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# Viceroy Creative executives strip down to the basics for a very sexy rebrand (Video)

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In the world of luxury goods, its not what you wear, but how you wear it. So when New York City-based Mode Design Group decided to rebrand as a full service luxury agency they decided to wear nothing at all.

"We've taken a turn," said [David Moritz](#), founder and CEO of Mode Design Group, which today officially changed its name to Viceroy [Creative](#). "Our natural inclination is for luxury brands. While we can make a product for anyone, we have been getting jobs that were far more expensive than just design."

Founded in 2008, this Long Island City startup began serving such clients as **Colgate** and **Unilever**, but over time became known for its luxury contracts such as a John Varvatos [partnership](#) with Patrón to create a tequila bottle that doubles as a work of art. The new company's services now include brand strategy, brand engagement, partnerships, design and production. Over the past two years, Moritz said the company's revenue has doubled, and they recently hired two new employees.

Moritz is also the founder and CEO of Society Awards, based in the same Long Island City building as Viceroy, Jim Henson Studios, Perrier and others. Founded in 2007, Society Award, founded with a \$90,000 loan from Moritz's grandfather, produces top prizes such as the Emmy Awards, the MTV Moonman Awards, and the American Music Awards.

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[Click here to read the compete report from our visit to his offices two years ago.](#)

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The idea for the stripped down rebrand came from legendary New York City designer [Stefan Sagmeister](#), who 20 years ago sent [nude post cards](#) of himself with flatteringly blacked out naughty bits to potential clients, and then in 2013, posed nude again with [Jessica Walsh](#) as part of the duo's own rebrand as Sagmeister & Walsh.

To prepare for the shoot, Moritz, creative director [Gabrielle Rein](#), CFO [Aaron Bearce](#), and account manager [Raegan Gillette](#) prepared by working out with Equinox Tier 3 trainers five days a week, according to a statement, and went on a strict elimination diet custom tailored by a Hollywood nutritionist, just for the shoot.

Michael del Castillo is the technology and innovation reporter at Upstart Business Journal, a member of American City Business Journals. A graduate of Columbia University, his work has appeared in the New Yorker. He is also the cofounder of Literary Manhattan, a nonprofit dedicated to promoting Manhattan's literary community and creating new ways to appreciate literature.