

GROWING & GLOWING W/ *STUDIO MATTI*

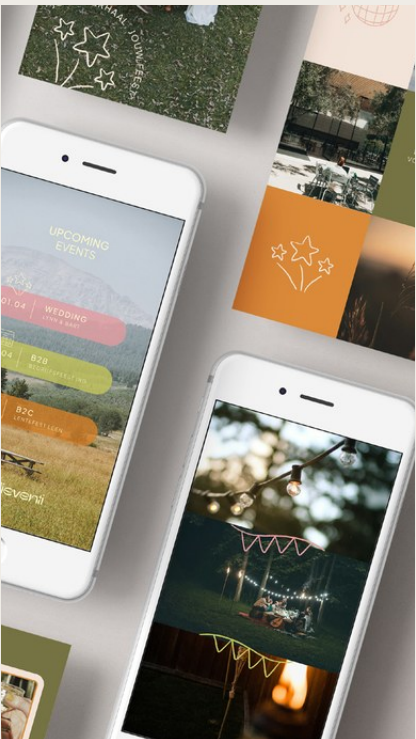
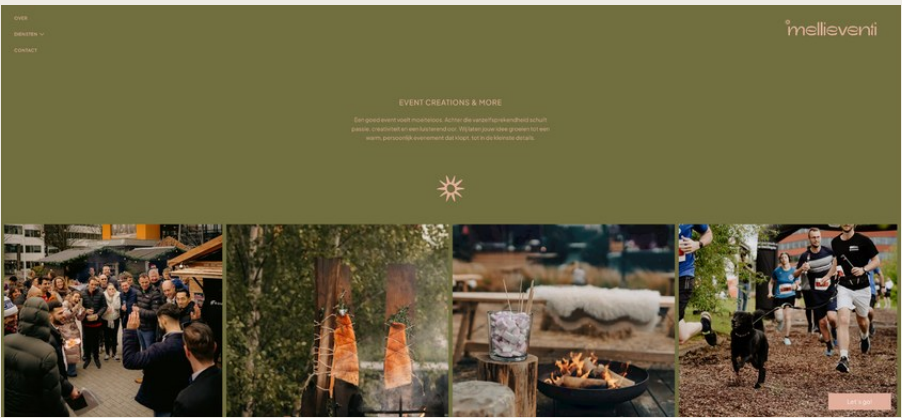
FROM *RESTAURANT* TO FASHION BRAND, EVENT PLANNER TO COWORKING, JEWELRY TO *SERRURIER*. FROM BRUSSELS TO BEYOND: SHAPING BRANDS AND ROLLING OUT CAMPAIGNS.



CASE: MELLIEVENTI

For Mellieventi, we shaped a visual identity that mirrors the way she brings ideas to life through events. Warm, playful, and expressive, the brand is built on earthy neutrals, lifted by accents of orange, blush, and leafy green, creating a natural and joyful visual language. Handcrafted details, soft edges, and layered visuals give the identity movement and flexibility, while structured grids and white space bring clarity. This balance between imagination and precision reflects the essence of Mellieventi’s work. We extended this universe into a website designed as a natural continuation of the identity. More than a digital presence, it brings the brand to life online, guiding visitors intuitively and letting Mellieventi’s personality unfold – just like the events she creates.

Mellieventi / Event Agency / Grimbergen

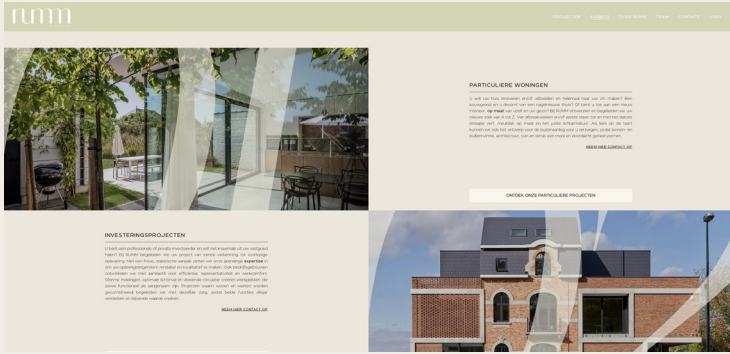
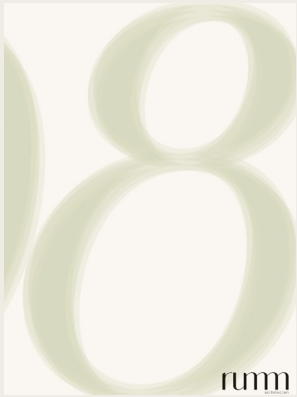


