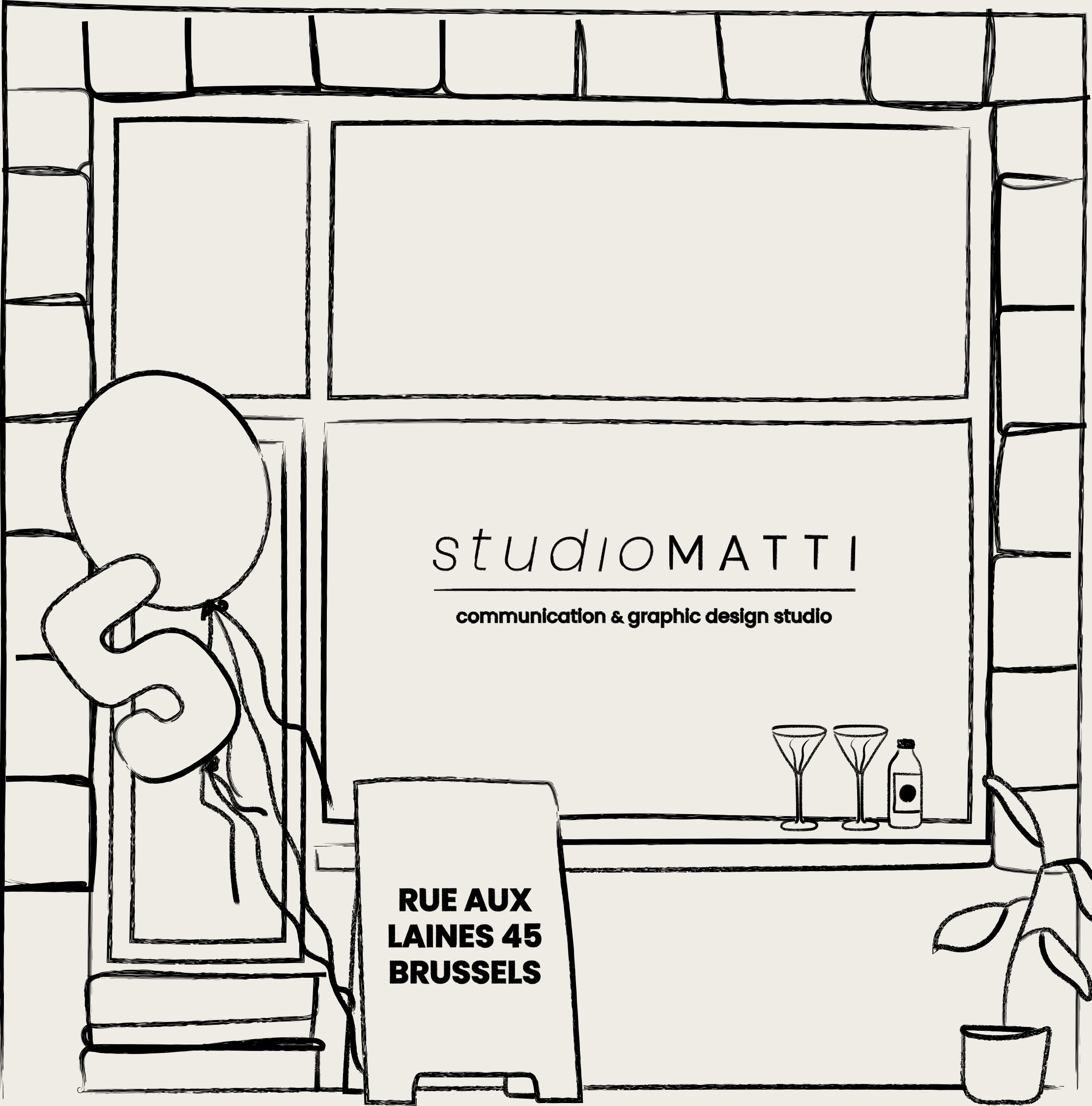


GRAND OPENING OF *STUDIO MATTI*

LOCATED BETWEEN SABLON, MAROLLES, AND AVENUE LOUISE,
WE'VE FOUND OURSELVES A NEW STUDIO IN THE HEART OF THE CITY.
LET'S MEET AT WOLSTRAAT 45 / RUE AUX LAINES 45, 1000 BRUSSELS.



