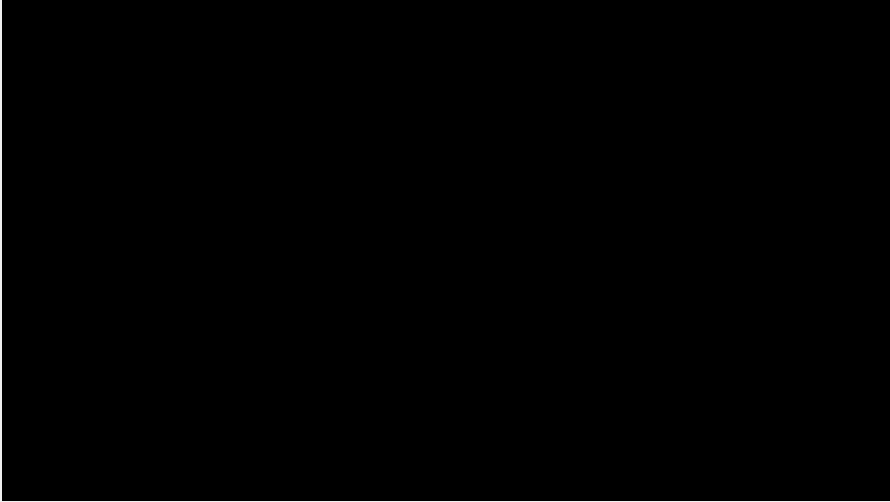


March 9, 2015, 11:00am EDT

Viceroy Creative executives strip down to the basics for a very sexy rebrand (Video)



When your job is to get people's attention for your clients, there's no excuse for holding back anything on your very own, very personal rebrand.



Michael del Castillo
Upstart Business Journal Technology & Innovation Editor

The UpTake: When your job is to get people's attention for your clients, there's no excuse for holding back anything on your very own, very personal rebrand.

In the world of luxury goods, it's not what you wear, but how you wear it. So when New York City-based **Mode Design Group** decided to rebrand as a full service luxury agency they decided to wear nothing at all.

"We've taken a turn," said **David Moritz** ([/search/results?q=David Moritz](/search/results?q=David+Moritz)), founder and CEO of Mode Design Group, which today officially changed its name to **Viceroy Creative** (</search/results?q=Creative>). "Our natural inclination is for luxury brands. While we can make a product for anyone, we have been getting jobs that were far more expensive than just design."

[Click to see the rest the images, and to see how the shoot came together.](http://upstart.bizjournals.com/entrepreneurs/hot-shots/2015/03/09/viceroy-creative-executives-rebrand-mode-design.html?s=image_gallery) (http://upstart.bizjournals.com/entrepreneurs/hot-shots/2015/03/09/viceroy-creative-executives-rebrand-mode-design.html?s=image_gallery)

Founded in 2008, this Long Island City startup began serving such clients as **Colgate** and **Unilever**, but over time became known for its luxury contracts such as a **John Varvatos partnership** (<http://modedesigngroup.com/patron-anejo.php>) with **Patrón** to create a tequila bottle that doubles as a work of art. The new company's services now include brand strategy, brand engagement, partnerships, design and production. Over the past two years, Moritz said the company's revenue has doubled, and they recently hired two new employees.

Moritz is also the founder and CEO of **Society Awards**, based in the same Long Island City building as Viceroy, Jim Henson Studios, Perrier and others. Founded in 2007 with a \$90,000 loan from Moritz's grandfather, Society Awards, produces top prizes such as the Emmy Awards, the MTV Moonman Awards, and the American Music Awards.

[Click here to read the compete report from our visit to his offices two years ago.](http://upstart.bizjournals.com/entrepreneurs/hot-shots/2012/09/06/downtime-with-society-award-david-moritz.html?page=all) (<http://upstart.bizjournals.com/entrepreneurs/hot-shots/2012/09/06/downtime-with-society-award-david-moritz.html?page=all>)

The idea for the stripped down rebrand came from legendary New York City designer **Stefan Sagmeister** ([/search/results?q=Stefan Sagmeister](/search/results?q=Stefan+Sagmeister)), who 20 years ago sent [nude post cards](http://www.printmag.com/interviews/an-interview-with-the-partners-of-sagmeister-walsh-whats-next-stefans-cold-feet-) (<http://www.printmag.com/interviews/an-interview-with-the-partners-of-sagmeister-walsh-whats-next-stefans-cold-feet->

and-that-photo/) of himself with flatteringly blacked out naughty bits to potential clients, and then in 2013, posed nude again with **Jessica Walsh** (/search/results?q=Jessica Walsh) as part of the duo's own rebrand as **Sagmeister & Walsh**.

To prepare for the shoot, Moritz, creative director **Gabrielle Rein** (/search/results?q=Gabrielle Rein), CFO **Aaron Bearce** (/search/results?q=Aaron Bearce), and account manager **Raegan Gillette** (/search/results?q=Raegan Gillette) prepared by working out with Equinox Tier 3 trainers five days a week, according to a statement, and went on a strict elimination diet custom tailored by a Hollywood nutritionist, just for the shoot.

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