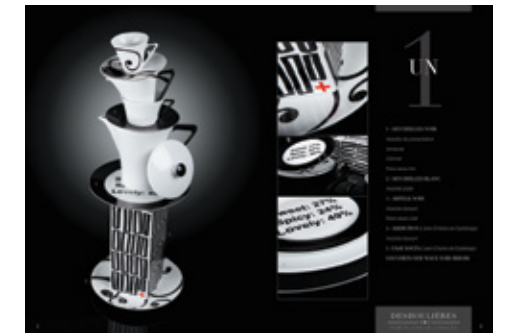
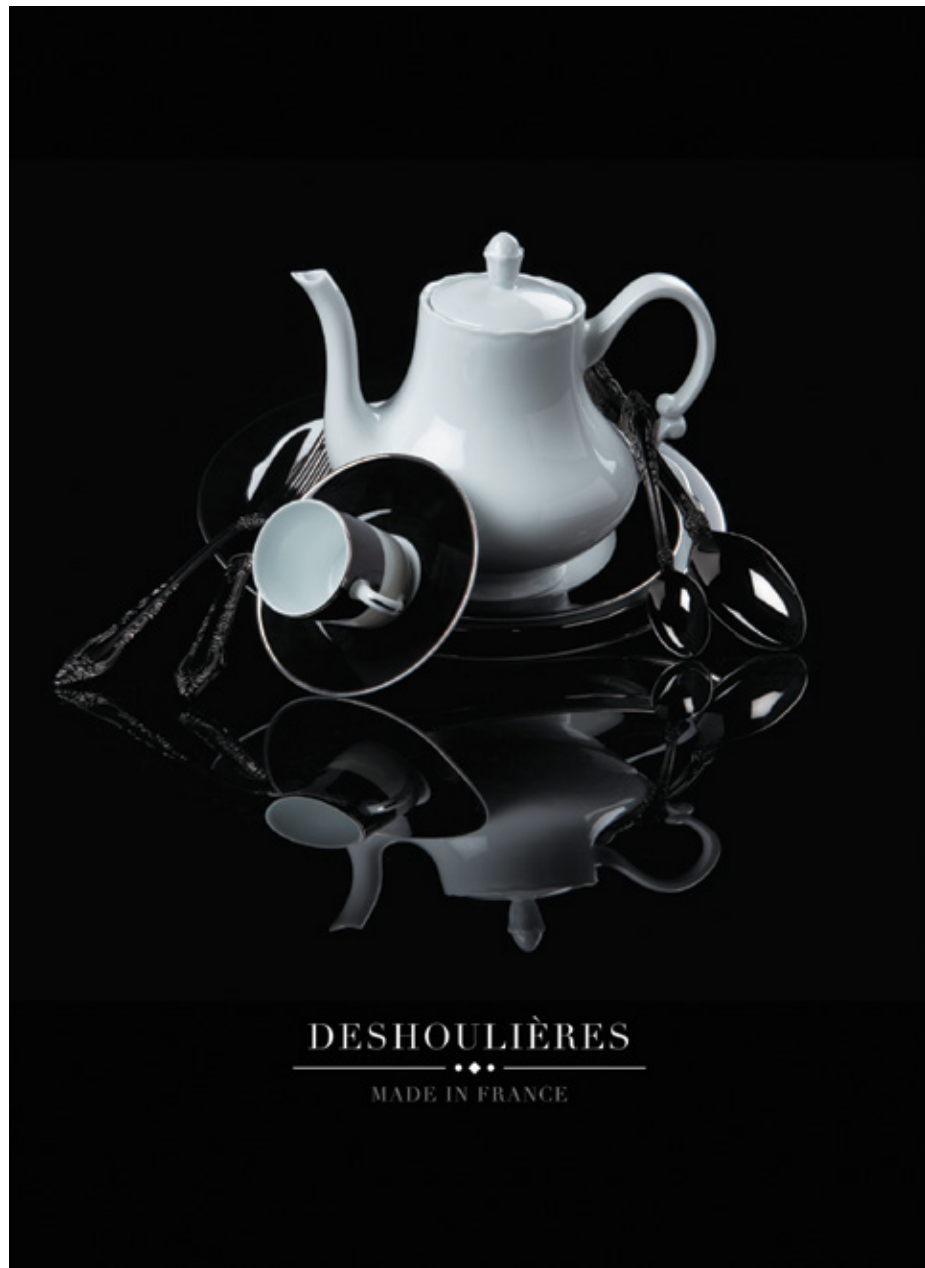


