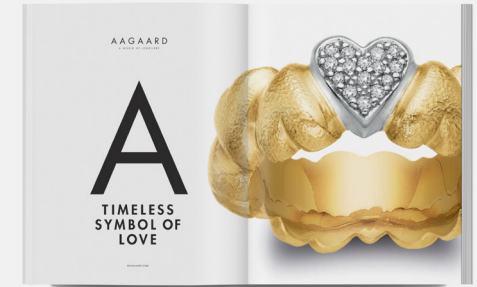
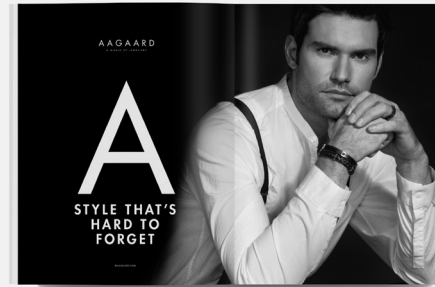


AAGAARD / IDENTITY & PACKAGING

AAGAARD
A WORLD OF JEWELLERY



AAGAARD



CLIENT

Founded in 1946 by Jens J. Aagaard in Denmark. Aagaard jewellery is one of Scandinavia's leading Jewellery brands with distribution in Scandinavia, Europe, Australia & USA.

BRIEF

Revitalize and create a unique visual concept. Make the brand reflect our classic and high quality jewellery with visibility across all communication platforms. Gain a strong and timeless brand position.

SOLUTION

The inspiration came the unique part of the name; the 4 "A" letters. Creating a basic graphic structure; the "A" and a unique diamond pattern. While making it possible to tell engaging stories: "A" moment to remember...

