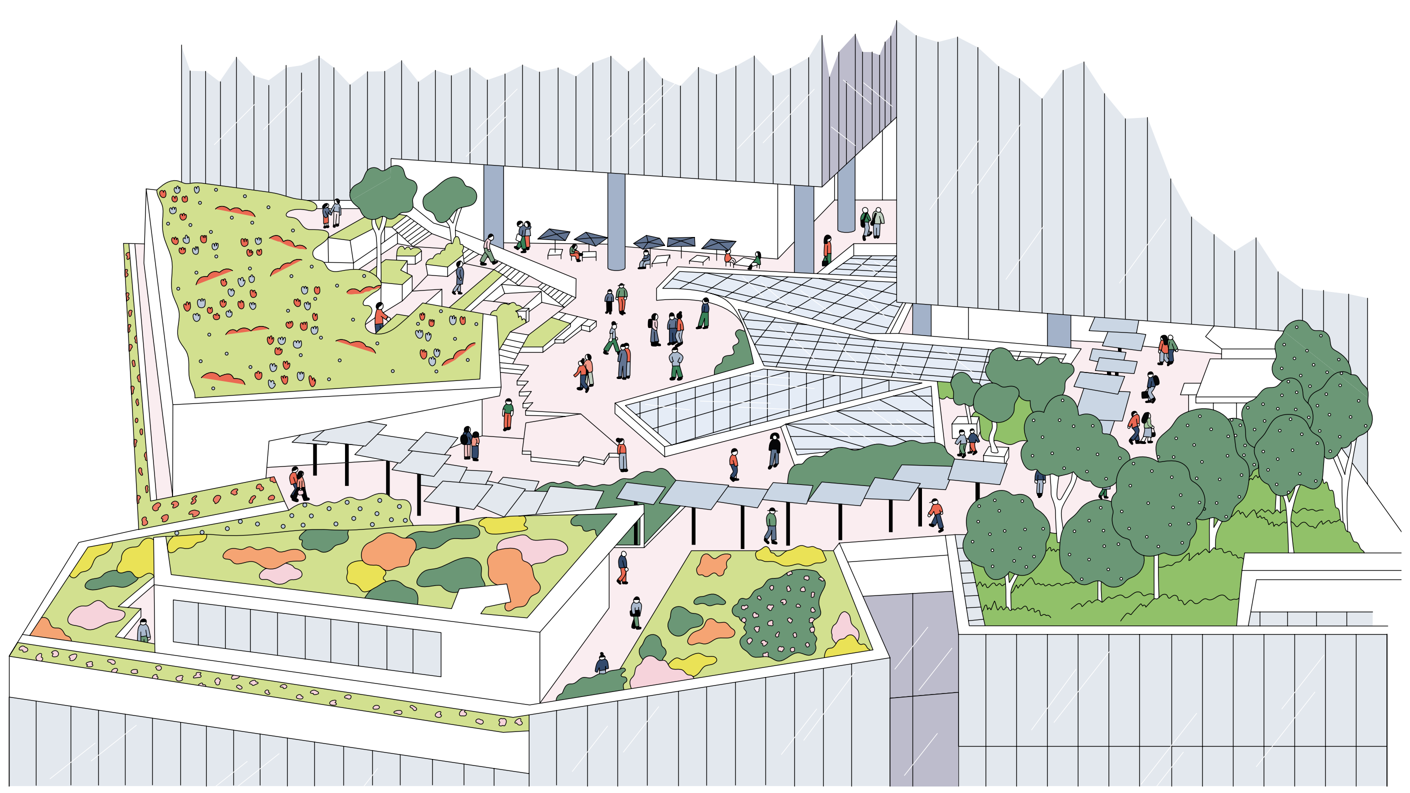
What we did: Brand strategy | Experience strategy | Naming | Visual identity | Tone of voice | Brand book



When Nan Fung Group bought the land formerly known as Kai Tak Airport, they began planning for a major mixed-use development of retail and office that would become the new heart of Kowloon. But how to create a commercial powerhouse while providing locals, tenants and visitors with a place they can feel part of?

