

# HOUSE OF VINTAGE

Strategy & Moodboards

Adrian Cintas & Patrick Foley

# OVERVIEW

For over 19 years, House of Vintage has specialized in vintage fashion, furniture, jewelry, collectibles, and art. Their space houses over 70 different vintage vendors spanning across two locations, one in Portland and one in Vancouver. The Portland store focuses on vintage fashion from the 1920's through the 2000's while the Vancouver location specializes in mid-century furniture and decor.

# ATTRIBUTES

**Chaotic, Energetic**, Clutter, Variety, **Timeless**, Well-Made, Quality, Texture, **Worn**, Pickers, **Trendy**, Bargain Hunters, Reluctant Shoppers, Determined Shoppers, Collectable

# **AUDIENCE**

The size and number of vendors at House of Vintage makes it accessible to almost any shopper, specifically someone who is looking for a unique experience and one-of-a-kind finds.

# GOALS

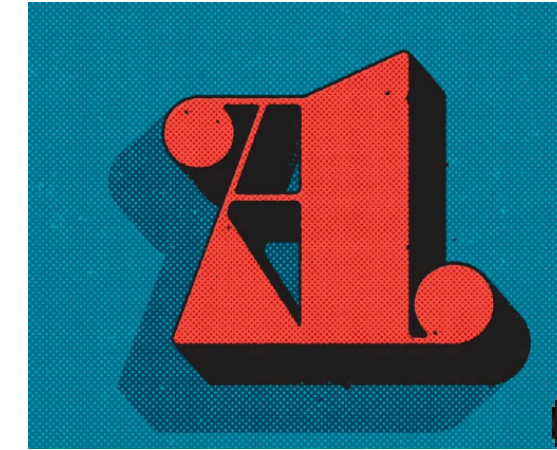
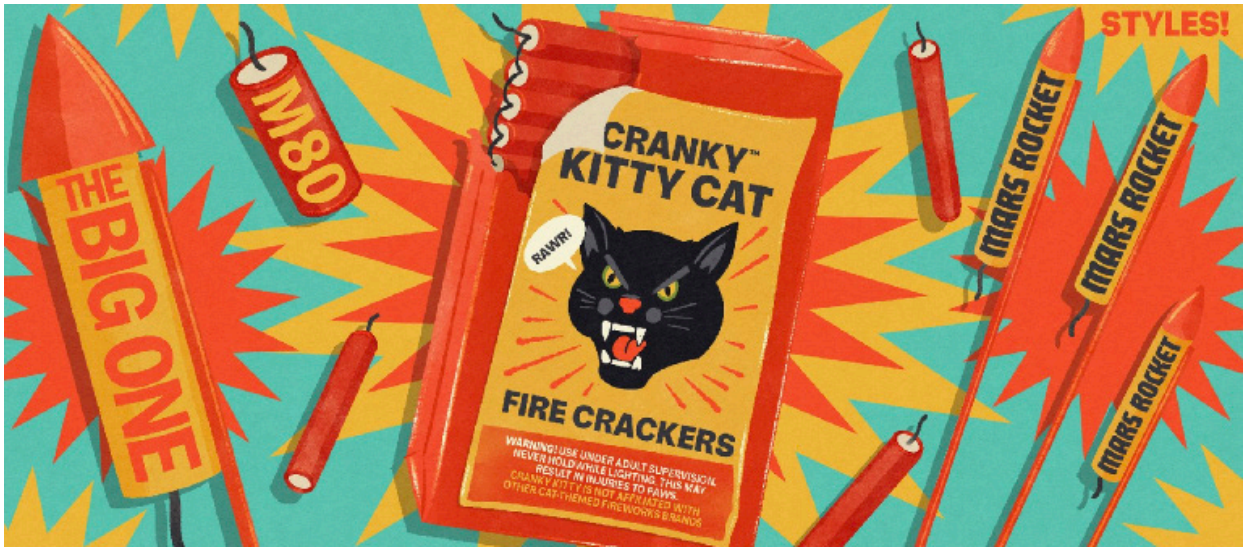
The goals of rebranding the visual identity of House of Vintage are to modernize, establish a coherent identity across both locations, and accurately portray the experience of shopping at House of Vintage.



