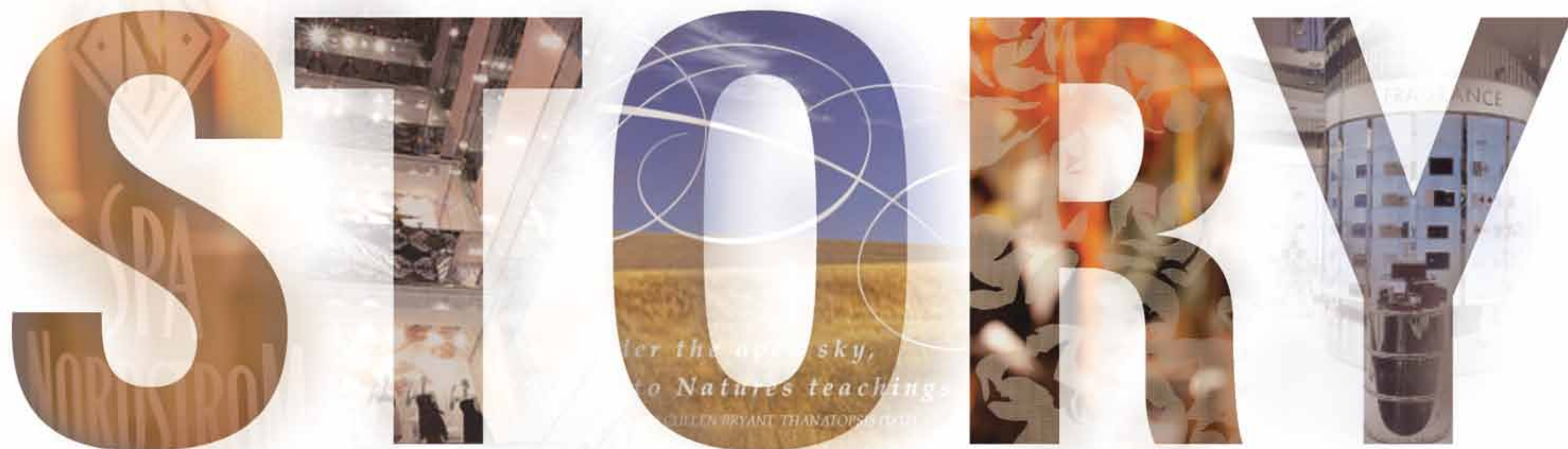


T E L L I N G

GIRVIN

# STORY



Under the open sky,  
to Nature's teachings  
GILLEN BRYANT THANATOPSIS (2011)

FRANCE

# STRATEGIC BRAND DEVELOPMENT

OF STORYTELLING

LUXURY • RETAIL • HOSPITALITY • RESTAURANT • ENTERTAINMENT



# STORY

GIRVIN WORKS

WITH YOU TO STRATEGICALLY BUILD NEW BRANDS,  
IGNITING THE RESONANCE OF AUTHENTIC STORIES, ACTIVATING BUSINESS  
GOALS TO REALIZE UNPRECEDENTED RESULTS.





SOGO | RENOVATING A CLASSICAL TRADITION OF JAPANESE RETAIL

HARVEY NICHOLS | FINDING AND CREATING SYMBOLISM FOR A 125 YEAR OLD BRAND

THE NORDSTROM FAMILY | WORKING WITH ONE OF AMERICA’S GREATEST RETAIL FAMILIES

YSL | SUPPORTING THE CEO, LEADERSHIP TEAM AND NORTH AMERICA YSL IN BUILDING RETAIL STRATEGY

SEIBU INDONESIA | GIRVIN SUPPORTED THEIR GROWTH IN THE SOUTH CHINA SEAS

AEKYUNG | FOR THE EMERGENCE OF A NEW BRAND STRATEGY, CREATING A LEGACY OF RAIL, RETAIL, ENTERTAINMENT AND BUSINESS

LEVIEV | CAPTURING THE SPIRIT OF THE ICEMAN, THE WORLD’S POWERHOUSE OF DIAMONDS

AMAZON | GIRVIN ENVISIONED A HOLISTIC NEW STRATEGY OF INTEGRATED BRANDING

BARDESSONO | TELLING A VISIONARY STORY

CANYON RANCH | LIVING IN HEALING WHOLENESS

WYNN LAS VEGAS | STORYTELLING FOR LUXURY

BELLAGIO | EXPANDING THE STORYTELLING OF STEVE & ELANE WYNN

FAIRMONT PRINCESS AT ACAPULCO | RETHINKING STRATEGY ON A CLASSIC

THE FAIRMONT PRINCESS IN HAMILTON, BERMUDA | REPOSITIONING HERITAGE

PEARL AT PRINCESS DIAMANTE | THE EVOLUTION OF THE FAIRMONT PRINCESS

KERZNER | THE REEF, ATLANTIS AND THE COVE

ILLAHEE | TELLING A NEW STORY

ALEXIS—A WORK OF ART | A NEW STORY, POSITIONING, FOR KIMPTON

OQYANA | TELLING STRATEGY AND STORY, DUBAI

ARA SPA | NAMING AND CREATING SPA BRANDS

THE NORDSTROM FAMILY | DESIGNING A STORY AND FOUNDATION FOR FAMILY

INSPA | CREATING A BRAND AND STORY FROM A BUSINESS PLAN

SHISEIDO | BUILDING STRATEGIES OF INTERNATIONAL BEAUTY

TURTLE DUNES AT PRINCESS DIAMANTE | A STORY OF NEW RESORT POSITIONING

NEWCASTLE | COAL YARDS AND WASTELANDS TO LUXURY COURSE

RESTAURANT | BRANDING SENSUALITY

PEARL | POLISHING A NEW BRAND CONCEPT

CASCADIA | CREATING A RESTAURANT FROM SCRATCH

MOTION PICTURE | 25 YEARS OF THEATRICAL STORY IN DESIGN

## STRATEGY | STORYTELLING | BRAND CREATION

These projects are about story and positioning development and how we work with leadership, families, executive and marketing teams as well as guests and customers.

We created a grouping of stories and new brand positioning with business strategies that affect a fresh connection to community relationships. Once a story takes hold, it becomes the currency with which a property, hotel, resort and retail program can be shared and defined. It enters the language and mindset of your market – it forms the thread and foundation of your tapestry, in telling.

*Commune | Community | Communication.*



STORY

RETAIL

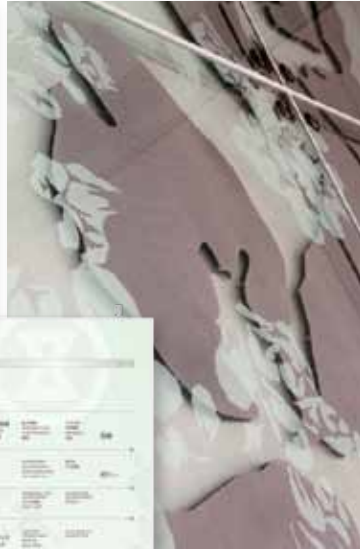


## SOGO | RENOVATING A CLASSICAL TRADITION OF JAPANESE RETAIL

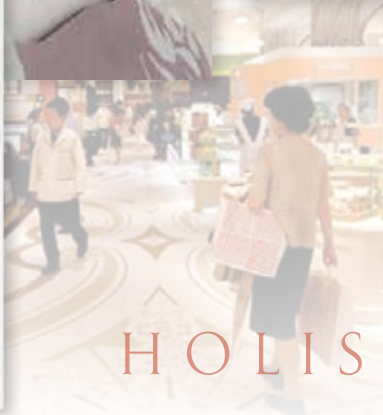
Rethinking retail and street presence strategy: GIRVIN partnered with Millennium Retailing, as well as the SOGO leadership team, members of Callison Architecture, to reach into the legacy of the history of SOGO, and to empower a dramatic street presence in Osaka. In a series of workshops, the idea of ginkgo and cherry blossoms became the classical credo of symbolic design, gestured in large scale patterning treatments and design arrangements throughout the store, as well as its five entry points.



