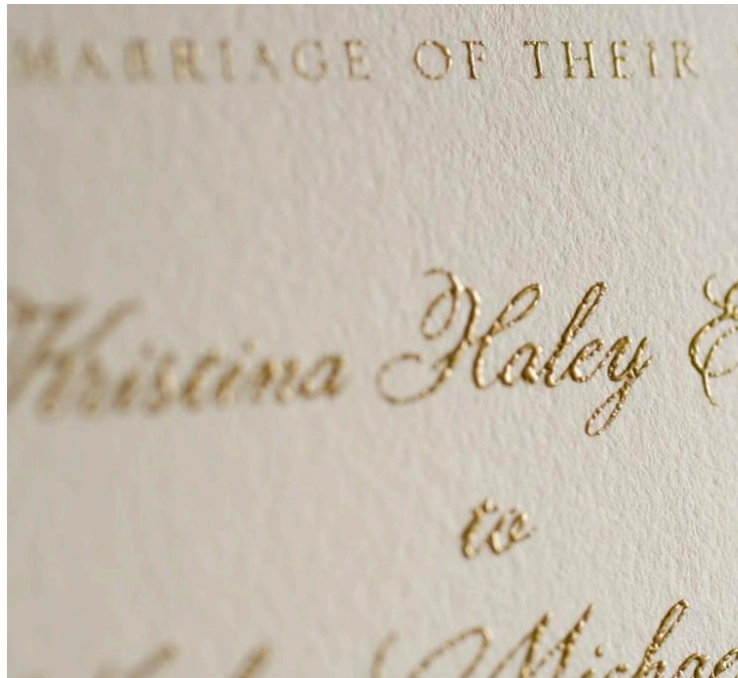




BURBERRY  
ESTABLISHED 1856





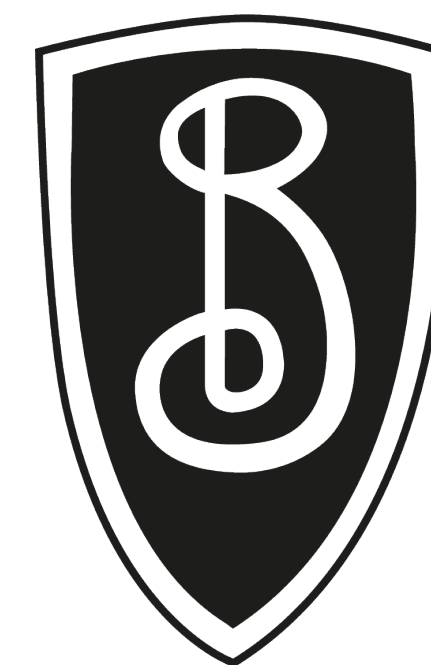
# VISION BOARD

Since Burberry is a luxurious brand, the aim for the overall aesthetic and design will be elegant, clean and sleek. Due to this being a formal event there will be delicate embellishments of gold foiled words on fine black grained paper. This invitation will be delivered in a tiny envelope that contains the RSVP to an event that every Burberry fan wouldn't forget opening.



