



KEVIN AKERS design + imagery

St. James of London

St. James of London™ is an English line of premium gentlemen's grooming products first introduced in 1953. In 2014 the brand was retooled and discovered a new, enthusiastic international clientele.

KEVIN AKERS design + imagery created a new corporate identity, brand standards and a packaging system designed to grow as St. James of London continues to add to their collections.

You are cordially invited behind the scenes to see how St. James of London was re-imagined for a new generation.

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England has a rich history of pampering it's gentlemen.

From London's exclusive men's clubs and Saville Row tailors to exotic jungle safaris and shiny sports cars, the English gentleman is the epitome of style. Grooming products from London have been the gold standard for more than 150 years.

The mission of St. James of London is to bring this tradition of excellence to a worldwide customer base. The new packaging needed to retain important visual assets of the original design, explore options that capitalized on the rich heritage of the English gentry while appealing to men of various age groups.

The planned product range was very wide and deep. A key aspect of the packaging scheme needed to focus on making the St. James brand dominant while ensuring the fragrance subset was easy to identify.



St. James of London's old packaging had a few issues that needed to be addressed before an effective brand re-launch could take place:

The St. James brand is unreadable

Lion looks too generic

Founders Reserve is confusing

No color distinction for a product range



Way too much type

Needs to achieve a premium feel

Bottle looks cool & vintage

But the gun-metal gray is nice!



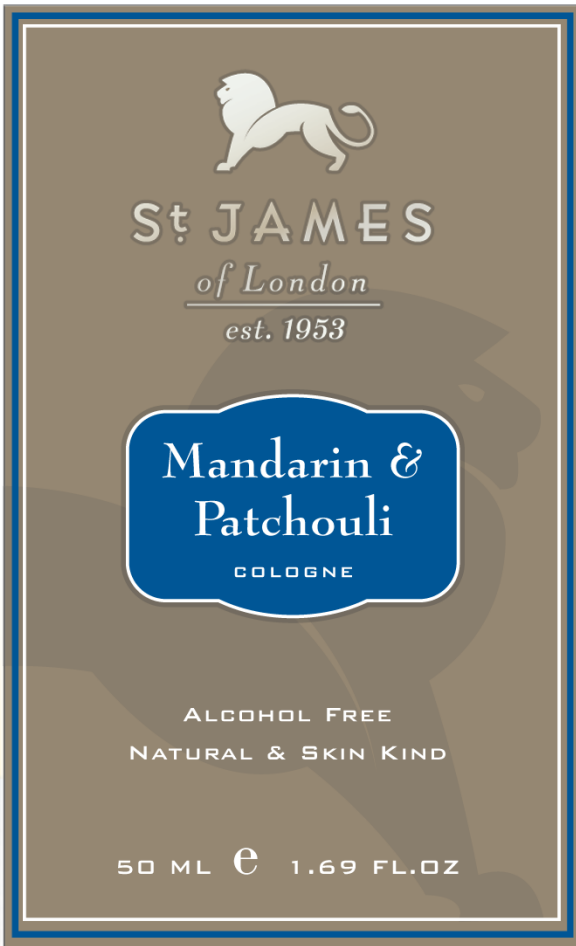
S I N C E 1 9 5 3



Closely aligned with the original design, the engraved lion symbol pairs with a custom logo for each scent in the collection.



