Come Hell or High Water.
Ah, the great outdoors. How wonderfully terrible it can be at times, when all the weather gods seem to have timed their bowel movements in perfect sequence. How amazingly unfair, but always indiscriminate the weather acts. Yet, there we are, gallantly wrapping ourselves in layer after layer of pure defiance. That is what we do, that is who we are. Defiant and enduring, because life must go on, come hell or high water.

BRAND TALE
No matter what, life must go on.
We shelter and guard, with layers of pure defiance.

MISSION
Cinematic Survival

CENTRAL THEME
Defiant and Enduring

BRAND ESSENCE
survivor
pursuer
BRAND PERSONA
"My soul is constituted of thousands of images I cannot erase. Everything I remember vividly... I'm a grainy old, often silent, often flickering film."

EXAMPLE OF TONE OF VOICE
deeply descriptive
personal
illustrative

TONE OF VOICE
dark
obscure
sinister

LOOK AND FEEL
young professionals
pursuing a creative career

TARGET AUDIENCE
following an urban lifestyle valuing niche brands

TARGET AUDIENCE
modern
style-savvy
TARGET AUDIENCE