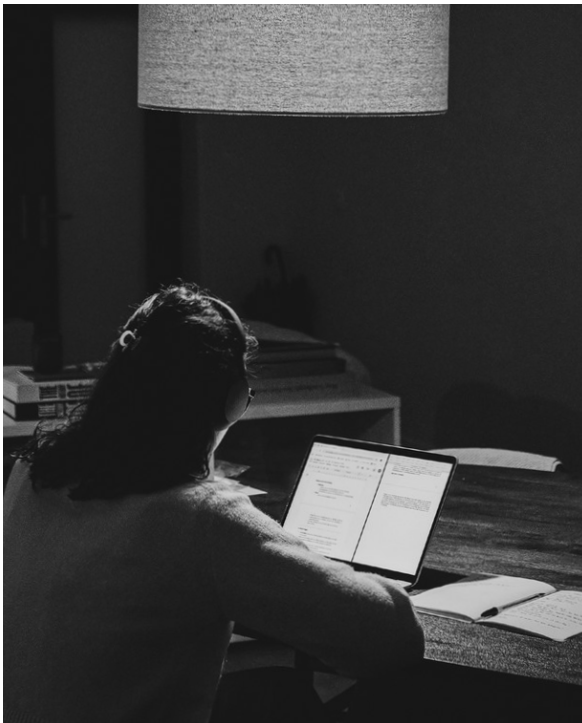
STUDIO MATTI IS TAKING OVER THE CITY.

We are thrilled to announce our new location at **Wolstraat 45 / Rue aux Laines 45, 1000 Brussels**, right beside the iconic **Palais de Justice**. This beautifully situated spot is nestled between the vibrant districts of Sablon - Marolles - Avenue Louise, merging design, lifestyle and business into our everyday setting. Our new studio is thoughtfully divided into two rooms:

The Studio: This first room is a cozy, homely space where we welcome clients and host brainstorming sessions to develop our next brands and campaigns. The Studio will occasionally serve as a pop-up venue to launch brands we have helped build—art, fashion, photography and design. From summer 2025, this room will also be hosting Blend—the spirited sibling of Studio Matti, an initiative for workshops and podcast, crafted for entrepreneurs and creatives eager to elevate their brands.

The Office: More than just an office, this is where our creative and strategic visions are realized. The space is bright and organized, fostering a productive atmosphere for our team. Central to this area is our equipped photo studio, ideal for producing visual content for our clients and in-studio photography. Filled with books for inspiration and insights, all the necessary devices to deliver our best work, and a printer to ensure the highest quality in every output.

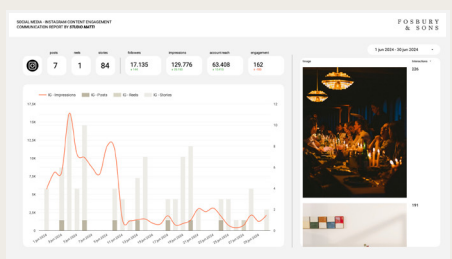
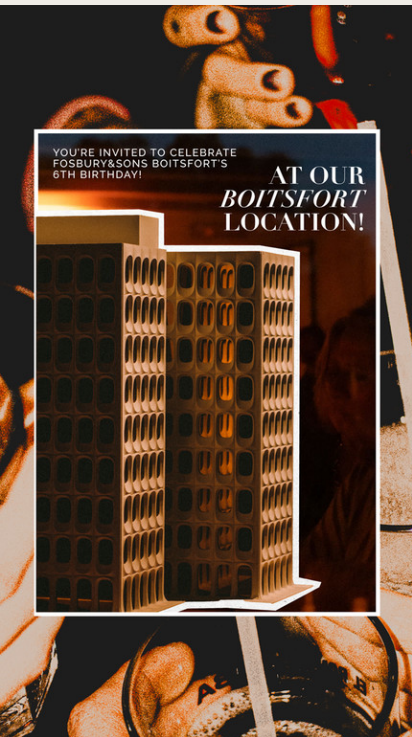
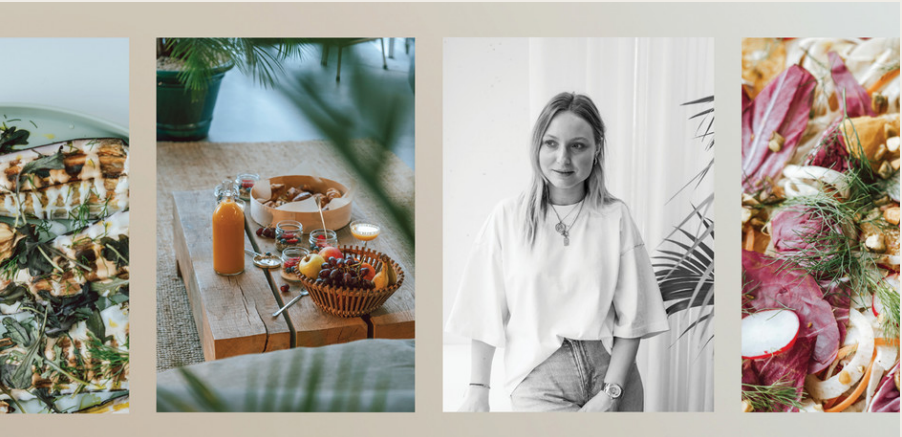
Let's have a coffee at our studio to discuss your next project.



