

Concept Hang Tags

I was approached by an entrepreneur importing lingerie from an off-shore textile manufacturer.

They requested a logo appropriate for a line of high fashion lingerie.

The importer's company was in its formative stages, using a working title of "DeLecci Lingerie". Nice name, I thought, for lingerie manufactured in Taiwan! In an attempt to up-sell the client (POP, catalogs, packaging) I applied the logo onto some concept hang tags. They were impressed. To this day I haven't seen the line in stores, at least under the name of DeLecci Lingerie...