VERBAL IDENTITY · VISUAL IDENTITY · BRAND BUILDING · ILLUSTRATION · WEBSITE · SOCIAL MEDIA BRANDING · SOCIAL MEDIA WORKSHOP

CASE: RUMM

RUMM emerged from the meeting of shared values, vision, and ambition. More than a new name, it marks a transition – one shaped through dialogue, reflection, and collaboration. From the start, the process was built on understanding strengths, embracing differences, and creating a solid foundation together. We developed a visual identity that reflects this balance. Clear and structured, yet warm and human, the identity allows RUMM to speak with one voice while leaving space for individuality. Precision and openness coexist, echoing the way the practice approaches architecture. The website extends this identity into a calm and intuitive digital experience. Through clarity, rhythm, and space, it presents RUMM’s vision and expertise with confidence giving architecture and content the room to speak for themselves.

RUMM / Architecture Firm / Flemish Brabant



BRAND STRATEGY · BRAND NAME · BRAND BUILDING · PRINT · WEBSITE · CONTENT CREATION · DIGITAL CAMPAIGN

CASE: ATELIER LAZURI

Atelier Lazuri moves between tradition and contemporary handcrafted couture. Each piece is handmade with precision, embracing the vitality of human imperfection. Through rich textures, embroidery, and rare gemstones, every creation becomes a wearable expression of culture and emotion. Building on this vision, we developed a complete brand universe. We shaped a visual identity that lets craftsmanship take center stage, and designed a website as an extension of the collection – a calm, immersive space where layout, color, and rhythm guide visitors naturally. A dedicated photoshoot completed the project, capturing the atmosphere and strength of Atelier Lazuri and ensuring a coherent presence across all touchpoints.

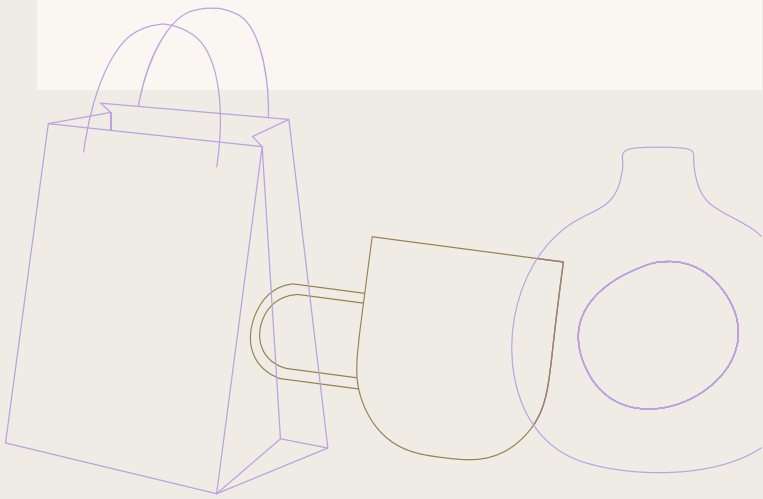
Atelier Lazuri / Handcrafted Couture/ Brussel & Iran



VERBAL IDENTITY · VISUAL IDENTITY · WEBSITE · MARKETING CARDS · PHOTOSHOOT · VIDEOSHOOT · DIGITAL CAMPAIGN

eva!