CASE:FOSBURY&SONS

After taking over the communication for Fosbury&Sons in February 2024, we enhanced their digital strategies, showcasing our dedication to strong content creation and impactful campaigns. Our data-driven approach refined their social media tactics, optimizing ad spend (SEA) and significantly increasing organic traffic (SEO), with regular insights reports fostering continuous improvements. We concentrated on producing high-quality content to uphold the visual appeal and consistency of the brand across all platforms, boosting awareness and highlighting their coworking and office spaces.

Fosbury&Sons / Coworking & Meeting Rooms / Boitsfort & Groot-Bijgaarden



COMMUNICATION TAKE-OVER

SEO&SEA

SOCIAL MEDIA

CONTENT CREATION

PHOTOSHOOT

VIDEOSHOOT

PAID CAMPAIGNS

welcome

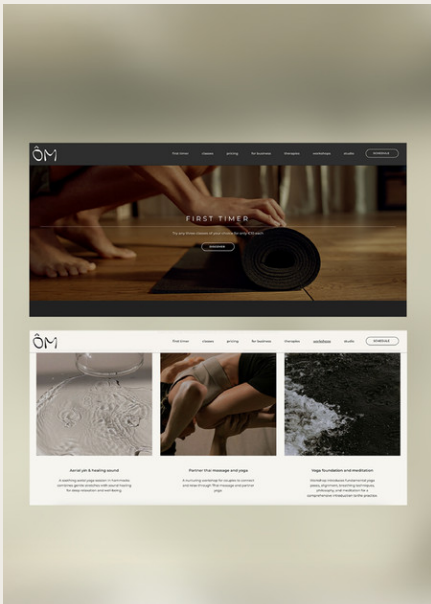
Our mission at Studio Ôm is to offer practical and holistic solutions for a healthier, more balanced life. We bring together experienced and passionate professionals, including yoga instructors and athletes, to provide physical and mental well-being. We focus on welcoming and grounded environments where you can reconnect with yourself, try new meditation practices, and enhance your overall quality of life.

ÔM

CASE:STUDIO ÔM

When we partnered with Studio Ôm, a fresh yoga sanctuary in the lively Tour & Taxis area of Brussels, our mission was to develop a brand that truly reflected the studio's core values and connected with the community. The logo needed to be as impactful and meaningful as the studio's name, embodying sophistication and a sense of movement. We designed an elegant logo and user-friendly website that seamlessly combines refinement and fluidity, representing the unity and balance central to yoga, both physically and mentally.

