

STUDIO MATTI IS BECOMING *ALMÉ*

BRANDING: LOGO / BRANDBUILDING / UX&WEBSITE / PRINT
DEVELOPMENT / VISUAL PRODUCTION / PHOTO&VIDEO
COMMUNICATION: COMMUNICATION PLAN&STRATEGY / CONTENT
CREATION / CREATIVE CAMPAIGNS / SOCIAL MEDIA TAKEOVER



A new journey for Studio Matti – same destination, new identity.

WELCOME TO *ALMÉ* AGENCY



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ALMÉ formerly Studio Matti, began as a branding agency founded by Matti with a belief that strong brands are built with intention. Over time, one thing became clear: a strong identity is only the beginning. To remain visible, relevant and recognisable, a brand needs communication that is just as considered. With Camille joining as CEO, communication became an integral part of the agency and marked the beginning of **ALMÉ**. Today, we bring branding and communication together – combining Matti’s creative direction with Camille’s communication expertise to build brands from their foundations and shape how they grow over time.

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“I believe good work starts with truly understanding people – what they need, what they want to say and where they want to go. From there, it’s about creating something that feels clear, relevant and genuinely theirs.”

– *Camille Campisi, CEO & Communication Director*

ALMÉ was founded on the belief that the strongest brands are built with intention. We believe branding is more than a visual identity. It’s the foundation of how a business communicates, connects and is remembered. A strong brand needs more than a distinctive look – it needs a clear voice, a thoughtful strategy and communication that brings it to life.

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“I’ve always believed that creativity is stronger when there’s strategy behind it. That’s why I started the studio: to bring creative and strategic minds together and build brands with purpose. Not based on trends or what’s all over Pinterest, but on research, character and what makes each business genuinely different.”

– *Matti Verbanck, Founder & Creative Director*

From brand strategy and identity to websites, print, content and campaigns, every touchpoint should contribute to one coherent story. Rather than chasing trends, we create timeless brands designed to endure. Through thoughtful strategy, refined design and impactful communication, we help businesses express who they are with confidence and clarity.

At **ALMÉ**, every project is approached with curiosity, precision and care. We take the time to understand each client, their ambitions and their industry, allowing us to create brands that feel authentic, distinctive and built to last – all whilst developing communication that makes them visible, relevant and memorable.

01

Brand Building

A strong brand begins with clear foundations. We build timeless and remarkable brand identities that bring strategy, visual identity and verbal identity together to define how a brand looks, speaks and communicates.

Through a thoughtful and collaborative process, we uncover what makes your business unique and translate it into a clear brand direction. From positioning and logo design to typography, colour and tone of voice, every element is carefully considered to create a brand that feels authentic, recognisable and built to last.

02

UX & Website

Your website forms the foundation of your online presence. We design and develop distinctive websites that combine distinctive design with a clear and intuitive user experience.

From responsive websites and webshops to booking systems and other integrations, every solution is thoughtfully developed around the needs of your business and its users. The result is a website that feels unmistakably yours and works effortlessly across every device.

03

Print Development

Print gives a brand a physical presence. We translate your identity into considered print applications that strengthen recognition and create a coherent brand experience beyond the screen.

From stationery and packaging to menus, publications, signage and other printed materials, we consider format, typography, materials and production to ensure every piece feels intentional, refined and aligned with the brand.

04

Visual Production

A strong brand needs photography and video that feel as considered as its identity. We develop and produce visual content that translates your brand into a distinctive and recognisable visual world.

From creative direction and concept development to styling, photography and video production, we shape every aspect around the brand. The result is a considered visual library that can be used across your website, print and communication.

01

Digital Strategy

Strong communication begins with a clear direction. We define what your brand needs to communicate, who it needs to reach and which channels and content will support those objectives.

From key messages and content pillars to channels, formats and planning, we create a clear framework for your communication. Giving you a considered direction for what to communicate, where and when.

02

Creative Campaigns

For launches, moments and ideas that require a more focused approach, we develop creative campaigns built around a clear objective.

From strategy and concept to creative direction, production and rollout, we shape campaigns that translate your brand into relevant and memorable communication. Every campaign is developed around the needs of the project, allowing the idea, format and channels to follow the objective.

03

Content Creation

Content keeps your brand active, visible and recognisable. From dedicated content shoots and photography to video, short-form content and graphics, we create content shaped around your brand and its communication.