**OLIVIER G DUONG**  
ART DIRECTOR | DESIGN



## DESHOULIÈRES

Brand Strategy, Product Photography, Advertising, Art Conceptualization, and Print Collateral

**Role:** Olivier G Duong (Art Direction, Lead Designer)

**Credits:** Guillaume Goudet (Designer), David Launay (Production), Stéphane Mounet (Photographer & Photo Retoucher)

The Deshoulières Group is today's leading French porcelain manufacturer, specializing in high-end tableware products. In 2012 I was asked to direct and design Deshoulières' new 2012 catalogs and prints ads. After conducting extensive research on their competitors, I decided in order to differentiate Deshoulières' image, I would need to conceptualize a new branding strategy which would associate the brand with art. Deshoulières produces beautiful and unique porcelains, which can be considered art itself, but which wasn't being clearly communicated to the target group. I art-directed and led the design team, working with fashion photographer Stephane Monet and created a book and collection of print ads for Deshoulières to display their product.



**DXV** (Concept Designs)  
Corporate Identity, Branding, and Digital

**Role:** Olivier G Duong (Art Direction, Lead Designer)  
**Credit:** Kim Berlin (Senior Vice President, Creative Director)  
**Agency:** Sterling Brands



**IT COSMETICS**  
*Branding, Packaging, Corporate Identity, and Print*

**Role:** Olivier G Duong (Senior Art Director, Lead Designer)  
**Credit:** Jeehyeon Song (Senior Art Director, Lead Designer)



**IT BRUSHES FOR ULTA**  
*Packaging Design, and Branding*

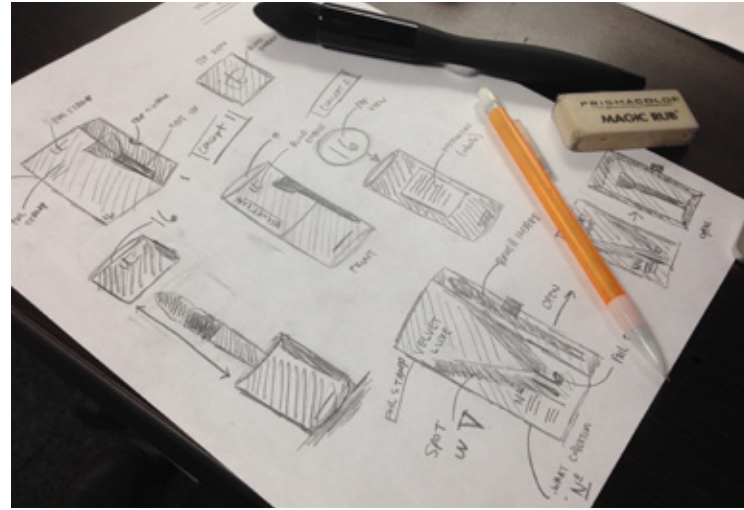
**Role:** Olivier G Duong (Art Direction, Lead Designer)



