

Brandmark Brief



Project Title	Brandmark Website
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Project Date	1st September 2025
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Overview
<p>The website will act as a central hub to showcase our agency, highlight the brands we represent, and provide visitors with practical information about our location, services, and contact details. It should be modern, user-friendly, and easy to navigate, reflecting the professionalism and creativity of our agency.</p>

Overview
<ol style="list-style-type: none">1. Present a clear overview of our agency – who we are, what we do, and what sets us apart.2. Showcase the brands we stock/represent in a visually engaging way.3. Provide our location details (with map integration) and make it easy for visitors to get in touch.4. Ensure the site is responsive across desktop, tablet, and mobile.

Target Audience
<ol style="list-style-type: none">1. Buyers/Retailers2. Potential brands

Style & Feel
<p>Clean, minimal, modern layout. Strong use of visuals (brand logos, lifestyle images). Consistent brand colours and typography. Professional yet approachable tone.</p>

Timeline
<p>Responsive design (mobile-first). CMS integration (WordPress or similar) for easy updates. SEO best practices (metadata, headings, alt text, sitemap). Social media integration (Instagram feed, links to LinkedIn/Facebook). Fast loading, clean navigation, modern design.</p>

Suggested Structure / Pages

1. Home

Engaging hero banner with strong visual.
Quick intro to the agency.
Call-to-action buttons (e.g. View Brands, Contact Us)

2. About Us

Agency background & story.
Our approach and values.
Team introduction

3. Brands Represent

Grid or carousel showcasing each brand logo.
Option to click for short descriptions and product categories.
Filter by category (e.g. Accessories, Eyewear, Lifestyle).

4. Location & Contact

Address with Google Maps integration.
Click-to-call phone number and direct email link.
Opening hours

5. Projects

Please use 'Dublin Based Departement Store' - no store names.
Grid or carousel showcasing each

Brandmark Info

Name: Brandmark Agencies

Location: Suite 5, Unit 14 Fashion City, Ballymount,
Dublin D24 X6CT

Team: Lee Graham (Director/Agent) lee@brandmark.ie
+353 879428719

Lucy Dunne (Associate Director) lucy@brandmark.ie
+353833978358

Gerry Graham (Road Sales) gerry@brandmark.ie

Opening hours: 9am-5pm

LinkedIn (w Logo) Brandmark Agencies

Instagram (w Logo) Brandmark Agencies

BACKGROUND

We are Brandmark, Lee, Lucy, and Gerry, an agency with a passion for design, fashion, and function. Together, we bring a curated mix of international lifestyle and accessory brands to the Irish market, focusing on products that combine creativity with everyday usability.

Our portfolio includes some of the most exciting names in contemporary design: Secrid, Izipizi, Cluse, Chipolo, Eat My Socks, DOIY, and Estella Bartlett. Each brand is carefully chosen for its innovation, style, and ability to connect with today's consumer.

In our Dublin-based showroom, we have provided an inspiring space for buyers to discover new collections for over 15 years. Our neighbours include leading names like Mos Mosh and Carhartt, placing us at the heart of Ireland's fashion and lifestyle hub.

VALUES

At Brandmark, we believe in building strong, long-term partnerships. With a keen eye for trends, a commitment to service, and a shared love of great design, our mission is simple: to connect world-class brands with the Irish market in a way that feels fresh, relevant, and exciting.

GOALS

Our goal is simple: to work collaboratively with our retail partners, offering them quality products from global brands that resonate with their customers.

OUR TRADESHOWS

Twice a year we exhibit at the RDS in Dublin, taking part in both Showcase (January) and the Autumn Gift & Home Fair (August). These key events give us the opportunity to present new collections, connect with retailers, and strengthen partnerships.

We regularly invite members from our brands to join us, as we believe their presence is essential, helping them to better understand the Irish market, meet buyers face-to-face, and communicate their brand values directly.

SECRID

Secrid is a Dutch brand renowned for its innovative, secure, and sustainable wallets that seamlessly blend fashion with industrial design. Founded in 2009, Secrid emerged from a desire to address the evolving needs of modern society, where digital and physical worlds intersect.

At the heart of Secrid's product line is the patented Cardprotector, a slim aluminum case that shields cards from bending, breaking, and unauthorized RFID scanning. This core innovation is complemented by various wallet models, including the Miniwallet, Slimwallet, and Twinwallet, each designed to cater to different storage needs while maintaining a compact form.

