

Rigmarole Studios

www.rigmarole.world
studio@rigmarole.world

Introduction

We are not tourists or casuals. We engage and live within the cultural spaces that define the contemporary. For the past 15 years, we have created brands and campaigns across a variety of industries. Our approach is built on radical play, unparalleled craft, and mutual understanding with our vast network of non-traditional collaborators. It is our understanding of multiple and authentic perspectives that allows us to realize unexpected brand experiences.

Notable Clients and Collaborators

Adidas, Adobe, AmEx, Amika, Apple, Baroncini Import & Co., Bloomberg Businessweek, Colgate, Fur, GQ, Homme Girls, IBM, Jolie Skin Co., Kate Spade, New York Magazine, Nike, OnePlus, Palm Heights, Pratt Institute, Puma, School of Visual Arts, Sephora, Scott Avenue Associates, Sony Music Entertainment, Spotify, Trixie Mattel Cosmetics, The United Nations, Uniswap, Verizon, Vox Media, Wright, Water Street Associates, 321 Gallery

Team

Brenden Lovejoy
Rory King
Lucas Albrecht

Capabilities

Brand Strategy & Communications
Identity Systems & Campaigns
Design Experiences & Activations

Selected Work

Trixie Cosmetics

Amika

Jolie Skin

Kate Spade

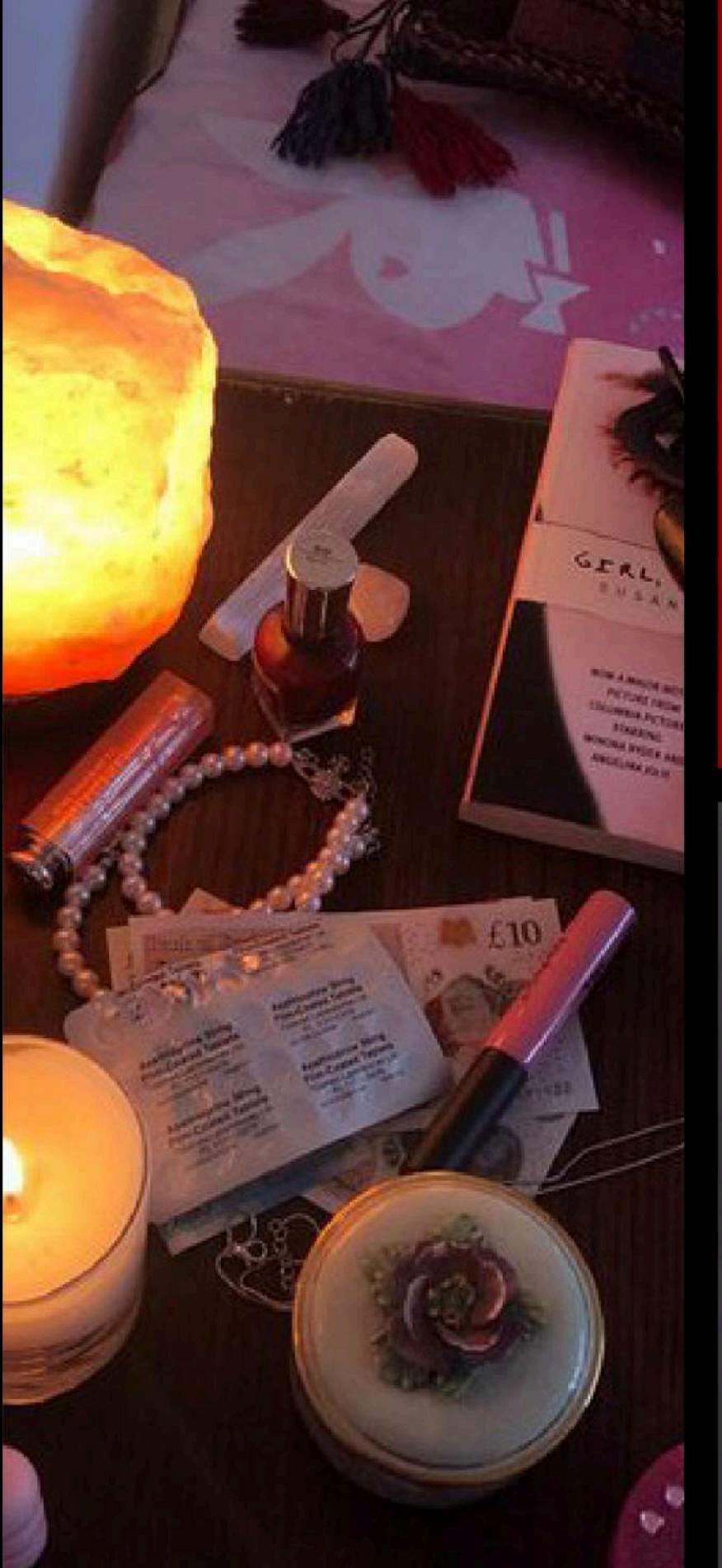
The Cut

Happier Grocery

Trixie Cosmetics brings unapologetic, hyper-feminine beauty. Their line of products are loud, nostalgic and excessively varied so anyone can find what they need to be exactly who, or what, they want to be.

Trixie Cosmetics
Breakup

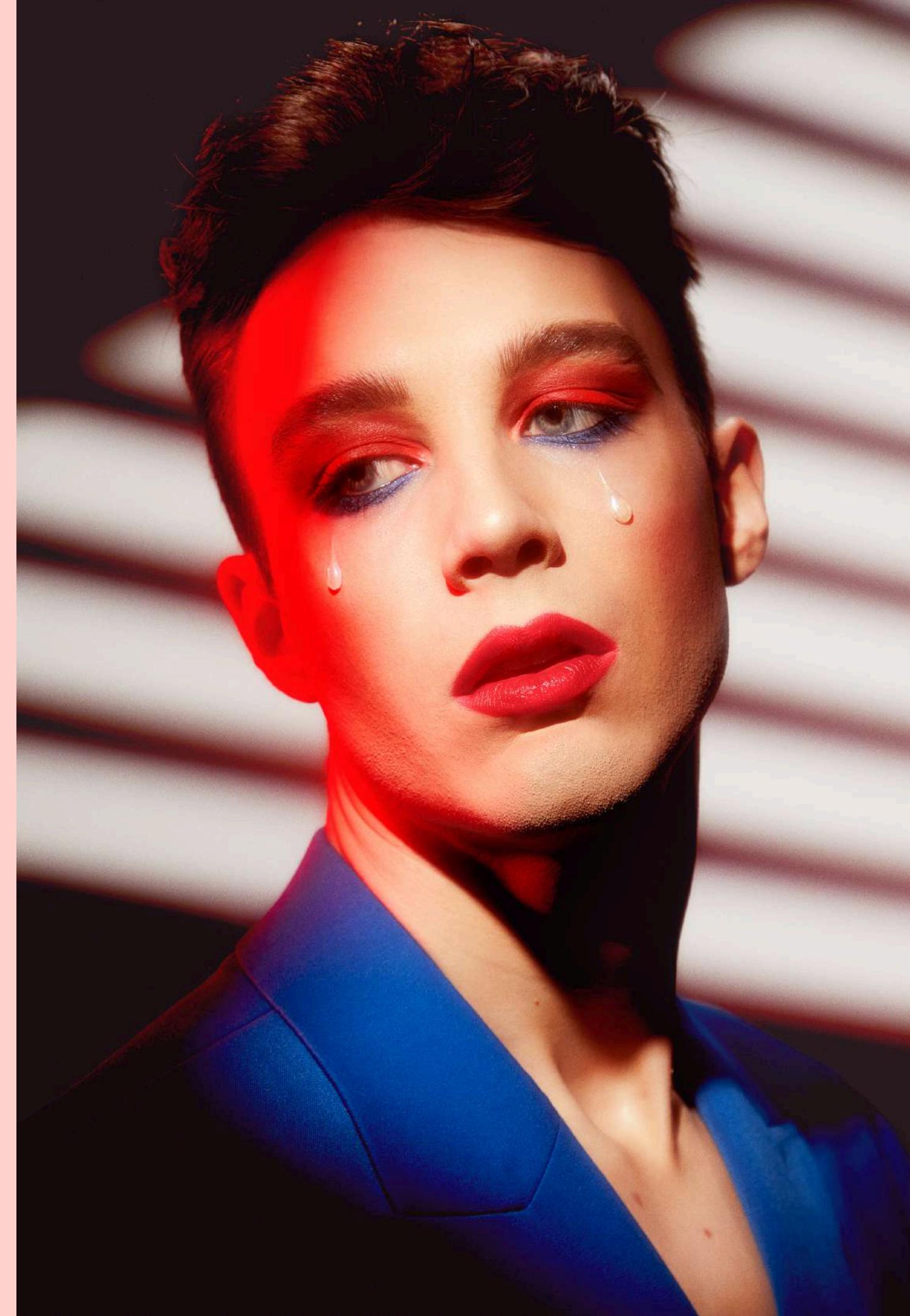
Inspired by pulp neo-noir and night stand clutter from can't-get-out-of-bed depression, this campaign tackles post-breakup melancholy with a warm cinematographic vibe. It's camp and chic wrapped up in a fever dream.