161  
ANNIVERSARY

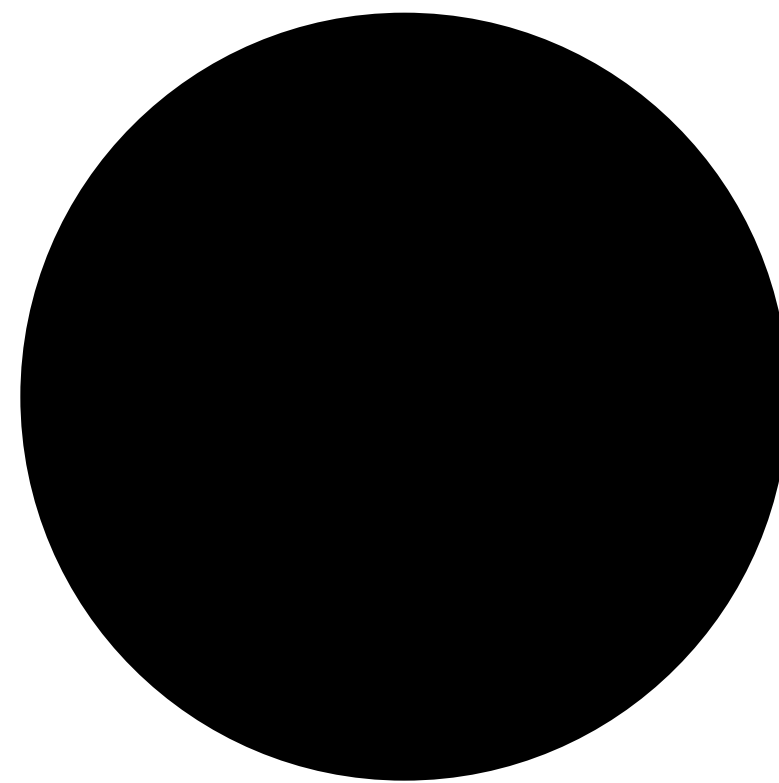
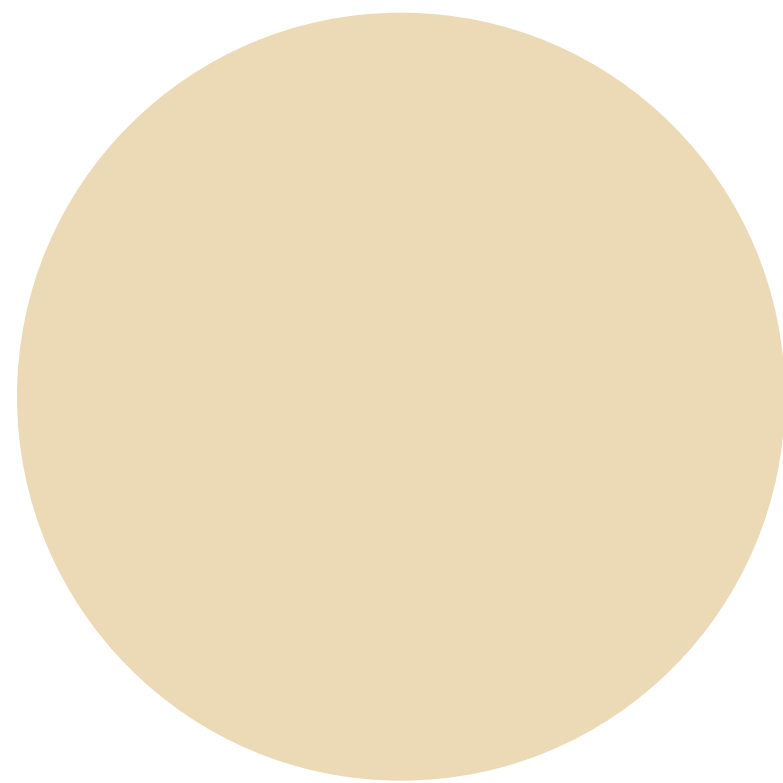
Didot bold



## TYPE+LOGO STUDY



Due to this being a formal event, its important to use an elegant typeface. I found that serifs would serve best in this project due to the elongated structed letterforms and it fit into Burberry's personality. Since Burberry is celebrating their 161<sup>st</sup> anniversary, I immediately wanted to bring an element of their past into this project in appreciation of their growth.

