



CONDE NET

Brand Expand

The fashion magazine giant was trying to find the look and feel that would be right for an expanded and ever-expanding life online.

What we wanted:

- a concept that was familiar but new at the same time
- solve for the overall brand that could pull in each of the multiple titles

What we did:

- created a concept that preserved print heritage but introduced new web vocabulary
- devised an umbrella identity flexible enough to host individual title platforms

What we achieved:

PWG used its own deep fashion background and its engagement with emerging digital approaches to strike the balance CondeNet needed. What we found was a middle way to keep brand integrity at the same time as giving it new tools and voices for an even larger life online.