100

100







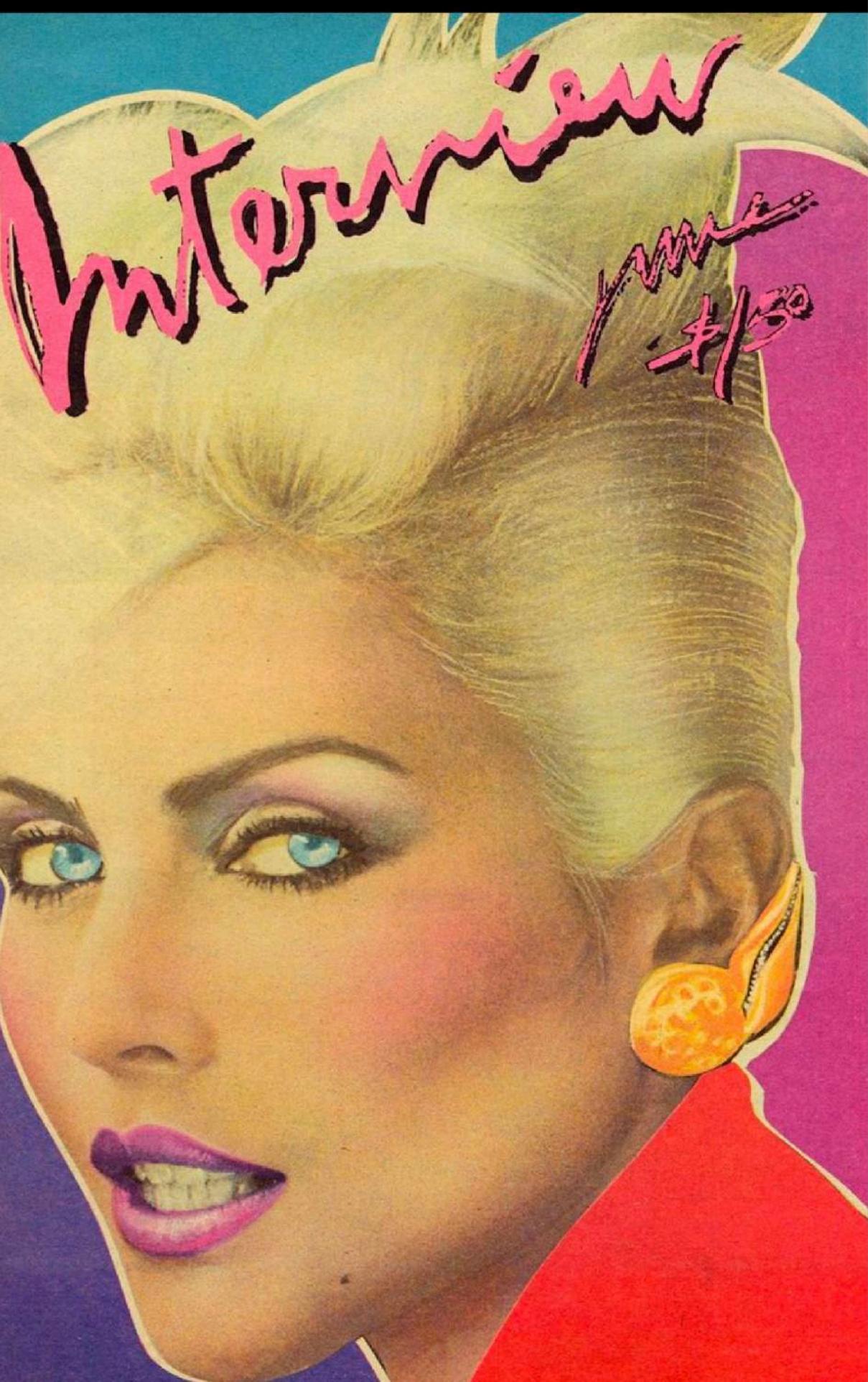
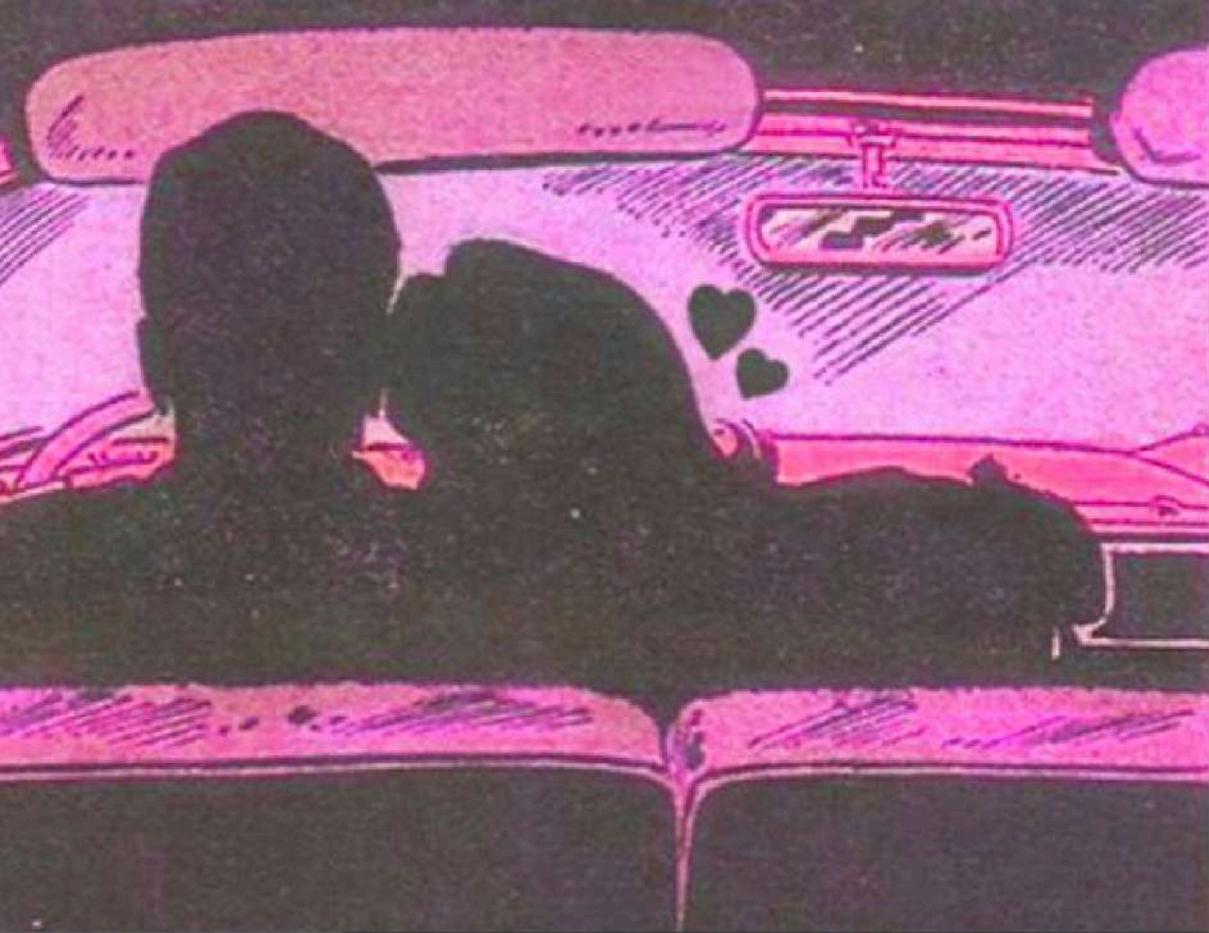
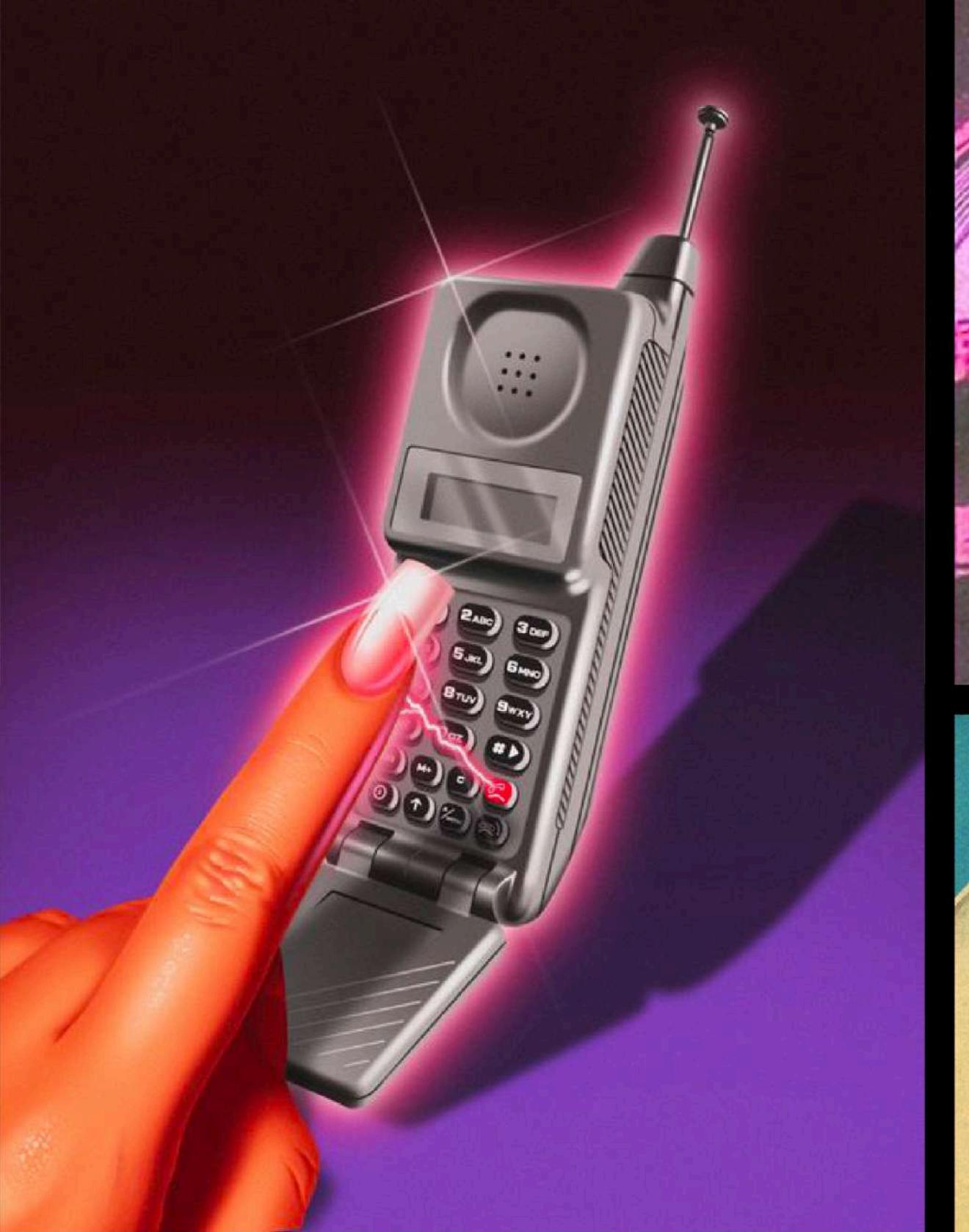
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Bookmark