ORANGE!  
DOUBLE  
ORANGE!  
DOUBLE



KRAK  
ATOAA



SHAKY  
GRAVES



GOOD  
HAIR  
DAY

DIE

MAGIC



**HOUSE OF VINTAGE** Vintage Clothing & Furniture

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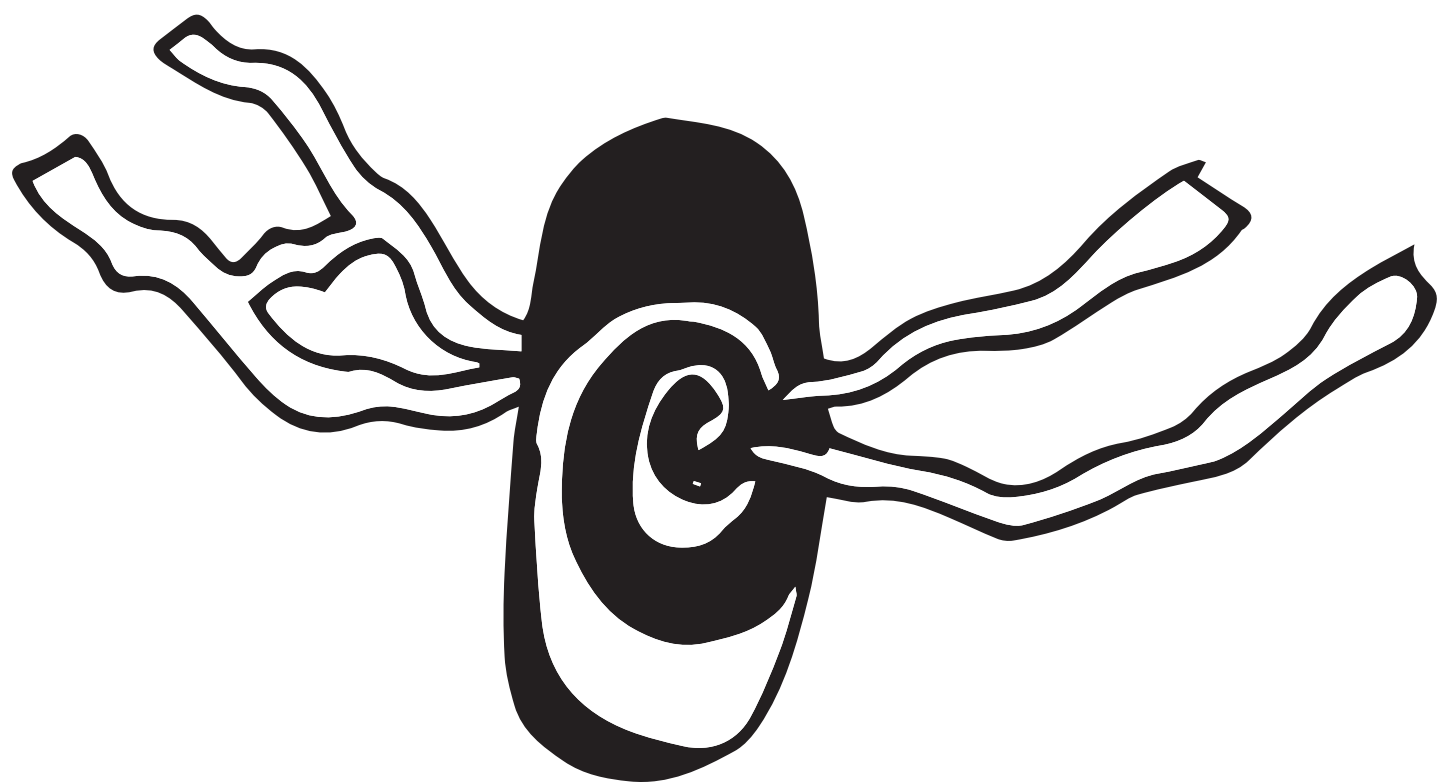
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House of Vintage    Vintage Clothing & Furniture