FINDING A NEW STORY . CREATING A PATTERNING DESIGN LANGUAGE . BRAND+LEGEND+MAGIC



 SOGO



HOLISTIC INTEGRATION



## HARVEY NICHOLS | FINDING AND CREATING SYMBOLISM FOR A 125 YEAR OLD BRAND

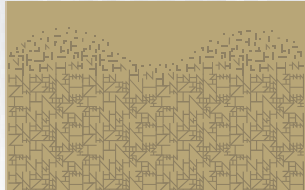
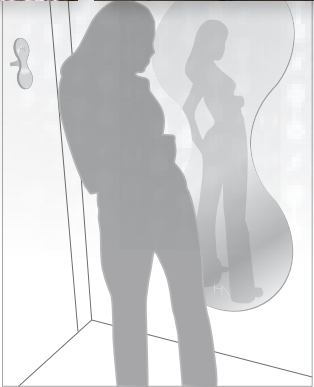
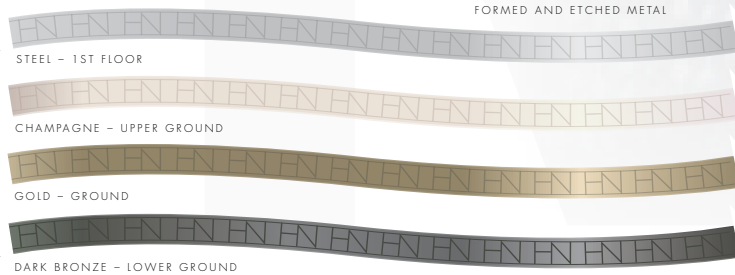
Innovating brand strategy for new business in Jakarta: working with the family legacy of Jakarta investment, the spirit of the brand strategy lead to the creation of a symbolic device – the royal parang – a wave form that tells a story of magic, beauty and sophistication. This design patterning finds itself through everything – from walls to shopping bags, website to entry areas. One story, one strategy, that moves from one place through another.



TAILORED IN THE SPIRIT OF JAVA

THE WAVE OF ANCIENT  
INDONESIA: PARANG

# MODERNIST BESPOKE



## HARVEY NICHOLS

AN IMPORT THAT UNDERSTANDS ROYALTY  
BATIK PATTERNING IN A STAINLESS STEEL LANGUAGE

NORDSTROM'S



THE NORDSTROM FAMILY

WORKING WITH ONE OF AMERICA'S GREATEST RETAIL FAMILIES

Innovating the legacy of decades of one of the founding families of specialty merchandising stories. Any brand starts with a person, a story, a family – and we've got plenty of experience working with families – large or small, closely knit or extended. For the Nordstrom clan, our roles have been multiple decades of telling stories and planning strategies; it's all been geared to brand development, retail design, packaging and websites, naming and crystallizing the spirit and legacy of the Nordstrom name, with the experience of the store, in one consistent telling of a story – for more than 30 years of partnership.



NORDSTROM

# BRAND HERITAGE

ABCDEFGHIJKLMN

FAMILY BRAND  
STORIED FAMILY



FAMILY VALUES RETOLD  
STORES THAT ARE BASED ON STORY



OPQRSTUVWXYZ

COMBINE HERITAGE AND MODERNISM



## YVES SAINT LAURENT

SUPPORTING THE CEO, LEADERSHIP TEAM AND  
NORTH AMERICA YSL IN BUILDING RETAIL STRATEGY

Innovating a legacy from Monsieur Saint Laurent, Tom Ford and Stefano Pilati. We believe in the YSL story. The heritage of parisien couture. The founding leadership of Yves Saint Laurent and the new genius of Stefano Pilati. There is a new story that is emerging. We would like to tell this story, and what this means to the heart of YSL. GIRVIN partnered with the leadership team at Yves Saint Laurent | NYC to explore strategic evolutions for the store design language on 57th | 5th, as well as expanding the thinking to other locations in the US.



*Yves Saint Laurent*

"DRESSING IS A WAY OF LIFE. IT BRINGS YOU JOY."

BALANCE



*We believe that  
Yves Saint Laurent  
has a story that is  
about the past, the present,  
the future - its telling  
is a combination...*

*YSL*

"ALIGN HIS WORK  
WITH THE BASTION OF ELEGANCE."



LOVE



HARMONY

*And to accomplish  
this telling, these  
transitions, the process  
must be collaborative  
and team driven -  
a shared visioning*

*YSL*

"SHE COMES FROM  
THE FRENCH IMAGINATION."



*YSL*  
*ideas & inspirations*  
*STORY*  
*I AM A FIGHTER & A WINNER*

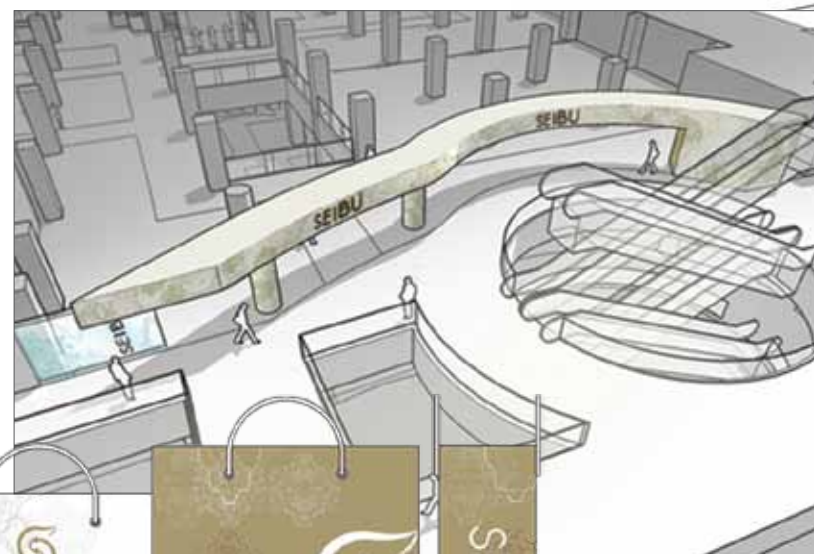


## SEIBU INDONESIA

SEIBU IS A JAPANESE BRAND, NOW DISTRIBUTED THROUGHOUT SOUTHEAST ASIA, GIRVIN SUPPORTED THEIR GROWTH IN THE SOUTH CHINA SEAS

For the Grand Indonesia, creating a strategic design plan and story for Ibu Nursalim and PT. Mitra Adiperkasa Tbk (MAP). The program included building a strategic brand story, mixing old Dutch design intentions with the floral treatments or classical Javanese, Indonesian brand patterning and symbolic language, that infused everything from pre-launch marketing materials to signing, planning for the department concepts, building an entire strategy for packaging amenities.