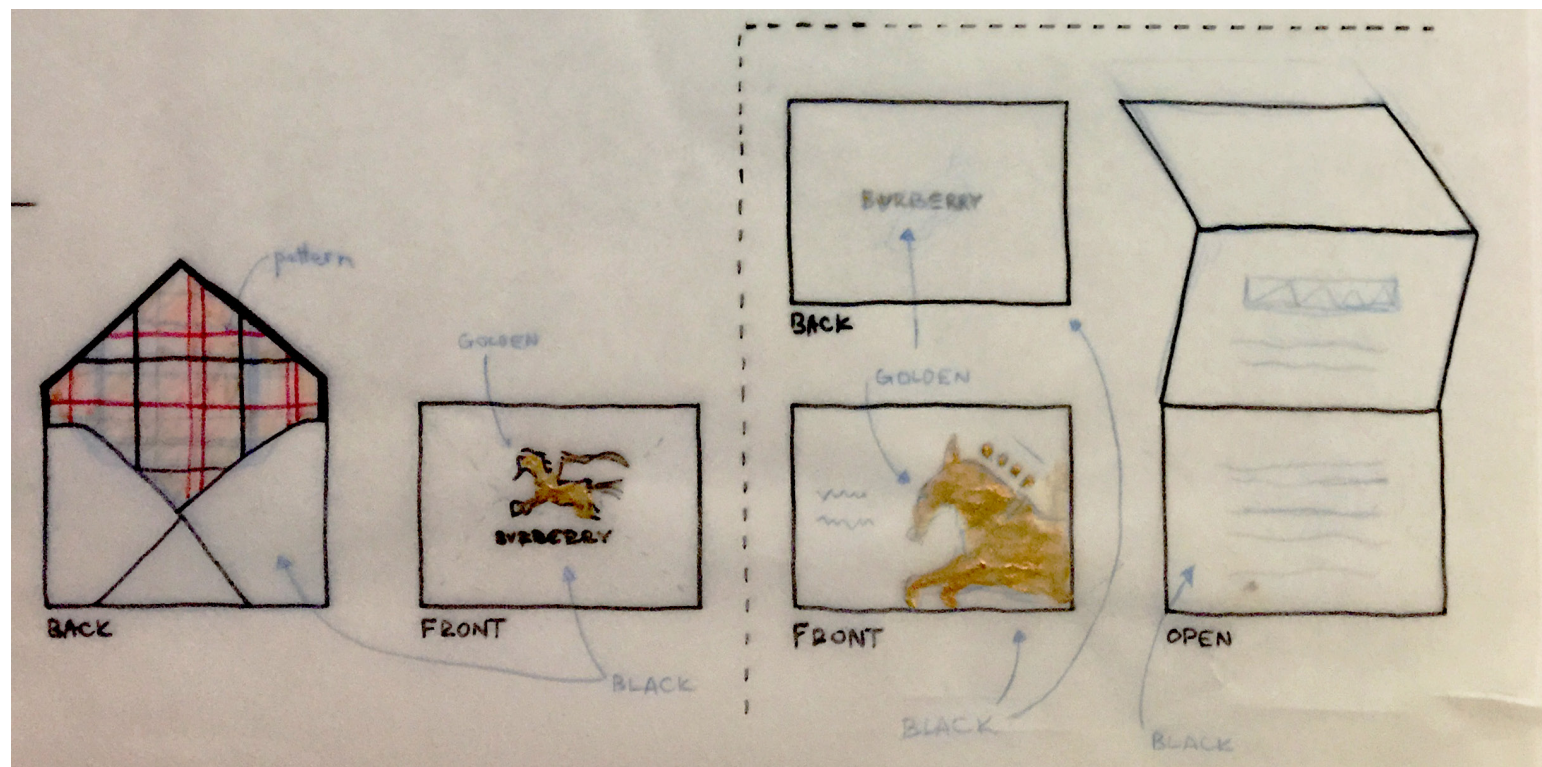
