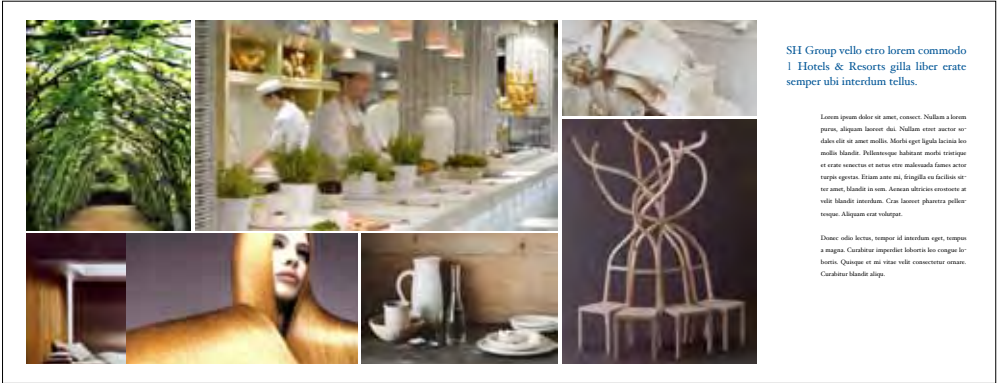


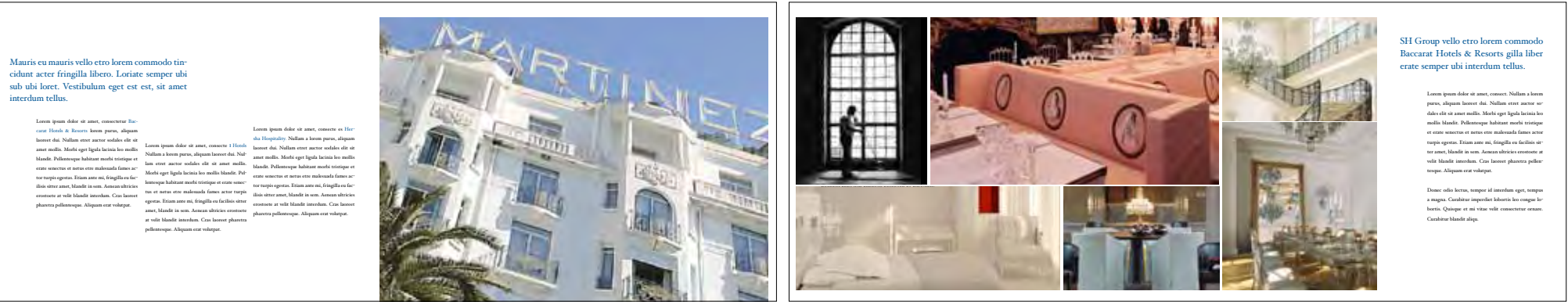
STARWOOD CAPITAL GROUP | GREENWICH, CT

Starwood Capital Group engaged me to create a new look and feel for their corporate brand brochure with the goal to increase their real estate development projects.

The idea was to capture the sense of journey that both of Starwood's brands exude. I brought these two brands together conceptually in an organic way with the use of rich colorful photography and bountiful white space providing a journey through the brand with an editorial approach. Additionally, I had to decrease the amount of pages from 62 to 8, condensing the information for an easy read.




Starwood Capital Group brochure.




STARWOOD CAPITAL GROUP | GREENWICH, CT

I was engaged to refresh the brand direction for 1 Hotels & Resorts and Baccarat Hotels & Resorts in the fall of 2011.








Our Manifesto

We believe that the perfect combination of high level sustainability, style and service will create a new kind of ecosystem: a high energy, green lifestyle. It's living the *good* life in every sense, not just delivering a checklist of green initiatives.



Dining at 1 is grounded in local flavor, from the food we serve to the restaurant space itself. But it is also seeped with references to universal, archetypal concepts of nature like wild, raw and seasonal. These add layers to the dining experience and create opportunity for big design gestures.






CORE VALUES

EVERY TOUCHPOINT IN THE EXPERIENCE IS DEFINED BY THREE CORE VALUES:

GLAMOUR, SEDUCTION & CELEBRATION


THESE WORDS DESCRIBE OUR DESIGN, OUR CUISINE, OUR STYLE, OUR VOICE AND OUR PROGRAMS. EVERYTHING WE DO BRINGS THESE WORDS ALIVE.



BACCARAT'S CLIENTELE HAVE ALWAYS INCLUDED EMINENT TASTEMAKERS AND OPINION LEADERS OF THEIR TIME INCLUDING MONARCHS OF FRANCE, SPAIN, THAILAND, RUSSIA AND ENGLAND; FRANKLIN ROOSEVELT; POPE PAUL II- THIS LIST OF LUMINARIES CONTINUES TO EXPAND TO THIS DAY.

Four THE RUSSIAN FURNACE

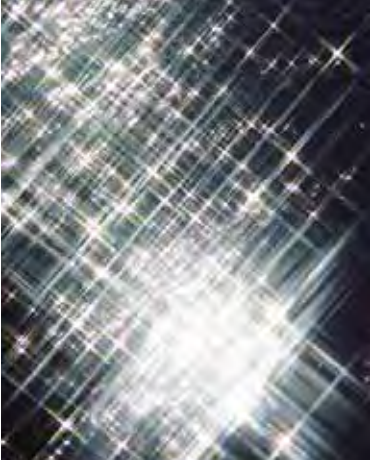
IN THE 1860s THE RUSSIAN COURT WAS ORDERING BACCARAT CRISTAL AT A PACE THAT REQUIRED A SEPARATE FURNACE, RUNNING 24 HOURS A DAY, TO ACCOMMODATE THE PRODUCTION.



IN 2003, BACCARAT LAUNCHED ITS FIRST LIFESTYLE EXPERIENCE AT THE HISTORIC NOAILLE MANSION: MAISON BACCARAT PARIS PROVIDES A POWERFUL BRAND EXPERIENCE DESIGNED BY PHILIPPE STARCK, COMBINING MUSEUM, BOUTIQUE AND CRISTAL ROOM RESTAURANT. IN 2008, MAISON BACCARAT OPENED IN MOSCOW.

Perfection x EVERY SINGLE PIECE, EVERY TIME

EVERY SINGLE PIECE IS RUN THROUGH A SERIES OF RIGOROUS INSPECTIONS DURING THE MANUFACTURING PROCESS. ANY PIECE THAT SHOWS THE SLIGHTEST FLAW IS IMMEDIATELY DESTROYED. IN THIS WAY, CUSTOMERS NEVER RECEIVE A SINGLE IMPERFECT ITEM FROM BACCARAT.



Bridging together two brands/Starwood Capital Group brand direction.