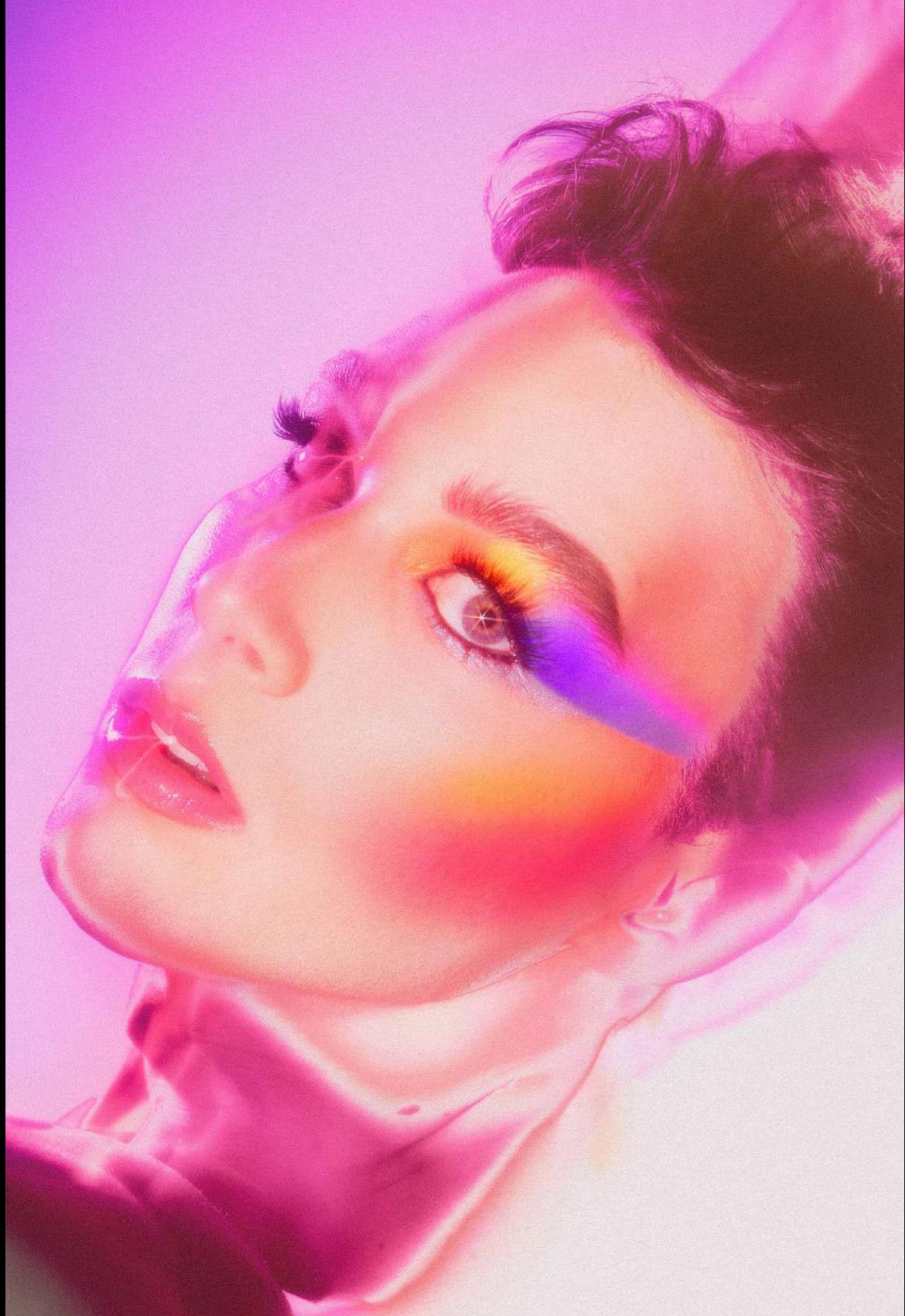
Trixie Cosmetics
Rebound

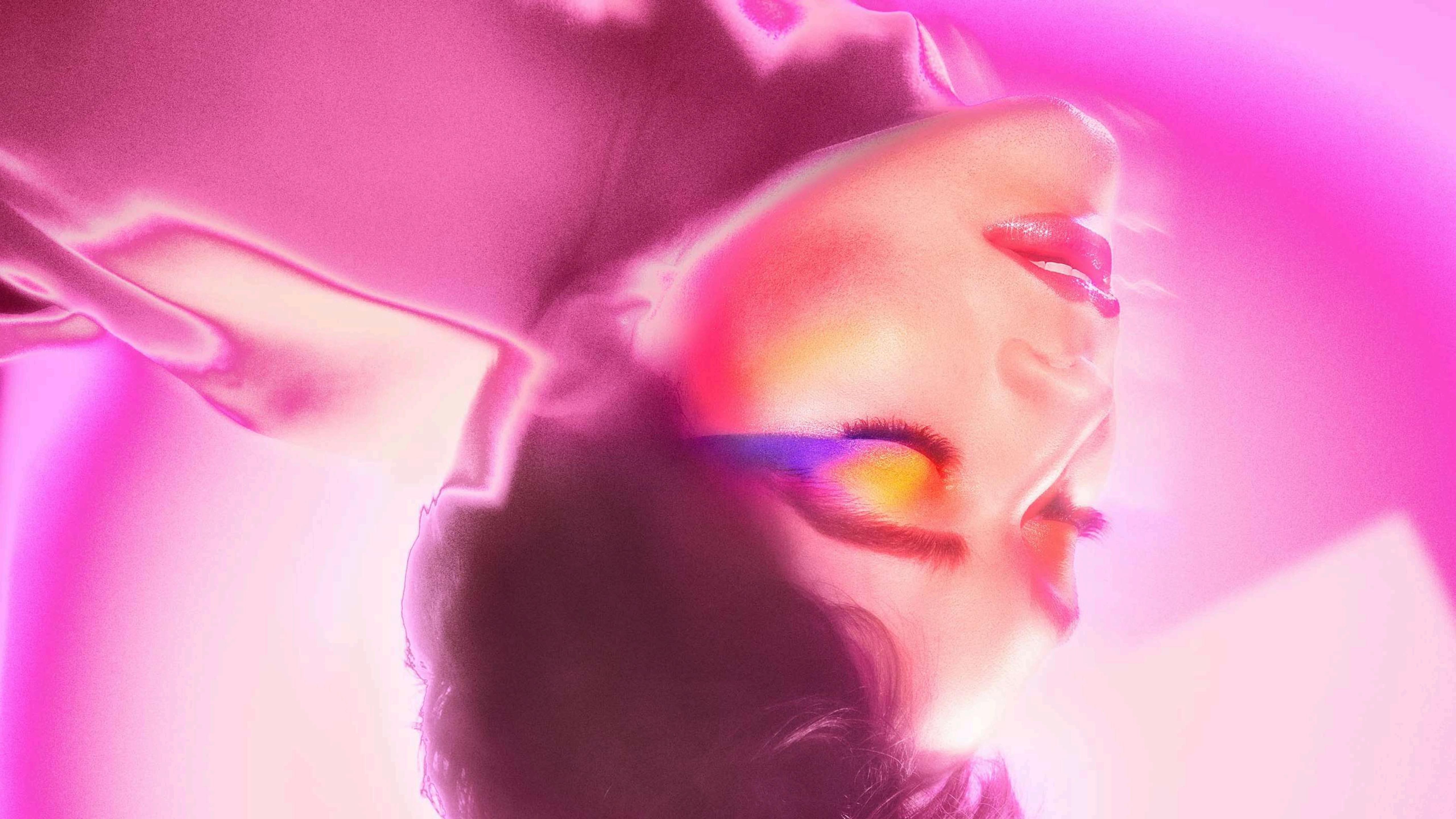
The counterpart to the *Breakup* campaign, *Rebound* references the enchantment of 1980s airbrush illustrations, the allure of vintage *Interview* magazine covers, and the mystique of what's in a girl's purse.

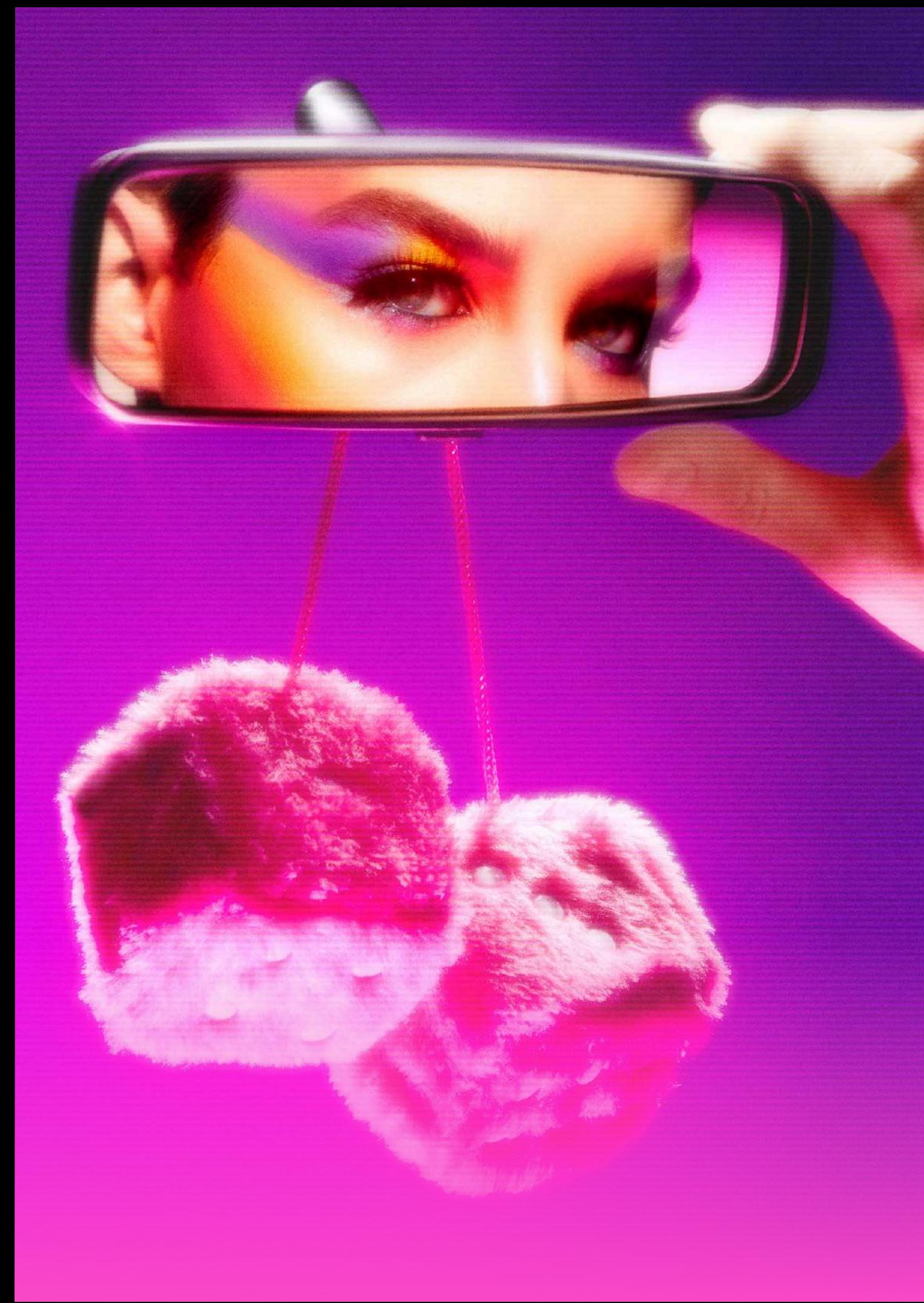




Heart Comment Share









Trixie Cosmetics
Pillow Princess

Welcome to the captivating world of *Pillow Princess*, where easy no-fuss application meets high-glam ethereal looks. Introducing *Stay the Night*, a liquid metallic shimmer topper and Trixie's first press-on nails. The art direction is nostalgic and nothing short of a dream, featuring model photography inspired by Patrick Nagel style nail salon window cling posters.





WELCOME TO THE CAPTIVATING WORLD OF *Pillow Princess*

WHERE EASY NO-FUSS APPLICATION MEETS HIGH-GLAM ETHEREAL LOOKS THAT ARE NOTHING SHORT OF DREAMY.