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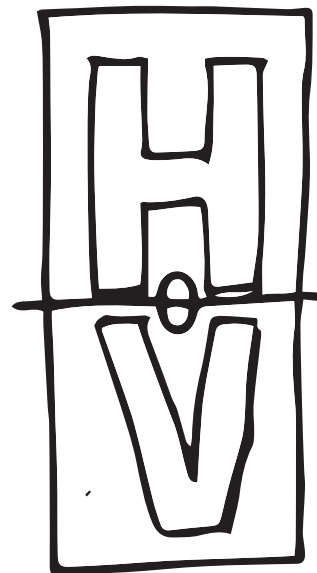
HOUSE OF VINTAGE    Vintage Clothing and Furniture

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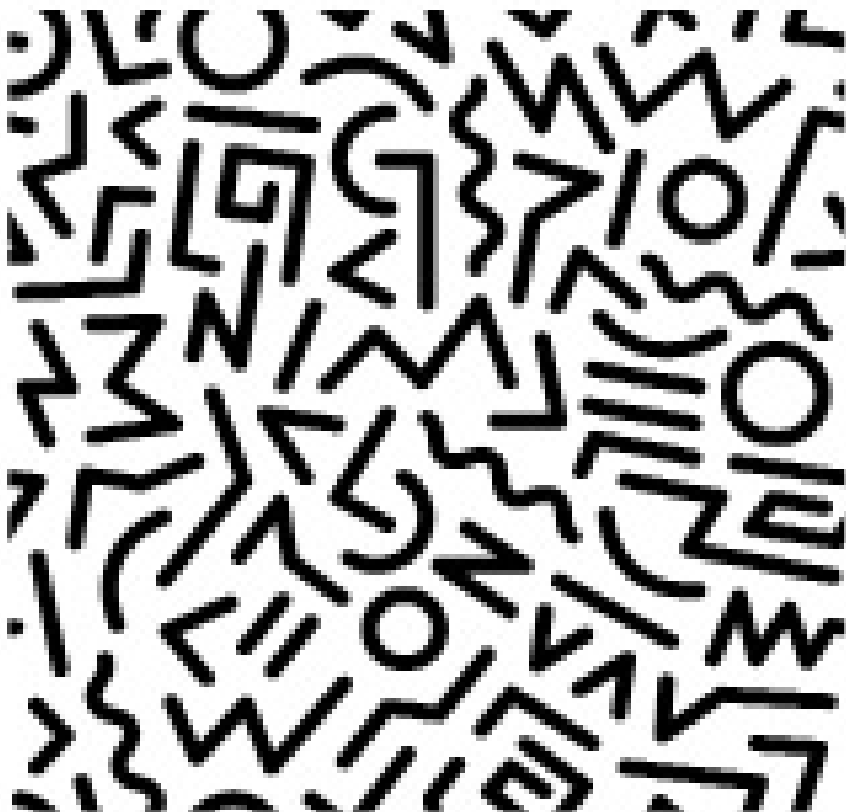
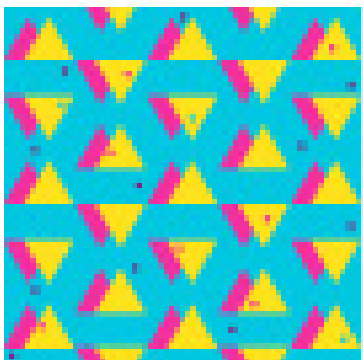
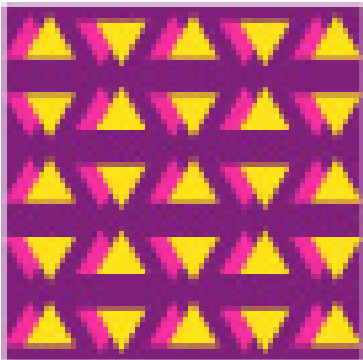
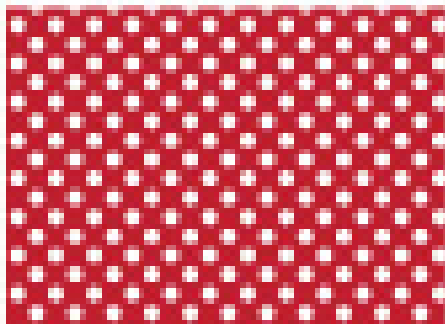
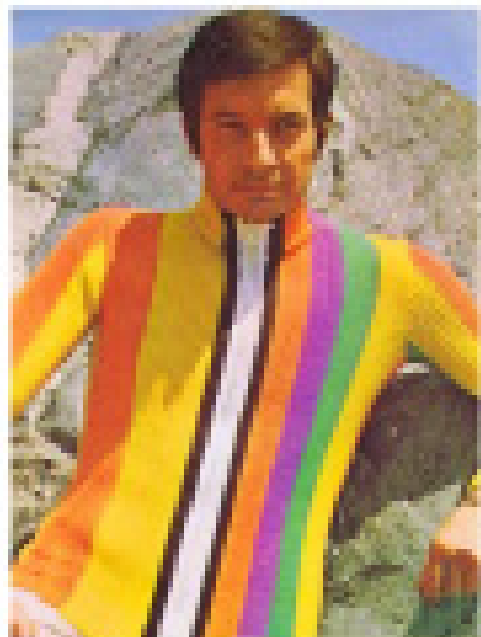
