

Moolan

SOUTH KENSINGTON



XY COLLECTIVE

IT'S NOT
ABOUT IDEAS
IT'S ABOUT
**MAKING IDEAS
HAPPEN**

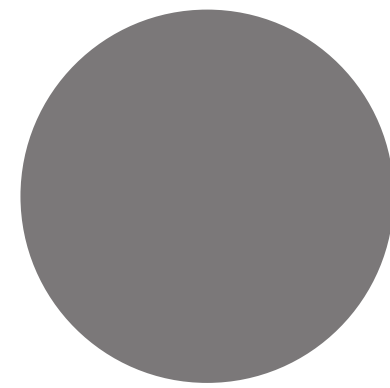


XY COLLECTIVE

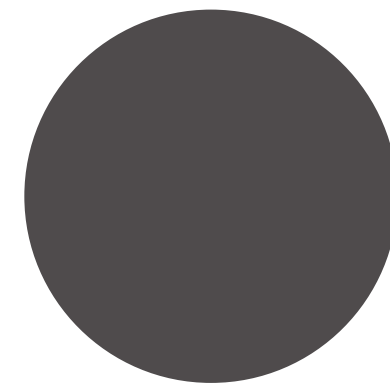
COLOUR



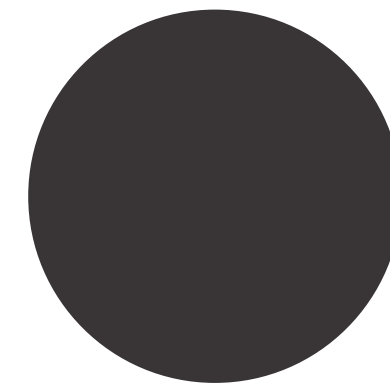
White



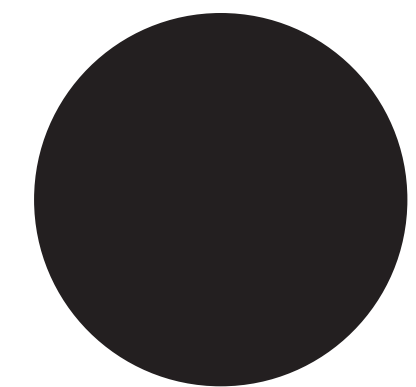
#60



#80



#90



Black

MOOLAN

Magnolia is an ancient genus. Appearing before bees did, the flowers are theorized to have evolved to encourage pollination by beetles. To avoid damage from pollinating beetles, the carpels of Magnolia flowers are extremely tough.[1] Fossilised specimens of *M. acuminata* have been found dating to 20 million years ago, and of plants identifiably belonging to the Magnoliaceae date to 95 million years ago.[2] Another aspect of Magnolia considered to represent an ancestral state is that the flower bud is enclosed in a bract rather than in sepals; the perianth parts are undifferentiated and called tepals rather than distinct sepals and petals. Magnolia shares the tepal characteristic with several other flowering plants near the base of the flowering plant lineage such as *Amborella* and *Nymphaea* (as well as with many more recently derived plants such as *Lilium*).

(Wikipedia.org)





