



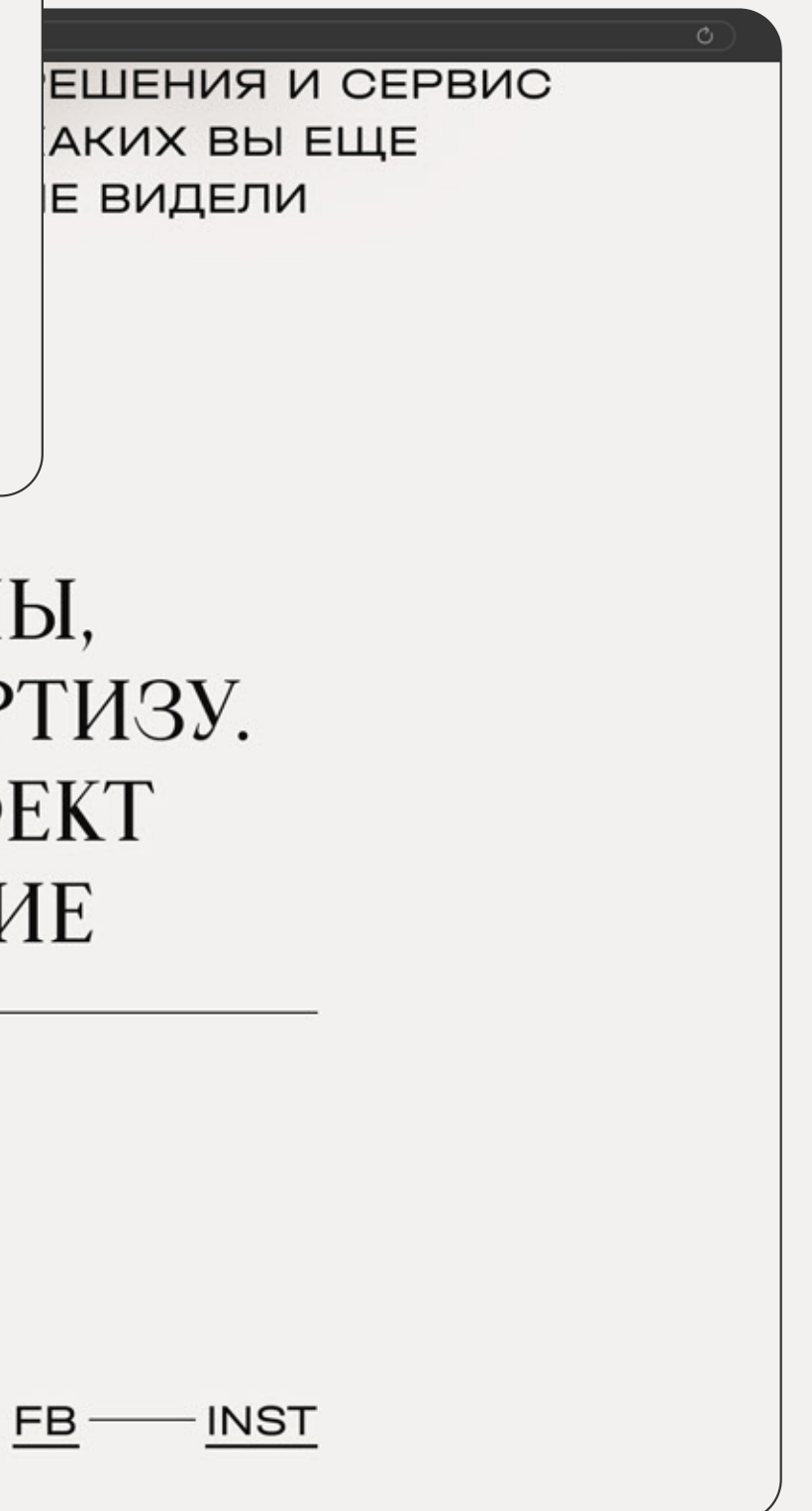
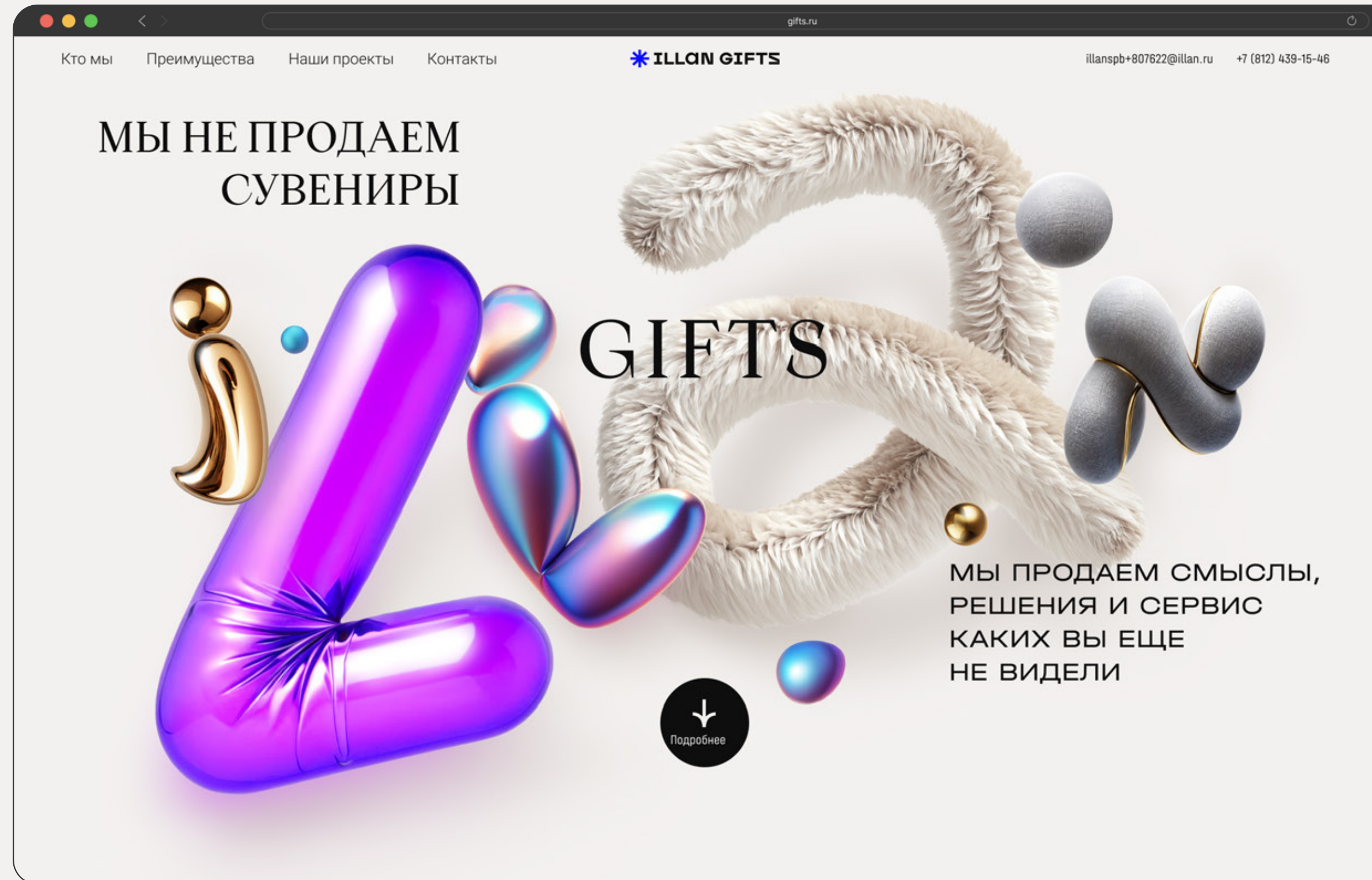
GIFTS

