

We are creating a new retail needlepoint store brand that will exist in an existing 80 year old retail jewelry store, Krombholz. Here is the existing Krombholz logo:



The new needlepoint brand should have a historic 1960's cool vibe and yet be modern. Our target client is self purchasing woman in the age range of 25 to 65. Our brand icon is Heather's mother, Jackie O'Brien and Jackie Kennedy Onassis. Here are a couple of pictures of Jackie O'Brien.



This is a first attempt of capturing a brand image.

