



An agency is stripping for its rebranding

| of Drafting Darlin |

To advertise its new positioning as a creative agency specializing in luxury, the New York group **Mode Design Group** has laid bare three of its executives. The agency becomes **Viceroy Creative** and, to make it known to the public, President David Moritz, the creative director Gabrielle Rein and the account manager Raegan Gillette posed for photographs in their offices, as mom made them.



The realization of the idea required a great job. The rebranding of an agency has to be perfect, from typography to cover my models to the position of the elements in the second floor. Everything has to be thought out in detail and be in harmony, especially when the agency aims to specialize in luxury. To reach this level of perfection, the three models have followed a strict diet for a month and intense workouts with a personal trainer. The result is not bad if we think that the brunette gave birth four months ago. Yes, however, we see that even Photoshop has put her, but do not tell anyone.







The idea resembles that of **Stefan Sagmeister** when he opened his agency and announced its partnership with **Jessica Walsh** :



Having worked for the Schauspielhaus in Vienna,
TBWA in London, Leo Burnett in Hong Kong
and M&Co. in New York,



I am now opening up my own company.
SAGMEISTER Inc.
222 West 14th Street New York City, NY 10011



Nineteen years after the founding of Sagmeister Inc...



We are renaming the company to Sagmeister & Walsh.