**IT BRUSHES FOR ULTA**

*Packaging Design, and Branding*

**Role:** Olivier G Duong (Art Direction, Lead Designer)



**IT BRUSHES FOR ULTA (VELVET LUXE™ COLLECTION)**

*Packaging Design, and Branding*

**Role:** Olivier G Duong (Art Direction, Lead Designer)



LOGO TYPEFACE

MADAME  
ROYALE

MONOGRAM



COLORS



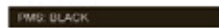
PMS.228



PMS.BLACK



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PMS.BLACK

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K: 41

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#9C0059

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#2B1C02

TYPE

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmnopqrstu  
vwxyz

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FONT: BASKERVILLE

GRAPHIC ELEMENT



**MADAME ROYALE**

Brand Strategy, Print Collateral and Identity

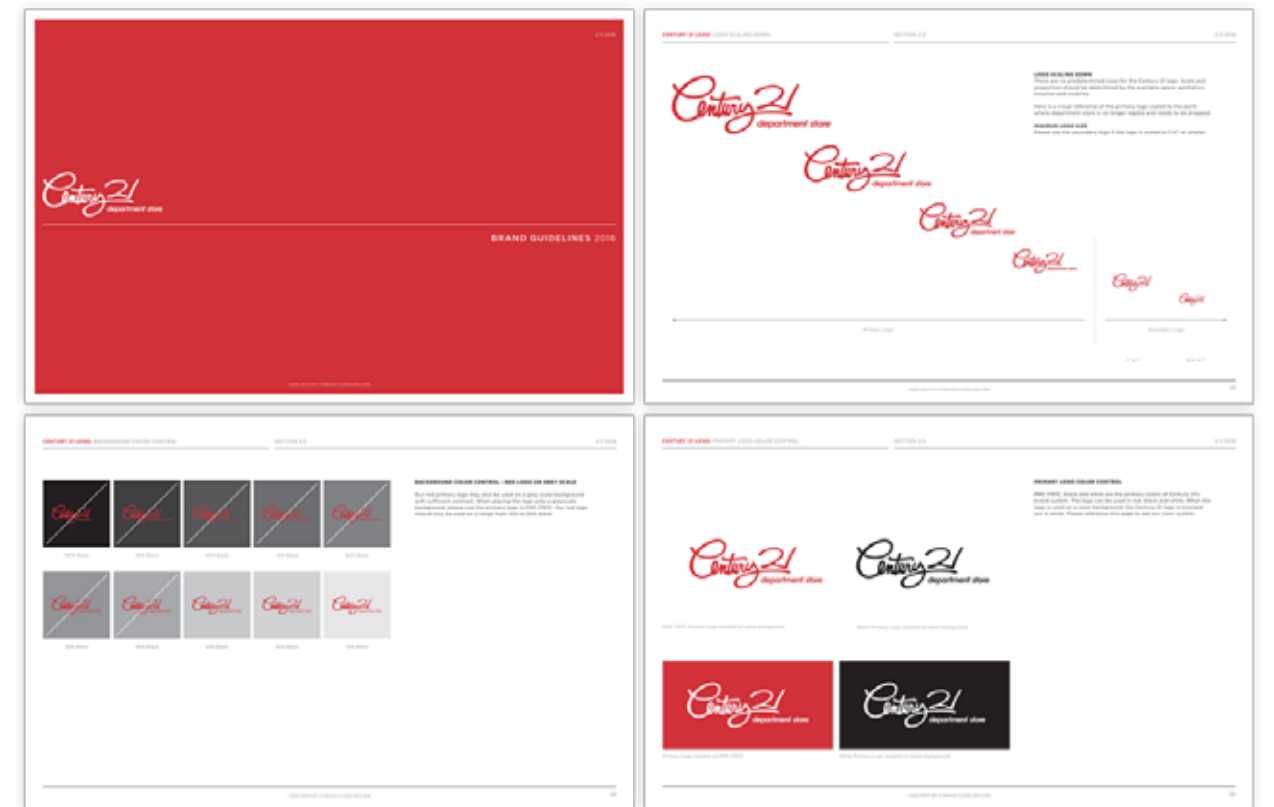
**Role:** Olivier G Duong (Art Direction, Lead Designer)

**Credits:** Marie Shepp (Interior Designer)

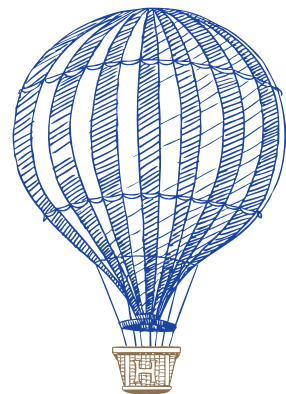
Madame Royale is a dark Victorian-themed lounge in Hollywood. Brad Hoss, a well-known Hollywood club promoter and nightclub owner approached me looking for a branding strategy for his 1890s Parisian-themed bar. Cooperating closely with Interior Designer Marie Shepp, I conceptualized ideas for Mr. Hoss's new project.

The challenge was to create a branding experience that would bring clients into the "Parisian world". Inspired by the Moulin Rouge in Paris, France, I developed the overall branding position for the lounge, which provided a magical and enchanted experience for their clientele.