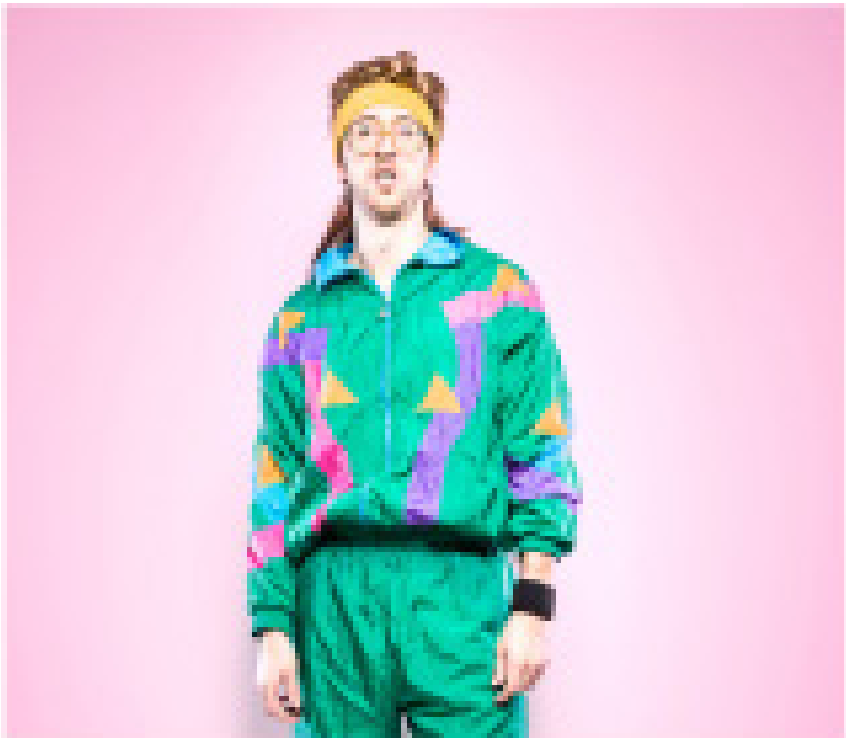
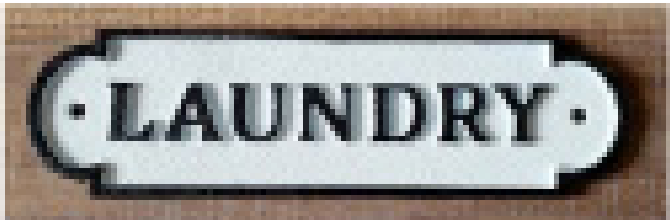
House of Vintage    Vintage Clothing & Furniture

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HOUSE OF VINTAGE *Vintage Clothing & Furniture*

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**House Of Vintage** *Vintage Clothing & Furniture*

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HOUSE OF VINTAGE *Vintage Clothing & Furniture*