Secrid's mission extends beyond functionality; the brand is deeply committed to social and environmental responsibility. All products are manufactured in the Netherlands, with assembly taking place in social enterprises that provide employment opportunities for individuals with disabilities. Secrid sources high-quality materials from European producers and has been carbon-neutral since 2022, actively offsetting its emissions through reforestation projects.

As a Certified B Corporation, Secrid upholds rigorous standards of social and environmental performance, transparency, and accountability. The brand's philosophy, termed "Industrial Evolution," emphasizes the creation of products that are better, more sustainable, and more valuable than their predecessors, encouraging consumers to make conscious choices that positively impact the world.

CLUSE

Cluse is a watch brand founded in Amsterdam in 2013, celebrated for its minimalist and elegant designs. The brand's mission is to empower individuals to express their unique style through thoughtfully crafted watches, jewellery, and bags. Drawing inspiration from the Parisian lifestyle, Cluse emphasizes simplicity, sophistication, and individuality in its creations.

Cluse's product range includes a variety of watch collections that cater to diverse tastes. Notable collections like La Tétragone, Minuit, and Féroce feature designs ranging from square to round cases, available in materials such as stainless steel and genuine leather. These timepieces are powered by precise Japanese Miyota quartz movements, ensuring both style and functionality.

Sustainability is a core value for Cluse. The brand has transitioned to using eco-friendly packaging materials, including FSC-certified paper and soy-based inks. Additionally, Cluse has shifted from brass to stainless steel in its watch cases to enhance durability and recyclability.

With a commitment to quality, design, and sustainability, Cluse continues to offer accessories that resonate with modern consumers seeking timeless elegance and responsible craftsmanship.

IZIPIZI®

PARIS

We want to make as many people smile as possible, by creating glasses that are both affordable and kind to the planet, and that protect your eyes at every time in your life.

More than ten years ago we set ourselves the ambitious goal of protecting the eyes of the 2.5 billion longsighted people in the world. And so our READING glasses were born. Our ranges have since grown and now offer protection from the sun, the blue light emitted by electronic screens and the elements faced when practising a sport.

We design glasses that put a smile on your face and can be used every day, for every part of life and every activity. However you use them, they all have a common goal: protecting your eyes. Discover our different ranges, all designed to ensure every moment is a happy experience. That means offering models that are accessible when it comes to their price, timeless style and availability. It's one of the founding pillars of the brand, and one that's here to stay.

For the past five years, reducing our carbon footprint has been a priority, and we are proud to have cut it in half. This result reflects our collective efforts to transform our practices, from product design to logistics, by placing sustainability at the heart of every decision.

We work daily to improve our impact by renewing our materials, putting our human project at the core of our business strategy, and supporting charitable organizations.

Certified B Corp in 2023, our commitment is recognized by this label of excellence, which drives us towards continuous improvement.



Chipolo is a Slovenian technology company specializing in Bluetooth-enabled item trackers designed to help users locate personal belongings such as keys, wallets, and bags. Founded in 2013 by a group of friends aiming to solve the common problem of misplacing items, Chipolo has grown into a global brand with a mission to provide peace of mind through innovative and user-friendly products.

With a focus on continuous improvement and user feedback, Chipolo remains dedicated to helping people keep track of their belongings, combining technology, design, and social consciousness in their approach.

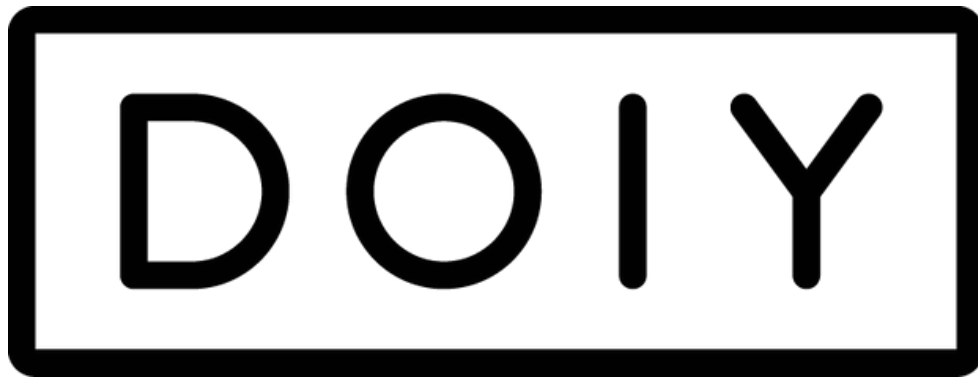
Our newest product, Chipolo POP, works with the Apple Find My or Google's Find My Device network, so you can find your things almost anywhere in the world. Chipolo's not shy! Our trackers have a seriously loud ring, so you can find your things faster, even if they're hiding in the next room.