Studio Ôm / Yoga & Pilates Studio / Tour & Taxis



BRANDBUILDING

LOGO DESIGN

BRAND STRATEGY

VISUAL IDENTITY

WEBSITE

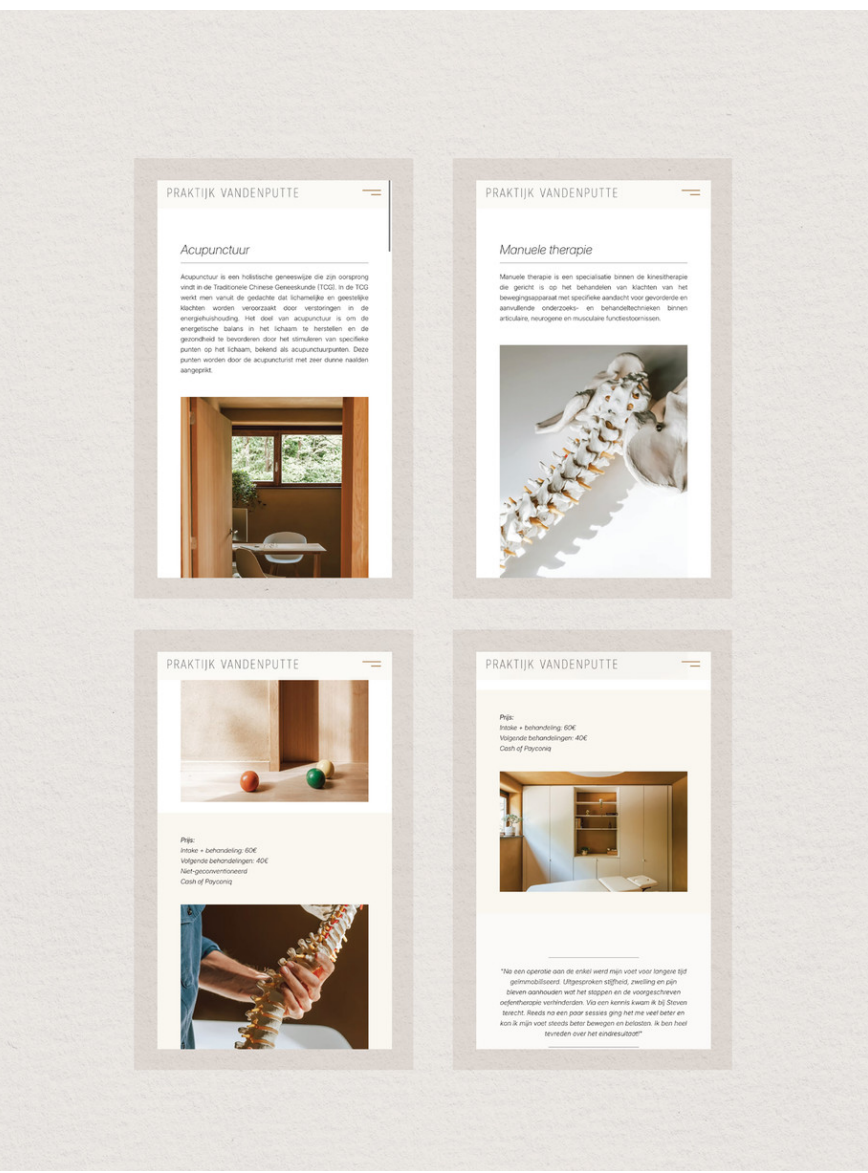
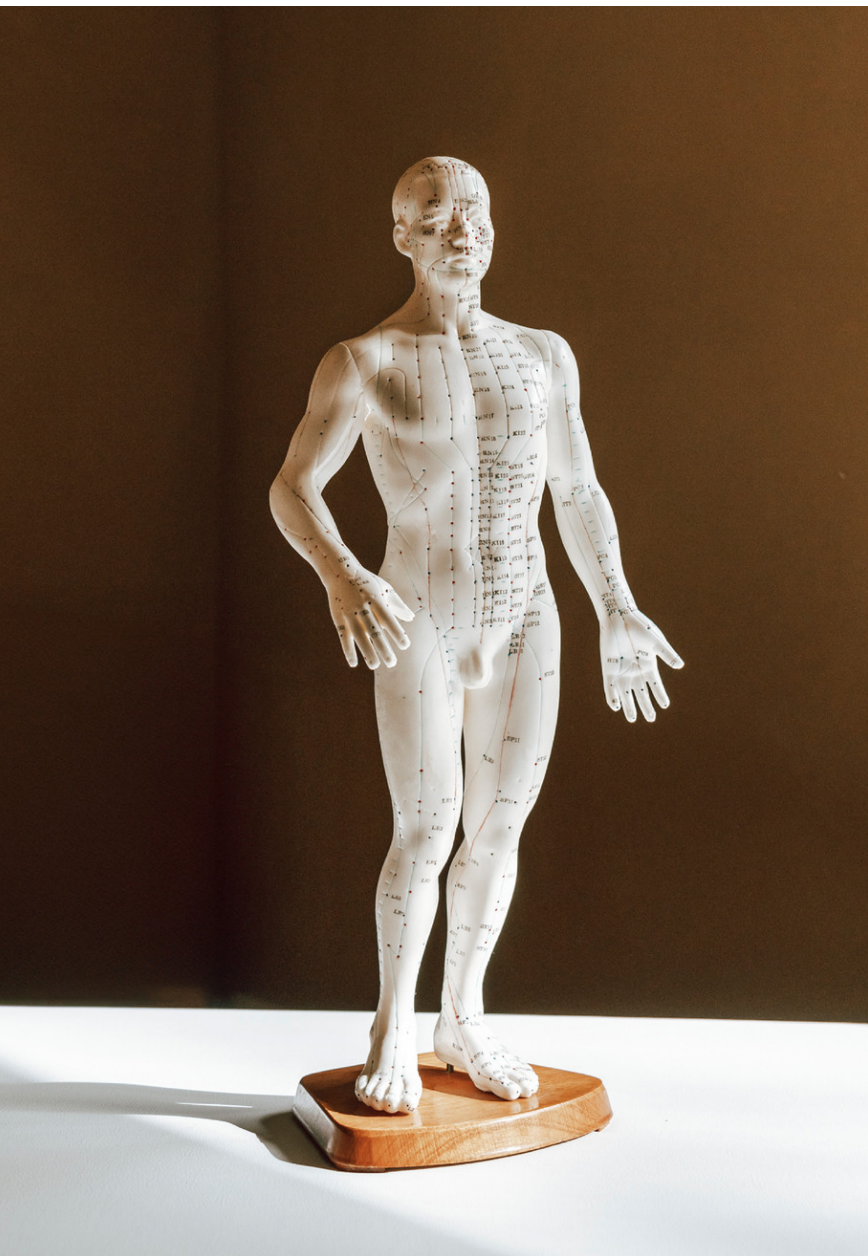
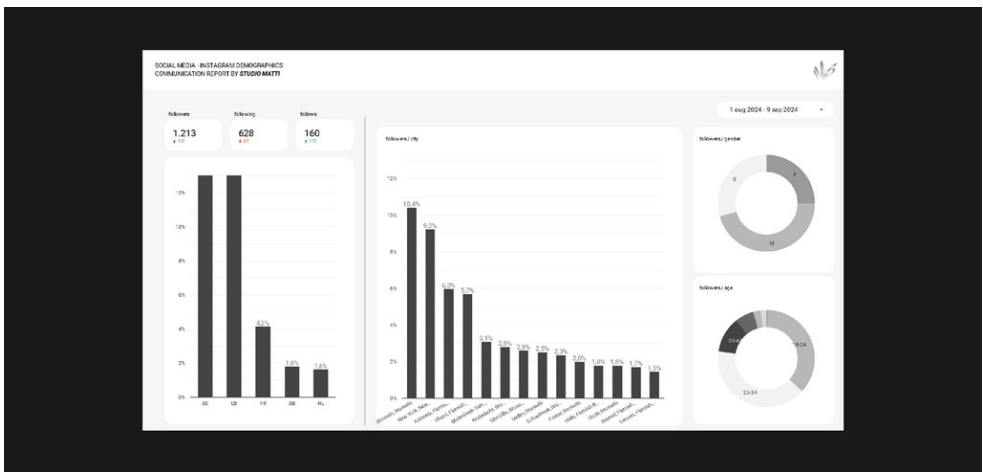
MARKETINGPRINT

