



WHAT

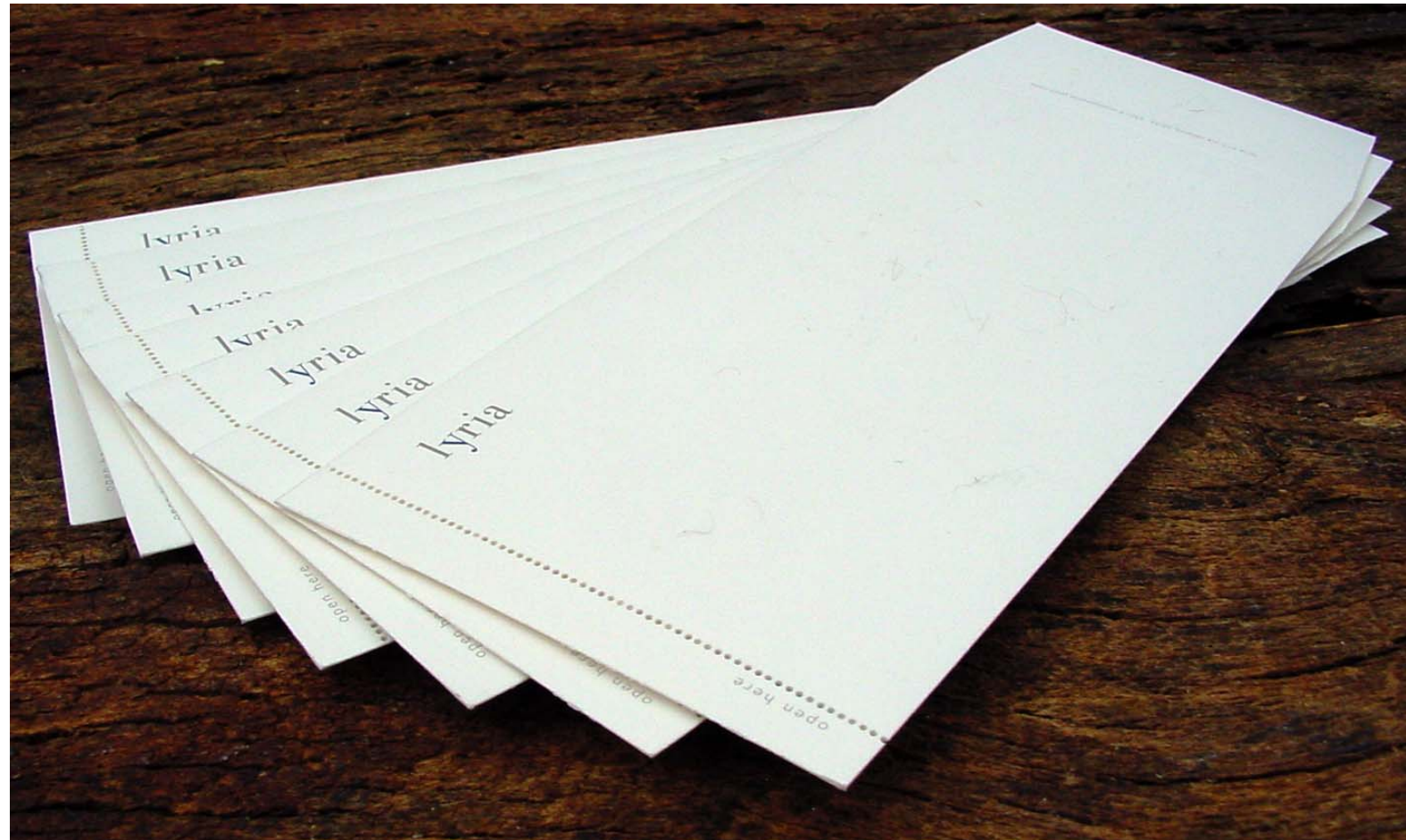
The creation of the identity for Lyria, luxury textile company in Italy.

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The combination of the refined and the unrefined is what gives this identity—such an alluring, almost mystic feeling. We use very raw materials and techniques and combine that with emotional images and colours.

WHY

The intimacy behind something used and old, almost familiar, is the feeling that we wanted to reflect when developing this brand. This project was about conveying emotion and intriguing the senses.



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