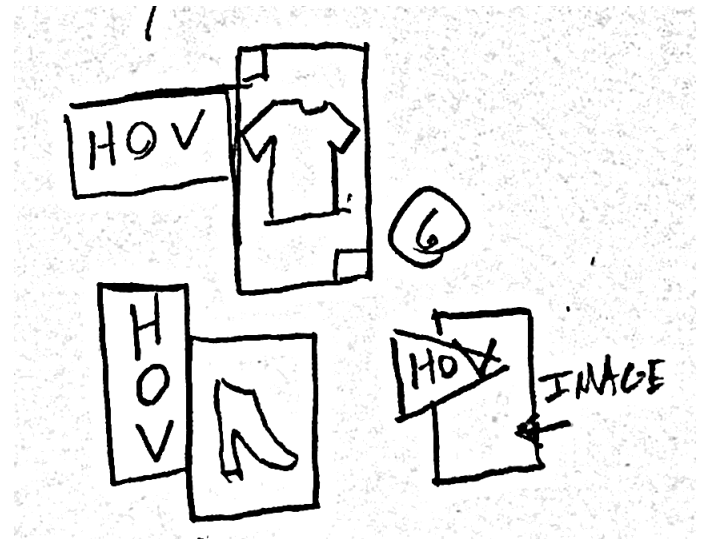
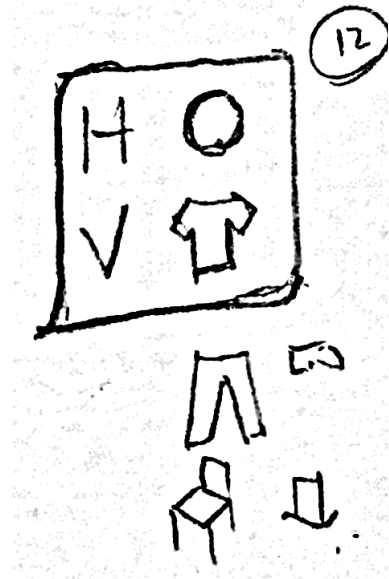
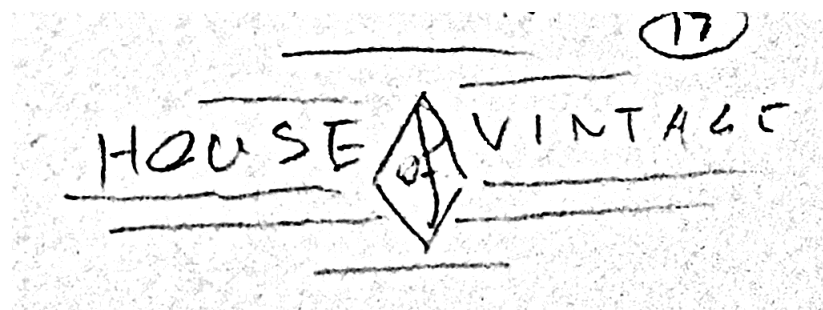
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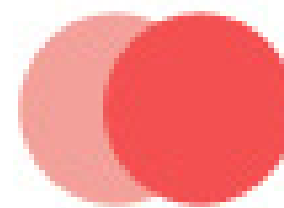
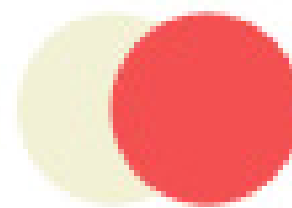
