



Brand Strategy and
Refreshment for
The World's Most
Luxurious Children's
Fashion Brand

GUSELLA

Refreshing a World-renowned Children's Fashion Brand

Gusella is a long-established luxury brand specializing in crafting children's shoes, clothing and accessories designed in Milan. Having recently progressed into Asia, the brand sought to refresh its image to better introduce its products and services to Asian and worldwide families.

Business Strategy

Brand Strategy

Brand DNA
Brand Differentiation
Brand Strategy Book

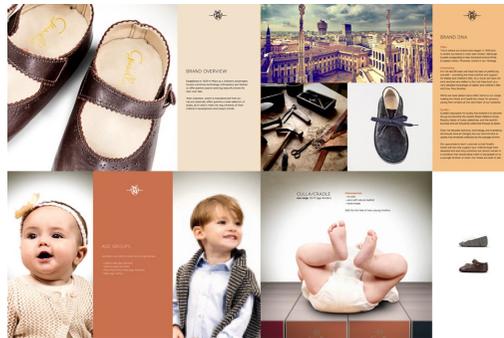
Design and Touchpoints

Brand Identity
Brand Guide
Model Photography
Brochures
Writing & Translation
Packaging Design System
Advertising Design
Retail Environment

Digital & Social Media

Gusella Brand Refreshment

Renewing a Respected Luxury Brand



Established in Milan as a children's shoemaker, Gusella has long been positioned as a premium Italian brand that sells quality and heritage children's wear. It needed to inherit the legacy and create an authentic high-end perception among the target consumers.

Scope of Work

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The Brand DNA of Gusella can be summed up in three key points: Milan, shoemaking, and quality. We ensured this personality was delivered in a consistent manner across all forms of communication.

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