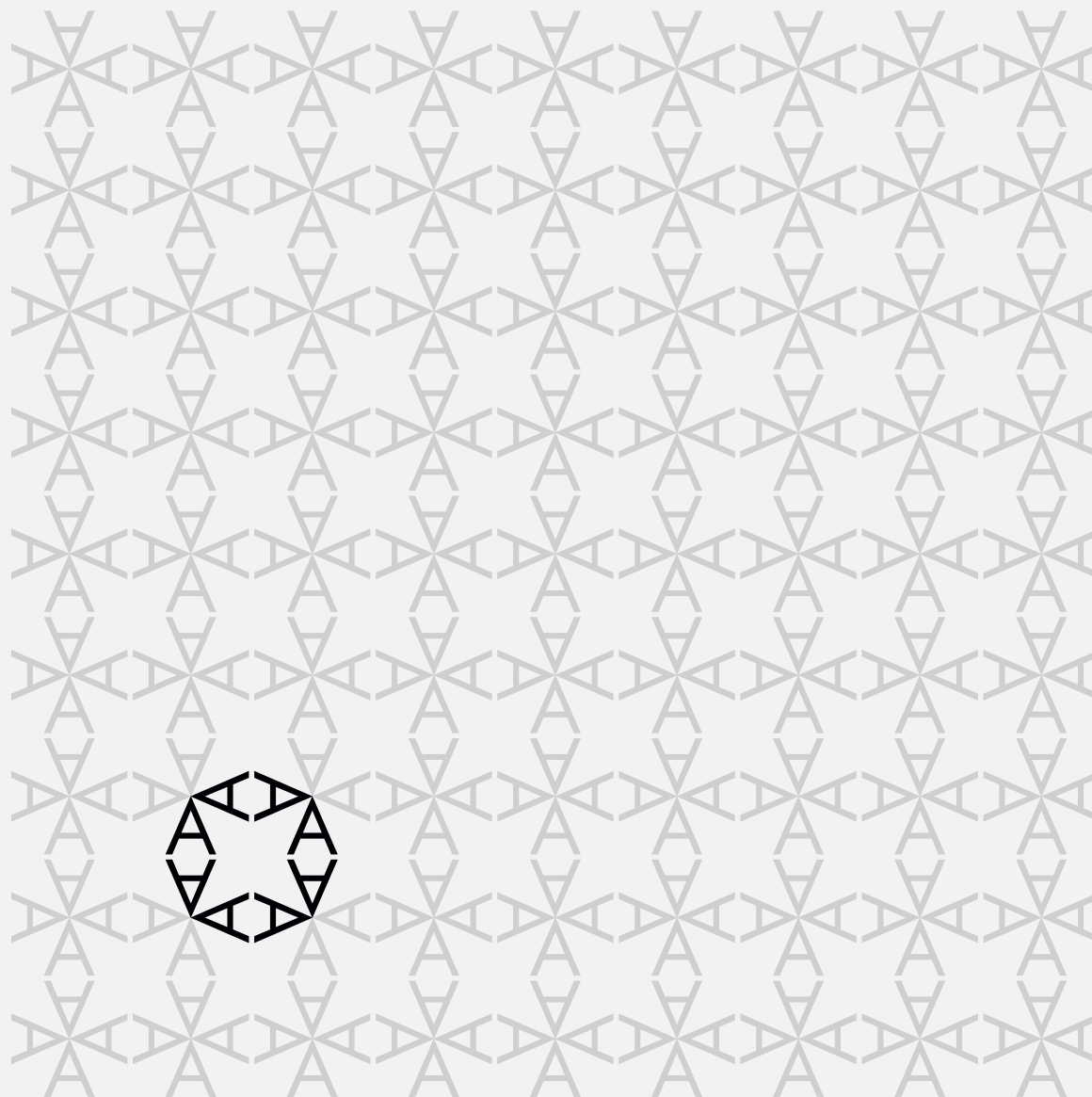




A A G A A R D

A WORLD OF JEWELLERY

A A G A A R D





AAGAARD
A WORLD OF JEWELLERY

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AAGAARD
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A