Whether for social media, campaigns or ongoing communication, every piece is created with a clear purpose and a consistent visual direction.

04

Communication Takeover

For brands looking for ongoing support, we bring strategy, content and management together in one considered approach. Choose from three levels of support, each designed around the communication needs and rhythm of your brand.

ESSENTIAL

For brands looking to maintain a clear and consistent presence with the right content and planning in place.

ONGOING

For brands looking to communicate more actively, with regular content production and ongoing creative direction.

COMPLETE

For brands looking for a more extensive approach, with strategy, creative direction, production and ongoing communication managed together.

Simone

BUILDING SIMONE

We built SIMONE's identity around a clear idea: the familiarity of a traditional Flemish restaurant, reinterpreted with confidence and femininity. Inspired by the grandmothers whose name SIMONE carries, the identity balances heritage with a more contemporary attitude – creating a brand that feels established, distinctive and full of character.



Flash meets vintage



Identity made tangible

FROM BRAND TO PLACE

We translated the identity into every physical touchpoint. Deep red leather menus with gold foil, washable dessert menus, matches, business and marketing cards, window lettering, façade signage and interior applications were designed as one coherent system. Each material and finish was chosen to make SIMONE feel as considered in the restaurant as it does on paper.



Shaping SIMONE online



An evolving image library

CAPTURING THE MOOD

Photography became an essential part of SIMONE's visual language. We combined direct flash photography with carefully selected vintage imagery, creating a contrast between immediacy and memory. The result feels spontaneous yet recognisable – capturing the food, atmosphere and details of the restaurant while extending the character established by the identity.



Building SIMONE



A recognisable façade



From brand to place



A signature for SIMONE

GROWING THE BRAND

Since launch, we have managed SIMONE's communication and built its presence across Instagram, carrying the identity into an evolving stream of content. The visual language also extends to the website, creating a coherent experience beyond the restaurant. Across every channel, our role is to protect the character of the brand while keeping SIMONE visible and relevant.



The menu: burgundy leather & gold foil

Studio Vanne

HIGH-END, WITH A TWIST

Studio Vanne is an interior and furniture store that opened in September 2026. The identity needed to feel refined, without falling into the familiar codes of high-end interiors. We paired deep shades of burgundy and dark brown with an unexpected touch of light blue, creating a visual world that feels sophisticated at first glance, but reveals a more playful side in the details.



The canvas bag, shaped to hold different purchases.



Marketing cards, designed in different shapes.

AN IDENTITY YOU CAN TOUCH

For Studio Vanne, print and packaging became as important as the logo itself. A custom-shaped canvas bag was designed to accommodate different purchases, while the paper bag combines burgundy with transparent, glossy foil and a contrasting light blue cotton cord. Substantial paper stocks, reflective surfaces and unexpected material combinations turn even the most functional touchpoints into recognisable pieces of the identity.



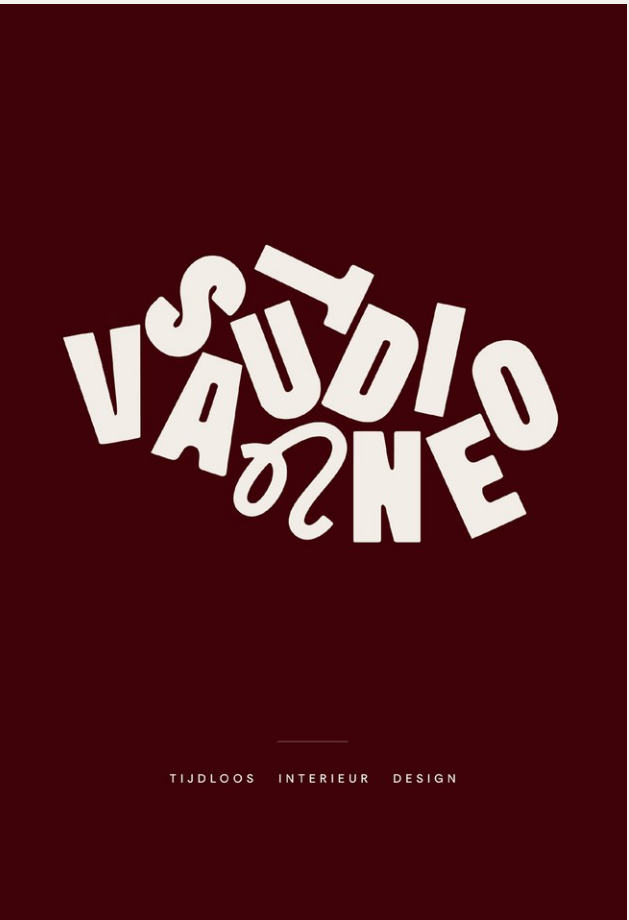
The Coming Soon window, with a hole to look through.