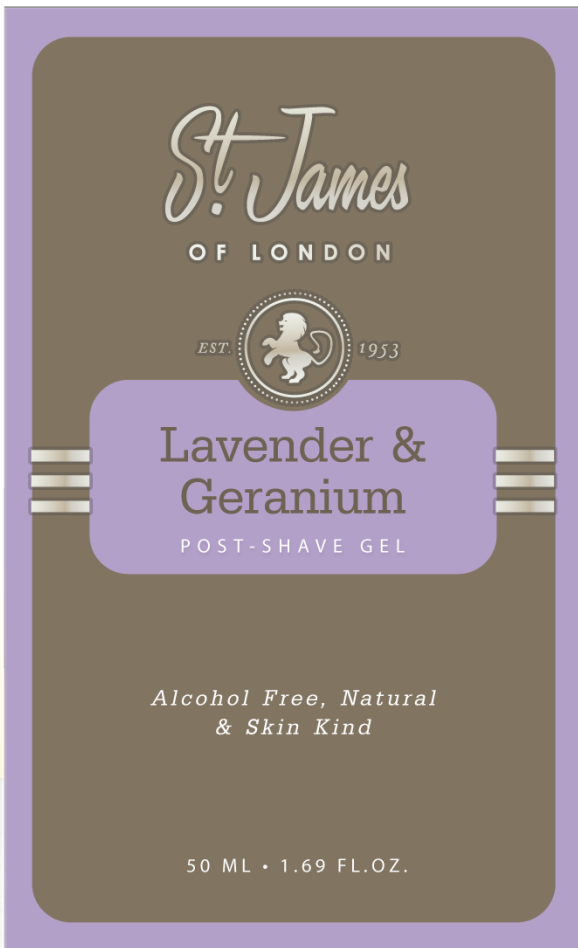
St JAMES
of London



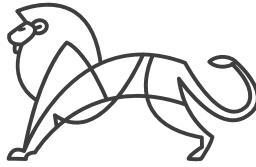
Subtle mixes of gloss and matte varnishes highlight the streamlined lion profile.

St. James

OF LONDON



Capturing a bygone era, 1953 is represented with a vintage script, pastel colors and hints of chrome.



St. James of London

EST. 1953



A cloisonné enamelwork motif gives this package an aristocratic presentation.



St JAMES

of London

est. 1953



St JAMES

of London

est. 1953

CEDARWOOD
& CLARYSAGE
COLOGNE

ALCOHOL FREE, NATURAL & SKIN KIND

50 ML ~ 1.69 FL.OZ.

A series of color-coded shields of various shapes was envisioned for this range of products.



St JAMES
of LONDON



St JAMES
of LONDON
est. 1953

CEDARWOOD
& CLARYSAGE
Cologne

ALCOHOL FREE
NATURAL & SKIN KIND

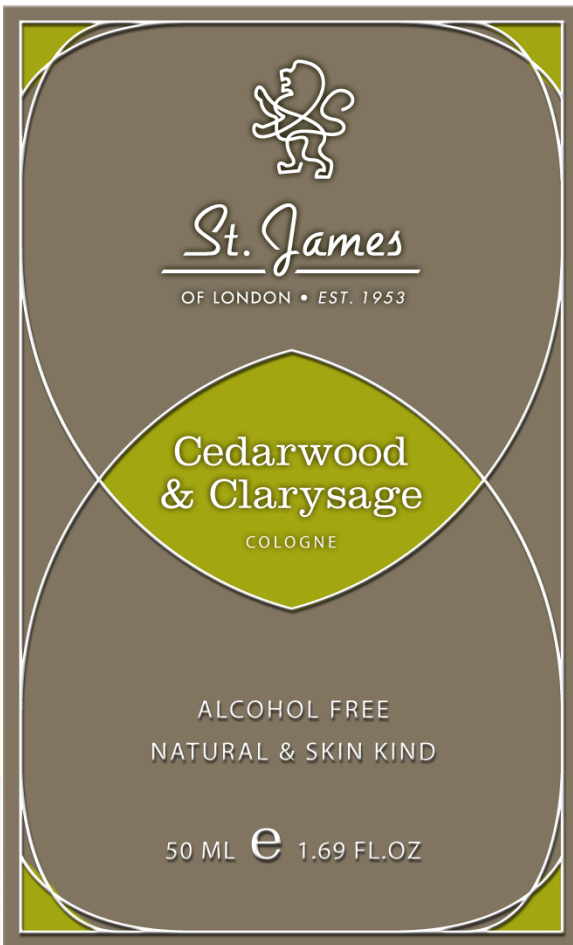
50 ML e 1.69 FL.OZ

A traditional and sophisticated package features English heraldry and an eclectic mix of typography.

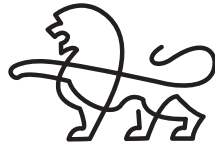


St. James

OF LONDON • EST. 1953



Color is added to all four corners of the box
with graceful Art Nouveau borders.



St. JAMES of LONDON

Est. 1953



St. JAMES of LONDON

Est. 1953



**CEDARWOOD +
CLARYSAGE**

cologne

Alcohol Free
Natural & Skin Kind

50 ML e 1.69 FL.OZ

A lion drawn from a single line sits atop a modern layout with fragrance in logo circle.



St. James
OF LONDON



A casual, vintage hand-drawn script and lion bring the hipster vibe to a pack with a big color presence.



S t J A M E S[™]
of London

EST. 1953

**MANDARIN &
PATCHOULI**
COLOGNE



S t J A M E S[™]
of London

EST. 1953

Alcohol Free

50 ML e 1.69 FL.OZ

The winning design: grey pinstripes, a strong color delineation for the lion icon and fragrance block with a paisley pattern inside!





To check out the full range of products offered
by St. James of London, check out:

www.stjamesoflondon.com

If you have a branding, packaging or collateral project
on the horizon please contact:

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To learn more about Kevin's work,
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