

# Monsoon by Glazer.™

## Brand Strategy and Visual Identity

Monsoon is a design-led fashion retailer operating two highly successful chains – Monsoon and Accessorize. Despite its success, the Monsoon brand had lost its sense of differentiation, as other fashion brands colonised its look and feel. The brand structure had become diluted and brand communications had become inconsistent. Our efforts to restore both vigour and rigour to the brand began with a series of interviews with people from throughout the Monsoon business, from the directors to customer contact staff, to develop a broad perspective.

Armed with this information, our designers developed a new campaignable style for the Monsoon brand. It is an evolution from the former style, not a revolution, since the company's fundamental ethos has remained largely the same. Our work included the development of rationalised sub-brands and a new brand icon – the orchid – as well as environmental graphics, ad campaigns and a signature bag.

With the new brand structure in position, Monsoon is now expanding smoothly into other areas such as Menswear. And following launch, Monsoon saw an increase in sales of 15% at a time when competitors were averaging 1.5%.

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