The sidewalk sign, out on the cobbles.

MORE THAN A GIFT CARD

The gift card was treated as an object rather than a voucher. It comes in an off-white box, wrapped with a burgundy sleeve and opening onto burgundy paper inside. The different layers make receiving and unwrapping it part of the experience. It's a small-scale expression of the wider Studio Vanne identity: considered and tactile, with attention given to what you see, hold and uncover.



The logotype with its tagline, ivory on burgundy.



The logo system: monogram, wordmark and lockup.



Off-white box, burgundy sleeve.



The paper bag: burgundy, glossy foil, light blue cord.

FROM WINDOW TO SIDEWALK

The identity also moves into the physical space around the store. While construction was underway, the Coming Soon window included a viewing hole that invited passers-by to peek inside and watch the space take shape. For the opening, transparent burgundy foil is paired with a shiny finish for the N, playing with transparency and reflection. Even the sidewalk sign becomes an object of its own, combining a grid structure, brown plexiglass and matte ivory lettering.



The window at night, burgundy foil on glass.

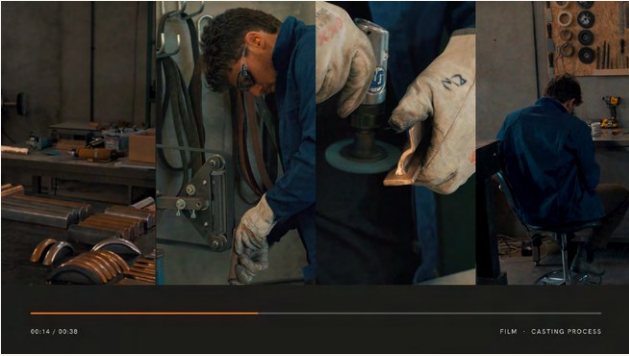


The gift card, boxed and sleeved.

REMWOL

A NAME OF ITS OWN

Remwol brings together functional objects and sculptural work, from bronze handles to one-off pieces. Rather than building the identity around the designer behind them, we approached Remwol as a name that could stand on its own. The result is a bold but reduced identity, creating a clear frame around a practice that moves freely between design, art and object.



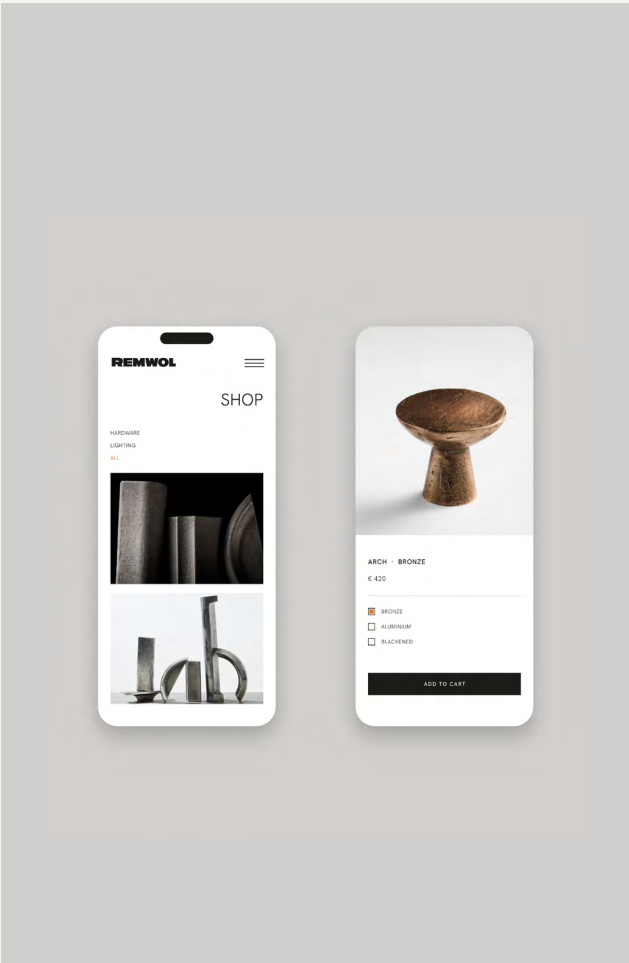
Film still from the casting process.



