



Windfall Design

Oxfordshire

Northfield House
Northfield End
Henley-on-Thames, Oxon
RG9 2JG United Kingdom

P // + 44 (0) 1491 845 620
F // + 44 (0) 8704 867 662

Melbourne

Level 1
122 Toorak Rd
South Yarra, 3141
Victoria, Australia

P // + 61 (0) 3 9015 9665

windfalldesign.com

Brand Development

Travellers Apparel is one of Australia's finest manufactures/ tailors for men's and women's suits. With a history stretching over 60 years and supplier to some of Australia's most iconic high-end brands, Travellers Apparel needed to position themselves inline with the product and service they provide.

Due to fashion being an ever-changing industry a simple word mark was developed in line with flexible visual language (VS). The VS comprises of various suit and shirt fabrics combined with words such as craft, heritage and tailored and enables the brand to always update by substituting the patterns based on what's in this season.

Resources

- Research
- Brand Audit
- Brand Strategy
- Brand Development
- Positioning