MOOLAN
BEAUTY



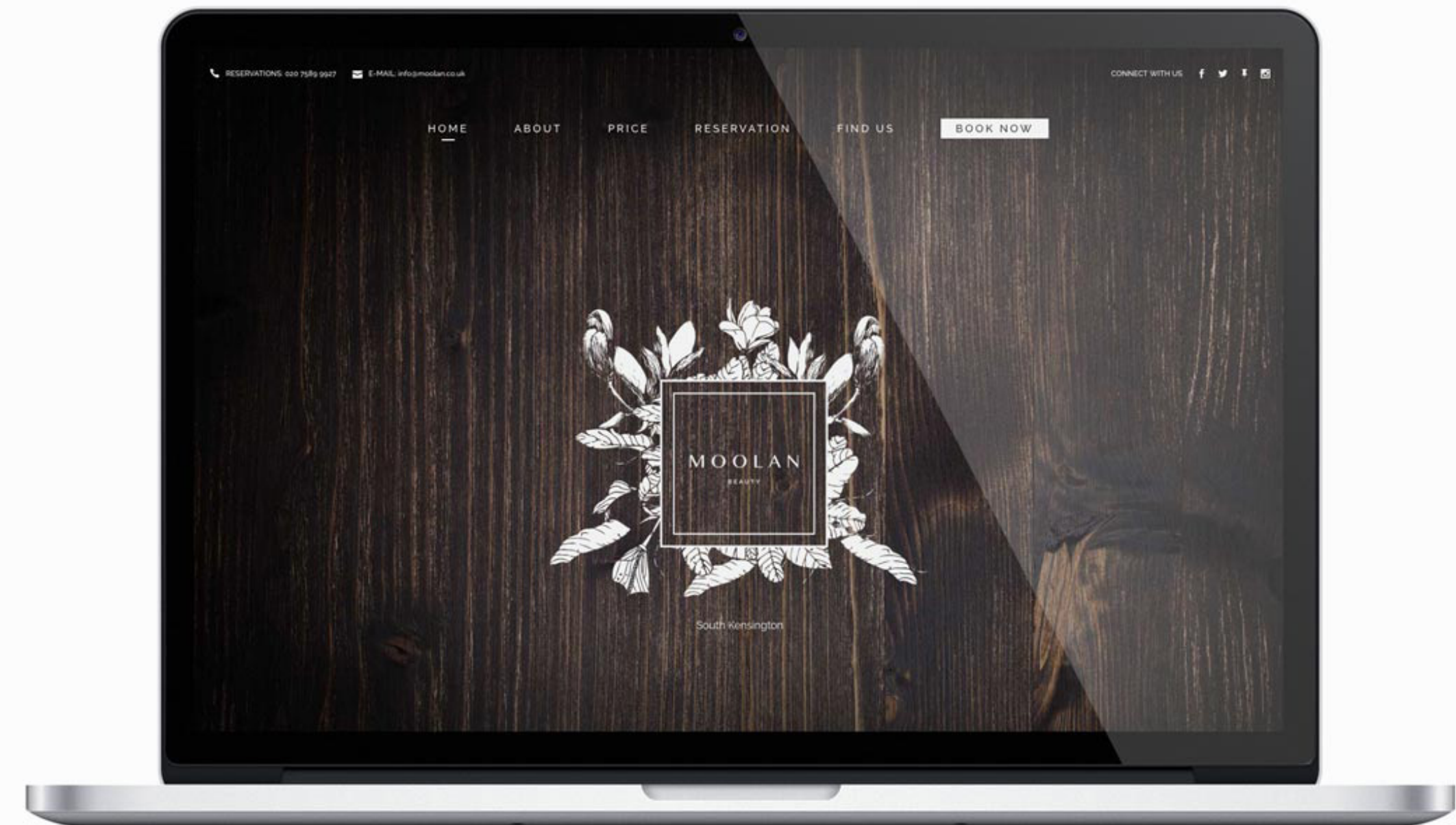


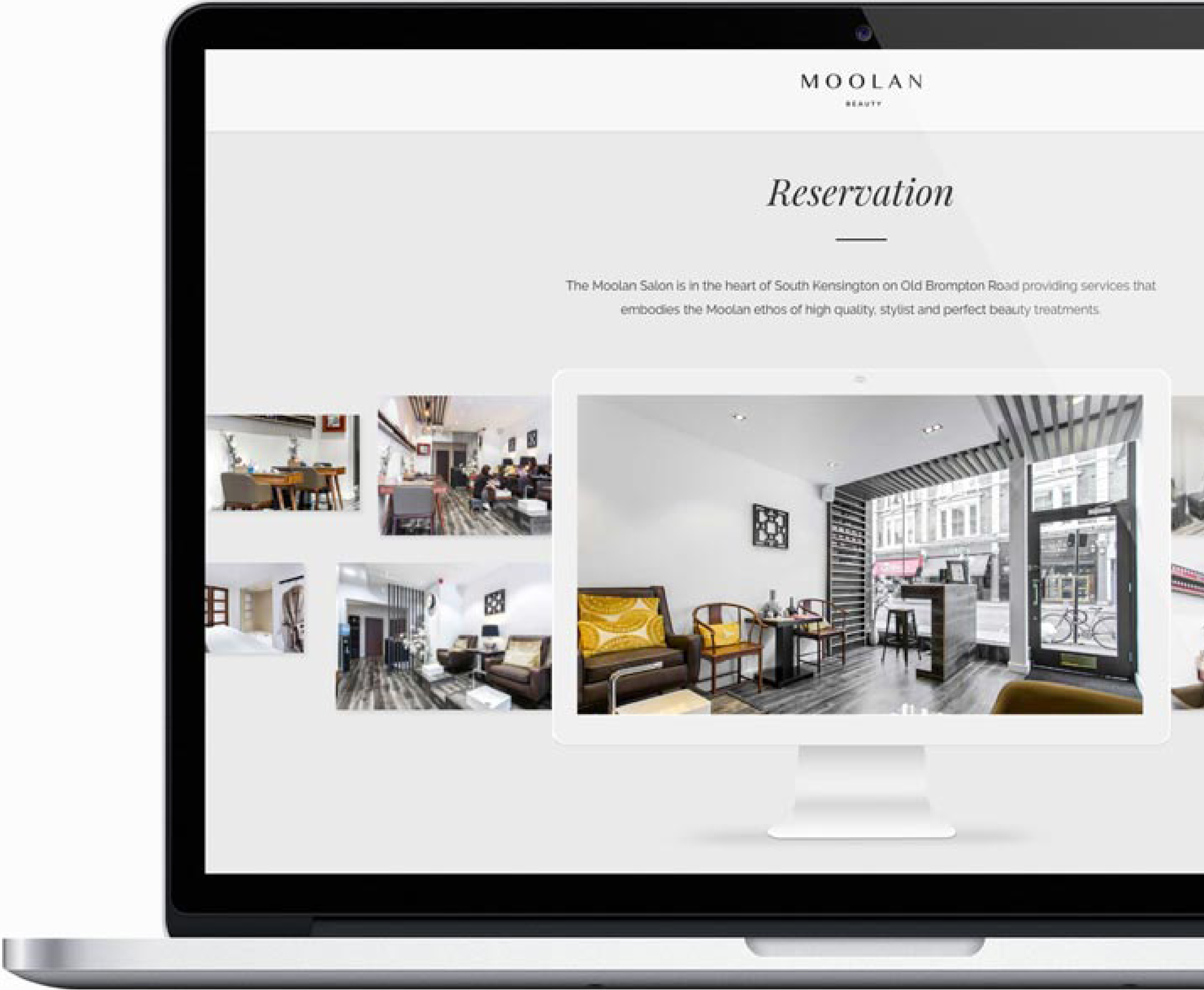
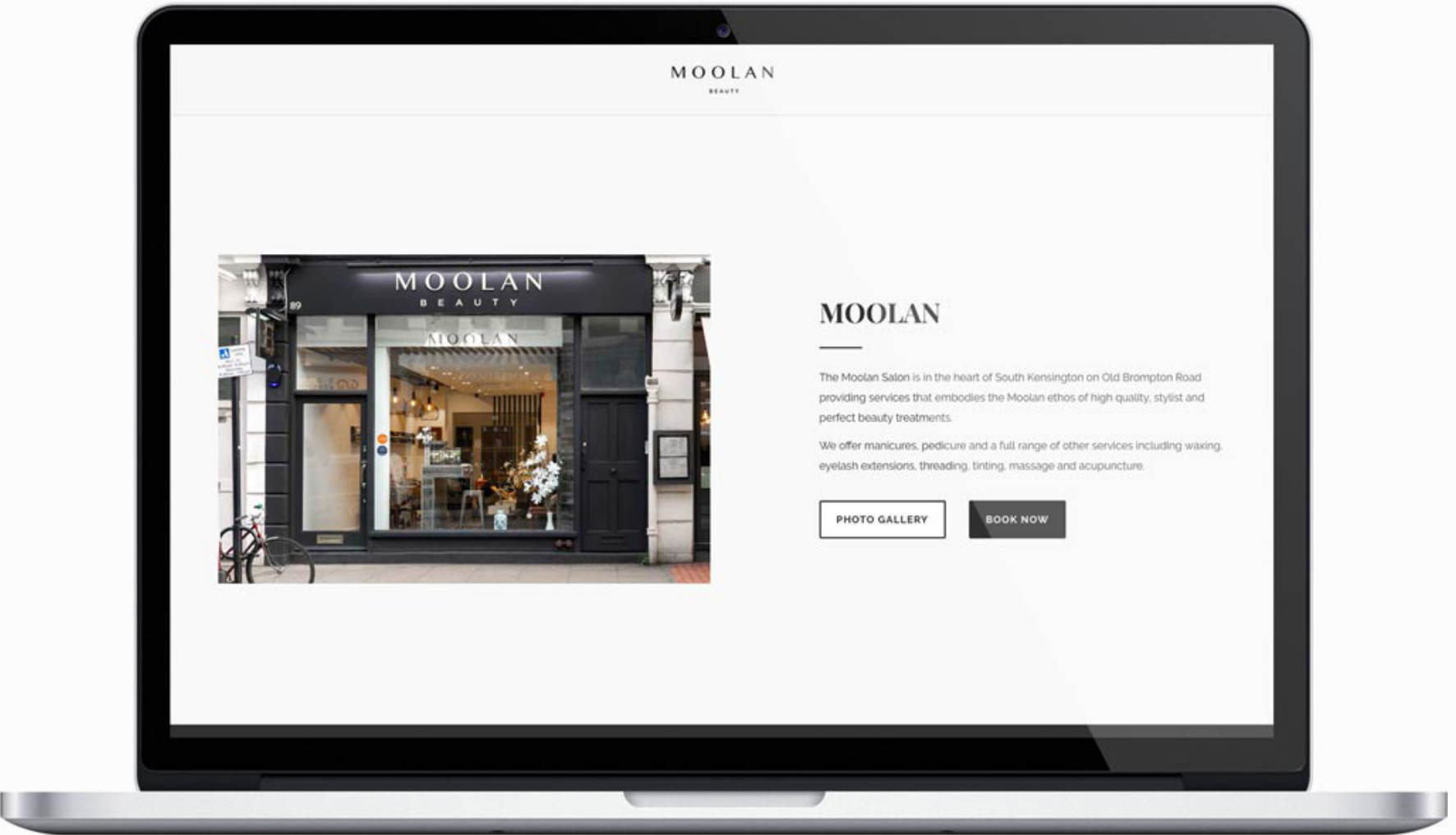


www.moolan.co.uk

WEB DESIGN

Moolan, which pronunciation is the same with Mulan, the Chinese name of Magnolia flower, is chosen to be the brand name of the Salon. In this case, the design of the visual identification system is developed with flowers and nature. Wooden and flowery decoration are integrated into the design for better deliver the elegant, natural and refreshing atmosphere.





MARKETING MATERIAL

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MARKETING MATERIAL

Moolan is a beauty salon locating in the heart of South Kensington, London. It provides high-end service of beauty treatments.

This project requires a full creation of the brand, from the brand name, identity, visual to every detail in physical evidence. Besides, on-going marketing solutions and information technology supports are provided too.

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INTERIOR

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INTERIOR CONCEPT



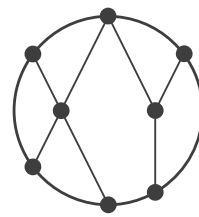
INTERIOR CONCEPT





INTERIOR CONCEPT





XY COLLECTIVE