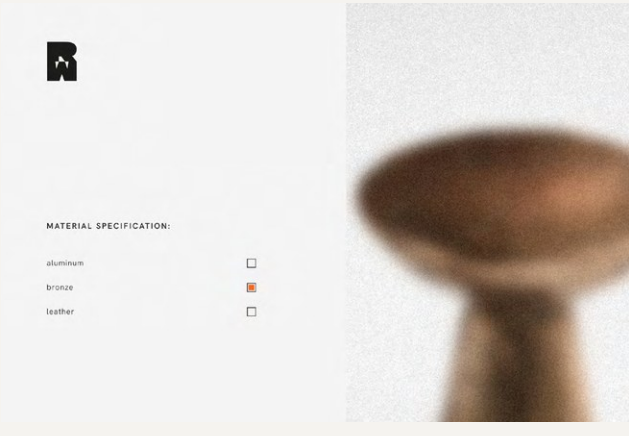
The wordmark on oxide.

HIDE FIRST, SHOW LATER

Instead of putting every object immediately on full display, we built the graphic language around withholding information. Images are layered, blurred or partially covered, revealing the work piece by piece. It creates a play between what is visible and what isn't, while making you look more closely at an edge, a texture or the way light hits bronze. Everything around the object is kept deliberately minimal.



Shop and product pages on mobile.



Material specification: aluminium, bronze, leather.



The arch handle, cast in bronze.

SHOP MEETS ARCHIVE

The website had to do two quite different things at once. It needed to document Remwol's sculptural practice, while also functioning as a straightforward webshop for objects such as handles. Rather than separating those worlds, we brought them together in one digital space. The result sits somewhere between an archive, a portfolio and a shop — without making the work feel like conventional e-commerce.



Material studies: shavings, grain and cast surfaces.



Bronze objects, framed on oxide.

REMWOL

SCULPTURE + OBJECTS

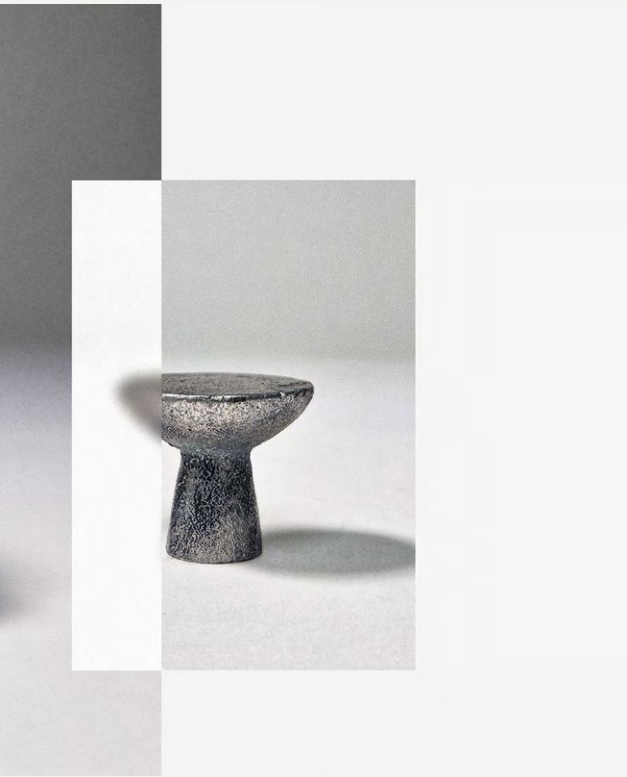
The primary logotype.



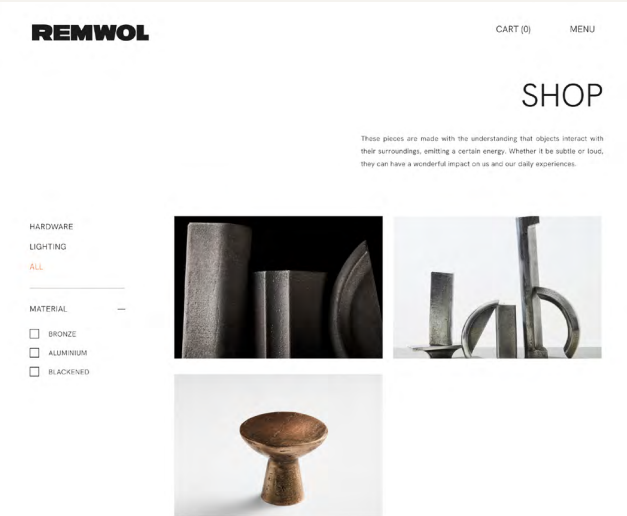
The colour system: steel, oxide, iron and stone.