# AEKYUNG



## AEKYUNG

FOR THE EMERGENCE OF A NEW BRAND STRATEGY, CREATING  
A LEGACY OF RAIL, RETAIL, ENTERTAINMENT AND BUSINESS

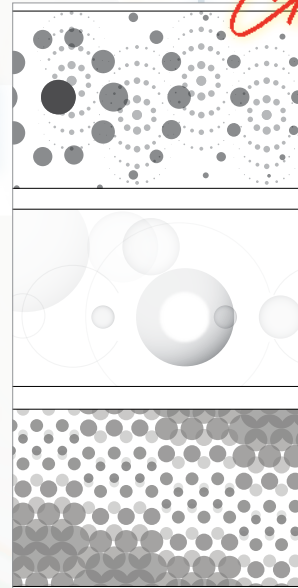
Working on innovating the strategy of a holistic positioning for a newly built, mixed-use complex, founded on freshly interpreting the brand identity: energizing business. Our planning tied to the concept of Aekyung's BrandSpirit® and the containment of AK Town Centre, as an expression of modern energy, the concept offered by Callison as an overall vision. We expressed these ideas in phases, then looked for a point of differentiation, the Aekyung landmark. Finally GIRVIN created filters that related to various interpretations to create a dynamic visual vocabulary for the entire project, for numerous applications.



A K T O W N  
A E K Y U N G



*Fragrance*



*Circle*



*Sun*



*Butterfly*



5 4↓

# LEVIEV



## LEVIEV

CAPTURING THE SPIRIT OF THE ICEMAN,  
THE WORLD’S POWERHOUSE OF DIAMONDS

For Lev Leviev’s first retail concept, GIRVIN worked on the concept of finding the heart of the story, and building that presence into an icon, patterning, and visual strategy for the launch of the Leviev retail and website development. Leviev, a diamond broker second only to DeBeers, specializes in large stones – but still, at the beginning of the brand development, there was no visible story in place. LEVIEV was the first.





LEVIEV®



LEVIEV®



FLOWERS & JEWELS



RECESSED AND QUIET LIGHTING  
WARM SOFT PALETTES



AMAZON



AMAZON | NEW STRATEGY OF INTEGRATED BRANDING

Exploring the idea creating a unique metaphor of design – the strategy of cumularity  
– clouds, integration – the jungle, the fire – kindle, and the flow of the content  
– Amazon. The nature of the work in creating an experience for Amazon ties to  
rethinking the premise of the global online retailer, and how that might be newly  
interpreted – as a shop front, exhibition gallery, interactive space, “Colette | Paris”  
curation, or a combination of the above.



Amazon started with books. That's a memory.

THE PALACE OF MEMORY  
The ancient concept of thinking of your mind, and your memory, as a place that's actually built in your imagination.  
Amazon exhibit is a place that can exist in your mind.

Amazon EXPERIENCE CAN INSPIRE YOUR MIND. You just might find something that you'd forgotten.



There's more to the cloud.

**CLOUDMIND**

The way the cloud works, gathering strength in the numbers of formations is the same way that the networks work for the human mind – and the gathered mindset(s). That is, Amazon is founded on the innovations of a grouping of minds – they link together, share, grow and expand on each other, building volume, force and moisture. But it's the way the mind works, just by itself – it forms impressions, gathers data, responds to instinct, creates actions in solution.

# FLOW | MEANDER | FLUENCY

Amazon is Fluid

Like the waving tides of water and flow, moving further into the land, there are surges, dynamic exchanges, that carry messages back and forth.

**It flows reflectively – one touch brings another in return...**



Kindles are like firewalking, but instead, it's fire reading – you can touch anything, in the way of new fuel in content – taking you to a new place of experience.

**FIRE ME UP!**



STORY

HOSPITALITY

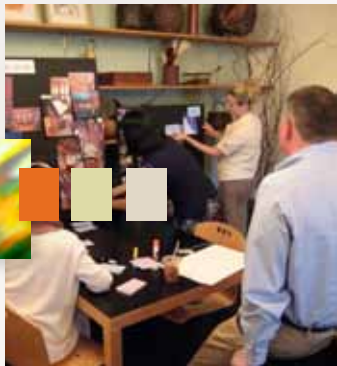


## BARDESSONO | TELLING A VISIONARY TALE

**Phil Sherburne**, a pioneer of green development, envisioned the creation of an extraordinary hotel located in the heart of Yountville, California – exceptional in its design, platinum green in its sophistication. GIRVIN helped develop the founding leadership story through a branding charrette workshop where we established a strategy for the positioning of this unique place.

# CREATING A PASSION FOR PLACE

THE GREENEST LUXURY PROPERTY IN THE UNITED STATES



THE WALKING VILLAGE OF ART FULLNESS IN EXPERIENCE

## CHARTING A NEW COURSE IN HOSPITALITY

PHOTOGRAPHY BY SAM TODD DYESS & ASHLEY TEPLIN

THE SPIRIT OF  
GENEROSITY,  
INTELLIGENCE,  
REFINEMENT

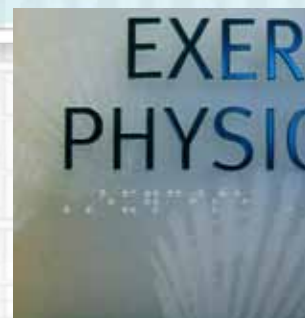
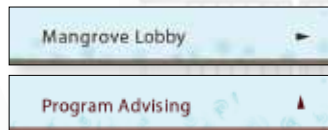
# CANYON



## CANYON RANCH | LIVING IN HEALING WHOLENESS

GIRVIN worked with the founding leadership of Canyon Ranch | Living, Miami – to build a brand storytelling model for the environment, community, spa-living and lifestyle center. This brand model also extended to marketing materials, such as videos and other collateral and served as a foundation for GIRVIN's environmental graphic design efforts.

## VIDEO & MARKETING MESSAGES



## STORYTELLING



## WAYFINDING STRATEGY



## BRAND POSITIONING





## WYNN LAS VEGAS | STORYTELLING FOR LUXURY

GIRVIN, again, partnered with Wynn Resorts to create a refined and innovative guest directory and dining guide for both Wynn Las Vegas and Encore, the newest addition to the resort complex. The updated design is a tangible manifestation of Wynn – from the custom trademarked colors used for the in-room guide binders to the patterning treatment inspired by the interior design of both properties. The collaboration between Wynn and GIRVIN resulted in the development of a design and copywriting solution that best reflects the promise of an exceptionally luxurious experience while bridging the two properties.

## THE MESSAGE OF LUXURY



## STORYTELLING IN HOSPITALITY PATTERNING EXPRESSION



## BELLAGIO

EXPANDING THE STORYTELLING OF STEVE & ELAINE WYNN

GIRVIN has a long history of partnering with **Steve and Elaine Wynn** to support their vision for the Bellagio as well as their newest resorts. GIRVIN provided consulting, strategy for marketing materials and created collateral that extends to stores, restaurants, amenities, signage, opening development and the web.

# LAKE COMO THEMING STORYTELLING INTERPRETATIONS

NAMING

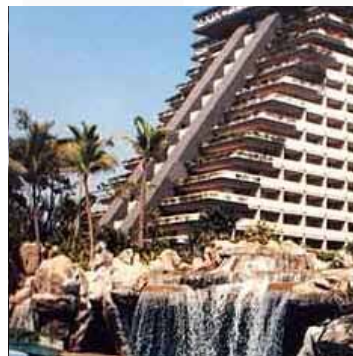
*Wynn.*

BELLAGIO

BUILDING A NEW WORLD OF WONDER  
VISUAL POSITIONING







## THE FAIRMONT PRINCESS IN ACAPULCO

### RETHINKING STRATEGY ON A CLASSIC

GIRVIN partnered with the Fairmont leadership team, MTM Luxury Hotel consultants and Global Hospitality Investments in an effort to re-brand the entire Fairmont Princess – from golf courses, amenities and signage to uniforms and menus. The intent was to create a cohesive consumer experience, which we accomplished by exploring the property’s history, competitive landscape and brand character through research and creative sessions. In doing so, we were able to find a compelling story for the complex that is reminiscent of the past but extremely relevant to the future. GIRVIN developed an over-arching strategy that included visualizations, naming, messaging, collateral and services all unified by the foundations of identity development.