WINDOW DESIGN



A GLIMPSE OF AUTUMN 2024.

1. Branding + Website for photographer **Saartje Bals** / www.saartjebals.be
2. Contentshoot for the new kimono collection of **KINU Kimono** / [@kinukimonos](https://www.kinukimonos.com)
3. Design The New LYSS Bag - Campaign for **LYSS by Leen** / launching summer 2025.
4. Brochure + Print for beauty concept store **LOF** / @lofbeautyconcept
5. Store design for massage therapist **Beauty & Soul Journey** / www.beautysouljourney.com
6. Branding + Webshop for lifestyle store **Voyage** / find out more about this in our next issue.
7. Contentshoot for the AW24 collection of fashionstore **LYSS by Leen** / www.lyssbyleen.be
8. New packaging collection for **GUST Coffee** / @gustcoffee
9. Contentshoot & video for brunch bar **VONK** / @vonkhalle
10. Branded packaging for jewelry store **ISIS Jewelry** / www.isis-jewelry.be
11. Campaign for the New York Exhibition of artist **Loan Verbanck** / www.loanverbanck.com
12. Branding + Photoreport for acupuncturist **Praktijk Vandenputte** / www.praktijkvandenputte.be
13. Brandbuilding for multi-branded shoe store **LORIES** / launching winter 2025.



REFLECTING ON OUR 5 FIRST YEARS

WITH FOUNDER MATTI VERBANCK

Could you tell us about what Studio Matti has become today?

"At Studio Matti, I envision us as the boutique hotel of agencies, offering a personalized, full-service experience with a strong focus on quality and detail. I want our clients to feel like we become an integral part of their business, partnering with them from the moment their project is just an idea—a brain dump—all the way to launch and beyond. We're there for every step: strategy, branding, website development, photography, video, print, packaging, social media, communication, campaigns, and events. I never intended for Studio Matti to become just a logo factory focused on mass production—I want us to build brands thoughtfully. After all, just a logo? That gets you nowhere. Our main focus is on clients with ambitions for growth, and we aim to be their consistent partner throughout the entire journey. So, if you're looking for an agency that is committed to fostering your brand's growth and values a long-term partnership, then Studio Matti might just be the perfect fit."

Is Studio Matti turning out how you first imagined?

"After completing my master's in graphic design and working at a branding agency in Nice, I felt a strong drive to create for entrepreneurs and shape my own path. I didn't start Studio Matti with a specific vision in mind—2020, marked by COVID, hardly felt like the time for big dreams with all its uncertainties. Yet, the pandemic brought unexpected opportunities: many were launching their (online) businesses, and I quickly recognized the need for branding, websites, and social media to support these new entrepreneurs. It wasn't until early 2022 that I started to truly dream about Studio Matti—about building an agency, having colleagues, and collaborating with other creative minds on projects. Working alone in a creative job isn't very stimulating—I truly believe you need a mix of different insights and people to keep reinventing your work, stay on top, and continuously challenge your creative mind to deliver the best results for your clients. Collaborating on brands and gaining fresh perspectives is truly invaluable. In September 2022, Lena joined the Studio Matti journey and has been sparking creativity in all our projects ever since."

What have been the biggest milestones for Studio Matti in the last five years?

"I would say that last year was a milestone in itself, a lot of things really started moving. Almost all our clients came to us for the whole package, trusting us to fully build and shape their brands. End 2023, we officially announced our communication service, positioning ourselves as a 360° partner—not only to build brands but also to help them grow. After years of working primarily with freelancers and interns, we felt the need to establish a stronger Studio Matti team, bringing together people who share our vision and are experts in their fields."

With the growing importance of SEO and video content, we welcomed Sam and Simon to the team in January 2024. Sam, working from London, focuses on SEA campaigns, SEO and website improvements, while Simon, with his boundless creativity, supports our clients with video content and motion design. After a year Lena has truly grown into a talented web designer, turning every website into a piece of art, alongside her exceptional skills as an illustrator.

In Summer 2024, Pauline and Camille joined the team. Pauline brings her sharp graphic eye, a deep understanding of branding and content creation, and a talent for photography that has elevated our content to new heights. Camille took over the communication side of Studio Matti, shaping our creative strategy and ensuring all campaigns align seamlessly with each client's brand identity. With her storytelling and digital marketing expertise, she brings brands to life, creating meaningful and engaging campaigns that elevate every project.

In November 2024, we moved from our lovely Fosbury & Sons office to our new studio in Brussels. Looking back, I can proudly say that after five years of searching for the right team, we've established a solid Studio Matti team—a group of experts and fresh minds that can deliver the entire journey in the most creative way possible."

Why did you expand Studio Matti into communication and marketing alongside graphic design?