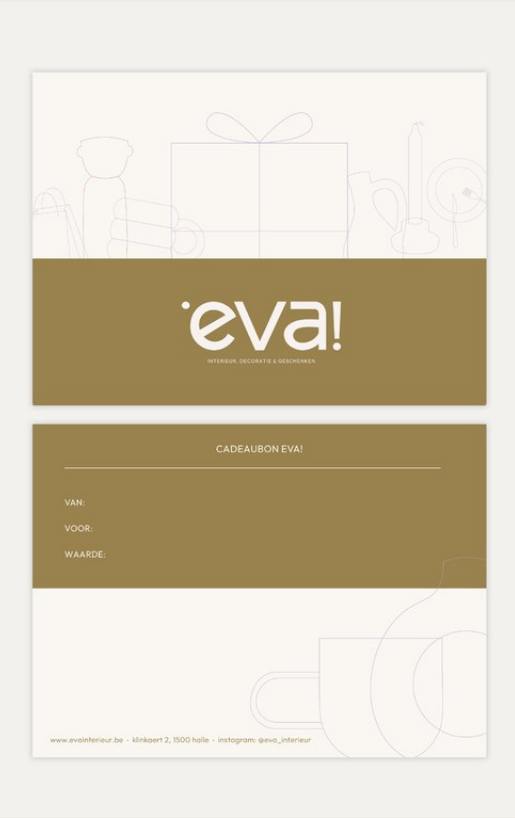
INTERIEUR, DECORATIE & GESCHENKEN



CASE: EVA!

EVA! is rooted in the belief that the most meaningful gifts and interiors are the ones that feel personal. Thoughtfully chosen, gently surprising, and made to bring warmth into everyday life. With this new identity, EVA! embraces the joy of giving and the comfort of a welcoming home. We translated this philosophy into a refreshed visual identity defined by calm elegance and softness. A palette of porcelain tones, warm taupes, and light mist shades creates a serene atmosphere, while refined illustrations add character and balance – reflecting the brand's accessible yet thoughtful nature. The identity extends into every physical detail. From identity to packaging, every detail was designed to feel consistent, thoughtful, and unmistakably EVA!.

EVA! / Interior, Decoration & Presents Store / Halle

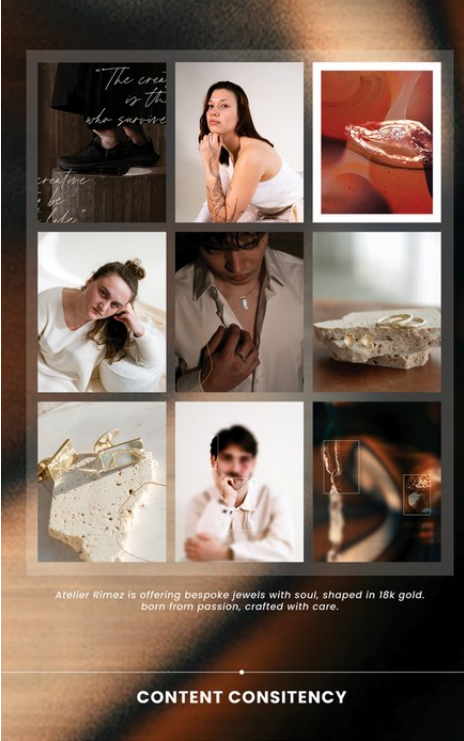
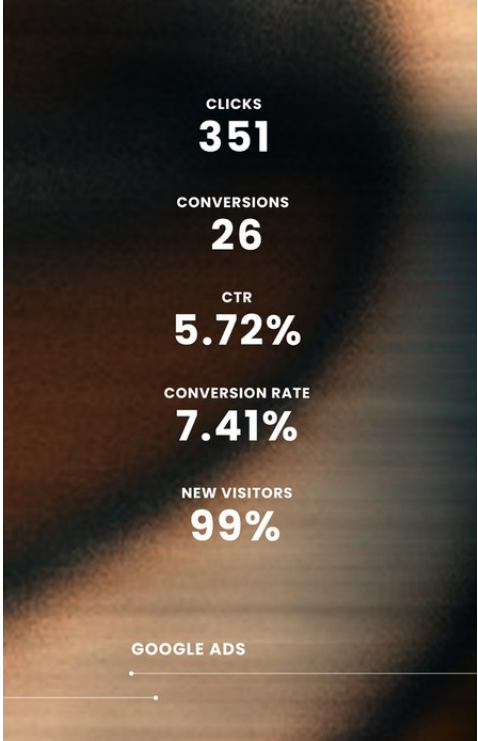


