



Viceroy Creative NYC

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DIE NEW YORKER DESIGNFIRMA **MODE DESIGN GROUP** WIRD ZU **VICEROY CREATIVE** - UND DIE GESCHÄFTSLEITUNG ZIEHT FÜR DIE REBRANDING-KAMPAGNE BLANK. DAS INTERVIEW MIT CD GABRIELLE REIN FÜR EUCH AUF GOSEE

Die New Yorker Kreativagentur Mode Design Group wird zu VICEROY CREATIVE und ändert Namen, Logo, Internetauftritt und Leistungsspektrum. Die Geschäftsleitung der kleinen, feinen Firma posierte in einer Parodie auf die schlagzeilenmachende nackte Verkündung der Sagmeister Walsh-Partnerschaft von 2012 in ihrem Büro im Herzen von Long Island City erfrischend textilfrei für die frische Rebranding-Kampagne. Den neuen Look enthüllte Viceroy offiziell soeben am 9. März 2015.

Das Team der Viceroy-Geschäftsleitung, bestehend aus CEO David Moritz, Creative Director Gabrielle Rein, dem zumindest auf den Fotos eher zugeknöpften CFO Aaron Bearce und Account Manager Raegan Gillette bereitete sich angemessen auf den textilfreien Fototermin vor - man trainierte fünf Tage pro Woche mit Equinox-Trainern der Rangstufe 3+ und unterzog sich unter Anleitung eines Ernährungswissenschaftlers für Hollywoodgrößen einer strikten, individuell angepassten Ausschlussdiät. Die Motive der Kampagne wurden vom britischen Fotografen Robert Wyatt aufgenommen, der auch die Bilder der "Equinox Made Me Do It"-Kampagne kreiert hat, in denen sportliche attraktive Models in verschiedenster Weise unartig aus der Rolle fallen.

Die im Jahr 2008 gegründete Firma Viceroy Creative ist eine Full-Service-Agentur für Design und Vermarktung. Zu Viceroy's Arbeiten zählen unter anderem die beiden Kollaborationen John Varvatos for Patron und David Yurman for Patron Anejo für maßgearbeitete Flaschenverschlüsse sowie eine Schmuckserie für die Damenmodemarke Milly. Eines der aktuellsten Designs ist die SKYY-Flasche in limitierter Auflage mit LED-Lichtern, die sich im Takt der Musik bewegen. Das Artwork zeigen wir Euch gerne hier auf GoSee.

Das Rebranding ist der Auftakt für den Wandel von designspezifischer zu Rundumservice-Agentur. Zum Leistungsangebot gehören Markenstrategie, Innovation, Markenbindung, Partnerschaften und Kollaborationen, Design und Produktionskoordination. Viceroy übernimmt alles, von Idee bis Umsetzung und allem, was dazwischen liegt. Von der zündenden Idee bis hin zu Markenarchitektur und Identität, zu Produktentwicklung, Verpackung, Gestaltung, Illustration, Digital und Herstellung bis zur ganzheitlichen 360-Grad-Kampagne. Oder, wie Viceroy es ausdrückt: Höhen erklimmen und Drachen bezwingen. GoSee nutzte die Gelegenheit  interviewte Kreativdirektorin Gabrielle Rein über Rebranden, Social Media, Luxus und Lieblingsorte.

As Mode Design Group you worked successful for clients such as SKYY, Bloomingdale's, Campari what was the reason for your 100% redesign including name, logo, internet, services, ?

WE ORIGINALLY FOCUSED ON BEING A DESIGN AGENCY AND NOW WE ARE A CREATIVE SERVICES AGENCY. SO MUCH MORE THAN JUST DESIGN.

Was there no risk involved – how did you inform your clients ? And how long did it take you to convince everyone from the need to progress & undress?

YES THERE IS ALWAYS A RISK WHEN YOU DO SOMETHING BOLD! DAVID (OUR PRESIDENT) IS VERY CONVINCING. WE NEVER FULLY GOT OUR CFO TO AGREE. THAT'S WHY HE IS STILL CLOTHED!

Undressing for the campaign – just a decent hint that you are the better looking company than Sagmeister & Walsh - or just the perfect moment to show the results of your Equinox workout?

I THINK IT'S BOTH. WE ARE BETTER LOOKING BUT ALSO MORE FIT THANKS TO ALL THE HARD WORK DONE AT EQUINOX.

