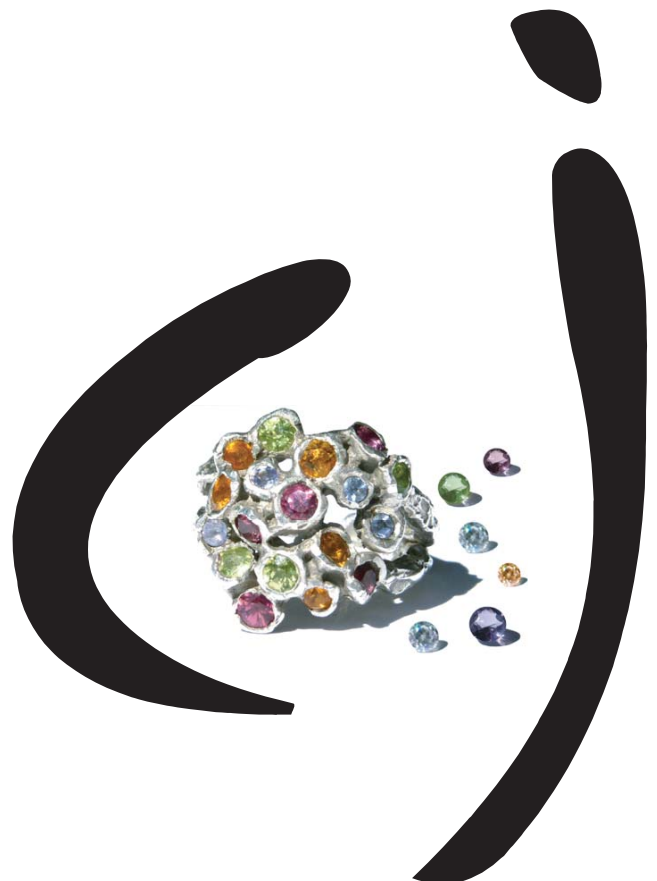


Claudia Jaffe has sensitivity to jewellery design which is uniquely hers. She approached Allde to communicate her passions through a visual brand supported by a website and marketing campaign.

We were inspired by Claudia's designs and the resulting brand is unique to her and reflects the values, the materials and the inspirations behind her work..



Concept fundamentals

Claudia Jaffe is inspired by nature. Allde analysed the fundamental elements that form the shapes and designs in her collections. This revealed sexuality, a passion, a femininity that manifested in to a natural form. These elements were incorporated in to the concept behind her brand identity.

The design board

The started point for the Claudia Jaffe brand was the design of her logo. Allde sought to capture her feminine qualities, the raw sexuality of her pieces contrasted with the fine workmanship and the elegance of the pieces. The resultant design is elegant and passionate; it takes the subliminal and yet recognisable feminine shape.

The font is captivating, and through it Claudia Jaffe's brand was born. Allde created two design elements to her brand identity; using her full name and her initials. This creates flexibility for future growth and can be used to distinguish her pieces in to individual sub-brands.

Claudia Jaffe



Anima

Vestige

Hydra

Confetti

Echoes

Le Cirque

Flexibility means future growth

Claudia Jaffe pieces are evolving and her inspiration is drawn through her travels around the world.

The creation of a brand identity that works in the USA, South America, Europe and Australasia was important to her success.

Allde's brand identity for Claudia Jaffe is focused on the universal elements of design, using a scientific approach to communication; the symbols in the Claudia Jaffe logo translate "elegance" in any language, for example.

Naming the pieces

Claudia was inspired by the feedback from Allde and sought Allde's creativity in the slogan and the naming of her one-off pieces.

In turn Allde recalled the fundamentals of the Claudia Jaffe brand to come up with names inspired by nature: the slogan "Jewellery as 'natural elegance'" reinforced this message.

Names such as "anima", "confetti", "echoes", "hydra", "vestige", derive from nature and communicate multiple moods and concepts. "Echoes" for example is a collection that reflects on rock formations found in nature, and seen from different vantage points the pieces seem to transform in to something altogether different - they echo something about time immemorial, the human spirit and our connection with the natural world.

A running relationship is important to long term growth Allde was there at the birth of the Claudia Jaffe brand and our relationship continues to grow.

We continue to represent Claudia Jaffe's work and aim to build on a unique brand - because we know her work as well as she knows her own work.