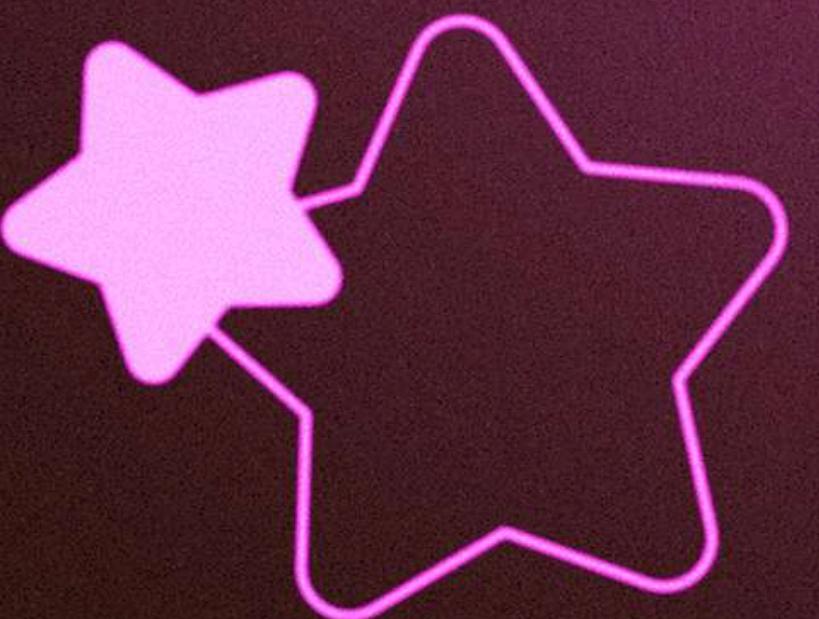
IT'S TIME TO GET TOPPED *Wink Wink* WITH STAY THE NIGHT SHIMMER TOPPERS, A NEW LIQUID METALLIC EYESHADOW IN THREE MESMERIZING MULTI-CHROME SHADES.

- ♡ WEIGHTLESS
- ♡ FAST DRYING
- ♡ BUILDABLE
- ♡ METALLIC HOLO FINISH

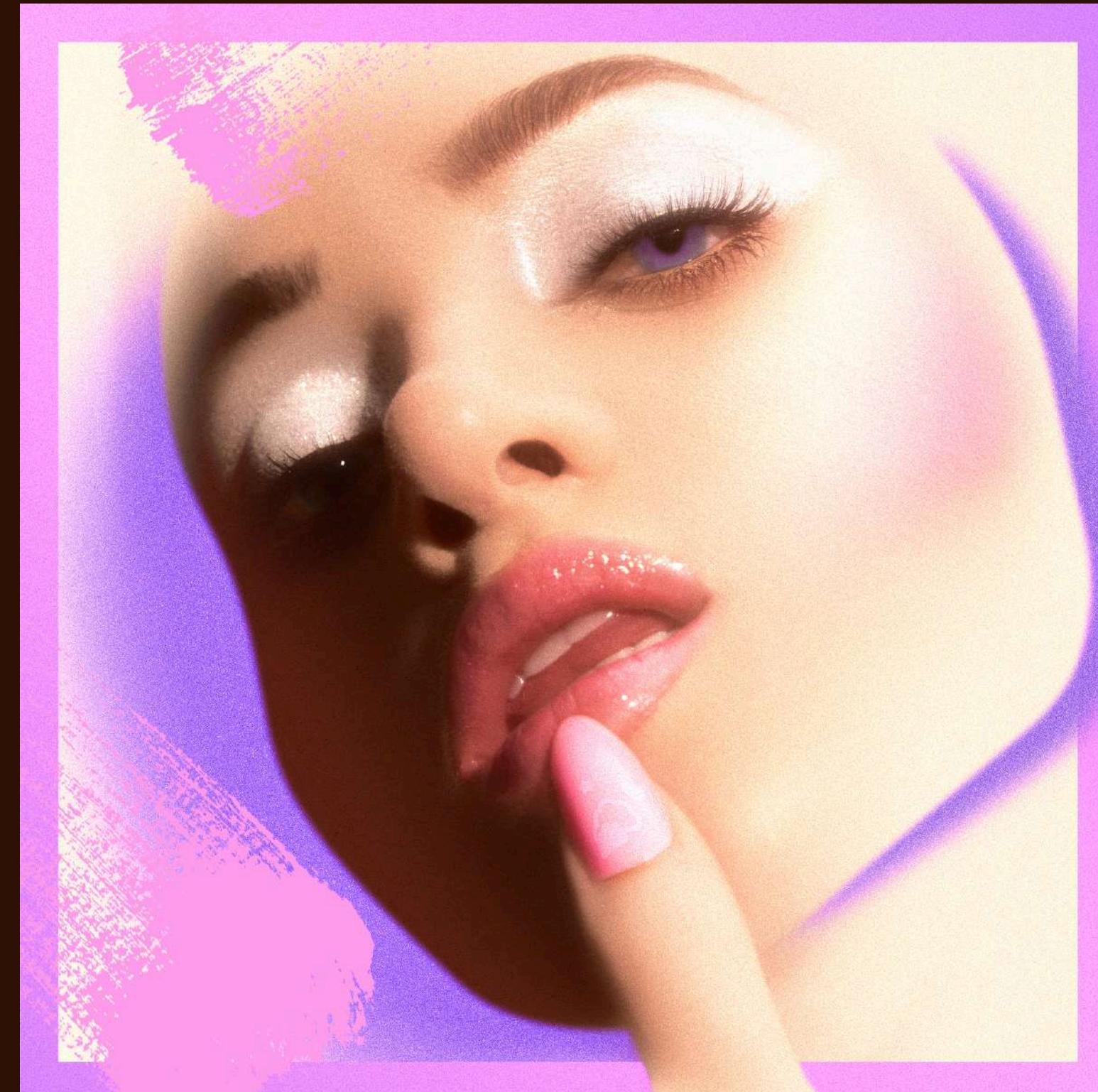
Plus! OUR FIRST EVER NAILS! STARGAYS PRESS-ONS ARE A HASSLE-FREE SOLUTION TO EFFORTLESS NAILS FIT FOR A PRINCESS

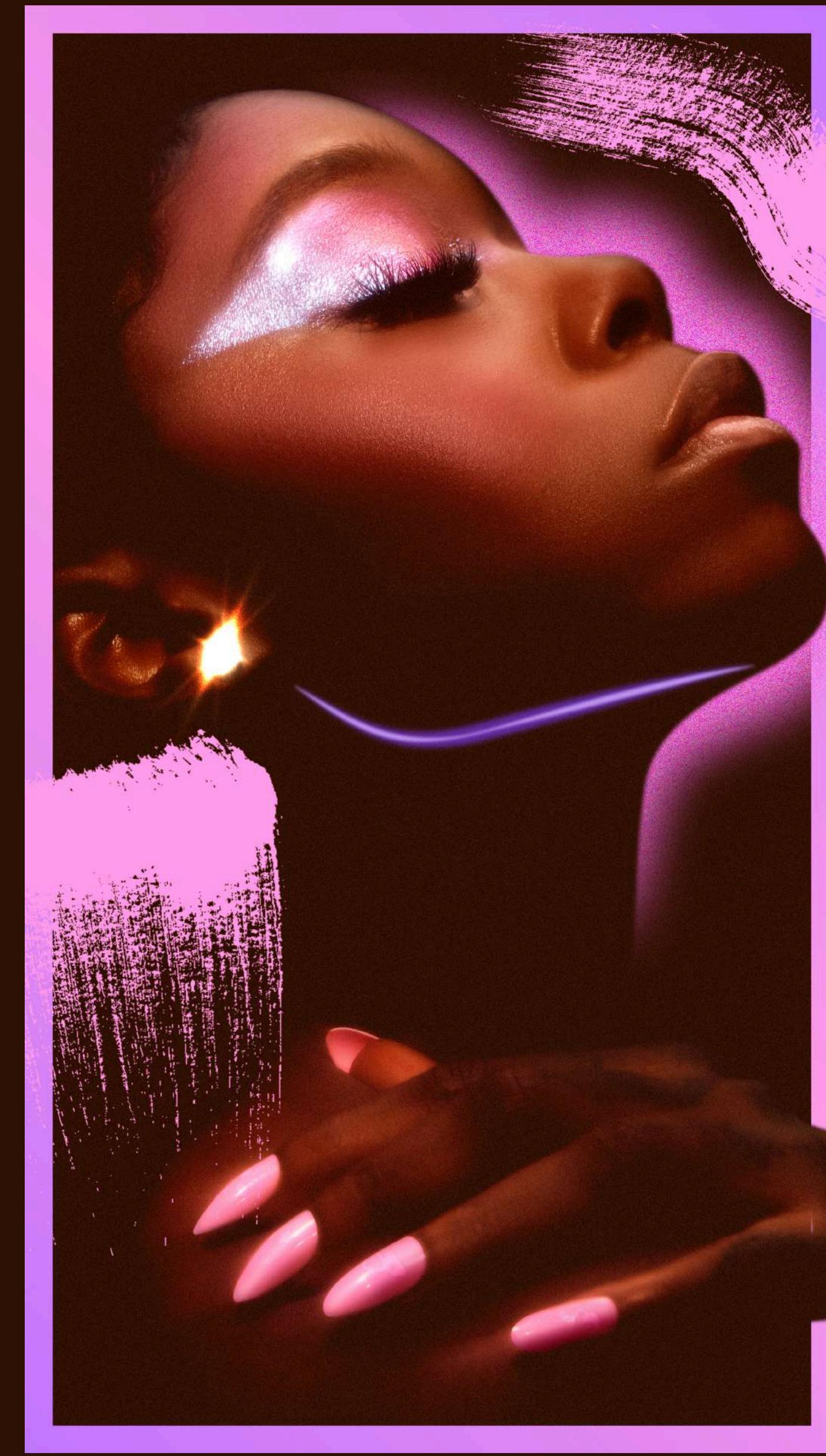
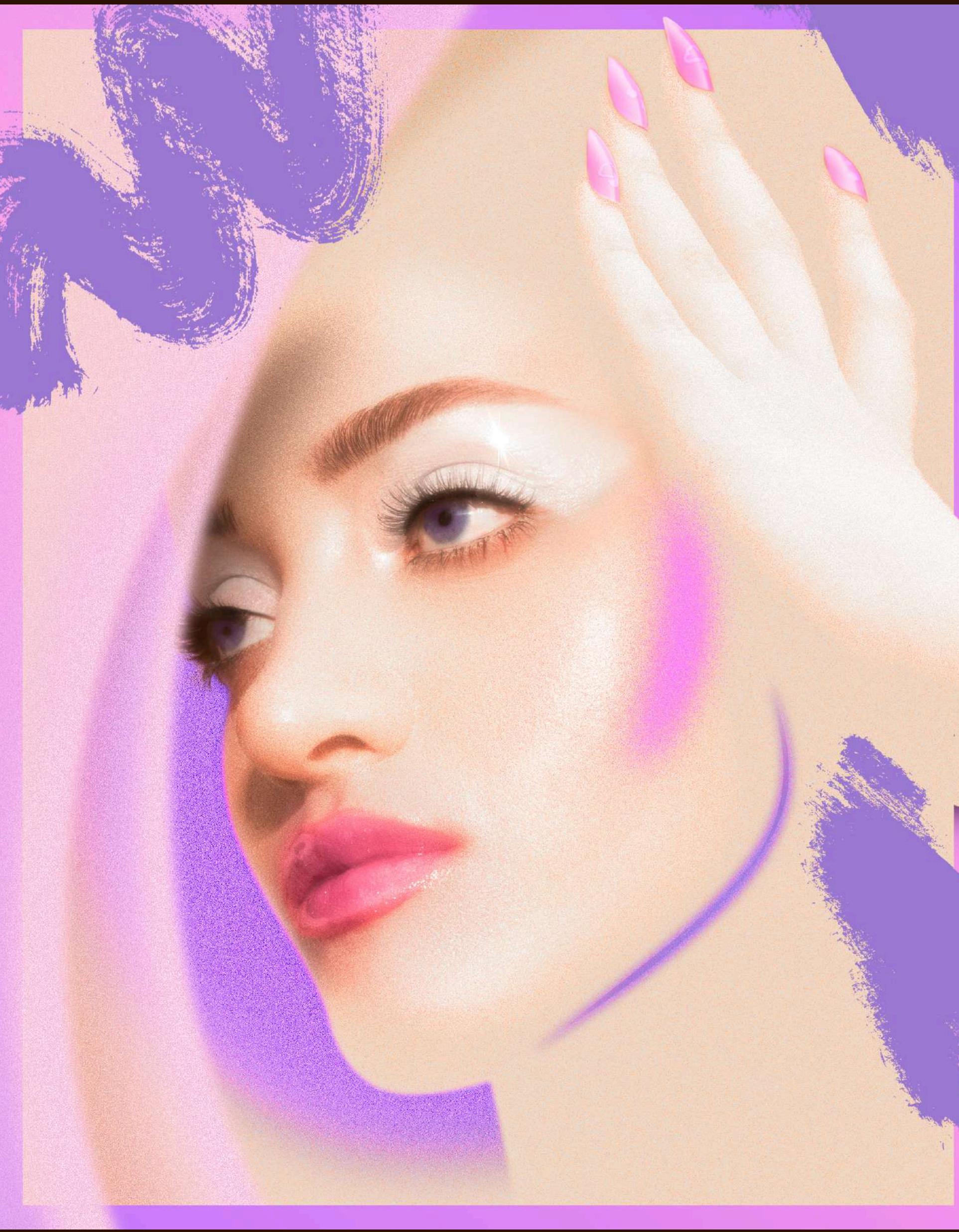
♪ ♫ ♪ TRIXIECOSMETICS YOUTUBE.COM/TRIXIEMATTEL WWW.TRIXIECOSMETICS.COM