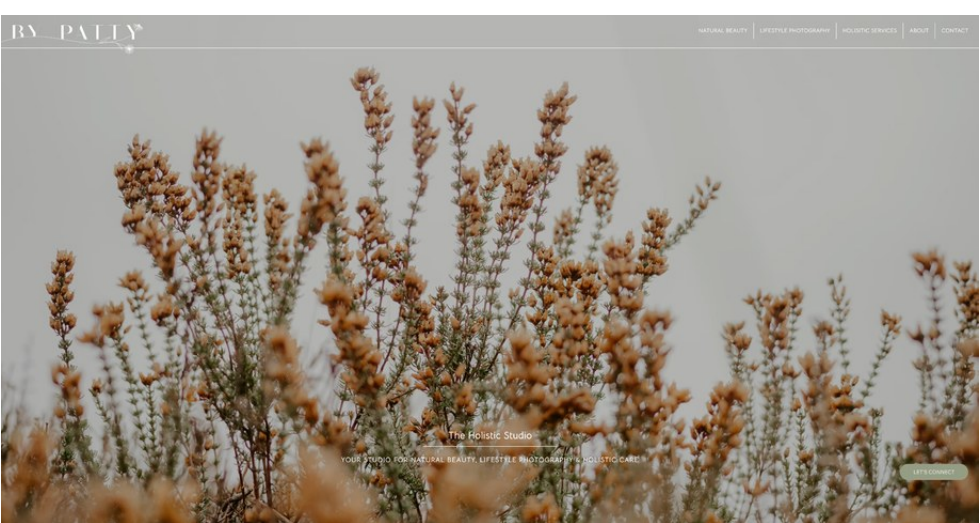
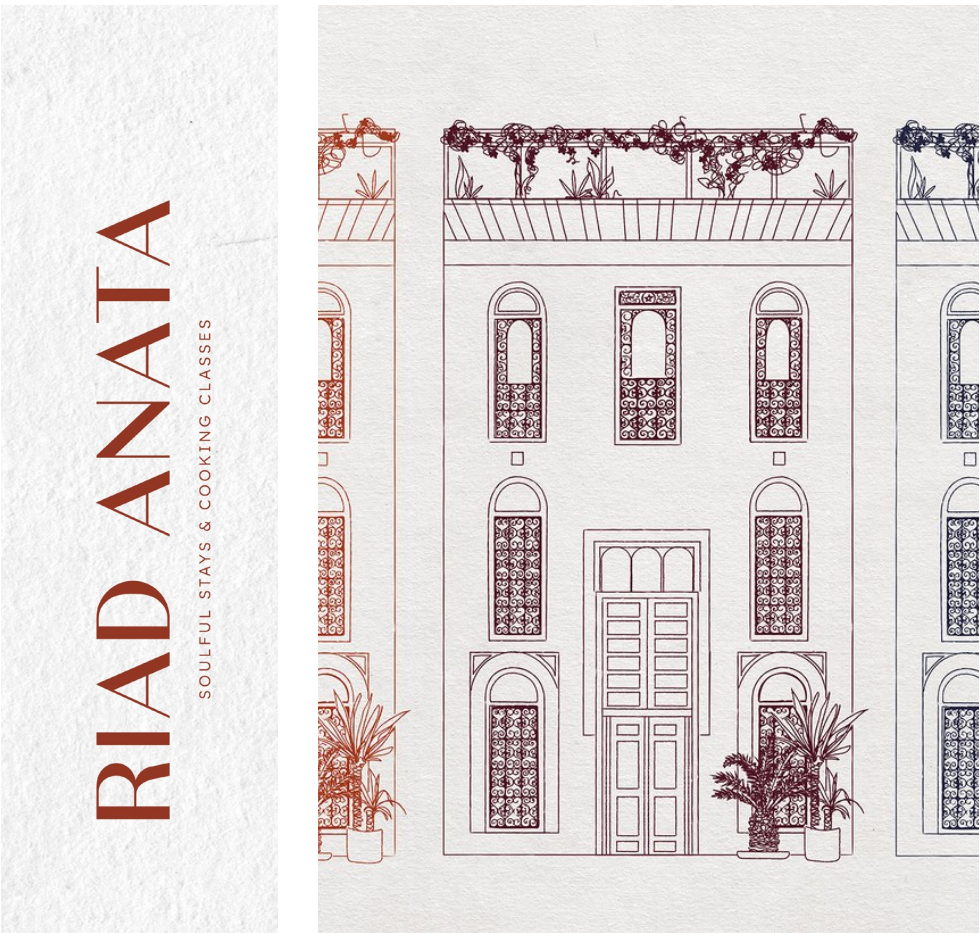
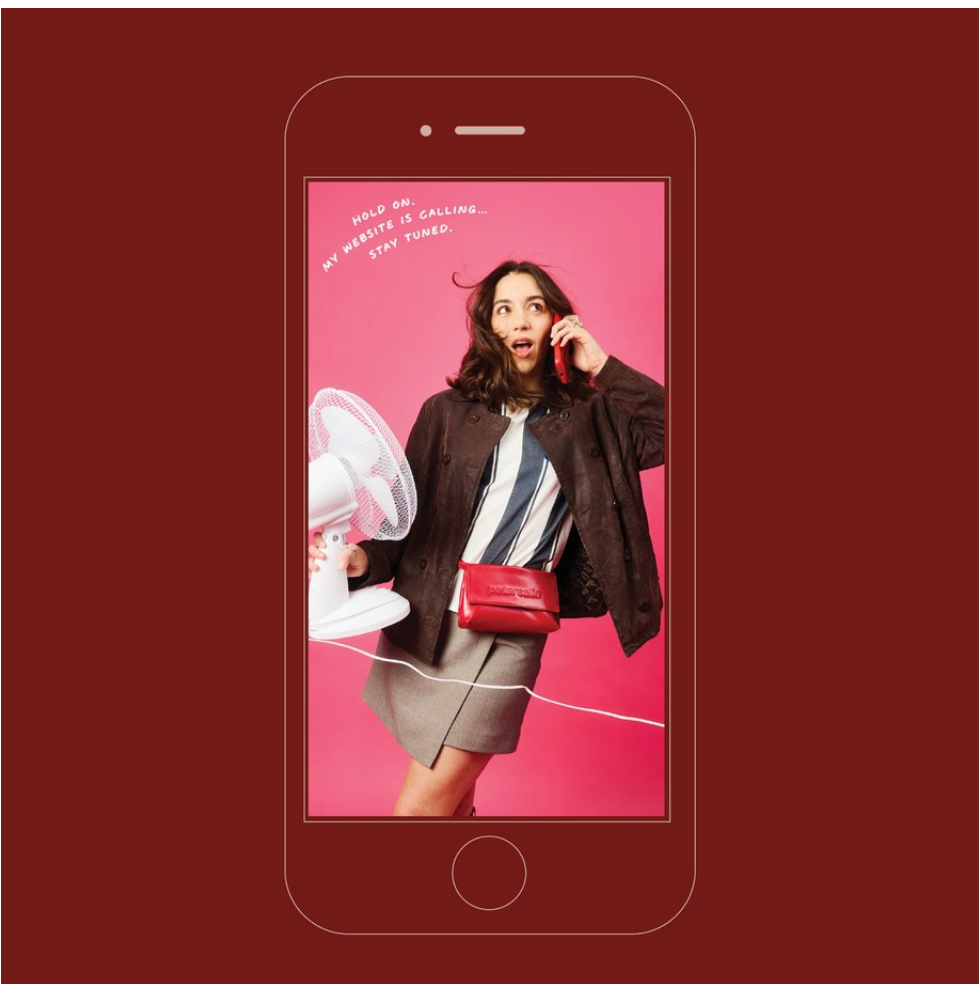
VISUAL IDENTITY · LOGO DESIGN · MARKETING CARDS · PACKAGING · WINDOW DESIGN · ILLUSTRATION · GIFT CARD



