



Laulom

DISCIPLINE

Brand Innovation

"Bulldog Drummond is an invaluable business partner. Together, they've helped us define and build the Laulom brand from the ground up. Their team of brand strategists and design thinkers have helped us define our brand in a way that we can promote growth and kick off the next chapter of the Coronado Leather Brand."

BRENT LAULOM CEO, CORONADO LEATHER

DESIGNING A MODERN BRAND WITH AN AUTHENTIC HERITAGE

CHALLENGE

Coronado Leather began as a small husband and wife team creating exceptional leather goods out of San Diego. Known for its craftsmanship, quality and traditional styling, Coronado Leather has gained lifelong customers and a first-class reputation. But, as Brent Laulom continued to grow his family business, he realized that in addition to the current customer base, there was a new generation looking for more modern and progressive styles, and he needed help to solve both consumer needs.

RESULT

With one brand and two distinct markets, Brent came to Bulldog Drummond to help him grow both sides of the business without alienating customers. In order to preserve the integrity of the Coronado Leather brand, we helped Brent and his team develop an entirely new brand that represents fresh and fashion forward designs rooted in his West Coast heritage. Our first charge was to name this new venture. Being a second generation family business, Laulom was a natural fit that was personal, modern and rooted in authenticity. From there, we developed all aspects of the brand including logo, brand design and voice, and we continue to help guide their strategic initiatives to drive their future success.