EAT MY SOCKS

At EAT MY SOCKS we design unique socks shaped as unexpected objects. From our food collection, which includes a wide range of models such as cheeseburger, sushi, and pancake socks, to our trend line including fun forms like animals, flowers, and other trendy icons, EAT MY SOCKS offers a large collection of creative, edgy, and playful socks, all of which guarantee 100% surprise and are a perfect wow-factor gift!

EAT MY SOCKS has a mission to be gender-neutral and inclusive within the fashion industry. All our models are unisex and one size fits all!

All the plastic we use at EAT MY SOCKS is 100% recycled and recyclable. In addition, the film lamination that protects all our cartons is made of wood pulp, a biodegradable natural substance that helps you fully recycle your packaging.



DOIY Design is a Barcelona-based brand established in 2008 by Jaime and Elodie, renowned for crafting playful and emotionally resonant home accessories that blend functionality with artistic flair. Their mission centers on transforming everyday objects into unique, story-driven pieces that infuse spaces with joy and creativity. Drawing inspiration from youth culture, nostalgia, and fashion, DOIY's designs often challenge conventional norms, offering a fresh perspective on home decor.

Each product is meticulously designed to evoke positive emotions—be it surprise, amusement, or delight—ensuring that every item not only serves a purpose but also tells a story. This philosophy is evident in their diverse range of products, from quirky kitchen tools to avant-garde home accents, all characterized by their distinctive aesthetic and thoughtful design.

DOIY Design places as much emphasis on packaging as it does on the products themselves, viewing the box as an integral part of the overall brand experience. Their packaging is carefully crafted to reflect the same creativity and playfulness found in their product designs.

In essence, DOIY Design seamlessly integrates creativity, emotion, and practicality, offering consumers products that are not just items, but experiences that enrich everyday life.

ESTELLA BARTLETT

Estella Bartlett is a British jewellery and accessories brand founded in 2011 by siblings Nick and Louise Bartlett. Based in London, the brand is renowned for its delicate, whimsical designs that blend timeless elegance with playful charm. Each piece is thoughtfully crafted to evoke positive emotions and serve as a meaningful addition to everyday style.

The brand's mission is to create beautiful, high-quality jewellery that is both accessible and inspiring. Drawing inspiration from nature, travel, and childhood memories, Estella Bartlett's collections feature motifs like stars, hearts, bees, and flowers, often adorned with semi-precious stones and intricate detailing.

Sustainability and social responsibility are integral to Estella Bartlett's ethos. The company utilizes 80% recycled brass in its jewellery production and partners with organizations like Traidcraft Exchange to promote ethical practices and reduce waste. Additionally, Estella Bartlett collaborates with charities such as the Young Women's Trust and Teens Unite, supporting initiatives that empower young women and cancer survivors.

Estella Bartlett's commitment to quality, affordability, and meaningful design has garnered a loyal following. Their pieces are not only stylish accessories but also thoughtful gifts, each presented in signature packaging that reflects the brand's attention to detail and dedication to creating a memorable customer experience.

Our Projects

We are proud to partner with leading retailers across Ireland to deliver innovative brand experiences that drive engagement and sales. Some of our recent highlights include:

Secrid Piaggio APE – Dublin Department Store

We introduced a bespoke Secrid Piaggio APE installation in a flagship Dublin department store. This unique feature has created a standout focal point in-store, enhancing visibility and boosting sales for the brand.



Ref Image

Secrid Shop-in-Shop – Dublin Department Store

Our team completed a full Secrid shop-in-shop build in another leading Dublin department store. This dedicated retail space brings the brand to life, offering customers a premium shopping experience.



Ref Images

Secrid Wall Features – Nationwide

To ensure brand presence across Ireland, we have installed multiple Secrid wall features in key retail locations. These installations highlight the brand's identity and provide an impactful, consistent in-store presentation.