

JBW Branding

Refresh 2.0





Connection to a lifestyle is the defining trait of JBW as a brand and will be the key to the success when capturing the attention of our audience.



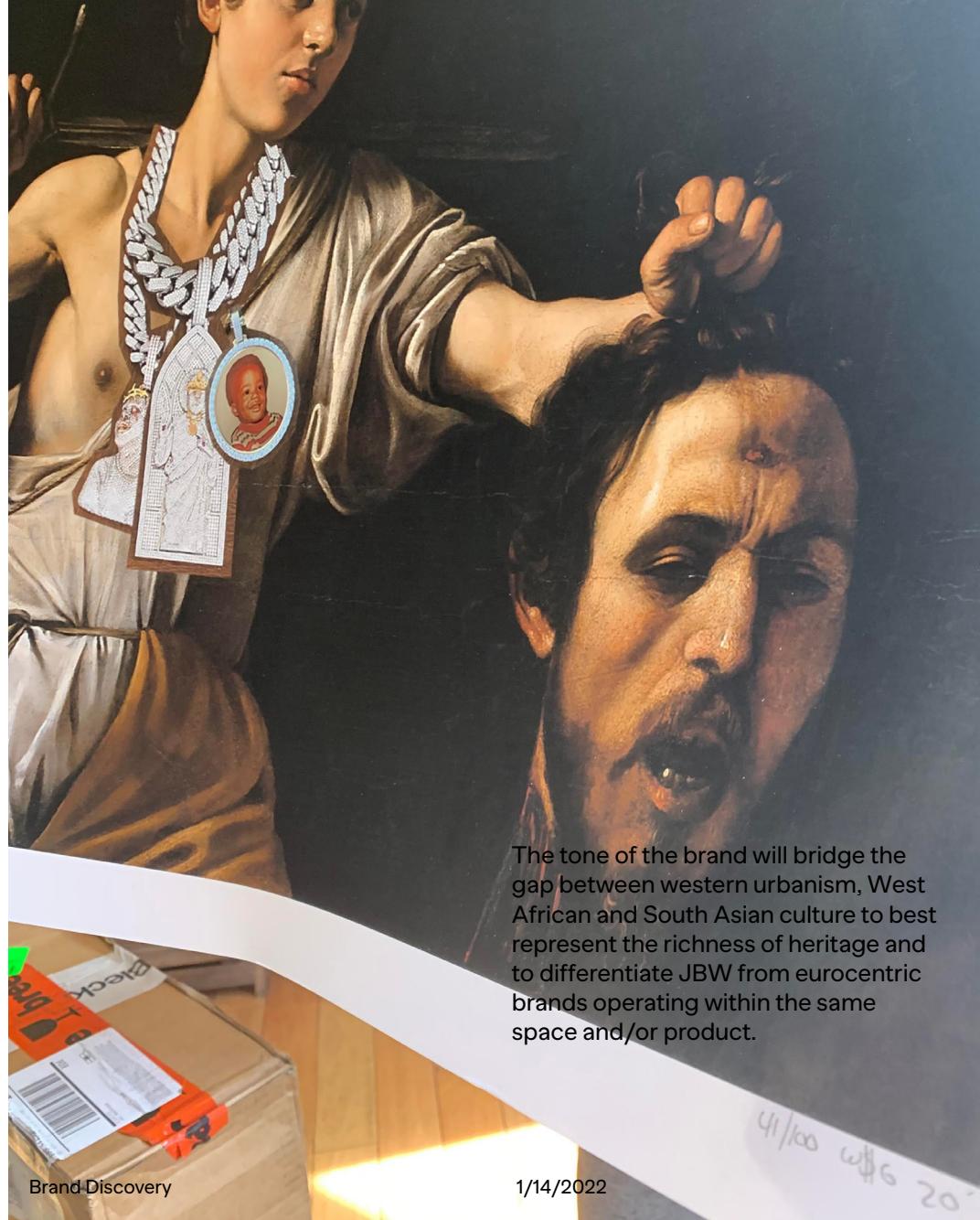


There has been a tonal shift within the “culture” over the last few years that began changing the way(s) in which we adopt and respond to style. We have swiftly diversified the core fashions of the meta with an explosion of independent creators and brands establishing themselves among legacy houses at the forefront of contemporary appeal. Notably, utilitarian and luxury stylings have taken firm root online. Pairings of Carhartt double-fronts, New Balance 550s & Patek Nautilus watches have never been more commonplace.



JBW will respond to this shift within culture in its new direction by adopting a visual language that not only reflects but redefines accessorizing for today. Each image created for the brand must uplift the core principles of luxury, purpose and comfort. This means photography with an emphasis on fidelity and light, clear presentation of audience lifestyle and the capture of lived moments in time. JBW will sell the luxury of time in the form of watch.

W.I.P



Brand Discovery

1/14/2022

The tone of the brand will bridge the gap between western urbanism, West African and South Asian culture to best represent the richness of heritage and to differentiate JBW from eurocentric brands operating within the same space and/or product.

Keeping in line with the goal of re-contextualization, JBW aims to redefine the state of “drip”. Building a narrative behind the expressions of precious metals and stones is key. What does it mean to adorn oneself in 2022?





How one relates to the natural world is how perspective is formed. Using nature and contemporary art as the baseboard JBW will enhance the effectiveness of the it's visual language and product with self-referential motifs and themes that are simultaneously foreign yet recognizable to our audience.

W.I.P



How one frames a subject within an image gives context to the viewer as to whom or what they should be paying attention to. The oeuvre of the brand will emanate an air of sophistication through carefully curated wardrobes, stylings and product. The ideal tone will read as crisp, approachable and luxe, images should be unfettered by props or busy settings—simplicity is paramount.

1/14/2022

JBW 2.0

*AIM
FOR
DIFFERENT*





Stay creative.

The linchpin in the refreshed identity for JBW is a penchant for the avant garde. Experimentation with differing expressions and mediums will keep the brand tactile and engaging.

How the brand is personified will determine it's success. That being said, consciousness and intention should be present and front of mind when developing anything for the brand — honor brand values at all times.

A brand is not simply one idea or mode of expression. Be aware of changes within the zeitgeist, pay attention to various streams of culture, be it music, fashion or art there will be a constant evolution taking place that can be referenced or pulled from.

Cross-pollination of culture is where innovation is bred. JBW is tasked with representing these cultures and to inform our audience of their relevance to the canon through the vehicle of style. What does a cultural remix look like?