A GLIMPSE OF WINTER 2025.

1. Recording season 2 of **BLEND** / @blendbrussels
2. Monthly contentshoot for **LYSS**'s communication / @lyss_by_leen
3. Window design for **VONK** / @vonk.halle
4. New packaging & Window design for **ICARE** / @icarehalle
5. Creative campaign & exhibition for **Atelier Rimez** / @atelier.rimez
6. Lifestyle photoshoot for **ANAïs** / @anais.conceptstore
7. Visual identity & photoshoot for **Belly Menswear** / @belly.menswear
8. Photoreport for the exhibition of artist **Loan Verbanck** / @loanverbanck
9. Brochure design for **YEY** / www.yey.be
10. Branding & website in construction for **Flo Windey** / @flowindey
11. Branding for a **Riad Anata** in Morocco / @riad.anata
12. Fresh website for the make-up artist & photographer **Patricia Godart** / www.by-patty.be
13. Brand Building & textile design for locksmith **VEGA**

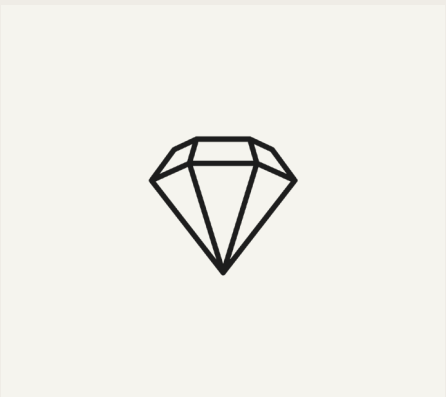
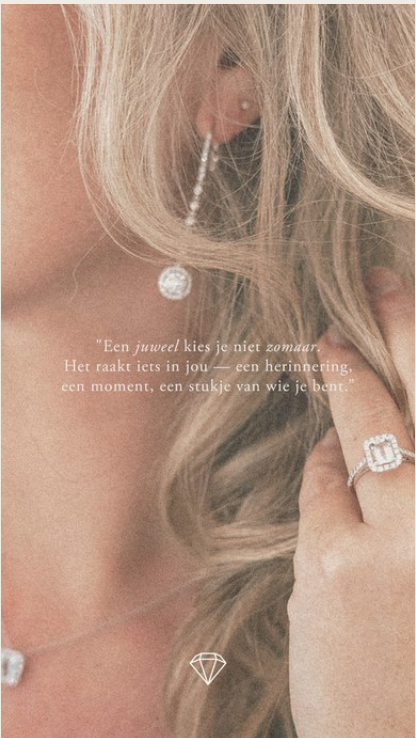
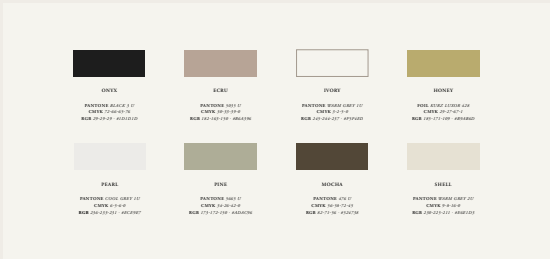




CASE: JUWELIER BOSMANS

Juwelier Bosmans has long been a trusted name in Halle. Building on their existing logo, we developed a visual universe that brings together both luxury pieces and more accessible jewelry, without losing coherence. The identity is rooted in warmth and refinement. Soft tones of nude, brown, muted gold, and subtle green create a calm atmosphere, while textures like cement and paper add depth. Delicate grain, embossing, and handwritten accents reflect Bosmans’ family spirit – personal, attentive, and close to its clients. This visual framework now supports the brand across communication. Through content creation and video, Bosmans is entering a new phase where consistency and storytelling strengthen its connection with both longtime and new audiences.

Juwelier Bosmans / Jewelry Store / Halle

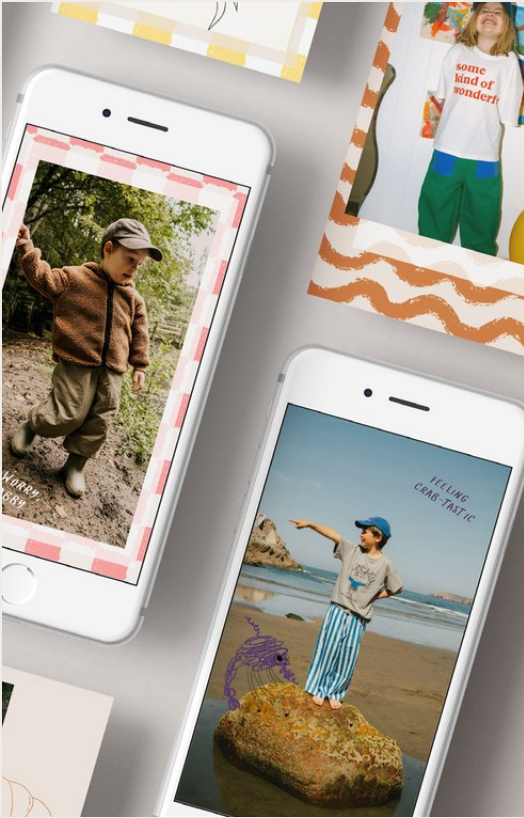
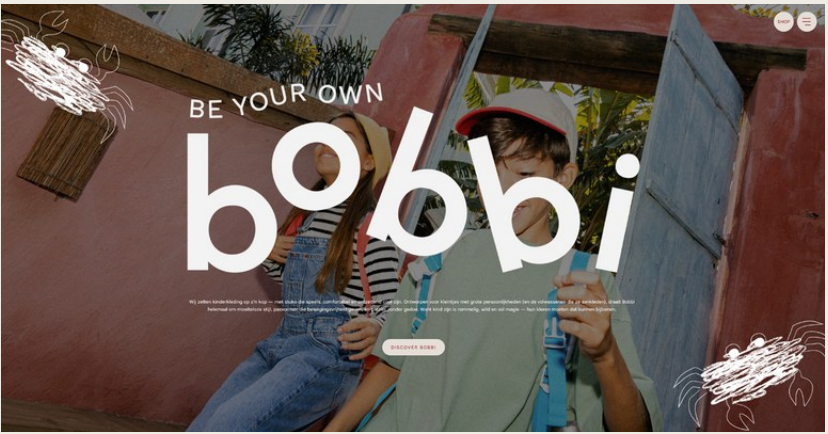


