



## Case Study FRAAS

A new brand in the making

## The challenge

V. FRAAS is the world's biggest manufacturer of textile accessories. The firm produces e.g. for Armani, Boss, Ermenegildo Zegna and other luxury brands and large department stores.

Founded in 1880, the company was hit for the first time in its history by Chinese competition. And copies can be outlived only by the original – a special premium brand for the international market, which FEUER developed both in terms of strategy and communication.

## The strategy

Fine feathers make fine birds. Accessories make personalities. The FRAAS brand enables all fashionistas to enact their own brand.

## The idea

The strategic core was expressed by the claim "brand yourself". The stylised thistle in the logo makes the crafted quality visible – FRAAS uses the thistle to comb its cashmere in the traditional style. The key visual focuses on the coloured accessory within a white world.

## The success

FRAAS relies on world-wide expansion with its shops. And the brand itself has become attractive even for luxury retailers like the Department Store of the West in Berlin. The strategy's soundness is also reflected in the continuance of the campaign. FEUER continues to advertise the Sonja Kiefer Collection by FRAAS through 2008 and 2009.



## The services

FEUER serves FRAAS from the beginning onwards extensively.

Development of logo und claim



Packaging



Store design



Homepage and Online Shop  
fraas.com



## The campaign

2007



2008

