

Bringing Pearl
Dreams to Life for
Discerning Customers

HODEL
PEARLS

Redefining a World-leading Pearl Jewellery Brand

Hodel is a family-owned Swiss jewellery brand that is ranked within the top 5 pearl jewellery companies. Base Creative worked with them for over 3 years to reposition and refresh the brand across all touchpoints.

Business Strategy

Brand Strategy

- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- Brand Strategy Book
- Pearl Education Book
- Ongoing Brand Management

Design and Touchpoints

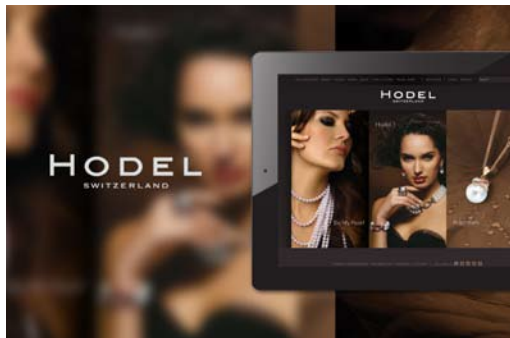
- Brand Identity
- Brand Grid
- Brand Guides
- Model Photography
- Writing & Translation
- Packaging Design System
- Retail Environment
- Booth Design
- Advertising Design

Digital & Social Media

- UI and UX Design
- Ecommerce Website
- Social Media Management
- Social Media Advertising
- Analytics

Hodel Pearls Brand Refreshment

Brand Redesign and eCommerce for a Leading Pearl Jeweller



Having refined the brand's identity and values, Base Creative redesigned Hodel's website to express them in a creative and storytelling way, building on the brand slogan "where pearl dreams are born".

Scope of Work Business Strategy

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Pearl Education Book
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In addition to being arranged to make it easy to match complementary offerings, the site includes a unique gift selection function, making it a simple task to choose the perfect pearl item for any special occasion.

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