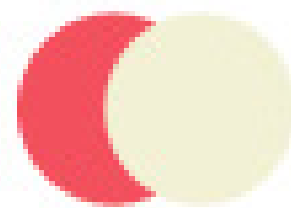
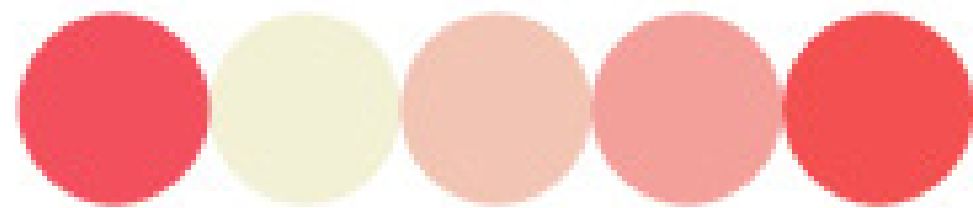
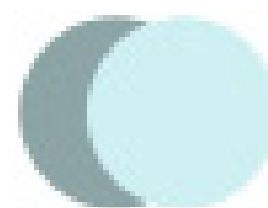
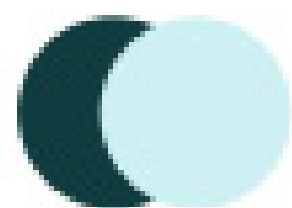
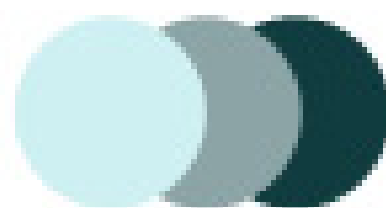
