



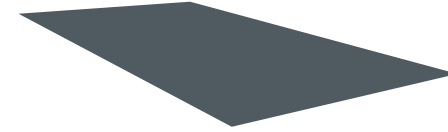
This concept builds on the runway idea seen in the current FASHION HOUSTON logo, only its approach is more abstract in nature. We took the shape of the runway seen in this image and incorporated it into the identity refresh.

BAUER BODONI
Std 1, Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (~!@#\$%^&)*

BAUER BODONI
Std 2, Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (~!@#\$%^&*)



Selected typefaces

Shape based on Runway

A serif typeface was selected that complements the runway shape and carries the look and feel of the current FH logo.

*FASHION
HOUSTON*



Type treatment

Color palette

The words "Fashion Houston" were broken to resemble the piecing together of an outfit. We then selected a color palette based on PANTONE's FASHION COLOR REPORT for Fall of 2013. This ensures that the identity will have colors that are considered fresh and current.



The identity refresh was then simplified to its most basic elements so that it doesn't feel heavy or intrusive. It was at this point that we began to apply the color palette selected.



We combined colors and applied them to the identity in the form of a gradient to make it more vibrant and dynamic.



These are examples of the refreshed FASHION HOUSTON identity applied over several images. The idea is for the logo to live in a way that feels seamless and natural.

A photograph of a man in a maroon suit and a woman in a green dress on a red carpet. The man is in the foreground, smiling, and the woman is behind him. The background is a busy red carpet event with many people and bright lights.

FASHION HOUSTON

2013

The FASHION HOUSTON identity refresh has been applied solid white over a dark image as seen on 2012 materials. This is a strong example of how adaptable the proposed identity refresh can be — it remains legible regardless of how busy the background image may be.



Presenting Sponsors

Audi

Haute Couture Level Sponsors

Neiman Marcus **Z**
HOTEL
ZAZA

Couture Level Sponsors

GREY GOOSE **TOOTSES** **ligne roëet**
The World's Best Tasting Vodka

Monday November 11

*Presented by **AUDI** and
HOUSTON MAGAZINE*

5:00 pm *Pre-party in the
Audi Pavilion*

8:00 pm **Georges Chakra**

8:30 pm **Black Halo**

8:45 pm *Intermission*

9:15 pm **Maison Rabih**

9:45 pm **BCBGMAXAZRIA**

10:30 pm *Official Fashion Houston
After Party in the Audi
Pavilion sponsored by
Hughes Hangar*

PHOTOS BY CODY BISS

FASHION HOUSTON 2013 Brochure, proposed concept

A combination of handwritten type elements were introduced to give the piece an organic feel since fashion design is a combination of raw skill and refined craftsmanship.



FASHION HOUSTON 2013 Brochure, cover

The brochure was given a treatment that is soft and uses the PANTONE 2013 FASHION COLORS palette to make a vibrant piece. The images used are runway based since the content for this specific piece refers to a schedule of upcoming shows.

Presenting Sponsors



Audi

Haute Couture Level Sponsors

Neiman Marcus

Z
HOTEL
ZAZA

Couture Level Sponsors

GREY GOOSE
The World's Best Tasting Vodka

TOOTSIES

ligne rosé®

Monday

November 11

*Presented by **AUDI** and
HOUSTON MAGAZINE*

- 5:00 pm* *Pre-party in the
Audi Pavilion*
- 8:00 pm* **Georges Chakra**
- 8:30 pm* **Black Halo**
- 8:45 pm* *Intermission*
- 9:15 pm* **Maison Rabih**
- 9:45 pm* **BCBGMAXAZRIA**
- 10:30 pm* *Official Fashion Houston
After Party in the Audi
Pavilion sponsored by
Hughes Hangar*

PHOTOS BY CODY BESS

FASHION HOUSTON 2013 Brochure, inside spread

We can extend the concept further by using behind-the-scenes images for the Sponsorship Deck and more playful shots for after-party invites. Signage and banners can have treatments similar to the brochure. FASHION HOUSTON 2013 is about showing every aspect of the event through the use of powerful imagery, minimal but purposeful design, and a fresh color palette.



Current identity



Proposed identity refresh