



# Bosses go nude to launch new brand

[Aanbevelen](#) [Delen](#) 6

[Tweeden](#) 0

[G+](#) 3

[4](#) REACTIONS

RELATED NEWS

Edited by Eric Belsack  
03/13/15 - 11u09 Source: Adweek

SAVE ARTICLE



© Viceroy Creative.

The bosses of a New York design firm have unpacked with an original stunt to create their new brand to the world. To clearly underline that their business now and no longer called Viceroy Creative Fashion Design Group, they have gone out of the clothes for an ad campaign. You look now differently against your boss?

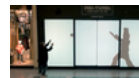
President David Moritz, creative director and account manager Gabrielle Rein Raegan Gillette have submitted themselves for a month to a strict diet and a fitness program before nude pose for the lens. Finance Director Aaron Bearce chose his suit to keep. **Childbirth** The idea for the remarkable campaign came after Ms Rein given birth to a baby and her body wanted to get back into the fold. "Why do not change at the same time with our bodies our brand?" Was the philosophy. And so the three executives laid there for a month - seven days a week -. The physical and culinary tendon in **the morning early in the morning** The photoshoot was just kept in the office. Early in the morning, however, before the colleagues began their workday. "The hardest part was to take off our clothes", says Ms. Gillette. "But since we can form a team, the rest went like a piece of cake."

**Read also**

- [This sexy nun put Naples on stilts](#)
- [These shoppers are surprised by Disney characters](#)



[This sexy nun put Naples on stilts](#)



[These shoppers are surprised by Disney characters](#)



[Embarrassing: Bikini Mentos and Diet Coke-trick fails completely](#)

**More about** [The best of the web](#) , [Weird Art](#) , [USA](#) , [New York City](#) , [New York State](#) , [Advertising](#) , [Bizarre](#) , [Consumer](#)

LAKE HLN



[Greece will pay 363 million euros in loans back to IMF](#)



[Carbonated water is really as unhealthy as Evy Gruyaert claims?](#)



[Squirrel hiding nuts huge stock under hood of car](#)



[Father filming how he beat up pedophile "Sinners must sit on the blisters"](#)

recommended by **outbrain**

**HLNBE NIEUW**

[20u02 Family tattoo in late ...](#)

[19:59 Controversial comedian Dieudonné must ...](#)

[19u52 Vosté refer to ...](#)

[19u44 Van Gaal: "B-team no ...](#)

[19u42 Stripping Portuguese ...](#)



[Sabayon beat Leen Demaré and Sofie Dumont](#)



[Michel speaks at memorial Sierre](#)

[Borléés diving deep pool on teambuilding](#)



© Viceroy Creative.



© Viceroy Creative.



© Viceroy Creative.

HLN.be news in your Facebook news feed?

**Vind ik leuk** 536.553 personen vinden dit leuk. Wees de eerste van je vrienden.

### HLNBE NEWS POLL WHAT DO YOU THINK OF THIS NEWS?

<input type="radio"/> FASCINATING 9%	<input type="radio"/> FRUSTRATING 7%
<input type="radio"/> FUNNY 23%	<input type="radio"/> FRIGHTENING 7%
<input checked="" type="radio"/> HEARTENING <b>39%</b>	<input type="radio"/> DEPRESSING 16%

I share my opinion on Facebook.

REACTIONS ( 4 )

SAVE ARTICLE

FOTOSPECIAL



Finally Van Avermaet may again celebrate

FOTOSPECIAL

## HLNBE POPULAIR



Mom furious: school asks Noah (8) to change hairstyle  
(Read 162833x)

1

Embarrassing: Bikini Mentos and Diet Coke-trick fails completely  
(Read 108456x)

2

Father finds himself perpetrator of an accident, but police do not do anything, "Sorry, Officer who does interrogation, recuperation"  
(Read 108374x)

3

Kirsten Janssens takes: "So ugly and comment that I do not understand"  
(Read 106575x)

4

Moving: father daughter lost consolation Ilse Van Hoecke during interview  
(Read 102792x)

5

## HLNBE SOCIAL

FRIENDS VIEWED

MOST POPULAR



Gin-tonic (+ 7 andere voedingsmiddelen) die slecht zijn voor je seksleven  
7.379 personen raden dit aan.



Vader verkracht jarenlang zijn dochters met medeweten van hele familie  
1.708 personen raden dit aan.



Mannen en vrouwen beschrijven de ideale man ... en het resultaat is verrassend  
1.038 personen raden dit aan.