BRONZE IN THE MAKING

For Remwol, the process is part of the object. We documented the making of the handles through behind-the-scenes film, following bronze as it is handled, manipulated and worked into its final form. These close observations of hands, tools and material bring a more tactile dimension to the identity, showing not only what Remwol makes, but how each object comes into being.



Layered panels, part hidden and part shown.



The webshop, filtered by object and material.

LYSS

SOFTNESS MEETS STRENGTH

We created the original LYSS brand identity and built a visual foundation designed to grow with the brand. The logo combines a bold serif with a handwritten element, balancing strength and softness. We translated this into typography, photography, colour and art direction, then carried it into the website and ongoing communication. The result is a recognisable LYSS world with room to evolve.



The silver anniversary campaign — photo and video.



Community-designed canvas bags, laid out flat.

COMMUNITY-BUILT

We brought the LYSS identity into the physical world through shopping bags, window designs and other brand applications. We also invited the community to shape the brand through the Design Your Own LYSS Bag competition. Two customer designs were selected and produced as canvas bags. For a period we managed LYSS's social media as well, translating the brand identity into a consistent digital presence.



The new storefront, window graphics in place.



The anniversary invitation, in print.

SILVER, BOLD AND PLAYFUL

For LYSS's first anniversary, we pushed the established identity into a more expressive direction. Silver, bolder graphic elements and a party-inspired atmosphere gave the campaign a celebratory edge while keeping it recognisably LYSS. We developed the campaign video and visual direction as an extension of the existing brand, showing how an identity can evolve and become more unexpected without losing its core character.



Silver-wrapped mannequins in the store.



The shopping bag, out in the street.



The LYSS 2.0 bag, the store illustration printed on silver.



The hand-drawn store, centre of the LYSS 2.0 campaign.

LYSS 2.0

When LYSS moved to a larger store in the same street, we created the visual language for its next chapter. A hand-drawn illustration of the new store became the centre of the opening campaign, supported by a new campaign video, silver shopping bag, gift-card bag, window design and signage. Reintroducing and extending the silver language made the move feel like a natural evolution: LYSS 2.0.



The shopping bag, carrying the full logo lockup.

Sill and Sound

GIVING THE BRAND CLARITY

Sill and Sound came to us with an identity that had started to lose consistency across applications. Rather than reinventing the brand, we refined what was already there. The logo was redrawn into a more coherent system, with different configurations for different contexts. The result is understated and precise, giving the architecture room to remain the focus.



sillandsound.com – a digital experience.



The projects index, built on a flexible CMS.

QUIET BY DESIGN

The visual language stays deliberately neutral. A monochrome palette of black, ivory, white, ash and silver creates a balance between cool precision and warmth. Courier New brings a distinctive editorial character to headlines, while Montserrat keeps supporting text clear and accessible. Together, the system feels timeless without becoming tied to a specific architectural style.

BLACK
PANTONE BLACK C
CMYK 0 0 0 100
RGB 0 0 0 #000000

ASH
PANTONE BLACK 7 C
CMYK 71 64 64 66
RGB 41 42 42 #292A2A

IVORY
PANTONE WARM GRAY 1 C
CMYK 3 2 4 0
RGB 245 244 240 #F5F4F0

SILVER
PANTONE COOL GRAY 1 C
CMYK 4 3 3 0
RGB 241 241 241 #F1F1F1

WHITE
PANTONE WHITE C
CMYK 0 0 0 0
RGB 255 255 255 #FFFFFF

The monochrome palette: black, ash, ivory, silver and white.