# STRATEGY SHIFT

PRINCESS  
PYRAMID    TURTLE    DUNES    PEARL    PRINCESA    MARQUES

WHAT IS THE STORY?



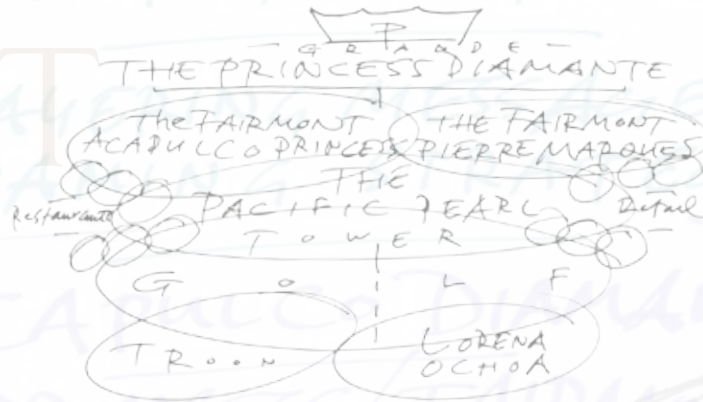
A new Mexico  
A new Story  
A new Vision



PRINCESS DIAMANTE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
&1234567890QÑ&!?:. " ' ' ' - -

FIND THE HEART, THE SOUL OF THE PRINCESS,  
THE PACIFIC “PEARL” OF THE DIAMANTE,  
THE NEW GOLD COAST OF ACAPULCO.





## THE FAIRMONT PRINCESS IN HAMILTON, BERMUDA

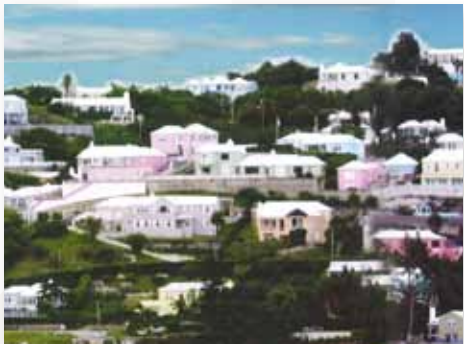
### REPOSITIONING HERITAGE

The Hamilton Princess is a century old classic and favored respite for **Mark Twain** as well as a constellation of other celebrity guests. Even so, they were exploring the idea of rethinking its story in regard to messaging and visualizations in order to strengthen its reach to the primary market of the Northeast. GIRVIN structured and managed leadership sessions as well as outcomes and recommendations being implemented in the renewed marketing of the property for print.



EXPLORING THE LEADERSHIP AND VISION IN BEING  
ONE OF THE PREMIER BUSINESS HOTELS IN THE WORLD.

THE FAIRMONT HAMILTON PRINCESS, NEW POSITIONING  
CONNECTED. CULTURED. CAPTIVATING.



POSITIONING BRANDSTORMING

THE *Fairmont*  
HAMILTON PRINCESS

"YOU CAN GO TO HEAVEN IF YOU WANT.  
I'D RATHER STAY IN BERMUDA."  
-MARK TWAIN

WHERE WE ARE | WHERE WE'D LIKE TO BE

TRADITIONAL	CONTEMPORARY
GRAND	ICONOCLASTIC
COLONIAL	EFFICIENT
BERMUDIAN	CHERISHED
PRIVATE	COMMUNITY DRIVEN





## THE EVOLUTION OF THE FAIRMONT PRINCESS

### RETHINKING A PROPERTY POSITIONING

In 2008, in a strategic brand development session with the leadership of the Global Hospitality Group, the general management of the Fairmont complex, GIRVIN worked to support a new property positioning solution that created the conceptual strategy of the Pearl renovation – a \$24 million undertaking designed with a contemporary Mexican resort theme coupled with global amenities.

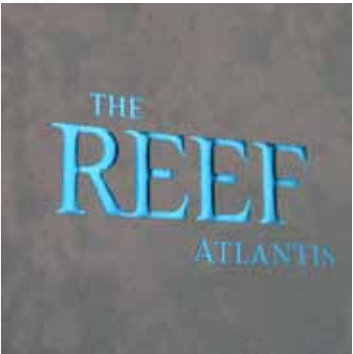
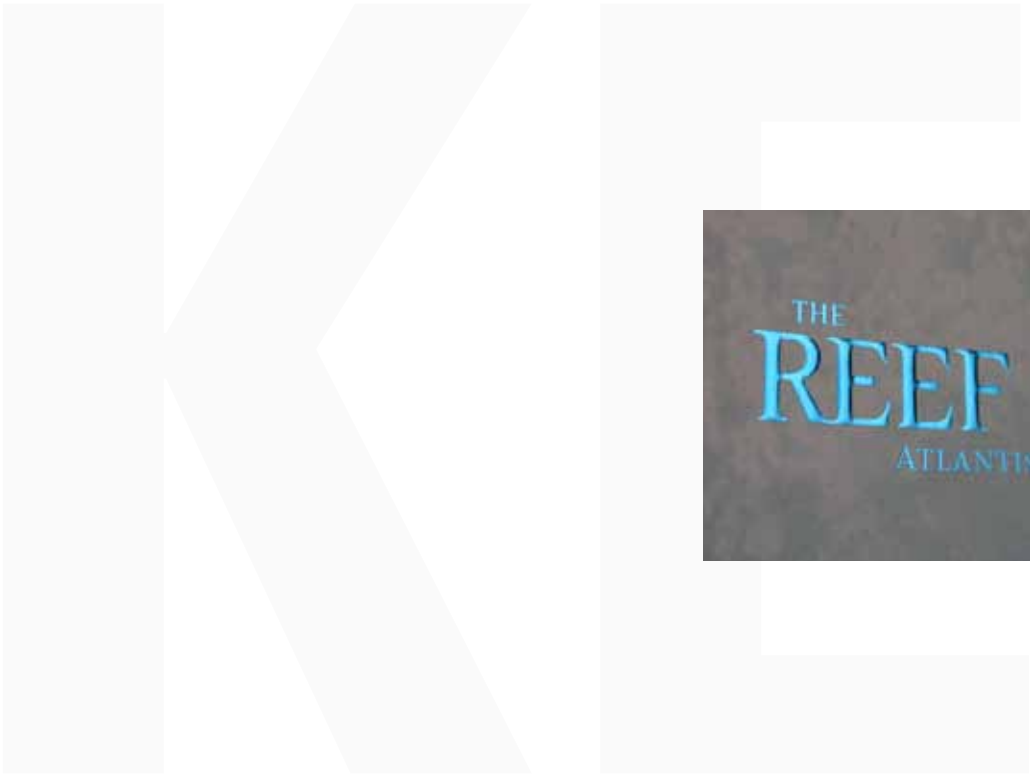


THE PEARL PROPERTY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
&1234567890?Ñ&!?:.,, " ' - -