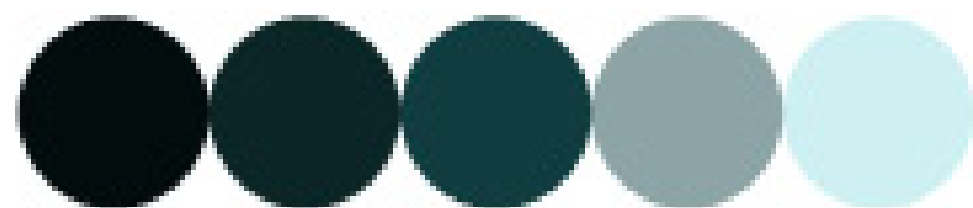
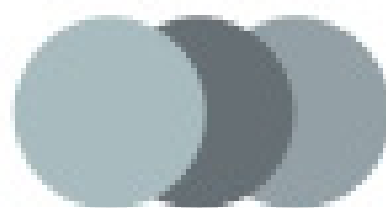
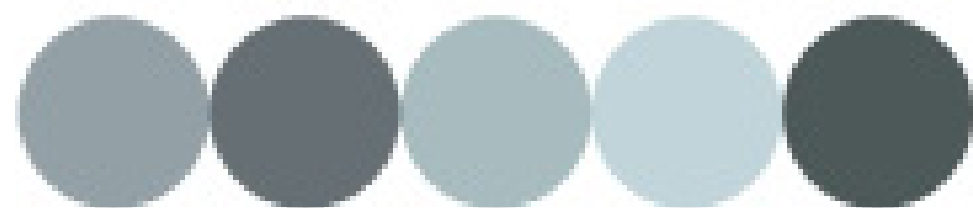
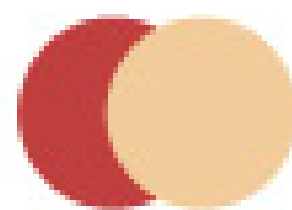
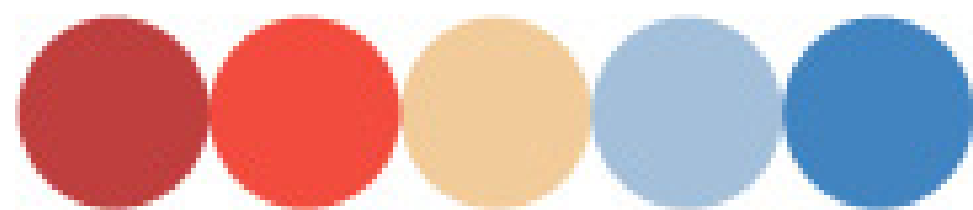
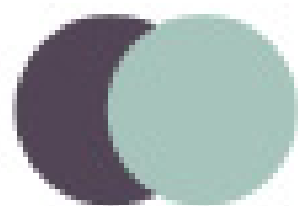