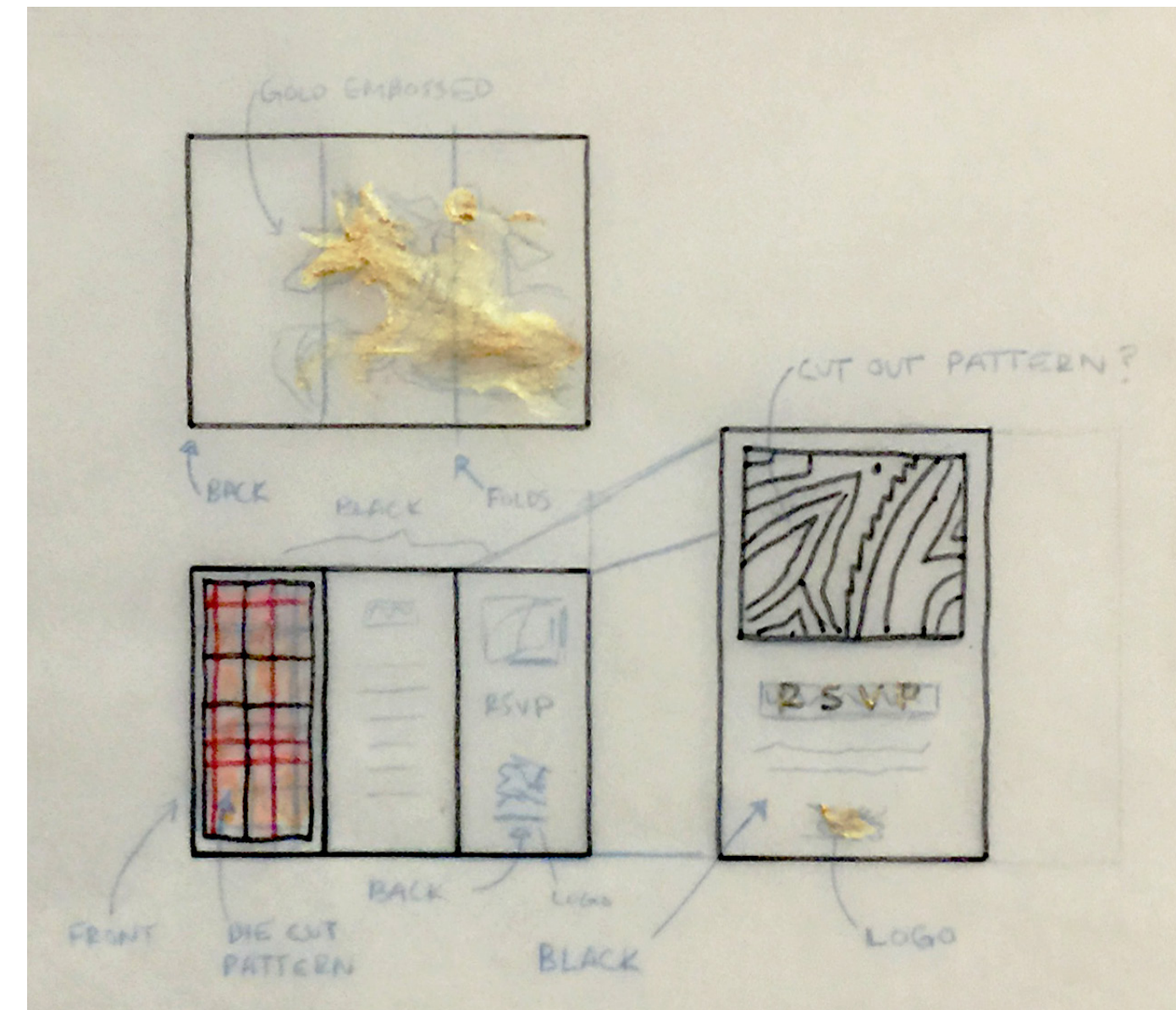