FINDING A NEWLY POLISHED PEARL IN AN EXTANT RESORT  
ASSET POSITIONING

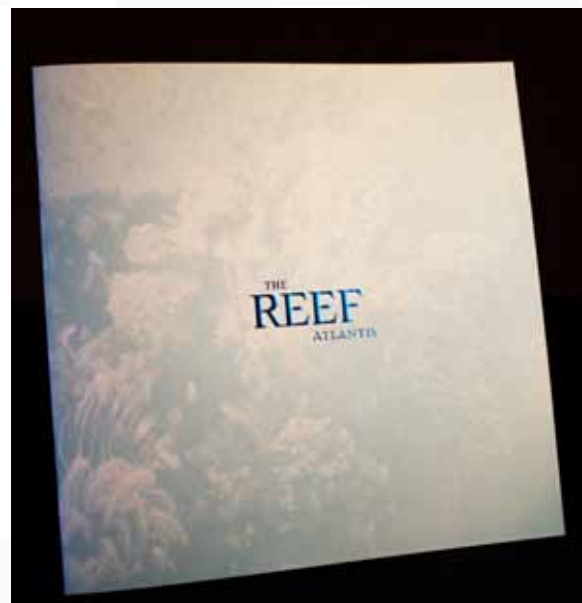


## KERZNER | THE REEF

### DEFINING A NEW WAVE

The Reef is an existing property at Kerzner’s Atlantis collection of resorts; and it’s the one that is focused on ownership; given the shifts in the market, GIRVIN’s team was asked to create a new positioning and collateral program matching the strategy of our opening efforts on the Cove. GIRVIN built the strategy, the marketing tactics and messaging to newly visualize the assets of this guest opportunity in the Bahamas. EVERY ASSET HAS ITS STORY; EVERY PROPERTY HAS ITS POSITIONING. GIRVIN FINDS BOTH TO WIN IN THE MARKET.

# PHOTOGRAPHIC DIRECTION ARTICULATING A NEW VISION



Reservation  
Call your travel agent  
or 800 • ATLANTIS

Monday to Friday  
8:30 AM to 8:30 PM

Saturday and Sunday  
9:00 AM to 5:00 PM

ATLANTIS.com

## COPYWRITING A REFRESHED STRATEGY



## KERZNER | ATLANTIS

### STRATEGIC MARKETING PROGRAMS

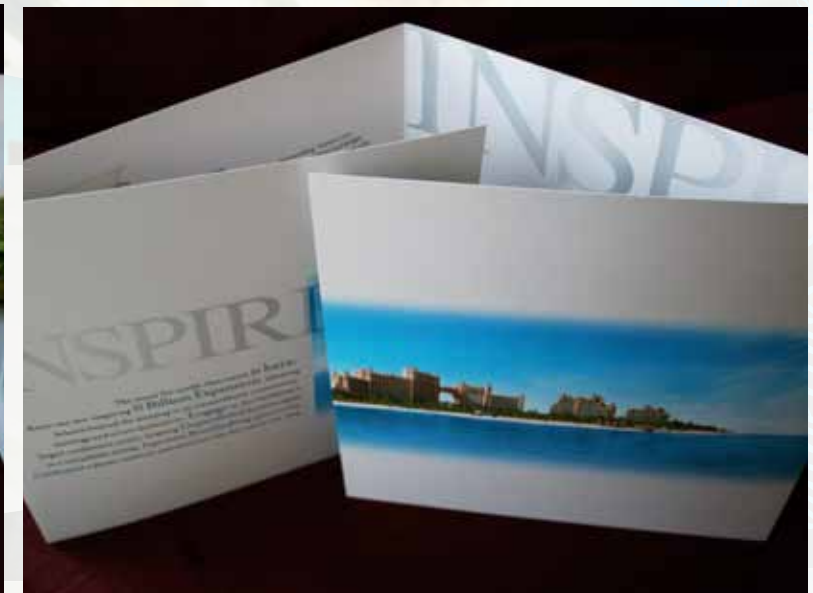
GIRVIN's team has partnered closely with virtually every aspect of brand marketing for Kerzner's Atlantis product offerings – consulting in strategy, marketing planning, copywriting and visualizations of campaign theme development: AWE INSPIRING.

Acting as a virtual advertising promotional agency, GIRVIN created the holistic branding platform for a campaign magazine insertion, including designing a grouping of other collateral marketing programs to support the challenges of a recessionary economic milieu. BUILDING AWE INSPIRING MESSAGES AND IMAGERY FOR AWESOME RESULTS...



# TRUTH

BUILDING WONDERMENTS DURING  
CHALLENGING MARKET SHIFTS



BENEATH  
REDRAWN

Inspiring SPECTACLE  
OUTLINING STRATEGIC SEQUENCES

# KERZNER



## KERZNER | THE COVE

### CREATING STORIES AND STRATEGIES

We've long worked on the creation of message, marketing positioning and storytelling strategies for the Kerzner family, working with **Sol Kerzner's** leadership, as well as the founding counsel of **Butch Kerzner**, before he died in the Dominican Republic. We've worked on Atlantis, the Cove, the Reef and related property amenities.

STORYTELLING EXPERIENCES IN PLACE-MAKING



**Indulgent**  
Body, soul... and mind  
Exquisite, private, pampering  
accentuated with sensuous Kōl spa products  
Pure, natural, awakening and attune to your senses.

Marble flooring | Granite vanities | Twin vessel sinks | Walk in shower | Oversized bathtub.



**THE COVE ATLANTIS**  
Dynamic and vibrant, sophisticated and sensual. Contemporary. Social. Exclusive. Welcome to The Cove Atlantis. The new resort adds the world of Florida, Paradise Island, Bahamas.

**Summer Getaway**  
4 days / 3 nights  
From **\$699**

**THE COVE ATLANTIS**  
Dynamic and vibrant. Sophisticated and sensual. Contemporary. Social. Exclusive. Welcome to The Cove Atlantis. The new resort adds the world of Florida, Paradise Island, Bahamas.



FINDING THE HEART OF PLACE

*Natural*  
Pampering hands, nurturing, calming,  
easing time, again... for me. Lulling



# A

# L



# E

# X

# I

# S

## ALEXIS—A WORK OF ART

A NEW STORY, POSITIONING, FOR KIMPTON

GIRVIN, partnering with Kimpton, evaluated the assets of this property, audited the potential positioning strategies, and created a wholly new, ground breaking story based on the implications of art – bringing new art to the hotel, refurbishing extant collections, and vitalizing the marketing presentation – from cards to banners and event signing, from packaging and amenities to completely new restaurant conceptions.

# NEW LEADERSHIP

A NEW MARKETING POSITION



A CLASSIC HOTEL IN A NEW TELLING  
NEW VISIONING

*Alexis*  
A WORK OF ART



REAL ESTATE • SPA • GOLF COURSES  
RESTAURANTS • BEAUTY • ENTERTAINMENT

# WALLA WEA



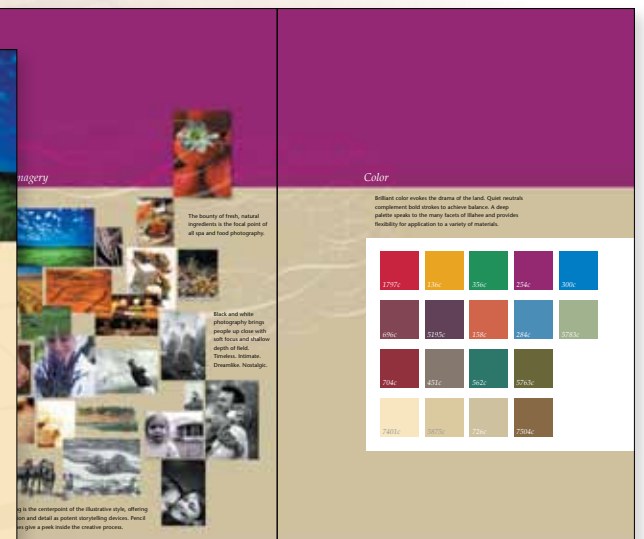
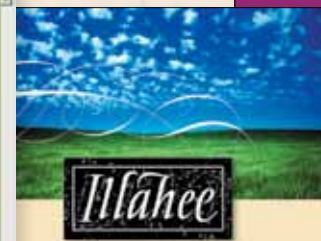
## ILLAHEE | TELLING A NEW STORY

Partnering with architect **Edward Weinstein**, hotelier **Robert Thurston**, development team **Steve Robertson** and **Don Bauhofer**, we created a brand, positioning and story, as well as a naming and design visualization program months before the opening of planned community, Illahee, located in WallaWalla, Washington. GIRVIN created charrette branding workshops (BrandQuest®) that supported the naming strategies and positioning efforts, leading the team to build the brand's foundations.

