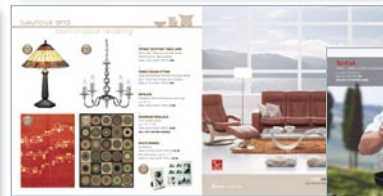
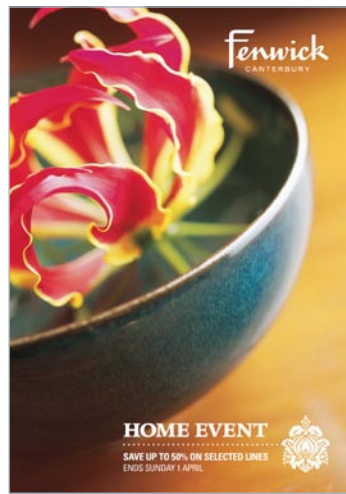


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## design: brochure

### the brief

Fenwick are the premier independent UK department store, they hold two 'Home Events' annually and require brochures to entice customers into their stores. We were asked by S2 Creative to help conceptualise, design and artwork the Home Events Brochures

### our approach

We had to design, art direct and produce all aspects of the brochure within a limited budget as well as product studio photography. We also had to keep an eye on trends, especially seasonal fashion colours and styles, which we could incorporate into the brochure. We also changed the shapes of the brochures to keep them different and fresh with new and different styles each time.

### result!

These brochures proved to be the most successful of its kind, generating the highest level of sales from any Home Event to date.

# Fenwick

### CASE STUDY

## Fenwicks Brochures

see more at [www.silentcity.co.uk](http://www.silentcity.co.uk)