A product shot featuring two bottles of 'Stay the Night Shimmer Topper' liquid metallic eyeshadow and a tube of 'Stargays Press-On Nails'. The eyeshadow bottles are purple and pink, respectively, with their caps removed to show the product inside. The nail polish tube is pink. The background is dark, making the products stand out.



Pillow
Princess





Jolie

Jolie is a new solution to an old problem. It's a filtered showerhead designed to sit at the heart of a well rounded beauty practice. But how do we get people to think of a showerhead as a part of self-care? We came up with two ways.

First we introduced the filtered showerhead as a high end beauty product to position clean water as an essential component of self-care. The photos are airy; the context is easy, natural and playful. Then we position the filtered showerhead as a human-centric industrial-design product. It resonates as simple and easy yet consequential and useful as a self-care tool.





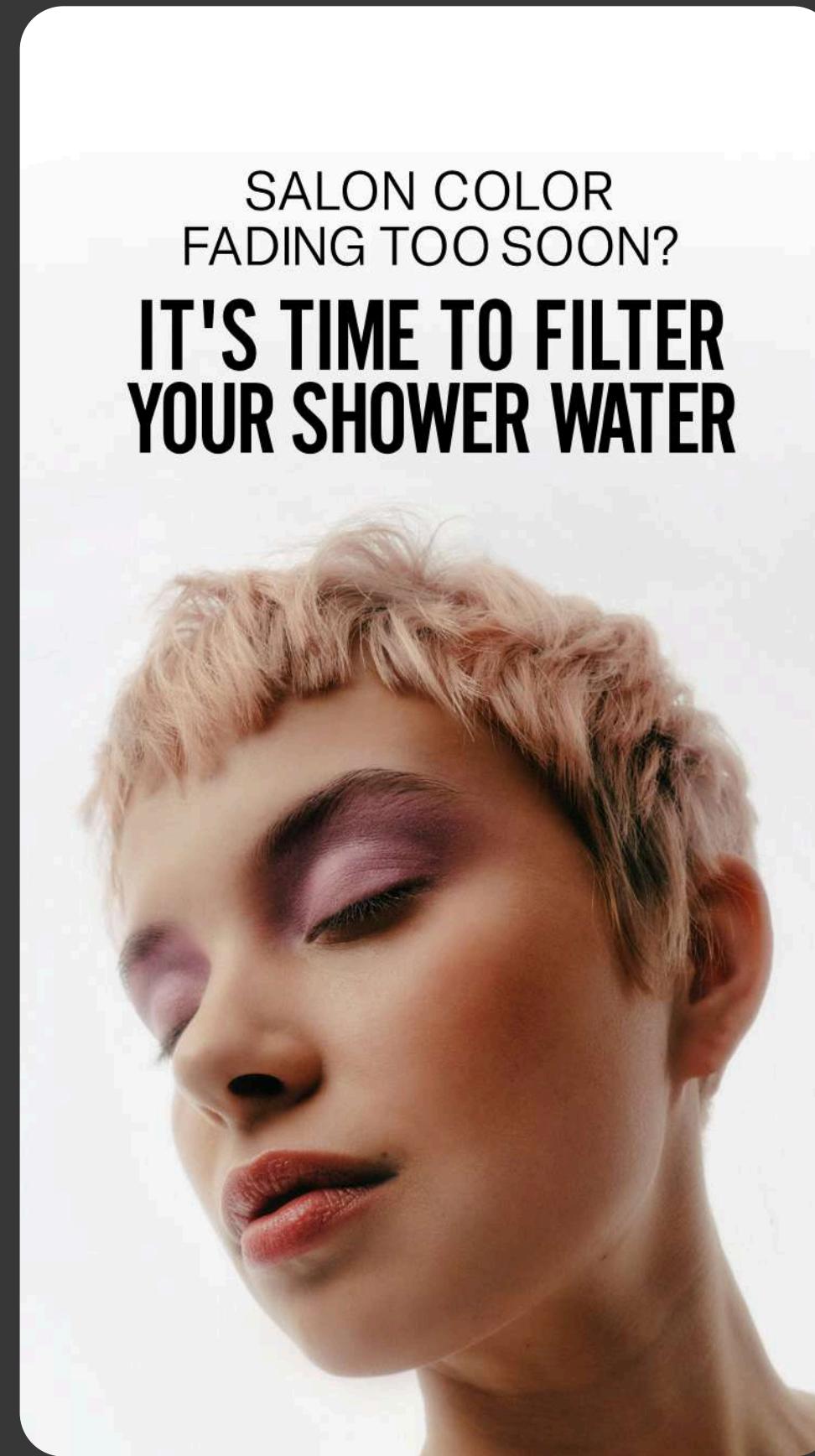


THE SECRET
TO LONG-LASTING,
PROFESSIONALLY
TREATED HAIR

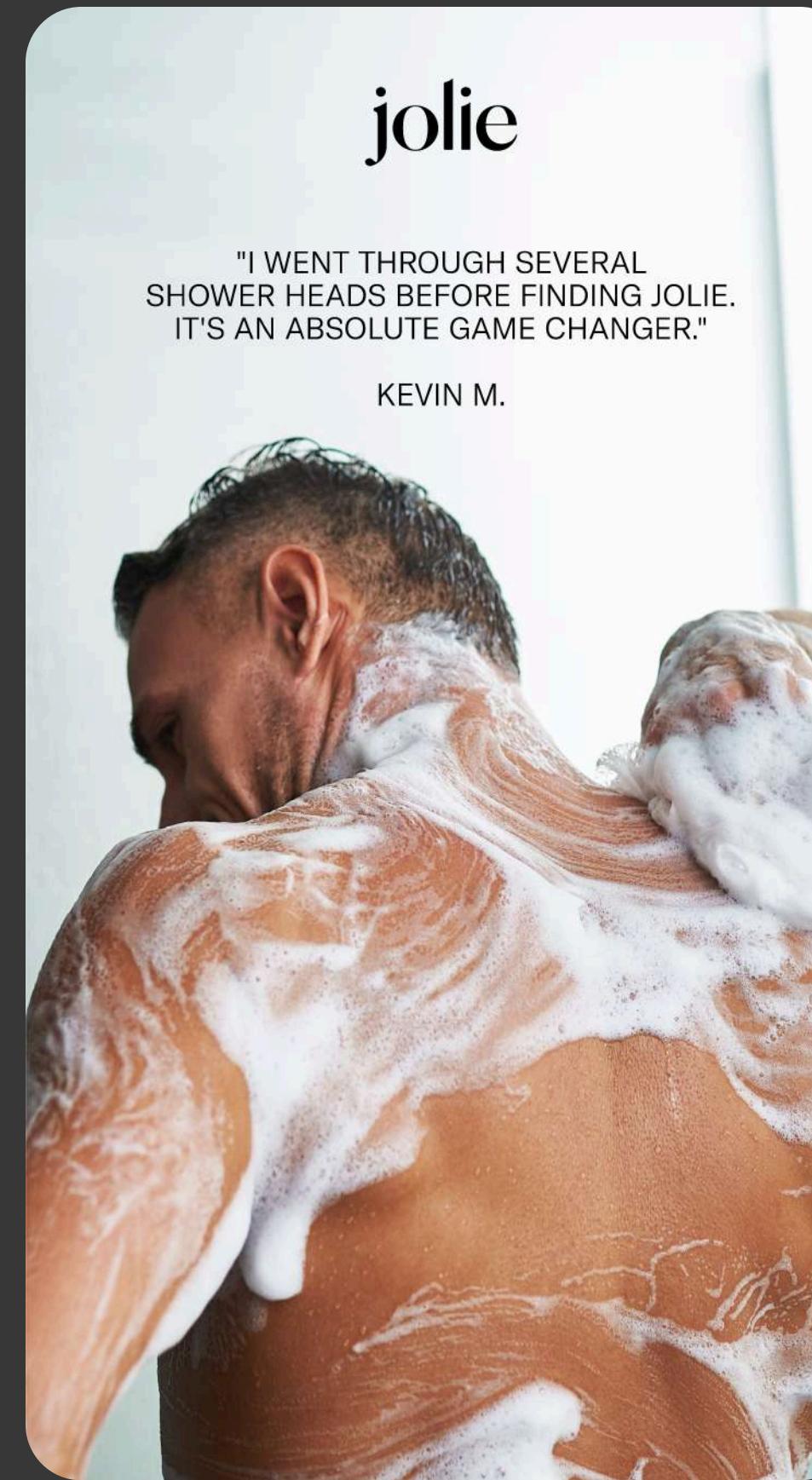


**STOP
WASHING
AWAY
YOUR
SHINE**

jolie



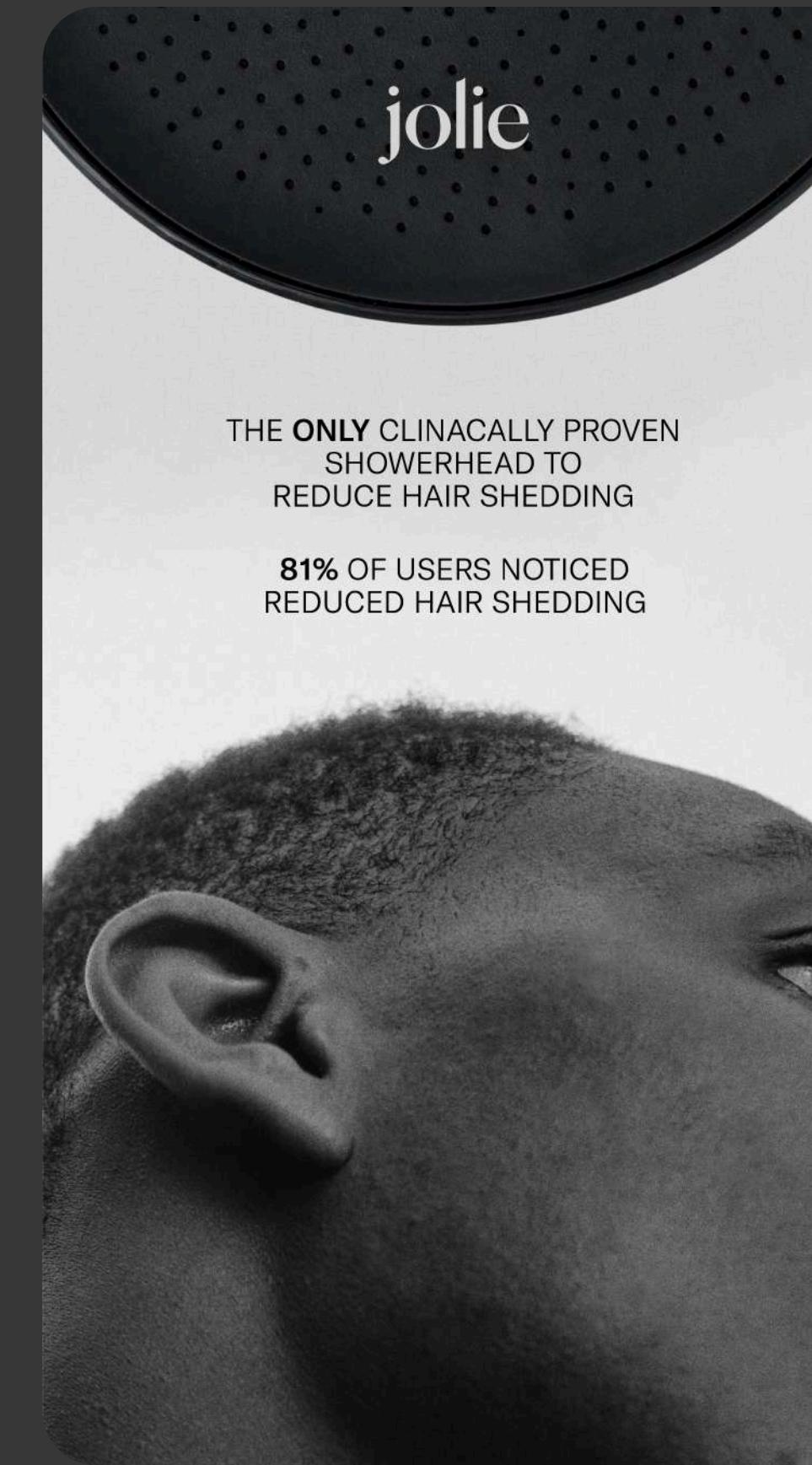
SALON COLOR
FADING TOO SOON?
**IT'S TIME TO FILTER
YOUR SHOWER WATER**



jolie

"I WENT THROUGH SEVERAL
SHOWER HEADS BEFORE FINDING JOLIE.
IT'S AN ABSOLUTE GAME CHANGER."

KEVIN M.



THE ONLY CLINACALLY PROVEN
SHOWERHEAD TO
REDUCE HAIR SHEDDING

81% OF USERS NOTICED
REDUCED HAIR SHEDDING

jolie

With inclusivity as the foundation to its haircare offerings, and sustainability the principal factor for choosing ingredients, amika is a modern beauty brand that celebrates individuality and fun at every turn.

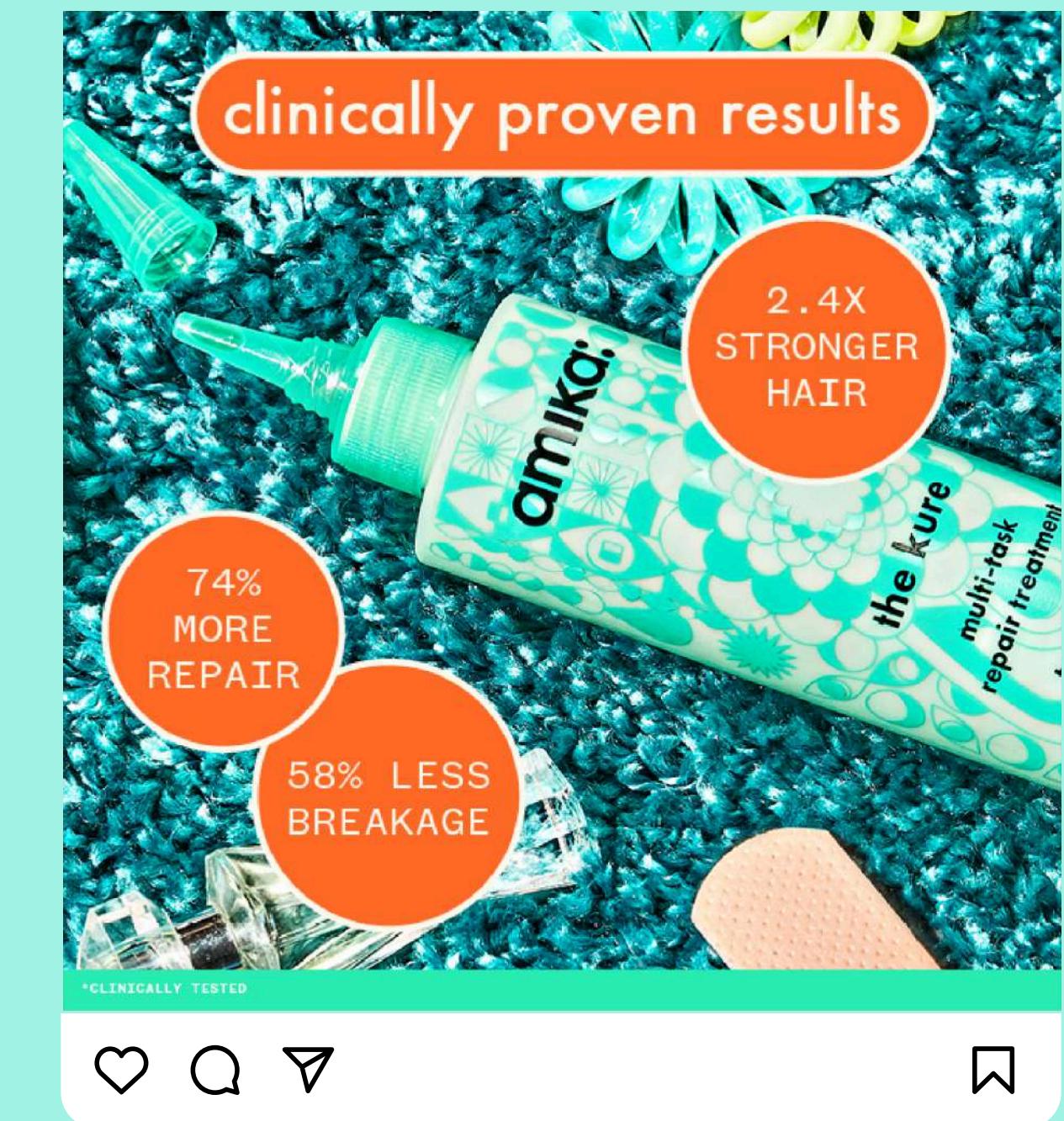
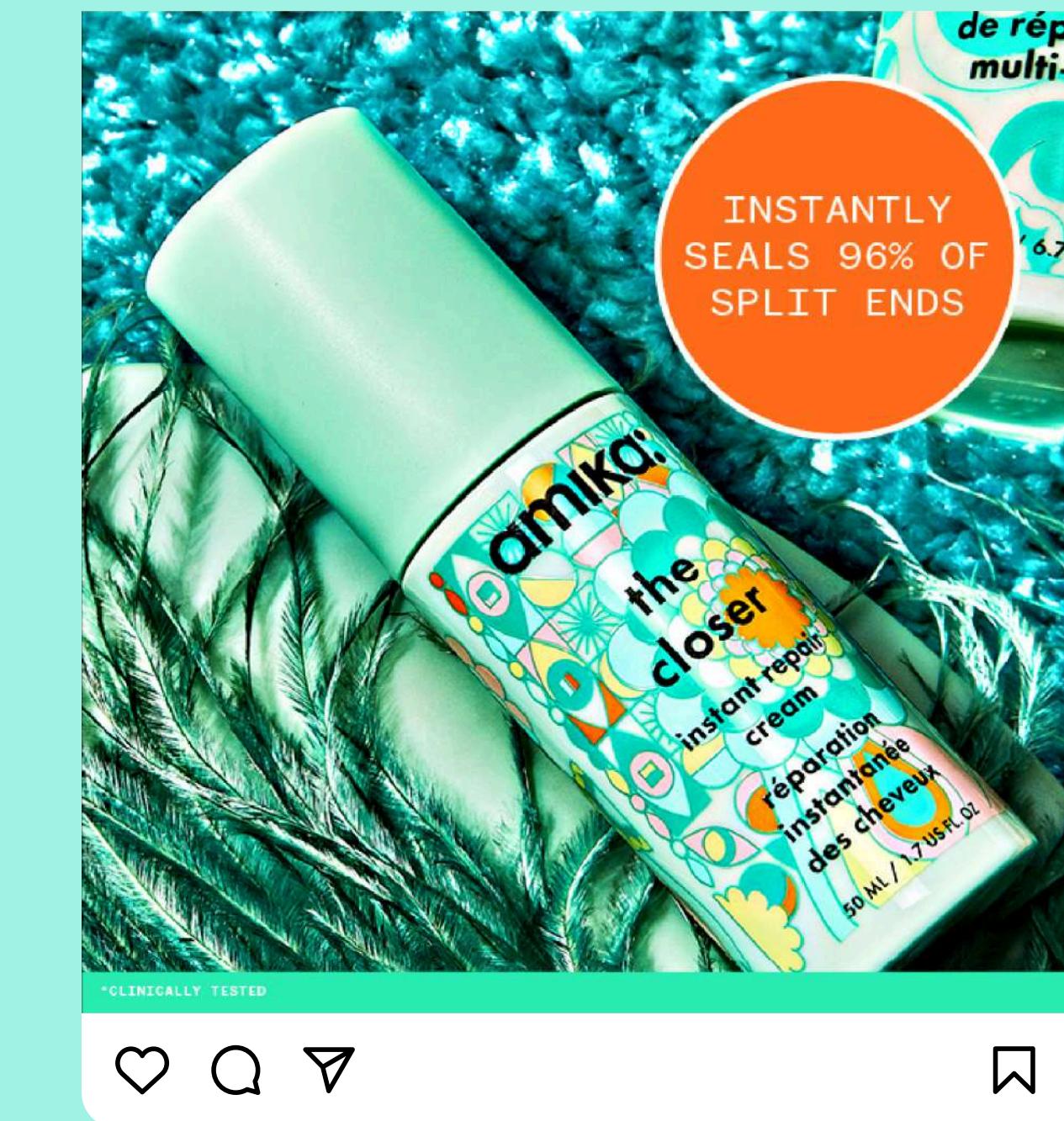
amika
the kure