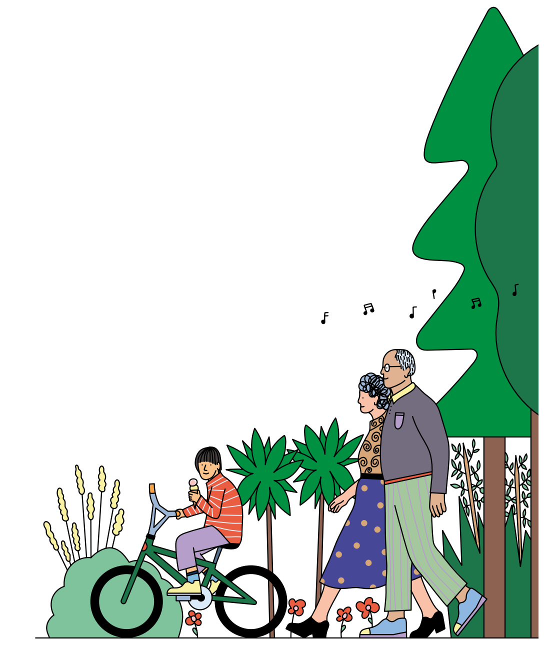
Our solution
With the insight that people in the city were increasingly looking for a means to invest in themselves and their sense of wellbeing, we built the brand around the concept of 'wholeness'. From identity to messaging, every part of Airside's output encourages people to come together to think, breathe and transform their lifestyles.

Hong Kong doesn't need another mall or office block, but a place that caters to business, commerce and community in equal measure.



Nan Fung's new development is ambitious and well-connected, but to endure, it needed a sense of soul.