BRAND STRATEGY

IDENTITY CREATION

MARKETING POSITION



STORY DEVELOPMENT

NAMING

VISUALIZATIONS



## OQYANA | TELLING STRATEGY AND STORY, DUBAI

Working with Dubai investment and real estate group, Dar, we created an interpretation of story in the concept of place and environment, interpreting the architectural planning models of Think | GDC, **Ron Mitchell**, HOK, **Bill Hellmuth** and a host of others, in creating a visual storytelling, messaging and brand experience expression that defined the wayfinding and trail connectivity throughout the island complex.





## INTERPRETING STORY IN CULTURE



FINDING A DYNAMIC STORY IN VISION

## CREATING PLACE

### DESIGN CATALYST 3 POWER IN PLAY

• This catalyst exudes confidence, aggressiveness and forward thinking/momentum, which is the perfect recipe for innovation (the cornerstone of the Oqyana concept)

• Like the residents of Oqyana, this catalyst is confident, bold, and forward thinking; it's not afraid to stand out, but it's always in the crowd; it's always moving forward.



• The design is robust, masculine and aggressive, but not in an excessive or familiar/cliche manner. It shapes a sense of speed; if not, it's always moving forward. It's and simple, yet elegant.

• This direction exhibits a use of strong, masculine and aggressive materials, but not in an excessive or familiar/cliche manner.

• The color palette is confident and dark, but never overwhelming - for contrast think powerful colors such as smoky orange counterpoints, bright daylight and sunlit white sand, as examples.



## ARA SPA, AMERISTAR | NAMING AND CREATING SPA BRANDS

GIRVIN can enter the potential of brand development at the very beginning, starting with the initiation of ideas and strategic directions that can build propositions of new business for guest hospitality and entertainment for Ara. GIRVIN's teams created the name, the marketing persona, the visual expressions, partnered with the spa operational development team and built all messaging for the program, in print and website as well as experience design. THE ULTIMATE SENSUAL STORY BUILT IN THE IMAGINATION OF PLEASURE...



NAMING, IDENTITY AND DEFINING SENSUALITY



PRODUCT  
CREATION



CURVES AS LANGUAGE  
OF PLEASURE

INDULGE ARA

# NORDSTROM'S



## THE NORDSTROM FAMILY

### DESIGNING A STORY AND FOUNDATION FOR FAMILY

Any brand starts with a person, a story, a family – and we’ve got plenty of experience working with families – large or small, closely knit or extended. For the Nordstrom clan, our roles have been multiple decades of telling stories and planning strategies; it’s all been geared to brand development, retail design, packaging and websites, naming and crystallizing the spirit and legacy of the Nordstrom name, with the experience of the store, in one consistent telling of a story – for more than 30 years of partnership.



NORDSTROM

# BRAND HERITAGE

ABCDEFGHIJKLMN

FAMILY BRAND  
STORIED FAMILY



FAMILY VALUES RETOLD  
STORES THAT ARE BASED ON STORY



OPQRSTUVWXYZ

COMBINE HERITAGE AND MODERNISM



## INSPA | CREATING A BRAND AND STORY FROM A BUSINESS PLAN

**Colleen Stone**, an executive from a national salon and beauty care group, had a business plan for a new retail based massage, wellness and body-care concept. We created the name, the founding brand strategy, the design language, and packaging system for a brand that has started with merely a planning document – and now is 12 separate locations across the west coast.

FINDING SOUL IN A BUSINESS PLAN



CREATING A STORY FROM A REAL ESTATE STRATEGY  
BUILDING CULTURE IN A RETAIL DREAM

SH



SE

SHISEIDO | BUILDING STRATEGIES OF INTERNATIONAL BEAUTY

In one of a series of stories – more than two decades of working with international brand Shiseido, both in the honsha of Ginza, Tokyo, as well as in their NYC offices, GIRVIN has partnered with leadership to create more emotional positioning and brand storytelling for complex and luxurious skin care offerings. While GIRVIN’s work has ranged to design, packaging, identity in many categories over time, the foundational work is always about business strategy, brand strategy, tactical considerations and ultimately, the emotive construct of consumer relationships.



LUXURIOUS  
INDULGENCE





## TURTLE DUNES | PRINCESS DIAMANTE

### CREATING A NEW PROPERTY AMENITY

GIRVIN's team worked with the architectural planning, landscape developers, investors and the founding teams of the Fairmont Hotel | Princess leadership and the guiding brand organization, GHI to support the creation of Turtle Dunes. Our role was to define the strategy and create the important components of communication – from messaging to Web site, from the basic positioning: LIFE WELL PLAYED, to identity and brand components, from collateral design to signing applications – thoroughness, in integration.



LIFE SHOULD BE ENJOYED NOT ENDURED, SPENT ON THAT WHICH WILL OUTLAST  
IT EMBRACED BY GRACIOUS HOSPITALITY, SURROUNDED BY FAMILY AND FRIENDS  
EVER RESPECTFUL OF OUR BEAUTIFUL LAND.



# LIFE WELL PLAYED



STORYTELLING A NEW PROPERTY CONCEPT MARKETING AND PLANNING MESSAGING

N

E



W

## NEWCASTLE

### COALYARDS & WASTELANDS TO LUXURY COURSE

Aligning the family leadership of the OKI Foundation and OKI Golf, based on the fortunes of enterprising Microsoft executive and philanthropist, Scott Oki, GIRVIN created the opening branding strategy and visualizations program for a course of unparalleled views of the city, coupled with the innovative visioning of rebuilding the site on former coal slag sodden, city dumping grounds. Using unique strategies of reclamation, the lands were cleaned and refurbished, and the course named and erected, on brand strategy, in the high hillocks overlooking the city from ramparts beyond Mercer Island.