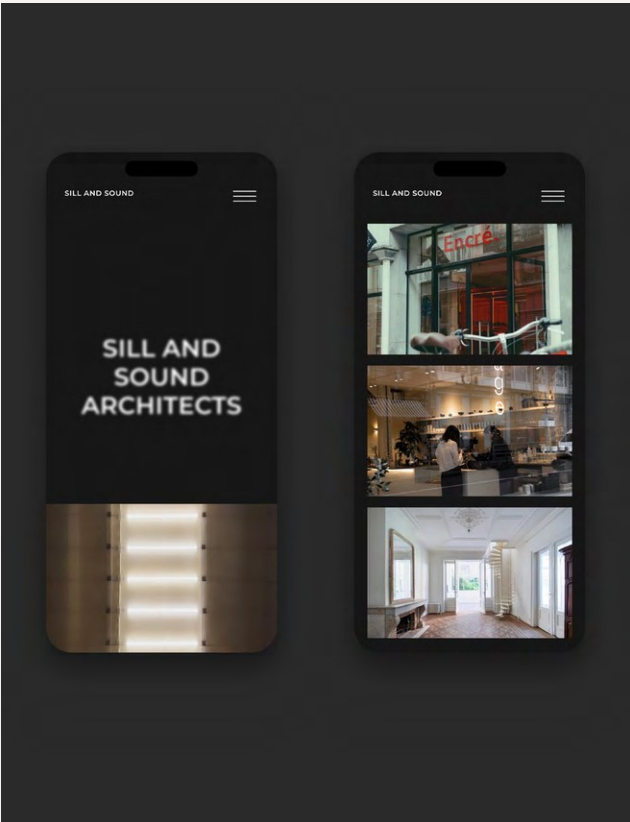
Projects and imagery at the core.

A PORTFOLIO IN MOTION

The new website was designed around Sill and Sound's growing portfolio, keeping projects and imagery at the centre of the experience. Subtle hover effects and interactions add movement to what could otherwise feel like a static archive. Behind the scenes, the site is built around a flexible CMS, allowing the team to easily add and update projects themselves.



Letterform detail from the logotype.



The responsive layout on mobile.