Each amika haircare line is dedicated to a different concern and in turn has its own color way that pops loudly through styling and art direction seen across social and retail activations.





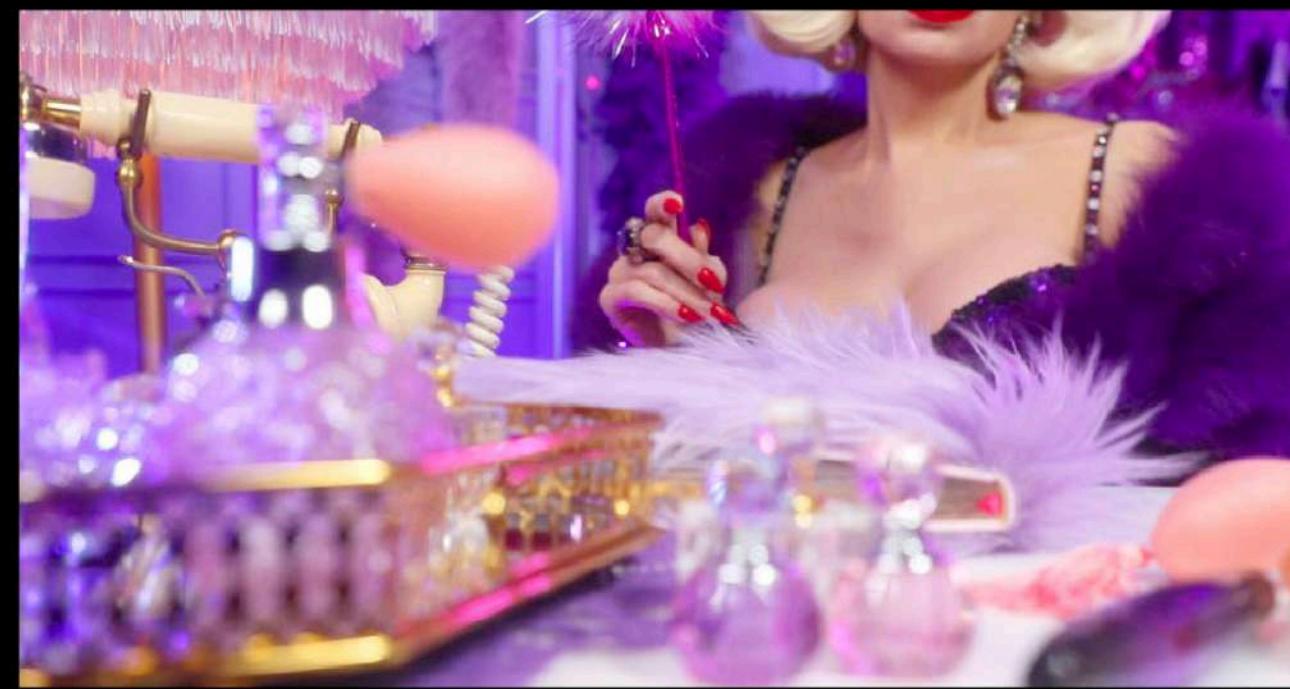




amika
bust your brass

Inspired by classic blonde bombshells, amika's *bust your brass* campaign was born. Set in a purple bedroom dream—as if David Lynch directed Drag Race—we indulge in Kurt Cobain, Britney Spears, Rico Nasty, and Beyoncé look-alike fantasies. And then there was Amanda Lepore, who only needed to be her iconic self.



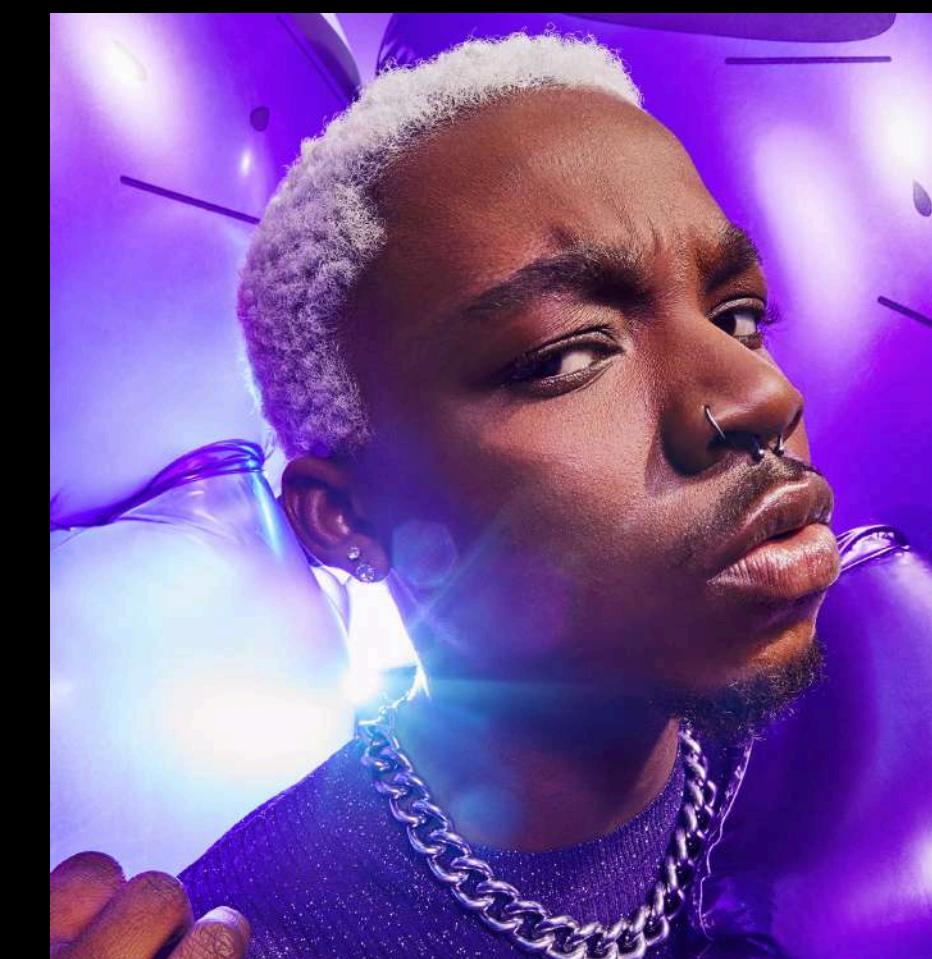




Heart

Comment

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Heart

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Heart

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Kate Spade

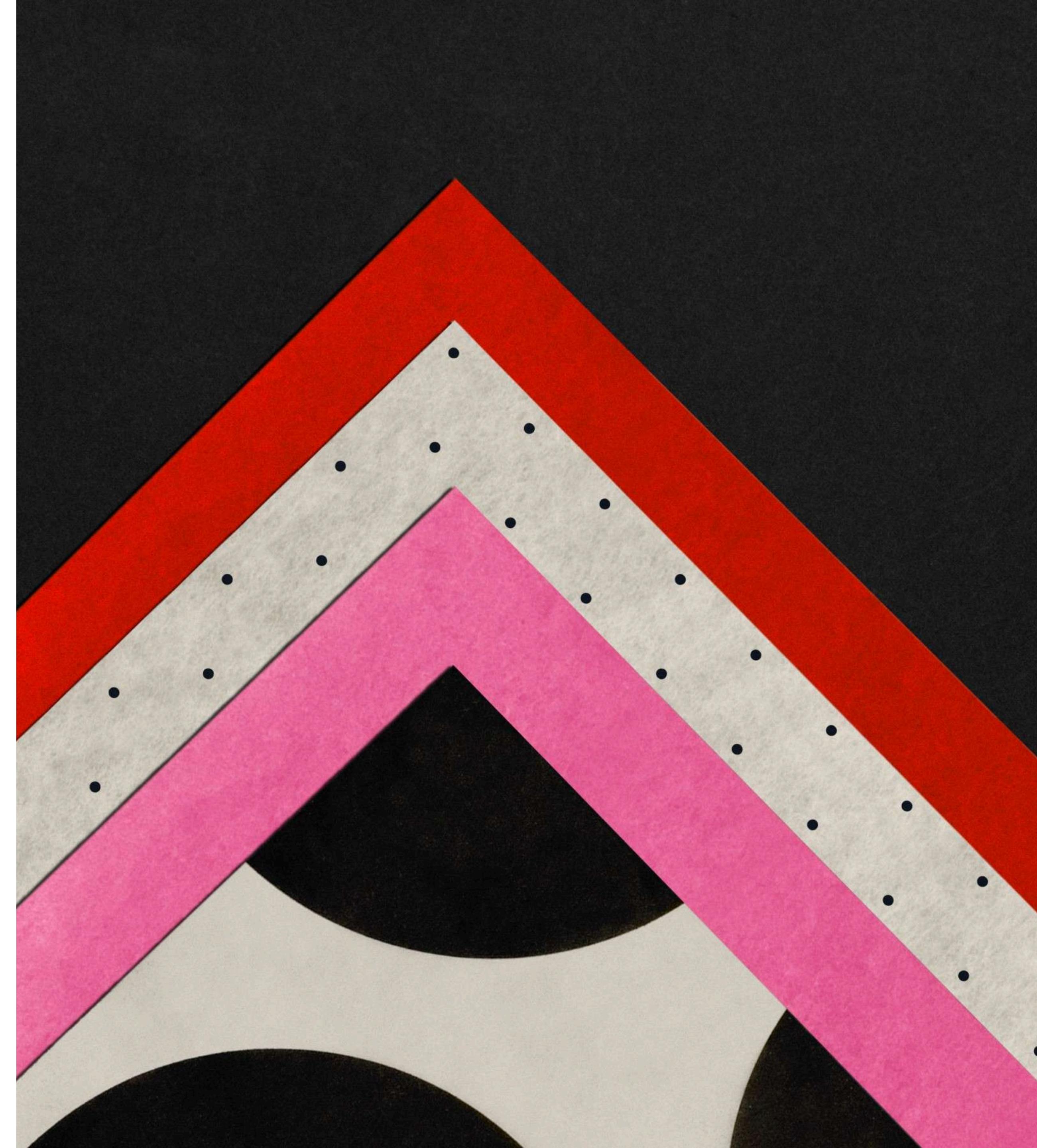
Kate Spade wanted to revitalize its iconic brand in a way that honored its heritage, but with a modern twist. It doubled down on what originally made the brand culturally relevant and let go of the excess.

