

**LOST
& FOUND**



WHAT

The creation and production of the identity for the luxury brand "Lost & Found".

HOW

To transmit the unique feeling of "handmade" we created this logo by cutting out it's form in paper. Yarns used to make up the collection are wrapped around the slender card to intensify the tactile allure of this card.

WHY

The philosophy of the collection is to embrace the unique identity in hand made items, and we felt that computer fonts were not properly reflecting that. We explored a more manual way to express the identity of this brand.