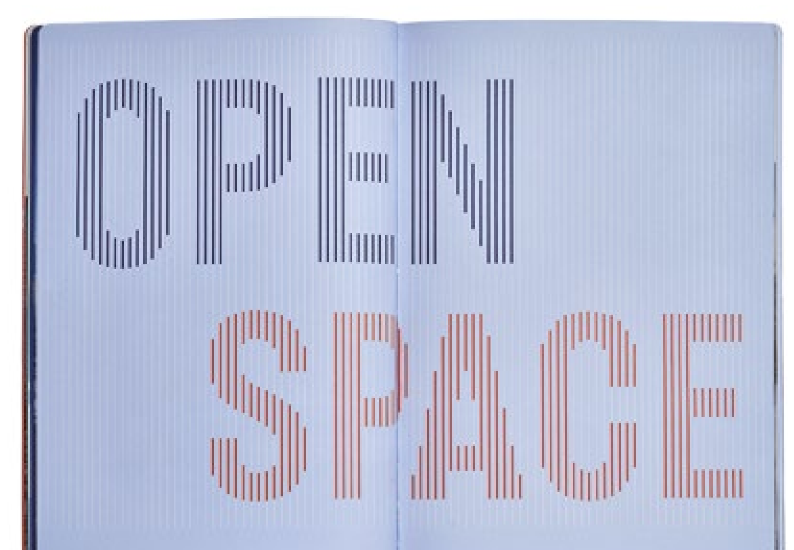




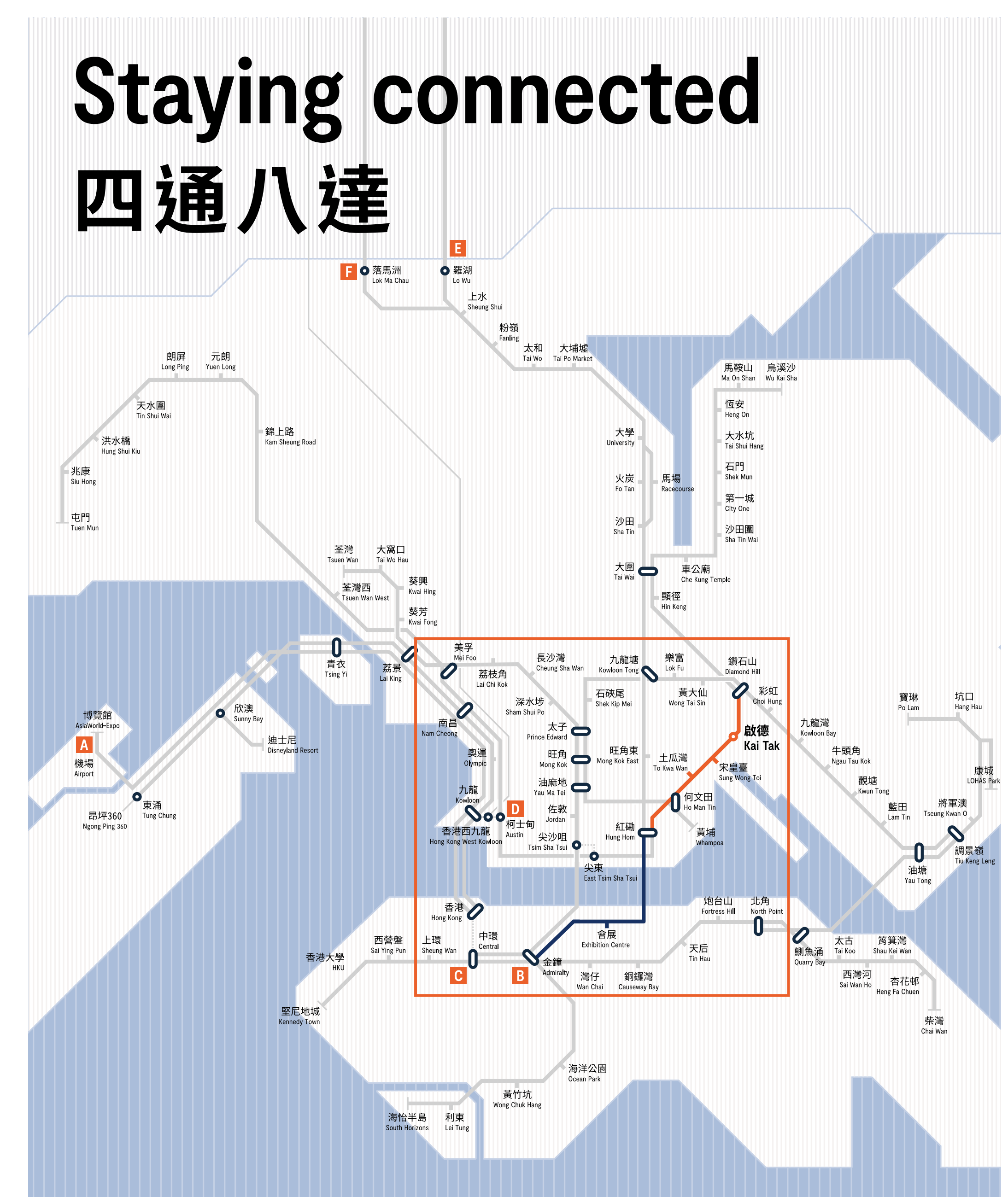
The name Airside references the site's aviation history while representing the sense of space, light and open air in the new development.



Influenced by the building's elegant fins, the Airside logotype was created as a symbol that represents transformed perspectives and renewed energy.







We created a book outlining the vision and ambitions for the development, now being widely distributed to bring new tenants and partners onboard.

An elegant hands-on experience
Plainly

What we did: Visual identity | Copywriting | Packaging design

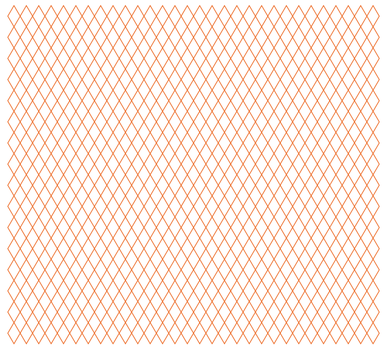


In a beauty industry full of excessively decorative design and complex compositions, Plainly's natural, stripped-back skincare stands apart. To help them reach their ambition of elevating the brand towards the luxury market, we developed an identity and packaging that lives up to the brand's name – organic, transparent and simply beautiful.

Our solution
We reshaped the brand and packaging to reflect Plainly's less-is-more ethos – reducing the number of elements, turning away from the ornate and taking design cues from the economical elegance of nature.