**CENTURY 21 DEPARTMENT STORE**  
 Brand Identity, Packaging, Brand Style Guide, and Corporate Stationery  
 Role: Olivier G Duong (Art Direction, Lead Designer)



**HÉRITAGE**  
FINE WINES

**HERITAGE WINE BAR**  
*Branding Strategy and Identity*

**Role:** Olivier G Duong (Art Direction, Lead Designer)



**GHD**  
*Branding Strategy, Print Collateral, Packaging, and E-News Ads.*

**Role:** Olivier G Duong (Art Direction, Lead Designer)

**Credits:** Carol Varty (Creative Director)

Good Hair Day is known for producing quality hair products with an edge. As GHD was expanding to the United States in 2008, I was responsible for creating GHD's US branding strategy, print collateral, digital advertising, and new packaging for their new products. In the same year, GHD was awarded the Super Brand Status of 2008/2009. Their products became ubiquitous and were widely distributed by many large retail chains, including Sephora.



## JOIA

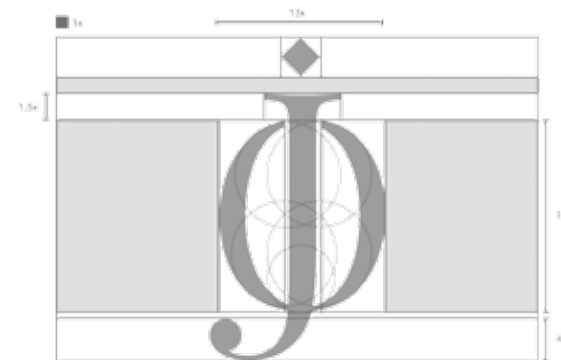
Branding Strategy, Identity, and Packaging

**Role:** Olivier G Duong (Art Direction, Lead Designer)

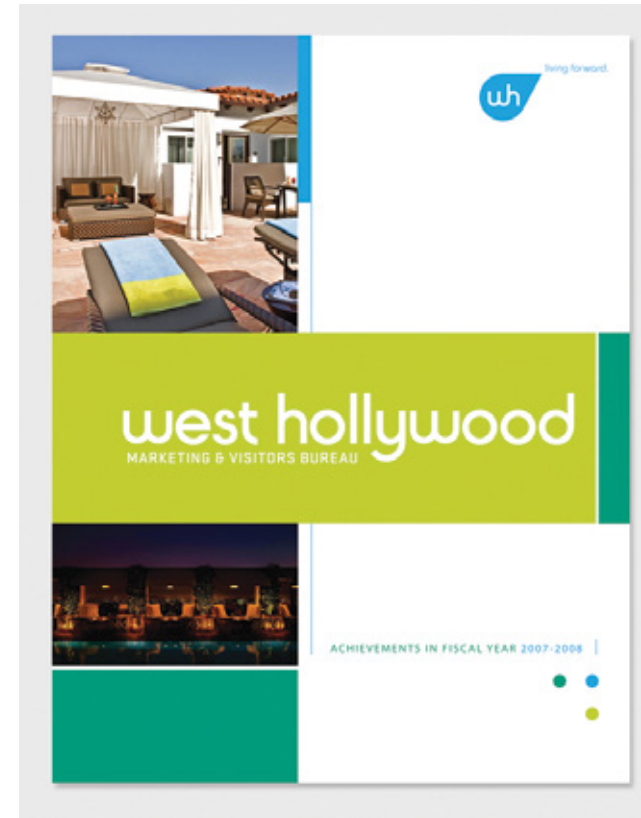
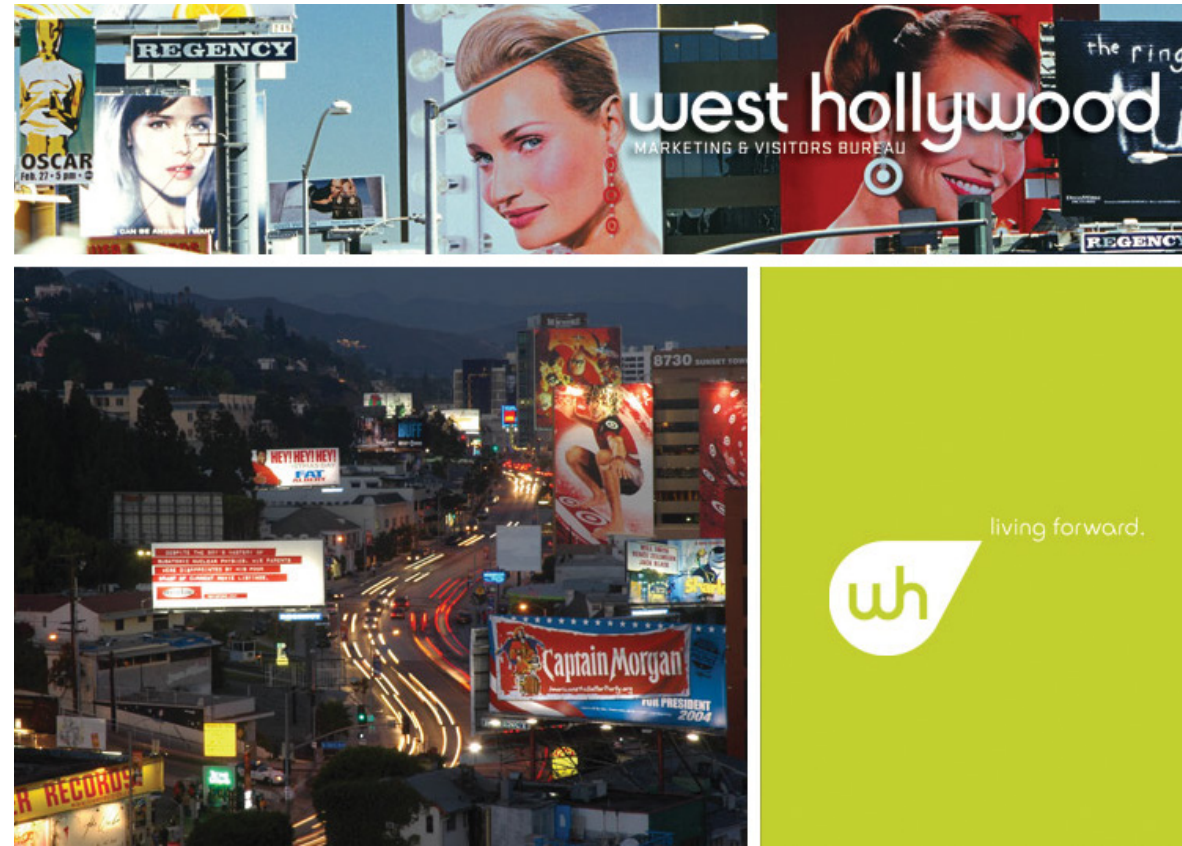
**Credits:** Stéphane Mounet (Photographer & Photo Retoucher)

