

CASE STUDY: MAUZAN

Industry: Fashion

Timeless style

Mauzan is the leading Abaya fashion house in the UAE, designing elegantly feminine Abayas, Sheilas and perfumes for royalty, VIPs, housewives and students alike. The quality of the products is in a class above many other Abaya fashion labels, but the brand itself was not understood by many to be premium and extraordinary. We were approached to help rectify this and promote the Mauzan brand. Our challenge was to develop Mauzan as a brand that is seen as a trendsetter and a symbol for 'timeless style'. We needed to create a single brand platform to deliver compelling experiences tailored to the needs of each audience, as well as build a distinctive and brand-driven retail experience.



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The simple truth

We had the pleasure of working across almost all of our core competencies with Mauzan. From the research phase, through strategic positioning, to the creative concept and identity development, all the way to execution and production management. But our work began with a simple truth: that every woman wants to look and feel beautiful, and wants what she wears to portray her unique femininity and empower her with confidence.

We made the woman core to our concept and needed to capture her inner feelings by crafting a brand story that would become the template for all other design. For the brand identity we chose a flowing calligraphy mark that mirrored the elegant folds of the very finest fabrics used in creating Mauzan's Abaya and Sheila designs. This visual language was then carried right through to our designs for stationery, perfume bottles, packaging, store interiors and stands.



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Making a statement

Through our work, we took a well-respected, much-loved luxury brand in the UAE, and gave it the credibility to confidently speak to a wider, global audience. Mauzan now makes a fashion statement that will be synonymous with timeless beauty.