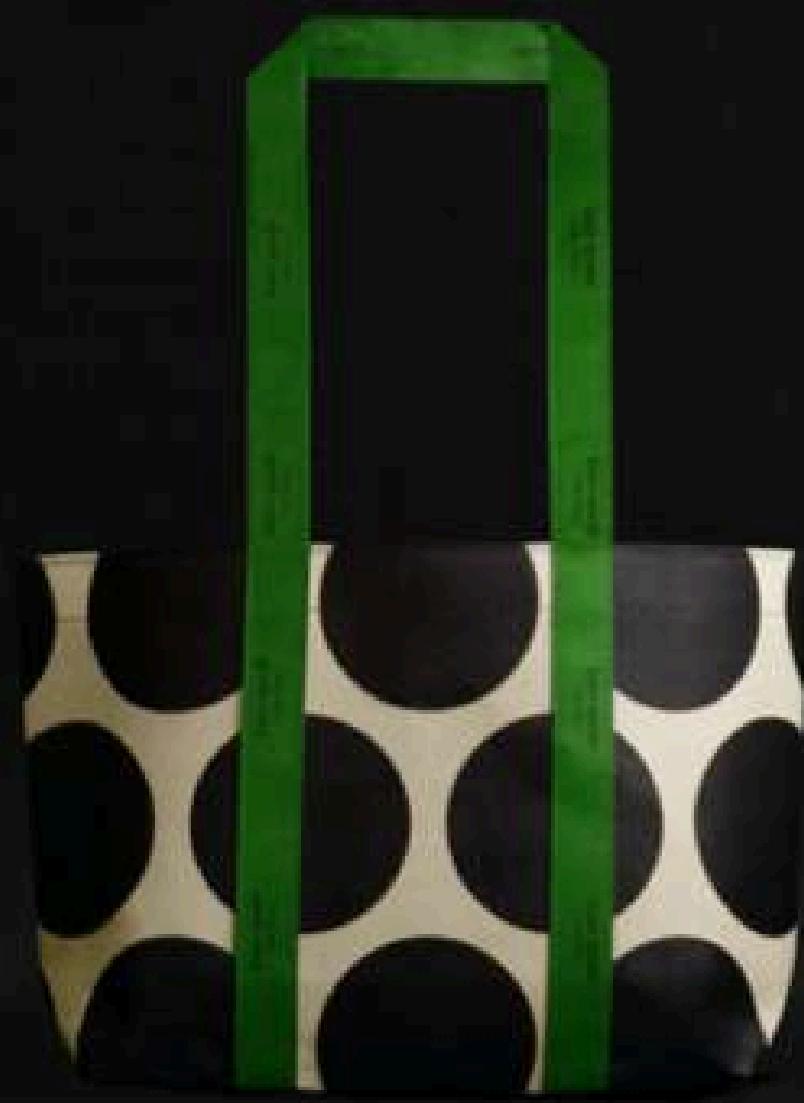
Kate Spade

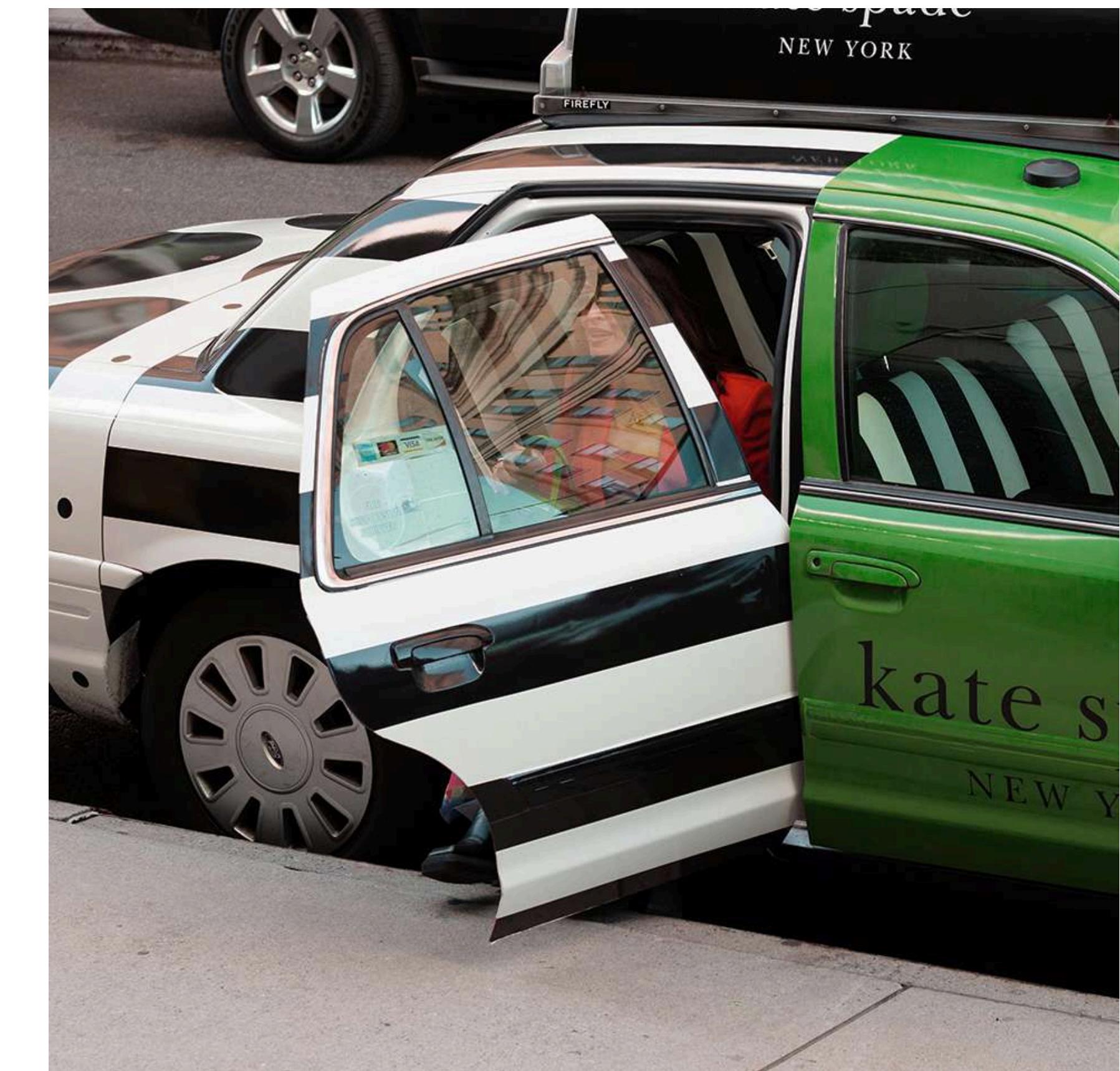
In an effort to resonate with a new generation of consumers, a renewed design system came to life. Rooted in simple graphic elements and a namesake Pantone swatch, this brand refresh informed a new suite of packaging, a coming-out campaign, and retail experiential designs.











Celebrated *The Cut's* 2024 Fall Fashion issue by bringing the brand to life in a takeover of the Bluestone Lane Cafe in Tribeca.



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109

BLUESTONE LANE

THE
CUT
CAFE

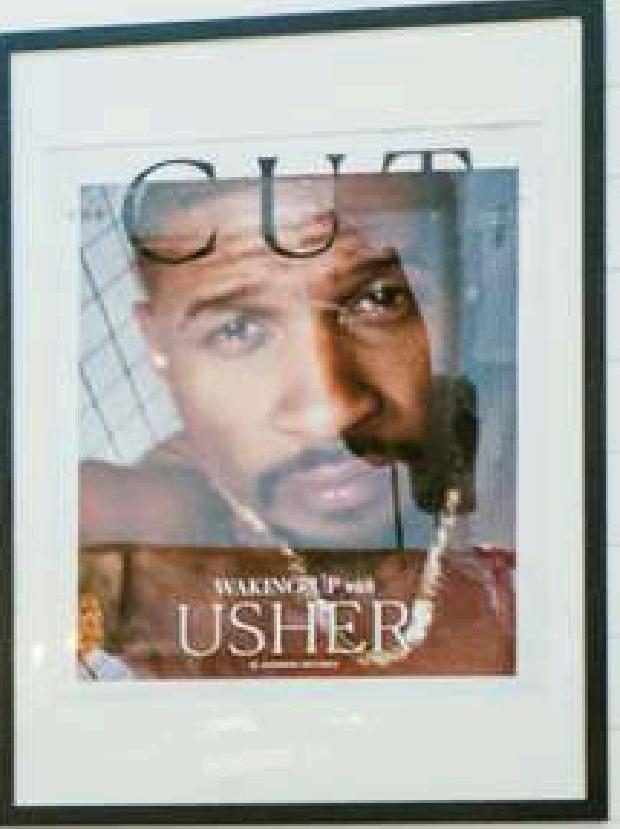
THE
CUT
CAFE





the editor is from a
tiny country in the world.

I hope the cut pays their personal
staff well because those
workers admit to... you could not
imagine that information out
there about that information out
there would take that to my death



Happier Grocery connects consumers with products defined by quality, sustainability, and ethical sourcing. The space was designed to be a portal to discovery, encouraging exploration and a deeper connection with every aspect of daily New York life.

Happier Grocery

The identity and branding executions of Happier Grocery are aimed at establishing it as New York's authority on quality. Every touchpoint is intended to resonate as undeniably local and top of the line—a true extension of the contemporary luxury shopping experience of Soho without losing the heart and grit of New York City.







HAPPIER GROCERY





Happier Grocery

Having seen the brand enter the city through the space, product and campaigns, it was now time make the city itself our studio. New York City became a character in this candid yet surrealist take on shopping throughout NYC neighborhoods.



Bye

Thank you!

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