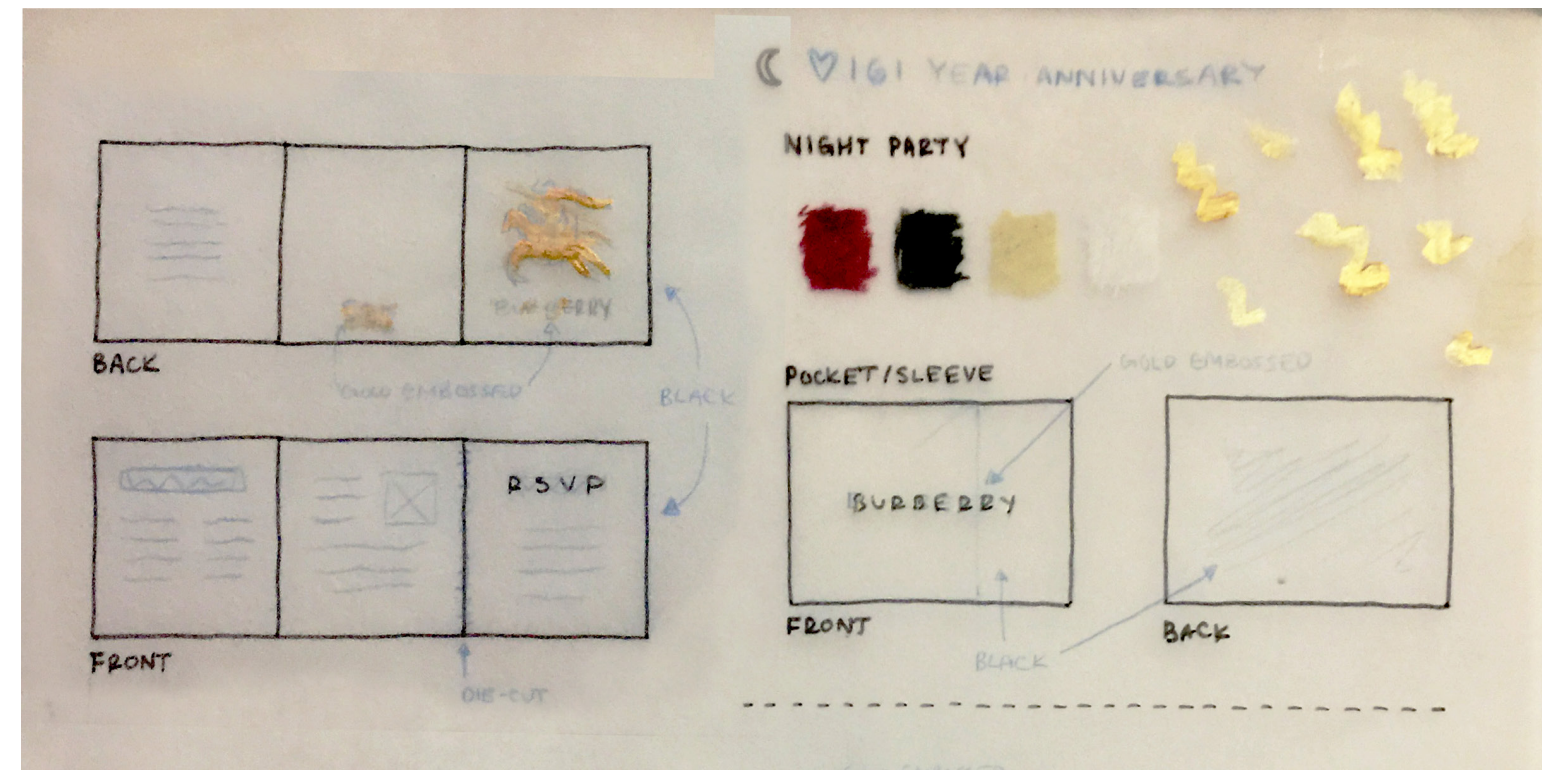


