

Services

Corporate Identity | Corporate Literature & Brochures | Photography | Website Design
 Product Folder for Architects | Advertising in International Publications | Corporate Signage

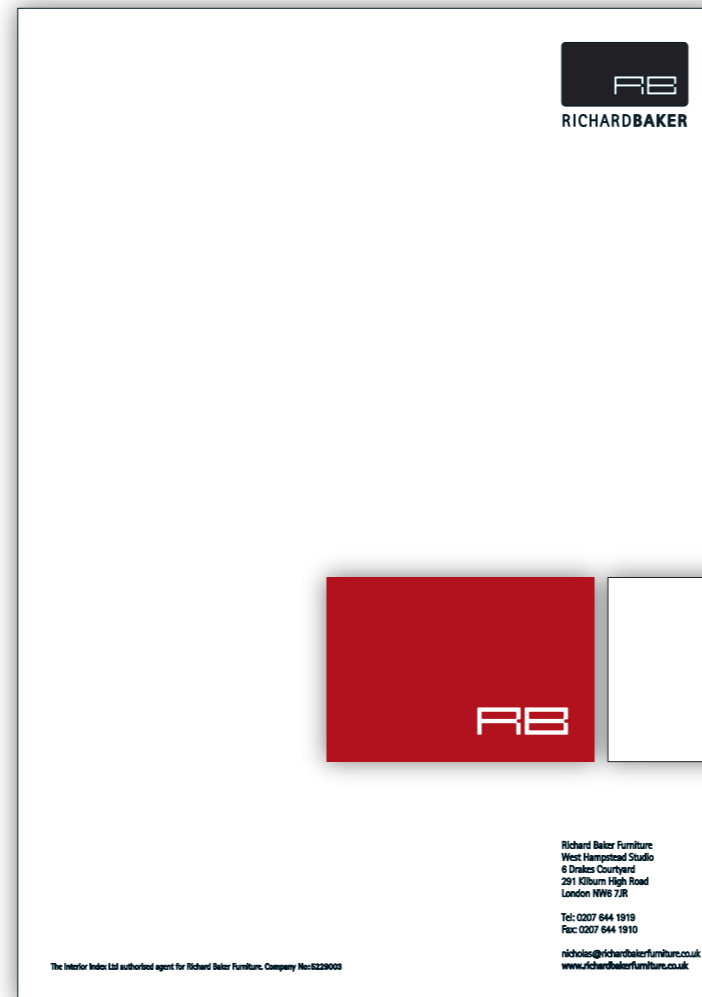
Richard Baker Furniture

Richard Baker is a high calibre furniture designer. His work is contemporary using plays on the natural but bringing him into the home. He is an innovator in terms of design.

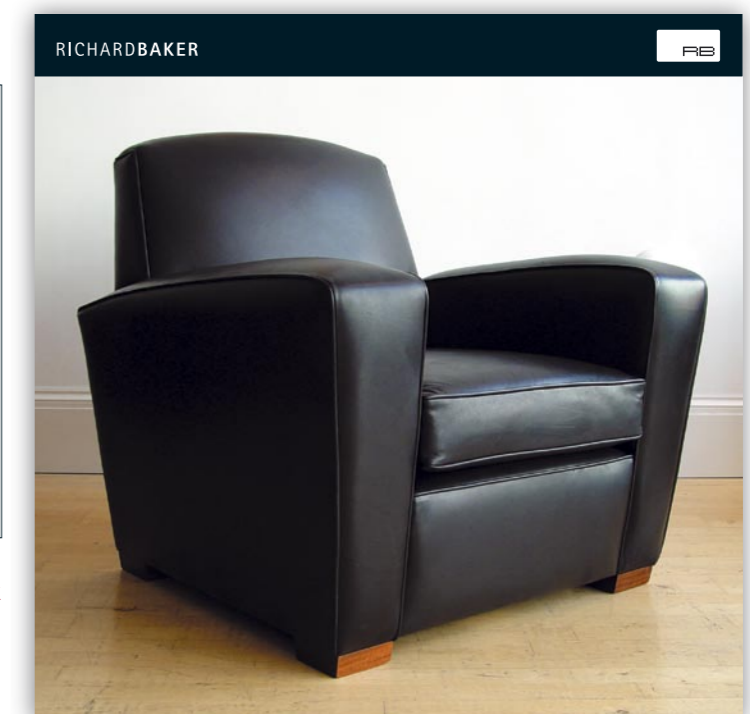
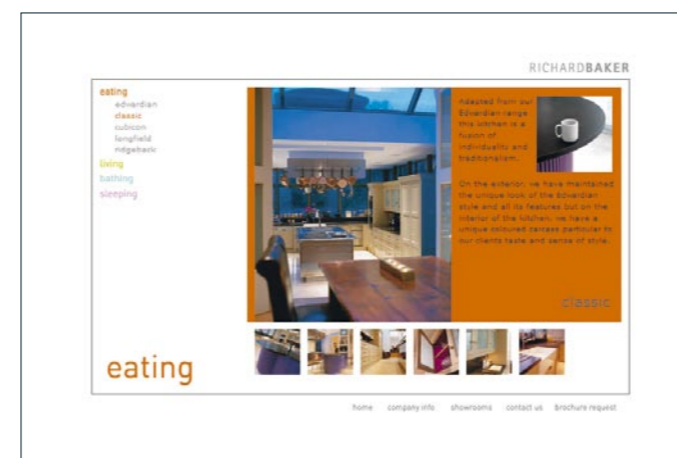
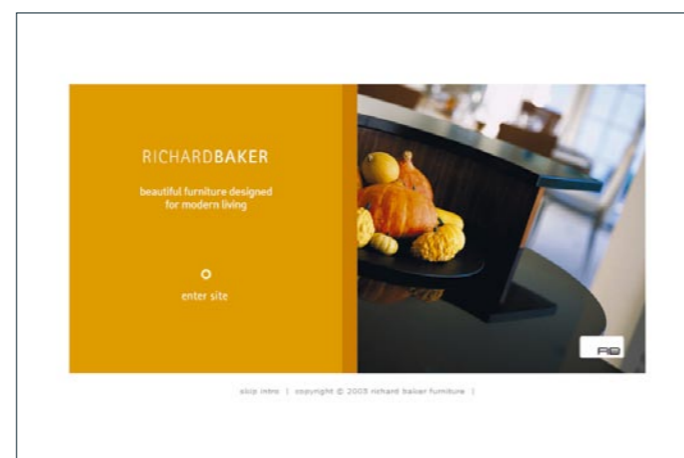
When we first worked with Richard he simply wanted to sell more furniture and perhaps lessen the focus he had on staff and the joinery itself. We identified with him the need to shift the company to be more marketing led. His marketing collateral and brand lacked clarity and quality and didn't truly reflect the quality of his product and service. The plan was one of change, radical but only in line with the demands of the upper UK market.

5 years on Richard's business has flourished. We have worked on his new brand and a since then rebrand as the market moves fast with style. We have assisted Richard in the development of a new more lifestyle look to his ranges, art directing many photoshoots. He is now opening his 4th franchised showroom and sales are 100% up over that period.

He has many credited wins to his name including the design and manufacture of Gordon Ramsey's home kitchen which is also used in his TV shows. We art directed photo shoots and played a part in his success and trust it will continue.



RICHARDBAKER



www.richardbakerfurniture.co.uk



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