Joia, which originates from "joie" (French for "joy") is a jewelry manufacturer, that was searching to refresh their brand identity. Joia was primarily aiming towards presenting itself as young and dynamic. But, their new collection was appropriate for a broader audience than usual; they were aiming to attract a wider group of clients spanning from businesswomen to housewives all the way to women athletes. The new brand voice had to speak speaks of elegance, sophistication and confidence.

In order to deliver the best solution, I worked closely with Joia trying to understand their new, broader target audience and anticipate their needs and preferences. I was responsible for the creation of the new branding identity, from print to packaging, which would stir the image towards a truly sophisticated brand experience. The logo I created consists of the letter J and the letter O from "Joia," which is arranged to form a Joia ring.



JOÏA  
JEWELLERY



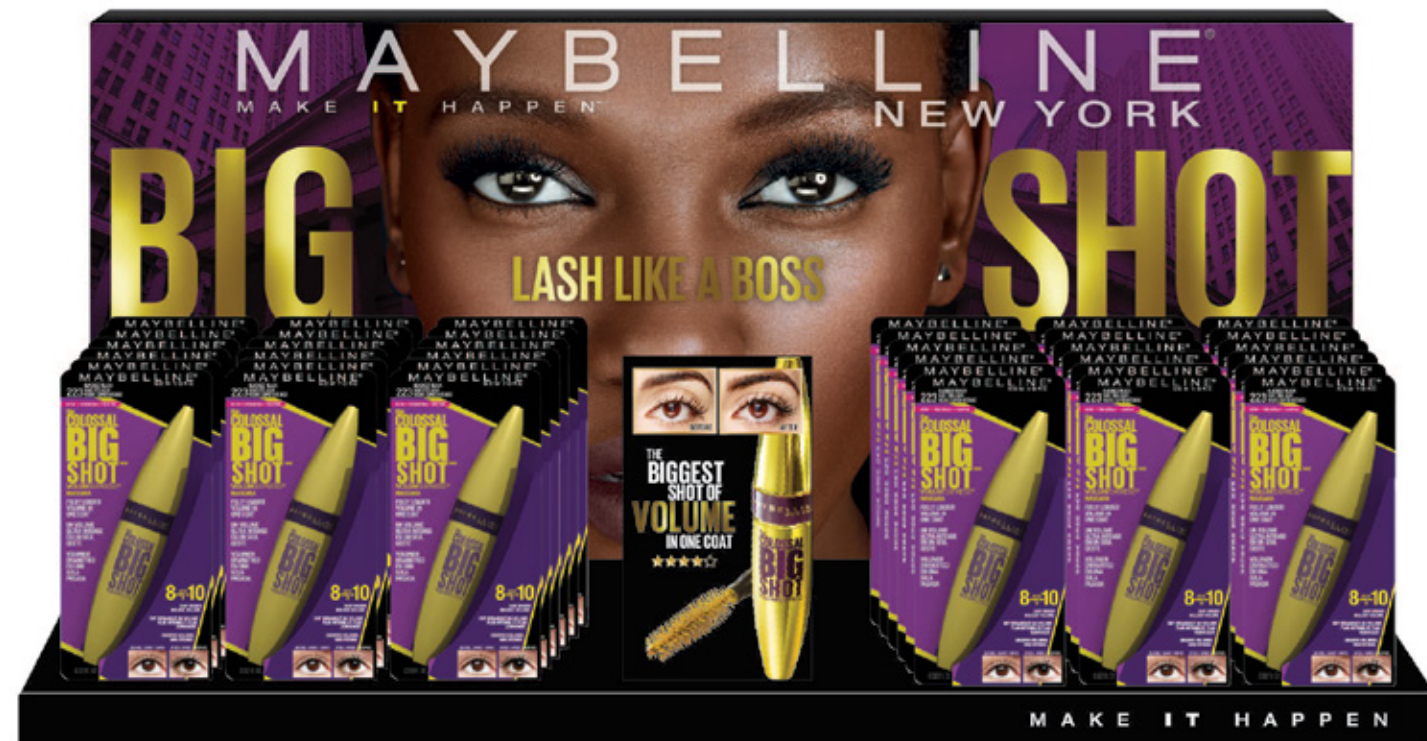
## WEST HOLLYWOOD

Brand Strategy, Print Collateral, E-news letters, and E-news ads

**Role:** Olivier G Duong (Art Direction, Lead Designer)

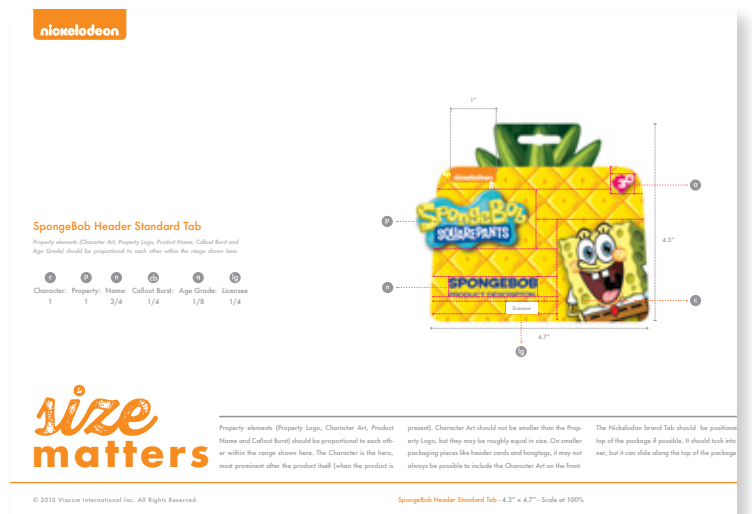
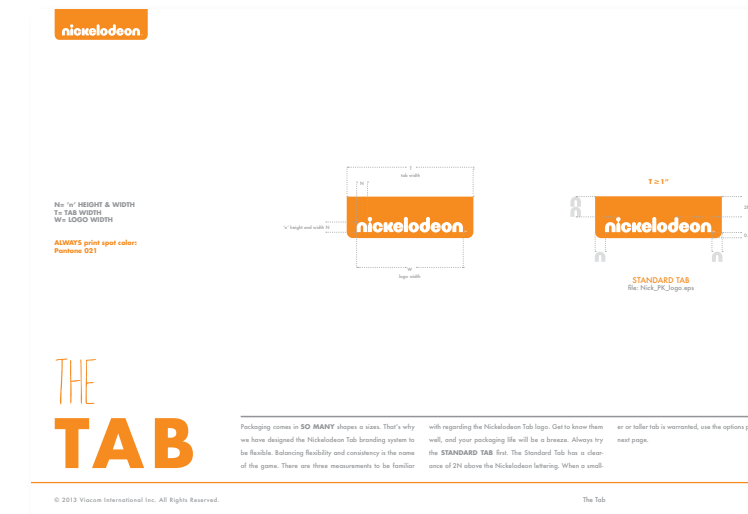
**Credits:** Carol Varty (Creative Director)

