



THE NEW
PÂTISSERIE THAT
EVERYONE'S
GOING DOTTY FOR

BRANDING, PACKAGING AND COMMUNICATION DESIGN
FOR MAÎTRE CHOUX

MONOGRAM



O O H

L A L A !

IT'S CHOUX TIME

For years the éclair had an image problem: silly, frivolous and out-of-touch. So when a Michelin-starred French chef told us about his plans to bring the £5 gourmet éclair to London, we knew that these visually stunning edible works of art needed a brand identity that would reflect a position that's playful yet premium.



AN INSTANT HIT

Located on a busy street in South Kensington, MONOGRAM needed to create a brand that had stand out from day one. As a modern version of a French patisserie we brought a contemporary twist to a classic.

The brand identity is distinctive and original, connecting the customer experience to the excitement, taste and aesthetics of the products.



BRANDING WITH BAGS OF JE NE SAIS QUOI

The design draws inspiration from the simplicity of the two primary shapes of pastry: éclairs and chouquettes, and their colourful decorations to create an eye-catching pattern.

"Playful yet premium, it's a difficult balance to achieve but you did it and it looks fantastic! It's even caught the eyes of Harrods... watch this space." - Jeremie Vaislic, CEO

ET VOILA!

SOMETHING SWEET TO FINISH

Our work helped Maître Choux achieve a successful launch and 12 months later business is booming with a presence in Fortnum & Mason and plans for further expansion.

The project has already won a design award and featured in numerous publications, journals and blogs.



DISCOVER
THE BEST TEAM
TO BRING
YOUR BRAND
TO LIFE

MONOGRAM is an award-winning branding and communication agency. We help emerging luxury and lifestyle brands shape and own the future of their market segment.

We are fiercely strategic with deep brand and commercial insight. Intentionally small and highly experienced, we pride ourselves on our efficient, streamlined approach that enables direct translation of the creative brief.

Our team blend creative thinking with analytical rigour to develop key messages that work across a brand's communication platforms, externally and internally. Craftsmanship is at the heart of our work and our ethos.

BUILDING A LEADING BRAND

We create strong and meaningful branding by engineering solid foundations then use them through every stage of the creative process and beyond. We believe that foundations which have been developed specifically and exclusively for your brand will provide a stable platform that will encourage and support future growth.

For your business, we would construct these foundations by adopting a unique process called Core Analysis™ - a method MONOGRAM has developed to identify a brand's 'core'. This process is bespoke to your needs and will assist in defining your position in the marketplace and identify specific areas where your brand needs to differentiate and stand out.

It will also outline and define your brand's key message, positioning and proposition, providing the foundations needed to direct all subsequent stages of the identity development and beyond. It will include your brand story and customer profiling/target market identification. It establishes a benchmark against which your brand can be measured, time and time again to ensure consistency in purpose, vision and outcome.

WE NEVER
PAINT
BY NUMBERS

THE VALUE OF EXPERIENCE

PENHALIGON'S
EST. LONDON 1870

BVLGARI
HOTEL LONDON

JAEGE-LECOULTRE

CRÈME DE LA MER

TOWN&COUNTRY

DRUMMONDS

CLINIQUE

SWOON
EDITIONS

TOM FORD

de Le Cuona

HARRY WINSTON

ESTÉE LAUDER

Working with some of the world's most prestigious brands we reinvigorate, strengthen and reaffirm their positioning - creating a true luxury experience for their customers. This insight enables us to share our knowledge to give challenger brands the best head start.

If you have a project that you would like to discuss with us, please call Louise on **+44 (0)20 7692 8316** or send an email to hello@monogramlondon.com