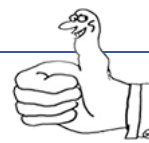
Kirsten Janssens haalt uit: "Zo lelijk en nog commentaar geven, dat snap ik niet"  
2.887 personen raden dit aan.



Familiekijkers en collega's smeken: "Kom terug, Jacky Lafon"  
3.563 personen raden dit aan.

Sociale plug-in van Facebook

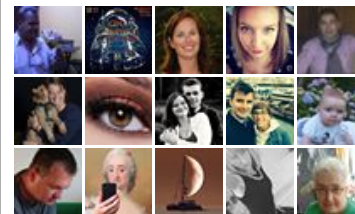
Ben jij al fan?



HLN.be

Vind ik leuk

536.553 personen vinden HLN.be leuk.



Sociale plug-in van Facebook


MAIL PRINT

0 0 3

Aanbevelen Tweet +1

**1** [Report](#) an error in the article to our editors

THE MORE WEB



HLN.BE

**Scandalous how this spectator in full sprint ...**



HLN.BE

**Kim Kardashian bolder than ever in new shoot**



HLN.BE

**Lesson for Kim K ...: these pregnant stars are beautiful ...**



HLN.BE

**Does Dana Winner here an embarrassing revelation?**

recommended by **Outbrain**


SPONSORED LINKS



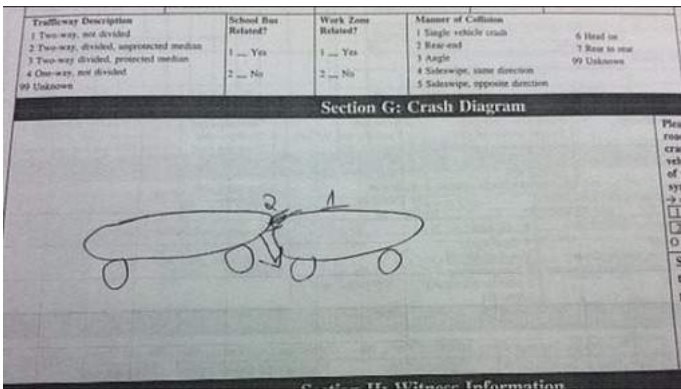
**How to attract customers?**  
Make sure your website works on smartphone & tablet.  
[Click here](#)

PNJ PERF@RMIX

# [Drawing on the police accident report makes for hilarity](#)

 [Karen Van Eyken](#)  
03/13/15, 18u35

5 COMMENTS



Police in the US city of Sutton received a very strange accident report of a traffic accident in hands. Agents found the ...

## [Kirsten Janssens: "You are really as someone who lives in a townhouse"](#)

Editors  
03/13/15, 18u11



9 COMMENTS

Following the whole smear-campaign statements of The Sky Is The Limit-star Kirsten Sambal made some hilarious verwenskaarten.

## [You can make your own in just 5 seconds, a dirt cheap iPhone case](#)

By: editors  
03/13/15, 15u46



1 COMMENT

**VIDEO** This movie shows how to own your own fun - especially dirt-cheap - iPhone case can make, and in just a few seconds. Nice ...

## [Hilarious: Baby elephant clumsily takes his first bath](#)

By: editors  
03/13/15, 14:40



7 COMMENTS

**VIDEO** The first time usually does not go as smoothly. Even in the animal world, because the first bath of the elephant is very stuntelig.De images ...

**More about** [The best of the web](#) , [Weird Art](#) , [USA](#) , [New York City](#) , [New York State](#) , [Advertising](#) , [Bizarre](#) , [Consumer](#)

### HLN.be

[HLN.be on Facebook](#)  
[HLN.be on Twitter](#)  
[HLN.be Newsletters](#)  
[Visit m.hln.be](#)  
[Smartphone](#)

[Consult the archives](#)  
[The last 48 hours](#)  
[RSS \( What is RSS2 \)](#)  
[HLN.be in your favorites](#)

### The newspaper

[Subscribe](#)  
[The newspaper during my vacation](#)  
[Info about subscriptions](#)  
[The newspaper on iPad](#)

### General

[Contact](#)  
[Advertise](#)  
[Jobs](#)  
[How to reach us?](#)  
[Partner Sites](#)



© 2015 The Persgroep Digital -. All rights reserved [Please read the terms of use.](#)

Our French language news [www.7sur7.be](#) .  
Follow the news on our sister site in the Netherlands [www.ad.nl](#) .

gopress LICENSE PUBLISH

ciM internet