## STYLE TILE



I wanted to bring in the traditional elements of burberry that still kept Burberry's well known style. In who they are in this project so I included the traditional beige plaid pattern in the project

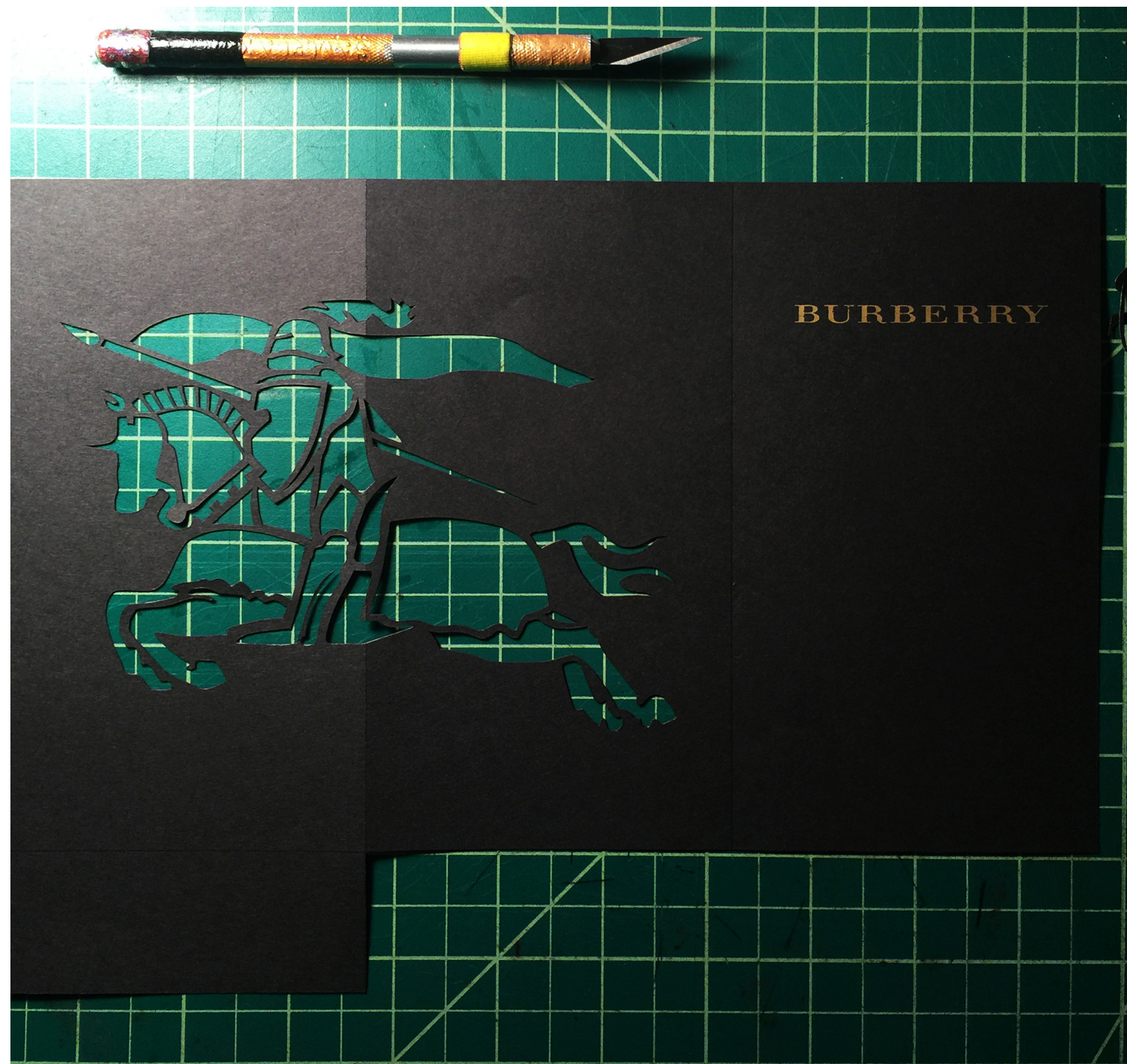




SKETCHES







PRODUCTION  
SHOTS







FINAL  
PHOTOGRAPHS