MONTERRAT

Aa Gg

LIGHT Sill and Sound

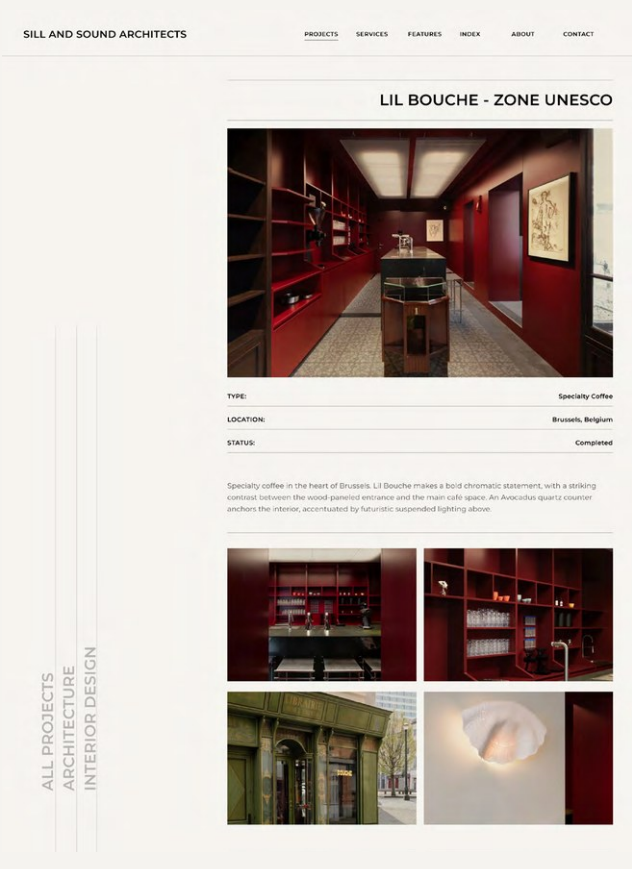
REGULAR Sill and Sound

MEDIUM Sill and Sound

SEMI BOLD Sill and Sound

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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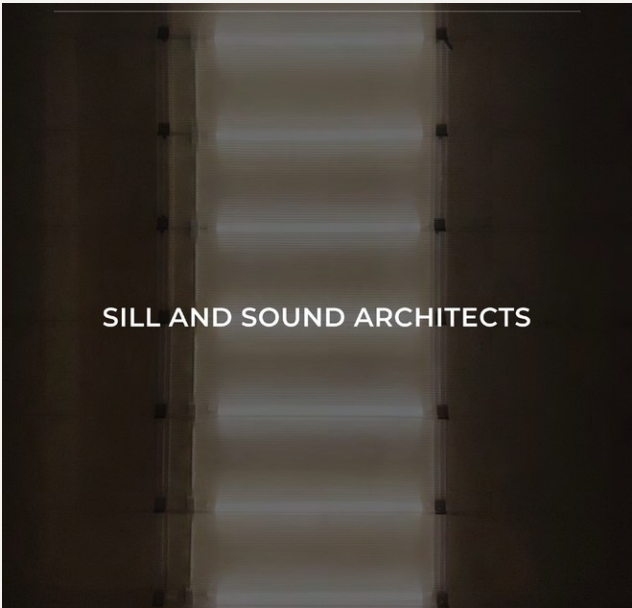
Montserrat, used across all supporting text.



Project page layout — Lil Bouche, Zone UNESCO.

LETTING THE WORK LEAD

For an architecture studio with a diverse portfolio, the challenge was to build a brand that could hold different styles, scales and approaches without imposing a visual signature of its own. The result is a flexible identity and digital experience that stays deliberately in the background. It creates coherence while leaving space for every project to speak for itself.



Primary logotype reversed on project photography.

Atelier Lazuri

A CLEAR BASE

Atelier Lazuri's identity is rooted in Iranian craftsmanship, rarity and slow creation. The brand needed to feel rooted yet contemporary, bringing together cultural depth and a refined fashion sensibility. We shaped a language that feels precise, tactile and quietly confident — giving the brand a clear foundation for everything that followed.



Campaign shoot at Maison Hannon.

CRAFTED WITH RESTRAINT

A custom monogram inspired by Iranian calligraphy sits at the heart of the identity. Refined typography, earthy tones, textures, patterns and generous spacing add softness and tactility. Every element is intentionally restrained, allowing the brand to feel as carefully composed and crafted as the pieces themselves.



Bringing the identity online.



Inspired by Iranian calligraphy.



Print designed for the collection.

CREATING THE IMAGE

Photography became one of the most important expressions of the brand. We developed and produced two shoots from A-Z. From creative direction and styling to location, models and production, we shaped every detail of the visual story. Shooting at Fosbury & Sons in Watermael-Boitsfort and the historic Maison Hannon gave each collection a distinct atmosphere while a consistent visual approach kept the imagery recognisably Lazuri.



A refined and timeless wordmark.



Communication around the fashion show.

INTRODUCING LAZURI

We brought the new identity to life through a launch campaign built around the visuals we created. The campaign, supported by a new website and a considered digital presence, introduced Atelier Lazuri through a world of movement, texture and quiet elegance. Rather than simply presenting the garments, we created an atmosphere around them — giving the brand a visual language to grow from.



From concept to final image.



Print designed for the collection.



Styling shaped around each collection.

Voyage

THE WORLD OF VOYAGE

Voyage was created as a fashion and lifestyle universe rooted in the feeling of travel and escape. The identity combines a sophisticated coastal sensibility with the spontaneity of summer: sea, sun, beach and salty hair. A palette of mint, blue, bordeaux and deep navy gives the brand a distinctive yet relaxed character.

A LABEL OF ITS OWN

When Voyage later launched its own fashion label, we extended the existing identity into a collection of wearable pieces. Rather than creating a separate brand, we translated the atmosphere of Voyage into fashion, carrying its colours, typography and graphic language into a new expression. The result feels like a natural next chapter: recognisably Voyage, but with a life of its own.



The Oyster tee photographed by Rolf De Beul.



The Oyster boxy tee.

FROM IDENTITY TO APPAREL

For the collection, we developed graphic illustrations and applications for T-shirts and other pieces, drawing on the visual codes of the Voyage universe. Shells, oysters, coastal references and playful typography turn the identity into something tactile and wearable. Applied across T-shirts and other pieces, the graphics give Voyage the Label its own visual vocabulary while keeping a clear connection to the world it came from.

LAUNCHING A NEW CHAPTER

The launch of Voyage the Label became an opportunity to take the brand beyond the garments themselves. We developed the launch campaign and social communication around the collection, building an editorial world that brought together product, place and lifestyle. A physical launch event extended that story offline, turning the new label into an experience rather than simply a collection.



Building an editorial world online.

Fosbury&Sons

THE EVOLUTION

We started by taking over the communication for Fosbury & Sons' Alfons and Boitsfort locations for one year, building content, campaigns and a consistent presence around both spaces. Over time, the work revealed an opportunity to give Alfons a stronger identity of its own. We then shifted our focus towards building Alfons as a distinct destination within the Fosbury & Sons family.



