



quirky news

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Bosses strip off to mark name change

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Bosses at a New York design company have marked a change of brand name - by getting naked.

Viceroy Creative wanted an eye-catching way to make the world aware they were no longer Mode Design Group.

The plucky employees underwent a gruelling exercise and diet routine in order to get in shape for the day of disrobe.

President David Moritz, creative director Gabrielle Rein and account manager Raegan Gillette looking bare and toned, although CFO Aaron Bearce chose to stay dressed.

The idea came after Ms Rein used a personal trainer to get back in shape after giving birth, which gave Mr Moritz the idea of transforming the body to the company change of name.

The trio worked out seven days a week for a full month to get into peak physical condition before stripping off.

The shoot was carried out in the middle of the office, first thing in the morning as the rest of the company got on with their working day.

Ms Gillette told Adweek: "I am actually incredibly bashful! But luckily I had a lot of time to mentally prepare myself for that initial disrobe.

"Because our team is so close, it made the entire process more comfortable. And after that initial disrobe, the rest was a piece of cake."

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