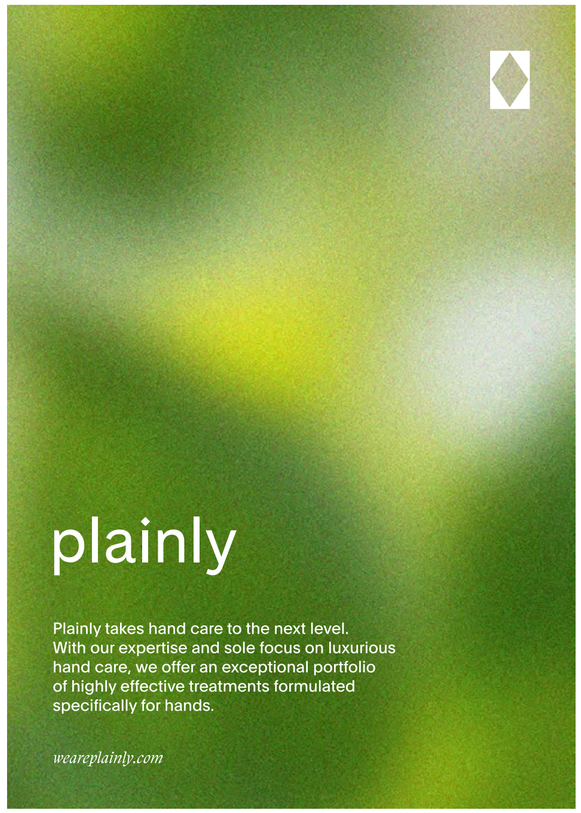


Rosemary, Mint
Mandarin, Lemongrass
Spicy Ginger, Lime



Colour is both functional and decorative – an intuitive system for indicating ingredients, and a springboard for creating moments of drama through pattern.





Textural details can be found across the identity, like the triangular motif which nods to the brand's Bavarian roots.

As well as elevating the brand into a new market, Plainly's renewed identity and packaging has received a prestigious iF Design Award.



Views from the top
St. Moritz

What we did: Content strategy | Print publishing | Digital direction







Colourful characters and grand escapes – life in the mountains is full of action.

St. Moritz has been attracting well-heeled skiers and sun-worshippers up into the mountains since 1864. But to reach the next generation of visitors from around the world, the St. Moritz tourism board needed a platform that shows this miniature mountain metropolis from a fresh perspective.

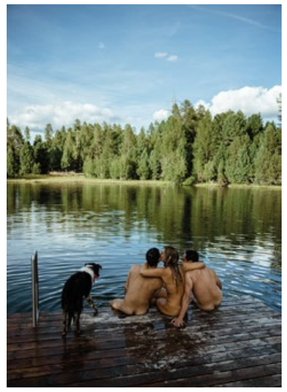
Our solution

St. Moritz is a media platform that provides an elevated, enlightening take on the lifestyle, people, culture and natural beauty that can only be found at the top of the world. Tall stories, sharp fashion features and revealing interviews with high-profile residents – presented in a magazine now on its sixth issue – showcase St. Moritz as a place for year-round fun and adventure.



A playful tone springs from each page of St. Moritz, capturing stories that fizz with intrigue and showing the vibrant side of luxury living.





“St. Moritz is an extraordinary miniature city full of stories, and the magazine is the natural vehicle to reach the most discerning readers.”

Marijana Jakic
CEO, St. Moritz Tourism





To highlight St. Moritz as a year-round destination, we created Summeritz – a lively broadsheet that shows that there's plenty of fun to be had in the Alpine sun.





A new paradise for a storied fashion brand
Tori Richard

What we did: Brand strategy | Visual identity | Tone of voice | Packaging design | Retail design









Much of the renewed visual identity is about stepping back, creating a quiet frame for the brand's creative character and joyful personality.

Tori Richard's artistically designed clothing has been making waves across their native Hawaii since the 1950s – and their next move is to take their brand worldwide and into the pre-luxury market. To do so, they needed a strategic way forward and a fresh perspective on the way their brand looks, feels and is experienced.

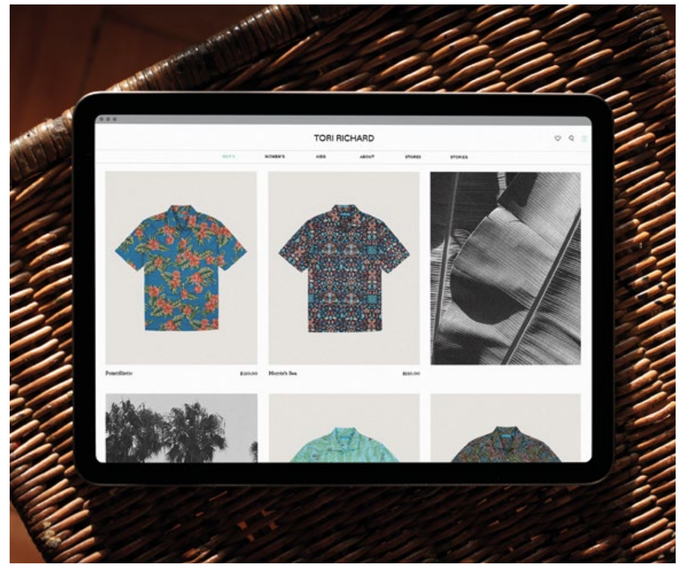
Our solution

Tori Richard's Pacific roots bring to mind images of paradise. But to speak to the wider world, their version of paradise needs to be an idea instead of a place – a mindset that can be carried and accessed wherever you are. We built the brand around this idea, taking a broader view of the feeling that both Tori Richard and Hawaii evoke and infusing it into all our work.