Boitsfort - Concrete, curves and daylight.

DEFINING ALFONS

We started with a full communication takeover across both locations, covering brand strategy, campaigns, social media, content creation and content shoots. After the first year, we focused entirely on Alfons, developing a new visual identity and brand positioning, followed by a complete redesign of its website. The new identity was built around the character of the space itself: its architecture, greenery, warm materials and sense of community.

ARCHITECTURE MEETS IDENTITY

For Alfons, we created a visual world that feels editorial, architectural and contemporary, combining natural greens, warm walnut tones, crisp neutrals and distinctive typographic and graphic elements. The identity was designed to be more than a static brand system — it became a flexible language for campaigns, social content, photography and the digital experience, giving very different stories a recognisable Alfons signature.



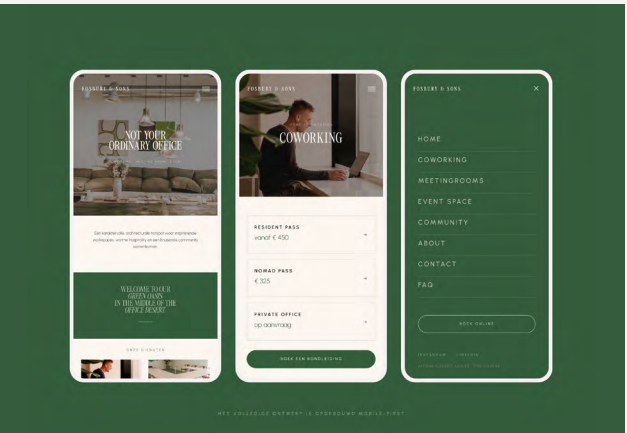
Alfons - Lunch, from one of the content shoots.



The campaign line: a green oasis in the office desert.

A DESTINATION OF ITS OWN

For Alfons, the work evolved from communication into full brand building. We developed a new identity, positioning and website that reflect the character of the space — its architecture, greenery, warmth and sense of community. What began as a one-year communication takeover became a more complete brand system, giving Alfons a recognisable personality and a clearer place within the wider Fosbury & Sons world.



The design, built mobile first.

UPCOMING & CURRENT PROJECTS

01 BY PATTY.
Businesscards – a play of foil and texture.



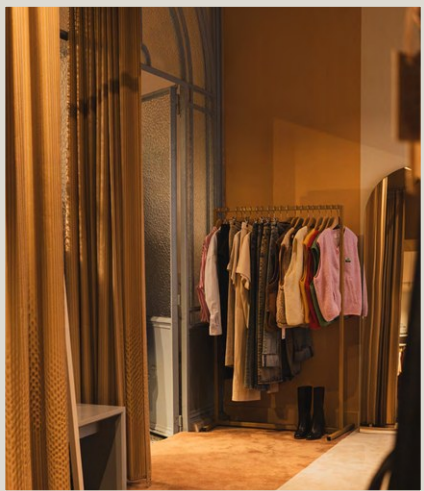
02 ChinChin Bistro.
The summer pop-up was just the beginning.



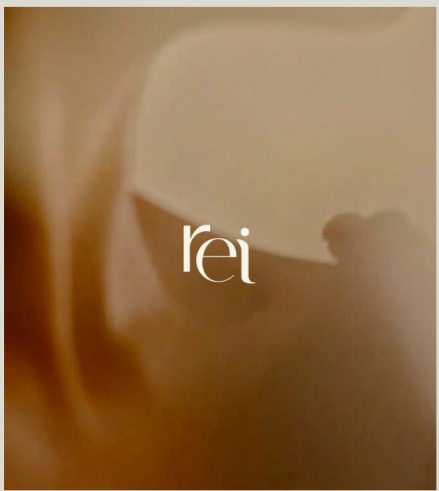
03 Karakter Fashion.
Taking it to the next chapter.



04 Our communication services are taking on a new shape. Sharper and more refined.



05 REI Japanese Care.
A new identity in the making. Coming soon.



06 Kanobe Skincare.
New project. Full case coming soon.



07 Bosmans Jewelry.
A communication chapter, wrapped.



08 Green Care Plus.
Starting with textile, with more to follow.



09 IRMA Concept Store.
From identity to ongoing communication.





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