VISUAL IDENTITY · COLORS · FONTS · CONTENT CREATION · VIDEOSHOOT · SOCIAL MEDIA STRATEGY · SOCIAL MEDIA TAKEOVER

CASE: BOBBI

Bobbi's world is built on play, curiosity, and a sense of freedom. We translated that spirit into a full brand identity where hand-drawn illustrations and warm, gentle colors meet unexpected pops echoing the energy and unpredictability of childhood. At the heart of this universe is the little crabby, who became the mascot of the brand. Playful and expressive, it blends seamlessly into Bobbi's world, adding character and familiarity while strengthening the emotional connection with both kids and parents. This universe naturally extends into the webshop, designed to be intuitive and flexible while staying true to Bobbi's character. Beyond the screen, the brand comes to life through packaging, gift cards and window designs ensuring the identity is felt across every touchpoint.

BOBBI / Kids Clothing Store / Halle



VERBAL IDENTITY · VISUAL IDENTITY · ILLUSTRATION · PACKAGING · VIDEOSHOOT · MARKETINGPRINT · WINDOW DESIGN



“*WE HAVE SOMETHING BIG TO SHARE.* STUDIO MATTI STARTED IN 2020 – NOT WITH THE AMBITION OF RUNNING A COMPANY ONE DAY. IT GREW ORGANICALLY, AND SO DID THE DRIVE TO GO BEYOND GRAPHIC DESIGN: HELPING ENTREPRENEURS BUILD BRANDS AND COMMUNICATE THEM WITH CLARITY.

IT QUICKLY BECAME CLEAR THAT OFFERING *A FULL 360 SERVICE ISN'T SOMETHING YOU CAN DO ALONE.* TO DO THIS PROPERLY, YOU NEED A STRONG, COMPLETE TEAM. OVER THE LAST TWO YEARS, STUDIO MATTI HAS GROWN INTO A TEAM OF SEVEN WITH AN AMAZING STUDIO IN THE HEART OF BRUSSELS – SOMETHING WE'RE GENUINELY PROUD OF.

LOOKING AHEAD, STUDIO MATTI WILL CONTINUE TO GROW IN A SUSTAINABLE WAY, WITH THE AIM OF OFFERING AN EVEN MORE COMPLETE AND CONSIDERED SERVICE. *THAT RESPONSIBILITY IS NOW SHARED. CAMILLE IS STEPPING IN NEXT TO MATTI, TAKING ON A MANAGING ROLE AND LEADING COMMUNICATION AND SOCIAL MEDIA.*

FROM 2026 ON, THEY'RE BUILDING STUDIO MATTI TOGETHER – CAMILLE OVERSEEING COMMUNICATION, MATTI FOCUSING ON BRANDING AND GRAPHIC DESIGN. *GROWING THIS COMPANY SIDE BY SIDE.* THIS IS THE BEGINNING OF OUR NEXT STEP – MORE TO COME. “
– MATTI & CAMILLE

TEAM 2026 RESOLUTIONS:
LINK TEAM MEMBER TO RESOLUTION.

- Drink even more coffee. Somehow. ☐
- Lead at the speed of light. ☐
- Take the tram five minutes earlier. ☐
- Build a site between two planes. ☐
- Come to the office more often. ☐
- Lunch outside the office less often. ☐

- ☐ **Matti**
- ☐ **Camille**
- ☐ **Lena**
- ☐ **Freya**
- ☐ **Simon**
- ☐ **Solena**

COMING FOR 2026
WWW.RESTO-SIMONE.BE

Simone