

# MIRLO 42

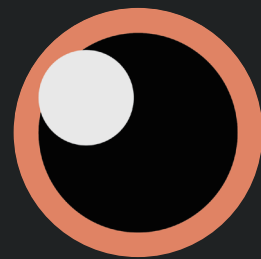
CREATIVE STUDIO



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MIRLO42

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# 01 ABOUT US

**Mirlo 42** was founded by Banu Guven and Emre Gulcan as a creative studio that offers branding, design, production and consulting services to the fashion, film, and lifestyle product industries.

**Banu Guven** is a Fashion Designer and Brand Consultant based in Istanbul with a proven ability to get results in a fast-paced environment. Before having her Master's from Politecnico di Milano, she has received her dual BA degree in fashion design from Fashion Institute of Technology and Istanbul Technical University with high honors and gained more than five years of design experience in New York, Milan, and Istanbul. She is a Brand and Design Consultant providing strategic advice to businesses looking for brand strategy, brand positioning, creative thinking, design management, and forecasting services.

**Emre Gulcan** is an experienced Screenwriter and Director with a demonstrated history of working in the media production industry. His previous projects have screened at several international film festivals, including Venice, Sundance, New York FF, AFI, SXSW, and TriBeCa. Those Who Whistle After Dark, a feature-length film he co-wrote was selected for La Biennale Cinema in 2019 and was awarded the Turkish Ministry of Culture Feature Film Fund. He is a Film/TV Production professional skilled in Editing, Film Production, and Television with a Master of Fine Arts (MFA) focused on Screenwriting/Directing from Columbia University in the City of New York.



# OUR MISSION STATEMENT

We are a **creative studio** and a dedicated team that shares a mutual passion for exceptional design and aesthetics. We create remarkable brand experiences and offer highly-crafted design solutions that help companies establish their tone and elevate their identity.

As we value **quality** and **integrity** above all else, we proudly deliver **passion** and **commitment** to every project. Whether we provide consulting services to a disruptive start-up or rebrand an industry giant, our goal is always to forge a long-term relationship with our client.

# OUR SERVICES

At Mirlo 42, we believe in the power of design while connecting people with brands in meaningful ways. With a sound strategy and forward-thinking, we craft every design, detail, and idea according to our clients' needs.

CREATIVE  
ROOM

STRATEGY  
AND CONSULTING

M42  
PRODUCTIONS

# CREATIVE ROOM

Creativity is at the core of everything we do. Our creative room process, combined with our company culture, provide invaluable results that graduate our clients' businesses.



## BRANDING

Our branding services consists of offering **Brand Development** to the emerging brands and proposing **Brand Improvement** and **Rebranding** to the established companies.



## DESIGN SOLUTIONS

We provide creative, innovative design solutions to address both the **functional** and **aesthetic** concerns of our clients. We aim to answer industry obstacles while seizing trends.



## CREATIVE DIRECTION

Our creative direction services are always in line with our primary goal, building **strong emotional engagement** with the target audience, no matter who the client is.



## ART DIRECTION

We care about every detail. **Smart** and **well-conceptualized** designs are what we strive for, to deliver the best communication language that displays your core values.



# BRANDING PACKAGES

## BRAND IDENTITY PACKAGE

NAMING  
TAGLINE  
KEYWORDS

## BRAND STRATEGY PACKAGE

BRAND STORY  
BRAND MISSION STATEMENT  
BRAND VALUES  
CLIENT PROFILES

## VISUAL DESIGN PACKAGE

MOODBOARD  
LOGO  
COLOR PALETTE  
FONTS  
BRANDED SOCIAL MEDIA IMAGES

## DIGITAL PACKAGE

PRESENTATIONS  
BROCHURES  
CATALOGUES  
INFOGRAPHICS  
ICONS  
BUSINESSCARDS  
LETTERHEADS  
SELL SHEETS

# OTHER BRANDING PACKAGES

## FASHION BRAND PACKAGE

LABELS AND TAGS  
PACKAGING  
PAPER BAGS  
GARMENT BAGS  
SHOPPING BAGS  
DELIVERY BOXES  
WRAPPING TISSUE  
GIFT PAPER  
GIFT BOXES

## LIFE-STYLE BRAND PACKAGE

LABELS AND TAGS  
PACKAGING  
PAPER BAGS  
PRODUCT BAGS  
SHOPPING BAGS  
DELIVERY BOXES  
WRAPPING TISSUE  
GIFT PAPER  
GIFT BOXES

## CULINARY PACKAGE

MENU  
PACKAGING  
PAPER BAGS  
DELIVERY BOXES  
WRAPPING TISSUE  
NAPKINS  
STICKERS  
COASTERS  
APRONS / UNIFORMS

## HOTEL PACKAGE

RECEPTION VISUALS  
GUEST ROOM VISUALS  
STATIONERY AND TOILETRIES  
RESTAURANT VISUALS  
POOL / SPA VISUALS  
OTHER FACILITY VISUALS

## ENTERTAINER PACKAGE

ALBUM ARTWORK  
FONTS  
COLORS  
POSTERS  
TOUR MATERIALS  
MERCHANDISE

## FILMMAKER PACKAGE

FILM ARTWORK  
FONTS  
COLORS  
POSTERS  
PRESS-KIT  
MERCHANDISE

+

EVENT DISPLAYS  
DISPLAY WALLS  
RETRACTABLE BANNERS  
ADVERTISING FLAGS  
CANOPY TENTS  
BILLBOARDS  
SIGNAGE  
VEHICLE BRANDING



# STRATEGY AND CONSULTING

Our strategy and consulting services consist of a highly collaborative process that begins with vital introspection and exploration. We investigate the strategic and creative possibilities uniquely tailored to your needs.

## BRAND STRATEGY

### EMERGING BRANDS

- I -  
BUSINESS PLAN  
REVISION

PRODUCT/SERVICE  
CUSTOMER  
COMPETITOR  
MARKETING STRATEGY

- II -  
BRAND IDENTITY AND  
STRATEGY CREATION

### ESTABLISHED COMPANIES

- I -  
PROBLEM  
IDENTIFICATION

PRODUCT/SERVICE  
CUSTOMER  
COMPETITOR  
BRAND IDENTITY  
BRAND IMAGE  
MARKETING STRATEGY

- II -  
NEW BRAND  
STRATEGY CREATION

## FASHION CONSULTING

- FORECASTING
- DESIGN DEVELOPMENT
- CREATIVE DIRECTION
- RANGE PLANING
- COLLECTION ANALYSIS
- COMMUNICATION AND BRAND IDENTITY
- VISUAL BRANDING
- MARKET ANALYSIS
- MARKETING STRATEGY AND IMPLEMENTATION
- ONLINE AND OFFLINE SALES STRATEGY
- ORGANIZATIONAL STRUCTURE

# M42 PRODUCTIONS

While our production process for each project is unique, our attention to detail remains the same, whether it is a publication photoshoot or a digital marketing campaign. We offer a wide range of production services, from pre-production to post-production for all media.



## VIDEO

FASHION  
MUSIC  
ADVERTISING



## PHOTOGRAPHY

FASHION  
STILL-LIFE  
CONTENT

09 / 09

# THANK YOU!

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