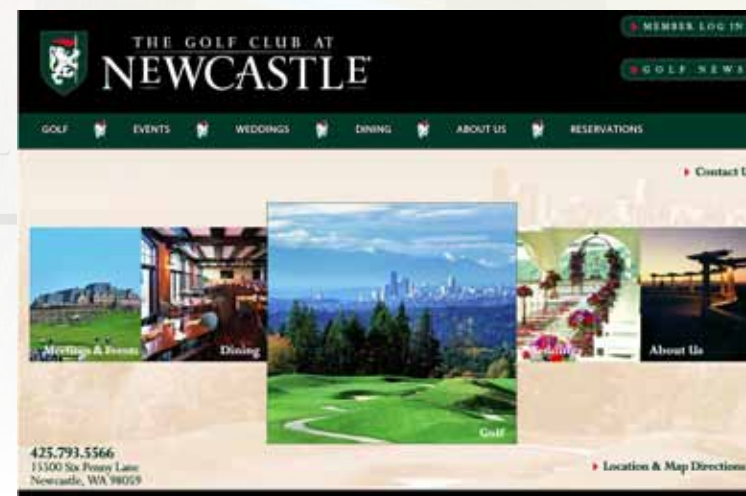
C



# The Grand Opening

BUILDING A NEW STORY

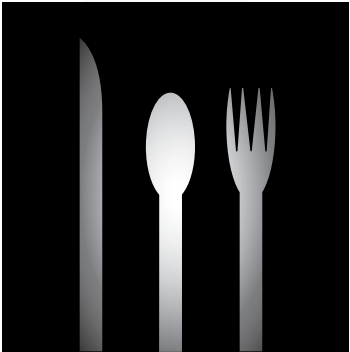
THE GOLF CLUB AT  
**NEWCASTLE**



CREATING LUSTROUS LUXURY IN ABANDONED COAL YARDS  
INNOVATIVE LAND RECLAMATION



# RESTAURANT



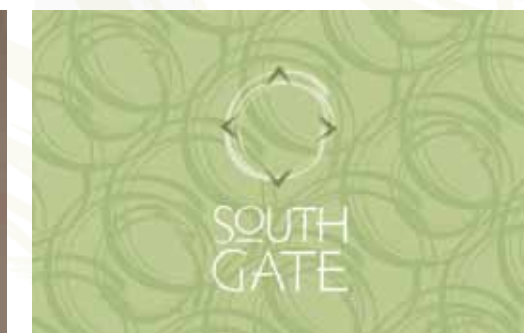
## RESTAURANT PROGRAMS | BRANDING SENSUALITY

In all, the most sensate branding experience is the restaurant – for here, every detail speaks to holistic presentation of context. In working on literally hundreds of restaurant design programs, GIRVIN’s role has been to help with the founding of the restaurant concept, supporting naming, strategic development, interior design alliances, and closely defining the relationship between experience and identity, in logo, menus and collateral, websites and building surfaces, exteriors and signing programs. TELLING THE LARGER STORY OF RESTAURANT IDENTITY IN EXPERIENCING HOLISTIC BRAND DESIGN.

ANTONINAS



JUMEIRAH




MOVING BEYOND ORGANIC

*A legacy that continues!*



ZATO GRILL



ZATO GRILL IS A DAILY SURPRISE, FRESH INSIGHTS ON THE SPORTS AND ACTION SCENE, FUN EXPERIENCES, GOOD-NATURED HUMOR, A LITTLE IRREVERENCE COUPLED WITH SOLID CONSISTENCY: ZATO'S CUSTOM-DESIGNED, PREPARED FOOD, FROM US, TO YOU.

HAPPY HOUR FROM 4-6 AND 9-CLOSE 7 DAYS A WEEK

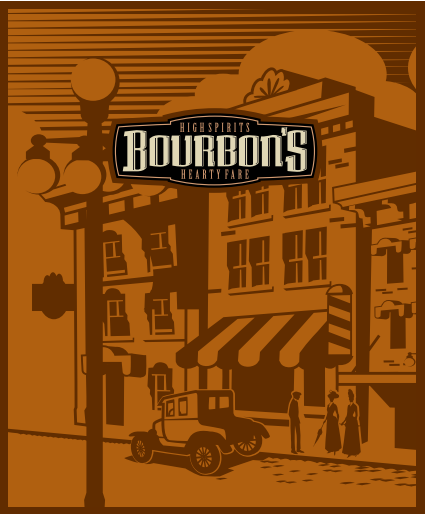
KIDS EAT FOR \$2 ON SUNDAY

TAKE IT HOME! CALL AHEAD 000-ZATO PARTY PACKS AVAILABLE

PRIVATE ROOM AVAILABLE FOR SEATING UP TO 30



SALUMERIA ROSI



BOURBONS

STARTERS

Chicken Wings  
Classic Buffalo wings prepared spicy or mild, with blue cheese dressing served with carrot and celery sticks \$7.99

Drip-Fried Macaroni and Cheese  
Creamy macaroni and cheese topped with buttered and fried, with smoky catsup for dipping \$6.99

Buffalo Chicken  
Chicken wings, golden-fried then tossed in Buffalo sauce, served with Bourbon-scented macaroni sauce \$7.99

Artichoke and Spinach Dip  
Spinach and artichokes blended in a rich creamy sauce loaded with Italian cheeses, served with garlic chips \$7.99

Cheesecake Shrimp  
Creamed buttered shrimp, fried golden, with pineapple marmalade dipping sauce \$9.99

Prosciutto Lobster  
Tender morsels of golden-fried lobster served with cocktail sauce \$13.99

Shrimp Skewers  
Smoky shrimp prepared in Alaskan Cream sauce \$9.99

SOUPS

Hearty Garden  
A rich, dark soup filled with shrimp, spinach, seafood and smoked andouille sausage with dry rice \$4.99

Soup of the Day \$3.99

Monday	Red Beans and Rice	Friday	Clam Chowder
Tuesday	Chili	Saturday	Steak and Potatoes
Wednesday	Baked Potatoes	Sunday	Corn Chowder
Thursday	Buffalo Soup		

SALADS

Served with douchet bread

Southern Fried Chicken Salad  
Chicken wings, bacon, fresh tomatoes, shredded Cheddar and jack cheeses, chopped eggs and crisp garden greens with honey mustard dressing \$7.99


Caribbean Steak Salad  
With seasonal marinated steak with broiled pineapple, Bermuda onions, candied pecans and blue cheese crumble on garden greens with a citrus vinaigrette \$9.99

Pork & Fries Salad  
Bacon, ham, pork loin, Swiss & American cheeses, hard-boiled egg, tomatoes, bell peppers and onions tossed with garden greens and your choice of dressing \$8.99

Blackened Salmon Salad  
A blend of fresh garden greens topped with blackened salmon, roasted corn, fried shallots, cream and our signature ranch dressing \$9.99

Fresh Garden Salad  
Crisp garden greens with carrots, fresh tomatoes, olives and your choice of dressing \$2.99





CHEF  
Jonathan Robertson

MANAGER  
Jonathan Robertson

HOURS  
Sunday  
4pm - 10pm  
Monday through Thursday  
4pm - 10pm  
Friday and Saturday  
4pm - 11pm







TIMBERLINE GRILL  
AMERISTAR

# TIMBERLINE GRILL

**APPETIZERS**

**Campfire Shrimp**  
Jumbo shrimp wrapped in smoked  
bacon, tossed in our huckleberry  
BBQ sauce  
**7.99**

**Cheese Fondue**  
Gruyere, white wine, crostini  
**10.99**

**Golden-Fried Ribs**  
House specialty ribs with  
whiskey BBQ sauce  
**9.99**

**Crab Cakes**  
Pan-seared, sweet lump crab cakes  
with roasted pepper sauce  
**10.99**

**Rocky Mountain Oysters**  
Marinated in beer and fried,  
smoky ketchup  
**7.99**

**Onion Loaf**  
Sweet onion loaf with  
Parmesan ranch dressing  
**5.99**

**SOUP & SALAD**

**French Onion Soup**  
Hearty broth, sautéed onions,  
melted Gruyere  
**4.99**

**The Wedge Salad**  
Classic steak house salad,  
iceberg lettuce, bleu cheese,  
diced tomato  
**4.99**

**Two Potato Soup**  
A combination of baked  
russet and sweet potato soups  
**3.99**

**Grilled Caesar Salad**  
Crisp romaine, herb croutons, Parmesan cheese,  
creamy Caesar dressing,  
roasted pine nuts  
**5.99**

**SPECIALTIES**

Served with a garden salad and your choice of two sides.  
You may substitute a Grilled Caesar or Wedge salad for an additional \$2  
or any specialty soup for \$3