"Nowadays, it seems like anyone can claim to be a graphic designer specializing in brand identities. We often receive job applications from people whose only experience comes from using Canva templates. Don't get me wrong—I have nothing against being self-taught. In fact, I believe that a self-made designer can sometimes be even better than someone with a master's degree—as long as they have the talent and strong technical skills in Adobe. But the issue lies in creating visual identities without any brand strategy. If you don't understand the mission, vision, and target audience of a brand, your work becomes superficial. It's just creating something visually appealing rather than building a thoughtful, cohesive brand."

For me, branding always goes hand in hand with marketing. From the start, it's about setting the foundation: defining the core, creating the soul of the brand to build upon, and determining where the brand needs to go visually. This guides everything—the website, the print materials, the overall visual direction. And after the branding process is complete, communication becomes key. We see many brands that are visually aligned with their story but fail to communicate it effectively, making growth difficult.

Digital marketing can feel overwhelming—Instagram, LinkedIn, paid campaigns, SEO, SEA, Meta Business, ad budgets, TikTok—the list goes on, especially if it's not your playground. I've noticed this struggle with our clients, which is why I wanted to support them even after we've created a brand together. The question becomes: how do you let the world know about your brand? For me, branding is the foundation, but marketing is what brings it to life. Websites, social media, content creation, paid ads, and even physical communication all go hand in hand to build brand awareness.

I strongly believe that good content can make a huge difference. Unique imagery and visuals that align with your brand can make or break its success. While I'm the first to critique social media algorithms, I also believe that, alongside high-quality content, you need to understand how the algorithm works and learn how to navigate it effectively. You need a strategy, you need to know your audience and what they value, and you need consistency. Even though social media is often seen as 'an easy way to advertise,' it requires continuous effort—posting new content day after day, week after week, while also monitoring performance (advertising, analysis, retargeting).

That's why we want to give our clients the option to let us take this over for them—whether it's on a daily basis or for specific campaigns. We want to help bring their brand to life and ensure it continues to grow."

Where do you see Studio Matti in the next five years?

"I want Studio Matti to become the go-to reference for a quality, full-service branding and communication agency—a place where clients know they'll receive thoughtful, tailored solutions for their unique needs. I envision us continuing to stand out for our ability to combine creativity, strategy, and innovation, offering a seamless journey from brand conception to growth and beyond."

I also see our team evolving alongside emerging technologies and innovations, such as AI and the ever-changing landscape of social media. Everyone is his own expertise. By staying ahead of these advancements, we'll ensure that we can offer our clients the most effective, cutting-edge solutions for their current challenges and opportunities.

Above all, I want Studio Matti to be a trusted partner for our clients, building strong relationships and working closely with them to see the brands we help build grow. Our mission is not just to deliver exceptional work but to grow alongside our clients, helping them achieve sustainable success while continuing to elevate our own creative standards."

Looking back, is there anything you'd do differently?

"Not putting my own name into the brand, for sure! We always advise clients to think twice before using their own name, because in my experience, it hasn't been the best choice. There was no name strategy when I started Studio Matti—I simply put my first name in there, and before I knew it, it stuck. But I've always wanted the brand to represent the team, not just me. Everyone on the team represents Studio Matti just as much as I do. They're experts in their fields and often more knowledgeable than I am. At the core, I'm still a graphic designer who, by chance, also creates websites, loves photography, and has a passion for marketing. But my team takes it further—they bring their expertise, embody the Studio Matti values, and handle projects to perfection. Whoever manages your project, it's always in the best hands. I'm there to provide creative direction, brainstorm ideas, and oversee everything, but my team stands right alongside me every step of the way. And honestly, at this point, I think the name 'Studio Matti' represents the studio far more than it represents me."



1. January 2023 / from home office to our office at Fosbury&Sons.

2. April 2024 / our first international project - for Beauty & Soul Journey in Ibiza.

3. July 2023 / the start of Blend - workshops for entrepreneurs.

4. January 2020 / Studio Matti - visual identity in progress.

5. March 2020 / launch of the branding and website.

6. July 2023 / collaborating with other creative minds on projects.

7. August 2023 / launch of the Blend Podcast - returning for Summer 2025.

8. December 2024 / I'm there to provide creative direction, brainstorm ideas, and oversee everything, but my team stands right alongside me every step of the way.

WWW.BLENDBRUSSELS.BE | RETURNING FOR SUMMER 2025 | PODCAST & WORKSHOPS