Or eventually an agency statement in an over-communicating social media world always looking for harder stimuli?

SOCIAL MEDIA IS AMAZING. ONCE WE LAUNCHED OUR CAMPAIGN MY INBOX AND ALL SOCIAL CHANNELS ARE FLOODED. SO MUCH DIFFERENT THEN THE PAST WHEN PHONES WOULD RING OFF THE HOOK.

You mentioned changing from Design Agency to Full Service. What is the reason behind your move?

WE TAKE A 360 APPROACH TO ALL PROJECTS AND CAN SOLVE A BUSINESS PROBLEM THROUGH THE BLEND OF DESIGN AND MARKETING. IN TODAY'S WORLD YOU NEED BOTH.

Let' talk about the undressing for the campaign – we are fully aware of CEO David Moritz perfect body. Was this too intimidating for your agency fellow Aaron Bearce so he preferred to stay dressed ? ;-)?

HAHA WHAT A GREAT QUESTION. ON THE DAY OF THE SHOOT WE WERE TRYING TO MAKE AARON UNDRRESS TO FIND OUT. THE JURY IS STILL OUT ON THIS ONE.

We at GoSee strongly support any form of skin-addiction.... Are you happy with the success of the campaign so far?

WE ARE VERY HAPPY WITH ALL OF THE RESPONSES. IT'S WONDERFUL TO MEET SO MANY NEW PEOPLE.

You have been selected most recently as one of Luxury's 25 Top Women to watch in 2015. Can you tell our readers a bit about this honor?

LUXURY DAILY IS A NEWS LEADER FOR THE WORLD OF LUXURY IN THE STATES. THEY HONORED MYSELF AND OTHER WOMEN IN THE LUXURY INDUSTRY AS TRENDSETTERS FOR THIS COMING YEAR. IT WAS A BIG SURPRISE AND ALSO A WONDERFUL WAY TO START 2015. I THINK IT'S VERY IMPORTATNT THAT WOMEN HAVE A VOICE IN THE MARKETING OF LUXURY GOODS.

We heard you designed your own line for Milly? How did that come?

I COLLABORATED WITH MICHELLE SMITH OF MILLY TO CREATE AND DEBUT HER COSTUME JEWELRY LINE. THE DESIGNS WERE VERY SUCCESSFULLY AND HAVE BEEN CARRIED IN LUXURY RETAILERS GLOBABLLY. SHE IS NOW DOING A COLLABORATION WITH J. CREW.

And there are rumors about a partnership with an old luxury brand – can you tell us a bit more?

I WILL TELL YOU IN NOVEMBER – STAY TUNED!

We know you are coming to our [UPDATE 15 SATELITE in New York](#) to check out GoSee creative talents – what personally inspires you in your daily life?

I AM MOST INSPIRED BY TRAVEL. NEW EXPERIENCES AND NEW PLACES CAN PROVIDE A RICH HISTORY FOR DESIGN INSPIRATION.

And is there any creative hot spot you want to support / communicate on GoSee? A gallery, shop, institution, bar, restaurant, hotel,?

IN LA THERE IS THIS GREAT NEW SHOP ON ROBERTSON BLVD CALLED LAUREN MOSHI. SHE IS AN ARTIST AND FASHION DESIGNER. I JUST SAW IT FOR THE FIRST TIME IN JANUARY DURING GRAMMY'S WEEK AND I THOUGHT IT WAS SUPER COOL/ROCK N ROLL.

About - LAUREN MOSHI. Based on their love of the finer things in life, brother and sister team, Michael and Lauren have created their own standout clothing company, Lauren Moshi. Michael and Lauren are inspired by high fashion and fine art. Lauren Moshi creates unique pieces that are meticulously crafted in limited quantities. Every mark, every line on every piece is hand drawn by Lauren. Each garment is an original piece of artwork. The clothing is targeted towards customers who appreciate the finer details and intricate designs. They only use the finest fabrics for maximum comfort. Lauren Moshi's current collection consists of fabulous tanks, tee's, sweaters, dresses, open cardigan's, hoodies, sweat pants and totes, which are adorned with art of everything from bunny girl, peace daisy, rottweiler, diamond lips, tiger face, peacock, peace sign, aztec deer, herringbone bow, camillia, nyla, lips... laurenmoshi.com

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