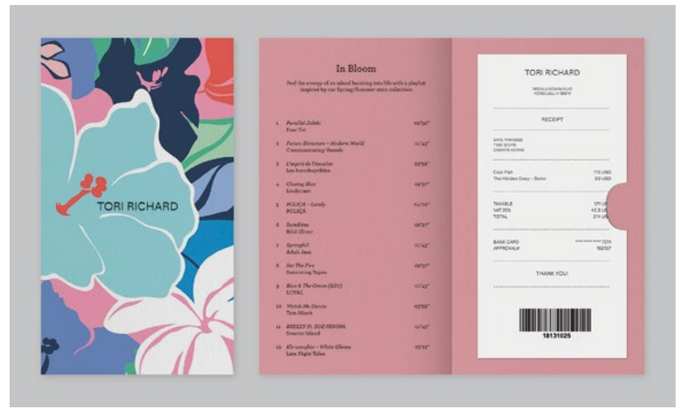
We designed the brand's full retail experience, from store design to labels and receipt cards. The result is a window into paradise – one that instils pure joy at every turn.

Evoking paradise requires a delicate balance of visual richness and knowing when to be more muted.





Tori Richard's refreshed art direction feels dreamlike and universal, transporting audiences to their unique version of paradise.



Part of the family
Like Monocle, Winkreative operates under the Winkorp holding company. While the two companies operate individually and act independently, they are united by a shared spirit – one founded on an informed perspective, global outlook and commitment to quality.



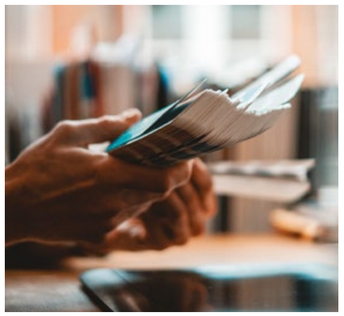


















We’re hard at work on our new book
In-depth stories from behind the scenes of thirteen new works. Coming soon.

Where will you go next?

Reach new audiences or reconnect with existing ones. Shape a vision or pave a way forwards. Whatever your ambition, get in touch to find out how quality works.

Alexander Mesoras
alexander.mesoras@winkreative.com
+44 (0)20 7725 4388

ZÜRICH OFFICE
Dufourstrasse 90
8008 Zürich
Switzerland
+41 (0) 443 687 000

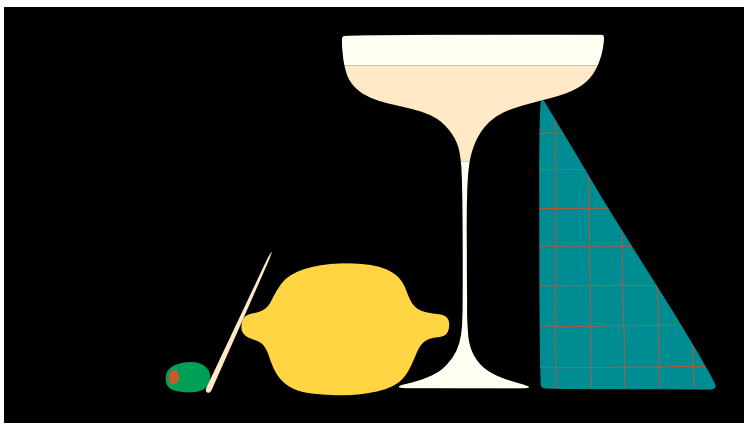
LONDON OFFICE
Midori House
1 Dorset Street
London W1U 4EG
United Kingdom
+44 (0) 20 7725 4343

TOKYO OFFICE
Luna Rossa 1F
1-19-2 Tomigaya
Shibuya-ku
Tokyo 151-0063
Japan











Winkreative