

SNOWBOUND JUMPING CHANNELS

When Duofold wanted to make the jump to a premium channel, they turned to us to extend the brand.

WHAT WE DID

Brand Strategy
Brand Identity
Structural Design
Package Design



The design incorporates the double “S” graphic of the logo into a dynamic visual of skiing or snowboarding.

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CHALLENGE

For a brand widely recognized at mass retail to succeed in a premium channel, it is crucial to elevate the brand extension to reflect the aspirations, desires and needs of the new target. When Duofold released its Snowbound brand, they relied on us to help specialty shops welcome the fashion-oriented ski and snowboard apparel line into their premium channel.

SOLUTION

Knowing that traditional mass packaging wouldn't stand out in environments where consumers expect to "feel the rush" of a product, we audited specialty ski shops to get a sense of packaging methods that speak to this extreme crowd. After thoroughly researching the consumer target, we introduced a box structure that communicates the premium nature of the garment inside and a visual style that leverages the excitement of snow sports. Snowbound has given Duofold a fresh jump into the premium channel and the sales force is reporting faster cycle time in closing deals.



Preliminary concepts explored ways to elevate the brand to premium status while leveraging excitement from the snow-sport experience.