**Prime Rib**  
Slow-roasted prime rib,  
horseradish and au jus  
8 oz **16.99**  
11 oz **18.99**

**Colorado Lamb Rack**  
Roasted herb-crusted rack  
of tender Colorado lamb,  
tomato-mint demi-glace  
**27.99**

**BBQ Baby Back Ribs**  
A full rack of slow-cooked,  
fall-off-the-bone tender ribs,  
brushed with our whiskey  
BBQ sauce  
**18.99**

**Roasted Free-Range  
Chicken Chop**  
Wild mushroom red wine sauce  
**16.99**

Chef's Selection of Wild Game  
Market Price

**Manager**  
John Smith

Tuesday - Thursday  
5:00pm - 9:00pm  
Friday & Saturday  
5:00pm - 10:00pm  
Sunday  
6:00pm - 9:00pm

**Chef**  
John Smith

**APPETIZERS**

Crab Cakes  
Pan-seared, sweet lump crab cakes  
with roasted pepper sauce  
\$10.99

Rocky Mountain Oysters  
Marinated in beer and fried,  
smoky ketchup  
\$7.99

Onion Loaf  
Sweet onion loaf with  
Parmesan ranch dressing  
\$5.99

**SOUP & SALAD**

French Onion Soup  
Hearty broth, sautéed onions,  
melted Gruyere  
\$4.99

The Wedge Salad  
Classic steak house salad,  
iceberg lettuce, bleu cheese,  
diced tomato  
\$4.99

Two Potato Soup  
A combination of baked  
russet and sweet potato soups  
\$3.99

Grilled Caesar Salad  
Crisp romaine, herb croutons, Parmesan cheese,  
creamy Caesar dressing,  
roasted pine nuts  
\$5.99

**SPECIALTIES**

Served with a garden salad and your choice of two sides.  
You may substitute a Grilled Caesar or Wedge salad for an additional \$2  
or any specialty soup for \$3

Prime Rib  
Slow-roasted prime rib,  
horseradish and au jus  
8 oz \$16.99  
11 oz \$18.99

Colorado Lamb Rack  
Roasted herb-crusted rack  
of tender Colorado lamb,  
tomato-mint demi-glace  
\$27.99

BBQ Baby Back Ribs  
A full rack of slow-cooked,  
fall-off-the-bone tender ribs,  
brushed with our whiskey  
BBQ sauce  
\$18.99

Roasted Free-Range  
Chicken Chop  
Wild mushroom red wine sauce  
\$16.99

Chef's Selection of Wild Game  
Market Price

**APPETIZERS**

Crab Cakes  
Pan-seared, sweet lump crab cakes  
with roasted pepper sauce  
\$10.99

Rocky Mountain Oysters  
Marinated in beer and fried,  
smoky ketchup  
\$7.99

Onion Loaf  
Sweet onion loaf with  
Parmesan ranch dressing  
\$5.99

**SOUP & SALAD**

French Onion Soup  
Hearty broth, sautéed onions,  
melted Gruyere  
\$4.99

The Wedge Salad  
Classic steak house salad,  
iceberg lettuce, bleu cheese,  
diced tomato  
\$4.99

Two Potato Soup  
A combination of baked  
russet and sweet potato soups  
\$3.99

Grilled Caesar Salad  
Crisp romaine, herb croutons, Parmesan cheese,  
creamy Caesar dressing,  
roasted pine nuts  
\$5.99

**SPECIALTIES**

Served with a garden salad and your choice of two sides.  
You may substitute a Grilled Caesar or Wedge salad for an additional \$2  
or any specialty soup for \$3

Prime Rib  
Slow-roasted prime rib,  
horseradish and au jus  
8 oz \$16.99  
11 oz \$18.99

Colorado Lamb Rack  
Roasted herb-crusted rack  
of tender Colorado lamb,  
tomato-mint demi-glace  
\$27.99

BBQ Baby Back Ribs  
A full rack of slow-cooked,  
fall-off-the-bone tender ribs,  
brushed with our whiskey  
BBQ sauce  
\$18.99

Roasted Free-Range  
Chicken Chop  
Wild mushroom red wine sauce  
\$16.99

Chef's Selection of Wild Game  
Market Price



FALCON  
DINER  
AMERISTAR

SPAZZO



**CHANDLER'S  
CRABHOUSE**  
AND FRESH FISH MARKET







SALUMERIA ROSI  
**SALUMERIA  
ROSI**  
PARMACOTTO



# PEARL



## PEARL | POLISHING A NEW BRAND CONCEPT

GIRVIN’s project leadership can assemble the talent to build out new restaurant brand shifts to effectively accommodate a new market, evolving strategies and styles of conception. We believe in the art of the experiential storyteller – that brands are essentially narrative experiences that people relate to: love, share and return, again and again. And, they never forget stories that are happily shared. GIRVIN’S work at Pearl was framing the concept from an existing enterprise – Trader Vic’s – and at the most reduced cost possible, organizing and coordinating a completely new brand: concept, naming, identity, environmental design, signing, interiors, construction coordination, print materials and interactive.



NEW BRANDS MUST BE HOLISTICALLY MANAGED EVERY TOUCH POINT, FROM THE WEB SITE TO THE BUSINESS CARD, SHOULD BE CAREFULLY DEFINED GUESTS REMEMBER UNIFIED EXPERIENCES THE STORY IS CLEAR, THE CONTACT IS UNFORGETTABLE.



● ● ● ● ●  
P E A R L

ACCELERATING BRAND  
TRANSFORMATIONS





## CASCADIA | CREATING A RESTAURANT FROM SCRATCH

GIRVIN partnered with Four Seasons Hotels & Resorts Executive chef Kerry Sears to create a name, brand story, positioning, visualizations and interior design for a legendary Seattle restaurant, widely heralded in the trades internationally. Kerry's visioning was linked to establishing a sense of formal space in the Belltown area of Seattle; the building was recently renovated for apartments, with the ground floor dedicated to retail and food service offerings. GIRVIN created the shopfront, the entry, all interiors, collateral and website in building out a Seattle legend.

# CASCADIA

R E S T A U R A N T





# MOTION



## MOTION PICTURES | OVER 30 YEARS OF THEATRICAL STORY IN DESIGN

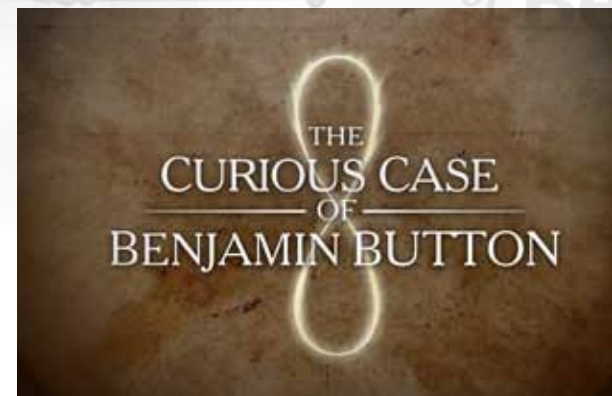
There is almost nothing more unique in the concept of telling stories than the cinema. As designers, and participants in the magic of theatrical advertising and motion picture brand design, we've got a long legacy in acting as special consultants in supporting the framing of story imagineering.

*400+ movies to date.*



# AWARD WINNING MAGIC

ENTERTAINMENT IN BRAND DESIGN



THE TRANSLATION OF STORY INTO EVERY MEDIA

# LET US HELP IN TELLING YOUR STORY.

## GIRVIN

121 Stewart Street  
Suite 212  
Seattle WA 98101-2414

p 206 674 7808  
f 206 674 7909

[www.GIRVIN.com](http://www.GIRVIN.com)

1133 Broadway  
Suite 1610  
New York NY 10010-7921

p 212 924 7331  
f 212 924 7310