STYLE THAT'S
HARD TO
FORGET

BYAAGAARD.COM



AAGAARD
A WORLD OF JEWELLERY

A

TIMELESS
SYMBOL OF
LOVE

BYAAGAARD.COM

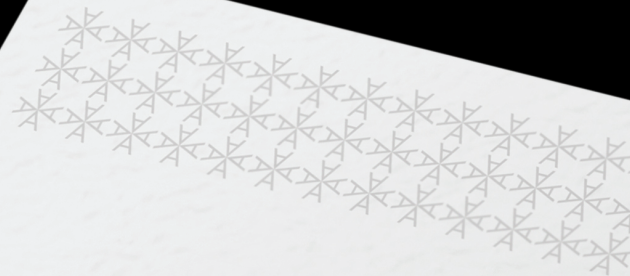




AAGAARD
A WORLD OF JEWELLERY

FALL / WINTER - CLASSIC SELECTION

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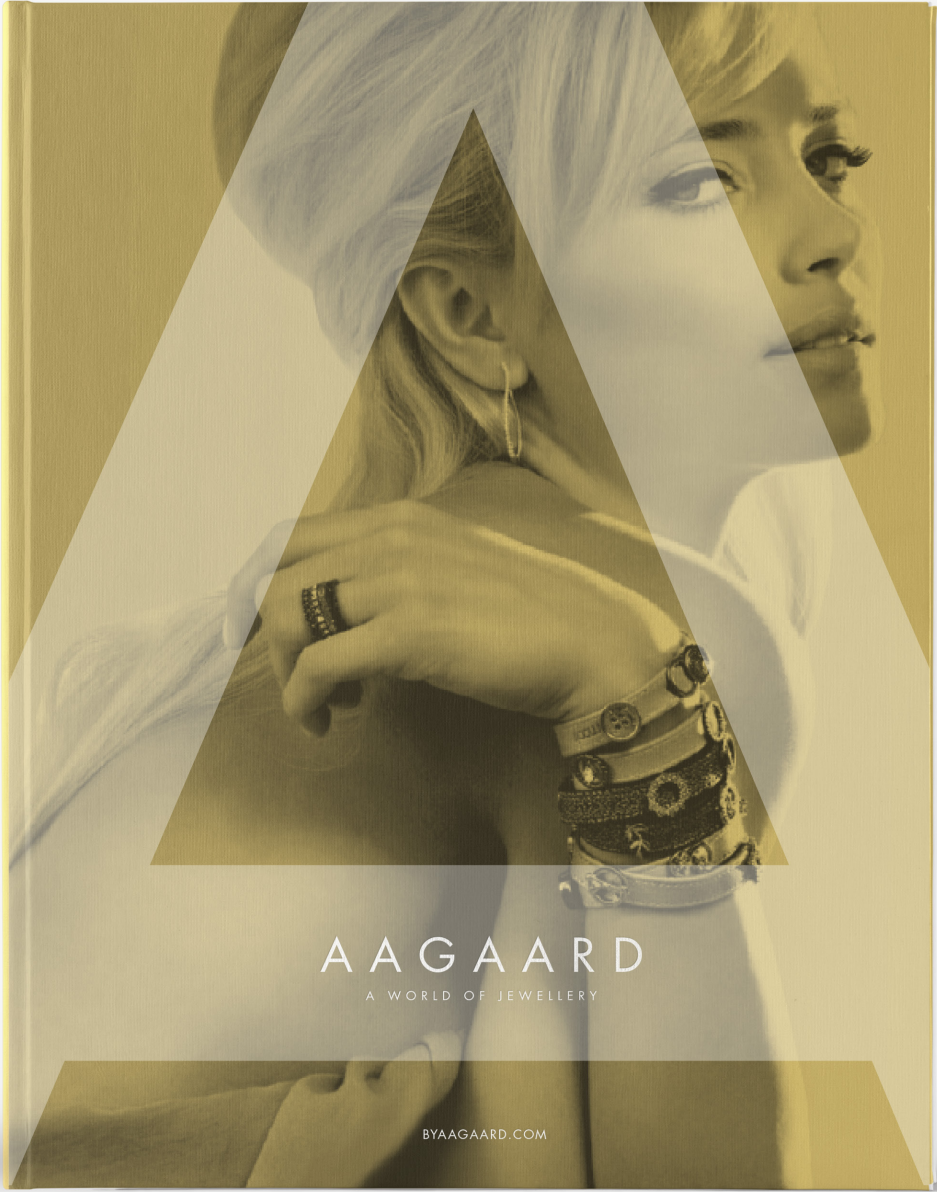
I 1946 tilbød AAGAARD et smykesortiment, der kunne ligge i en cigarkasse. I dag omfatter kollektionerne et bredt udvalg af eksklusive smykker i unikt design og med en klar fornemmelse for tidens strømninger. AAGAARD har bevæget sig ud på de internationale markeder. Kombinationen af et hæderkronet og traditionsrigt fag, nytænkning, kreative designere og kompetente guldsmedeskeber fundamentel for vores smykker, som glæder hver eneste dag.

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AAGAARD

A WORLD OF JEWELLERY

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CLAUS RYSSER OGIHARA

Experienced Graphic designer & Art director with more than 15 years of experience and a Master's degree in Visual Communication and Design from the Danish Design School. Having worked at/with some of the top Design agencies and Advertising agencies in Denmark and abroad.

Working mainly with Corporate Visual Identity, Packaging design & Webdesign. In the past I have rendered my skills to global & prominent brands such as:

AIAIAI / NOVO NORDISK / NESTLÉ / AAGAARD JEWELLERY / INTERSPORT / UNILEVER / BECEL / GEORG JENSEN / FRITZ HANSEN / DELL / UBISOFT / ARLA / VELUX / LEGO / SELECT / TDC / ROCKWOOL / WIDEX / TV2 / CPH AIRPORT / DANISCO / SONY MUSIC / TELIA / STATOIL / TEMPUR / NESCAFÉ / JACK & JONES / DYRBERG KERN / MUNTHE + SIMONSEN / WOK / CSIS SECURITY / DANSK SUPERMARKED / SUNDAY / SONISTO / WULFF & KONSTALI / BRYGGERIET VESTFYEN / BESTSELLER / SHELL / TOMS / HALDOR TOPSOE / TV3+ / NØRREBRO THEATER / UDVIKLING FYN / ELDORADO / CANE-LINE / LØGISMOSE / SELECTED / DUBEX / BIOTEX / TERUMO BCT / NEUTRAL / DARU / DANPO / MAC BAREN / OMA / VISITDENMARK / SEAS NVE / H+H / MULTIWING / QUANT SERVICES / PEOPLEGROUP / DHI / COMENDO / SUMMERBIRD / REPEAT FITNESS /

My work have been nominated for and has won several internal design awards and is featured in numerous prestigious design books and magazines.



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