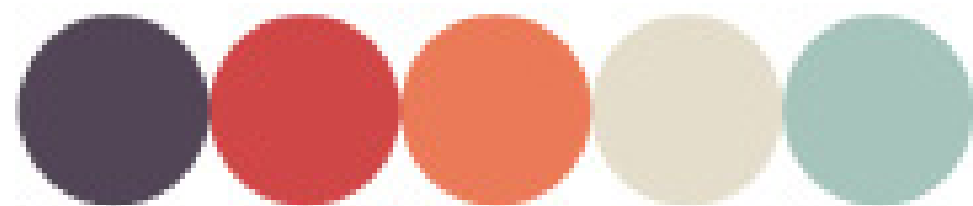
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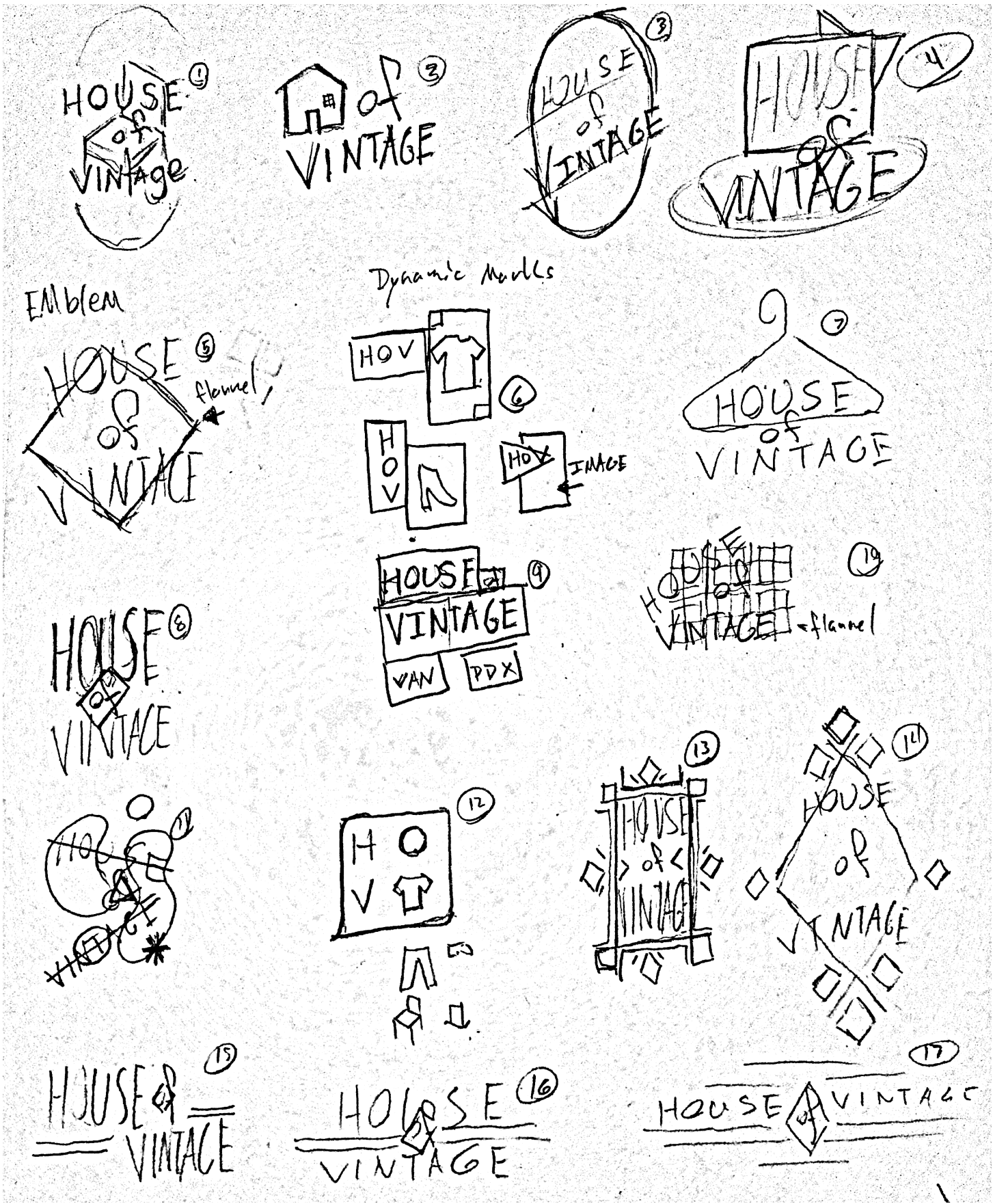
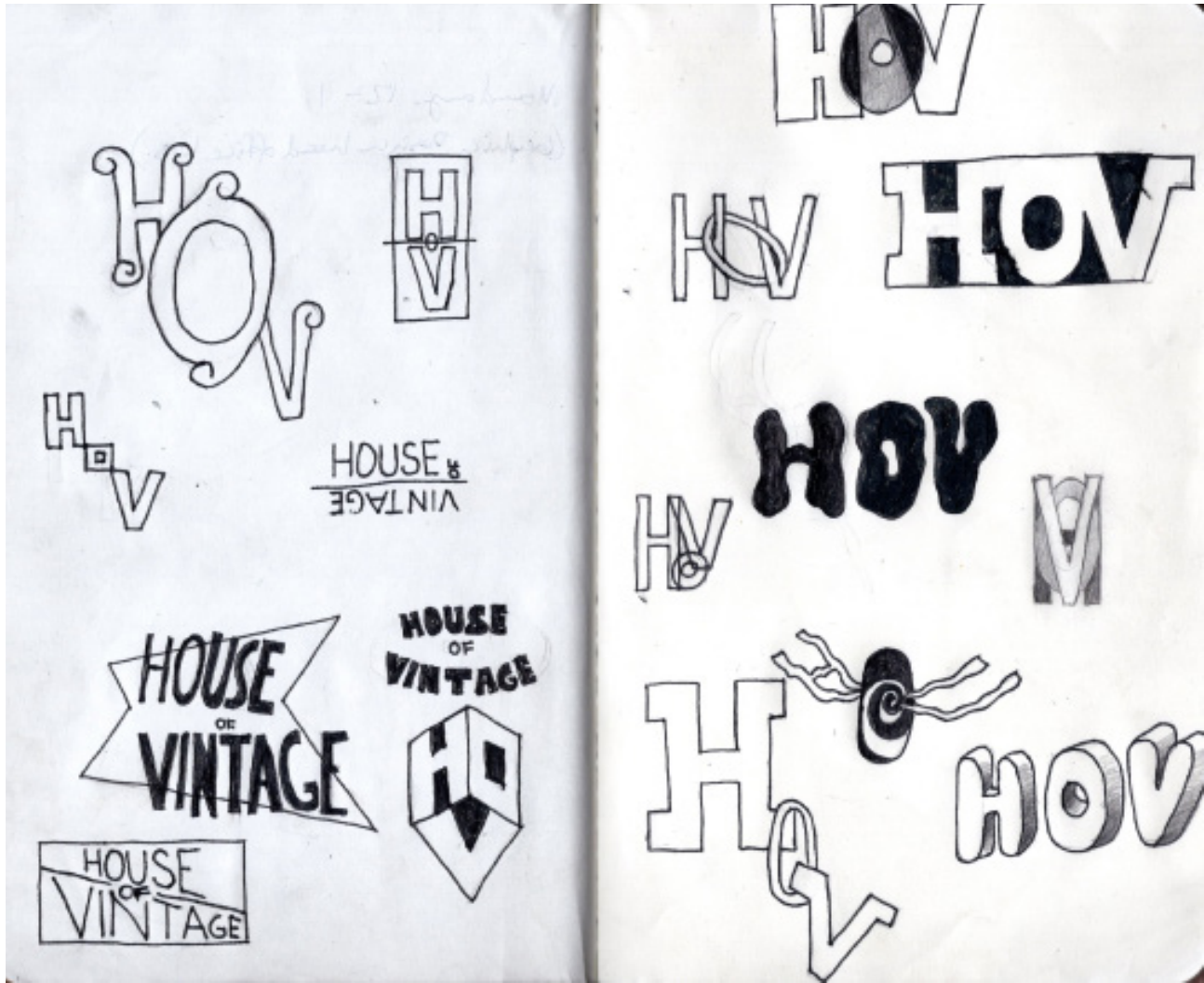
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# SKETCHES



**THANK YOU!**