A collection of original illustrations
for the Illan Gifts website

Illan Gifts agency has made a specialty out of comprehensive solutions in merchandise and corporate gifting. Our task was to create a series of original illustrations for the website building upon Illan Gifts' new positioning.

SOMETHING YOU'VE NEVER SEEN BEFORE

The brand's new positioning draws heavily on the idea of distinction and creative synergies, and calls on emotions. Illan Gifts finds strength in its unity with a full-blown branding agency that has a team of dozens of designers, copywriters and art directors. All of these people put in their efforts to ensure that there is a powerful creative idea behind every merchandise item or gift. The unique approach to illustration helped take this idea to a new level: the Illan Gifts website turned into a fanciful boutique where illustrations act as ornate shop windows. As soon as potential customers land on the website, they plunge into the whirlwind of vibrant creativity and set off to explore the magic of unique corporate merchandise ideas. They navigate through the website by literally moving from one window display to another.



Кто мы

МЫ ПРОДАЕМ СМЫСЛЫ,
СВОЮ ЭКСПЕРТИЗУ.
А ГЛАВНОЕ—WOW-ЭФФЕКТ
И ПОЛНОЕ ОТСУТСТВИЕ
ГОЛОВНОЙ БОЛИ
У ЗАКАЗЧИКА

Мы, Illan Gifts, работаем на рынке мерча и бизнес-подарков 27 лет. Но продаем мы нечто значительно большее — комплексные решения бизнес-задач. Любого уровня сложности и любого масштаба.

[FB](#) — [INST](#)

ТАКОГО ВЫ ЕЩЕ НЕ ВИДЕЛИ



From the get-go, the visitors dive into the extravaganza of imaginary items that give ample proof of Illan Gifts' limitless capability to create things that no one can imagine, things that no one has a name for.

The first window display

Explores creative synergies and the connection with a branding agency as one of the major reasons to believe and a powerful enabler for truly creative solutions. The imagery recalls the surrealist concepts of ideas and creative inspiration.



02⁰⁵

ТАКОГО ВЫ ЕЩЕ НЕ ДАРИЛИ



The second window display

Looks into the concept of originality using the imagery of a Carrollian whimsical garden on the other side of the looking glass where things are getting curioer and curioer.

02⁰⁵



03⁰⁵

ТАК ЭФФЕКТИВНО ЕЩЕ НЕ БЫЛО



The third window display

Showcases Illan Gifts' functional advantage in logistics. Every element of the dreamlike reality conveys the idea of movement and going from one place to another — by air, water, rail — or being handed over from one pair of hands to another.

03⁰⁵



04⁰⁵

ТАК УДОБНО ЕЩЕ НЕ БЫЛО



The fourth window display

Delves into the agency's technological lead and its totally digitised processes. It relies on the metaphor of a complicated mechanism, an assembly line that runs smoothly producing emotions that gifts may bring.

04⁰⁵



05⁰⁵

ТАКОГО ВАМ ЕЩЕ НЕ ПРЕДЛАГАЛИ



The fifth window display

Provides a sneak peek into the daily processes of Illan Lab that is in charge of packaging and engineering solutions. Indeed, the packaging may deserve as much recognition as the gift concealed within.

05⁰⁵

