

**M HOLDMARK**



# HOLDMARK: LAUNCHING A HOUSE BRAND OFFERING LEATHER BUSINESS GIFTS

## **Why would a communications agency need a house brand?**

Illan Gifts agency has made a specialty out of comprehensive solutions in merchandise and corporate gifting. The agency has been the one setting trends in corporate gifting instead of just following them. Creating house brands is another opportunity to offer our customers something that cannot be found elsewhere. Exclusivity is one of the main points of a gifts house brand.





## Idea

There is more to leather goods than just practicality, luxury and aesthetics. Though they have become a pretty sought-after segment in the gifts market, not every average gifts company is up to the task of meeting the growing demand.

We started with the very idea of the new brand — one that offers top-quality items that are «the real thing» and provides a fresh perspective on classical and timeless gifts. In other words, we decided to go by the book and do what all luxury fashion brands do.







HOLDMARK



## Holdmark

The name is a coined word that combines «hold» and «mark» — the Russian word for «brand». After all, it is a brand that offers luxury gifts that are both practical and functional. A brand that you can literally hold in your hands every day. Leather goods that you can hold on to. Ones that help you hold up your head.









## Hold with style

The slogan beautifully sums up the brand concept. A line of leather accessories that are a perfect blend of luxury, style and a modern edge.





























