

Brand Refreshment and Store Design
for a French Jewellery Retailer

TRÉSOR
PARIS

Preparing a Retail Jewellery Group for Expansion

TrésOr Paris designs and sells jewellery through its own retail chains, mainly in France. The client sought Base Creative's assistance in helping to differentiate the brand and position it for expansion.

Business Strategy

Brand Strategy

- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- Brand Strategy Book

Design and Touchpoints

- Brand Identity
- Brand Grid
- Brand Guides
- Model Photography
- Writing & Translation
- Retail Environment
- Interactive POS
- Packaging Design
- Advertising Design

Digital & Social Media

- UI and UX Design
- Ecommerce Website
- Analytics

TrésOr Paris Brand Refreshment

Repositioning a Jewellery Brand for the Competitive Marketplace



Based on competitive analysis and the competencies of the business, Base Creative carved out the differentiation and identified the most promising strategic direction.

Scope of Work Business Strategy

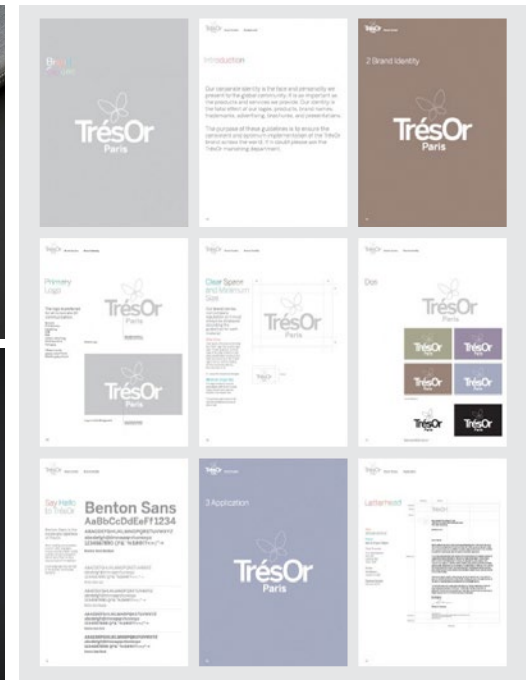
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Key to the brand repositioning was updating the dated brand identity. Base Creative created variations of the identity, intended to drive the value and sustainability of the business. These were then tested and compared against the brand's competitors.

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TrésOr Paris appears all new in specifically designed stores, a new online presence, and in advertising by Base Creative.

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