The city of West Hollywood is in the heart of the Los Angeles region. It is filled with glamorous and trendy hotels, tourist destinations, must-try restaurants, must-go shopping spots and is home to A-list celebrities. Jason Chen, West Hollywood's marketing director, was looking to re-brand their city with a fresh identity, in an attempt to promote more tourism for the area. I conceptualized a new image by focusing on using vibrant colors, sans serif typeface and imagery to portray the city's unique energy driven by fashion, nightlife, hotels and lifestyle. I re-branded their image using print collateral and other marketing tools from newsletters to e-news ads and poster.



**L'OREAL PARIS (MAYBELLINE NEW YORK)**  
*Packaging, and Visual Merchandising*

**Role:** Olivier G Duong (Freelance Art Director, Designer)  
**Credit:** Oleg Zeylikovich (AVP)



## SpongeBob Window Box

Property elements (Character Art, Property Logo, Product Name, Callout Burst and Age Grade) should be proportional to each other within the range shown here.

c	p	n	cb	a	lg
Character:	Property:	Name:	Callout Burst:	Age Grade:	Licensee
1	1	3/4	1/4	1/8	1/4

## NICKELODEON PACKAGE BRAND GUIDE

Branding

**Role:** Olivier G Duong (Designer)  
**Credit:** Chris Groll (Creative Director)

I was responsible for creating Nickelodeon Package brand guidelines.



  
**RALO**<sup>TM</sup>  
CARPETS FOR YOUR SENSES



**RALO CARPETS**  
Branding

**Role:** Olivier G Duong (Art Director, Lead Designer)





## HK2 SUPERMARKET

*Identity, and Brand Strategy*

**Role:** Olivier G Duong (Art Direction, Lead Designer)

HK2 Food District is a company that revolutionized the concept of the Asian supermarket. HK2 takes the idea of an old-fashioned farmer's market and combines it with a contemporary shopping experience. The owner wanted a modern and sleek logo that would emanate the sense of fresh food.

I developed the overall brand strategy, primary brand mark, stationary, and branding experience. The basis of my concept was to showcase the characteristics of a fresh, healthy, and organic supermarket. The use of the color green helped support this fresh image.

- 1. Tavius Consulting
- 2. Groupe Aero School
- 3. Cocktail  
Art Direction : Olivier G Duong  
Illustrated: Jessica Dauberte
- 4. MB Communication
- 5. G20 France



- 6. Carnet de Mode
- 7. HRCFA
- 8. France Apiculture
- 9. The Blindway
- 10. Bokka



B  
O  
K  
K  
A

- 11. Madame Royale
- 12. CFTC
- 13. The Style Club
- 14. Joia
- 15. Ralo

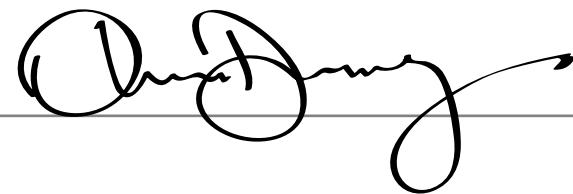


## LOGO DESIGNS

*Identity*

**Role:** Olivier G Duong (Art Direction, Lead Designer)

I conceptualized and designed these logos for new and existing companies, ranging from consulting firms to supermarkets. Some of these logos can be spotted worldwide.

A handwritten signature in black ink, reading "Olivier G Duong". The signature is fluid and cursive, with a long, sweeping tail on the "g". It is positioned above a thin horizontal line.

**OLIVIER G DUONG**

ART DIRECTOR | DESIGN

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