
Jaques Vanzo/
Design & Brand Consultancy

Credentials Presentation 2022

Overview



You may be looking for a partner who's a bit different. We are too.

We've been in business since 1994. Over that time, we've developed a surefooted if unconventional approach to branding and communication.

A counter-corporate culture, you could say. Based on a deep understanding of how businesses actually work.

Through collaboration, consensus building and a bit of gentle agitation, we've helped entrepreneurs grow their good ideas into multinational brands. We've injected new ideas and new value into long established organisations. And we've helped local businesses gain lucrative international attention.

Whatever your own current size, we'll help you shape your aspirations into a brand idea that's transformative, individual and roomy enough to support your future growth.

We see likeminded connections as the essential first step to clear thinking and original ideas.

It's why we always try to work with people who want to be known for doing truly exceptional things.

Because that's how we think too.

Case Study/01



‘It’s a new city within a city.
It’s at that scale.’
Sean Mulryan, Chairman,
Ballymore

Ballymore: ‘We are Embassy Gardens’

The collaborative, people-focused campaign that’s redefining what luxury property marketing can look like in the digital age.

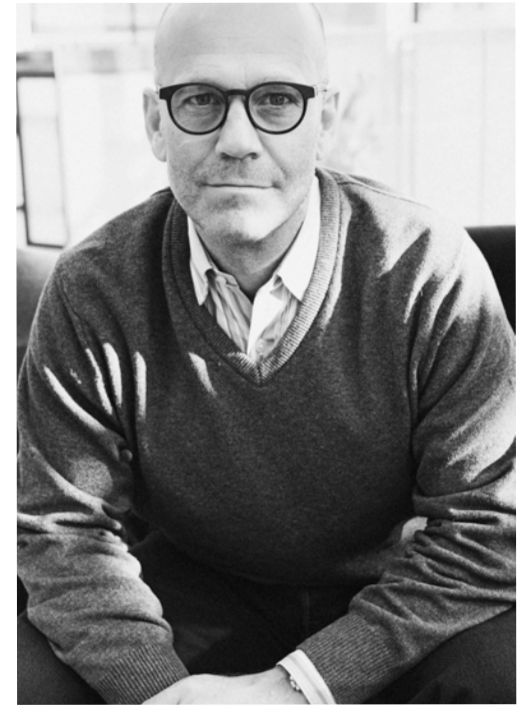
We delivered:

- Advertising campaign
- Art book
- Development lifestyle book
- Website
- Films and online content
- Outdoor gallery
- Hoardings

<https://www.embassygardens.com/>



Case Study/01



‘Central to our design thinking for Embassy Gardens was creating a place for social opportunity.’

Challenge/

In Nine Elms – the former industrial zone that’s being transformed into central London’s vast new diplomatic and residential district – only one development has pride of place beside the new KieranTimberlake-designed US embassy. Embassy Gardens has had lots of media buzz thanks to its ambitious 35-metre-high Sky Pool. But there’s actually an even bigger story here: developer Ballymore’s quest to design the most liveable luxury residential district ever created.

With phase two almost ready, Ballymore asked us to deliver a fresh marketing strategy. The brief: to bring Embassy Gardens’ lifestyle proposition to life for a broad spectrum of affluent homebuyers. Ultimately, this was about articulating value and promoting brisk sales despite Brexit uncertainties.

Solution /

During our research, we found that many residents were already documenting their Embassy Gardens lifestyle on social media – a powerful validation of Ballymore’s placemaking abilities, particularly as the Sky Pool and some other key amenities were yet to be finished.

This became the inspiration for ‘We are Embassy Gardens’, a digital-led campaign designed to convert these enthusiastic brand advocates into true brand ambassadors. We curated residents’ real photos into an art book and outdoor exhibition called Instant – tapping into a huge pool of existing and highly credible content. And we crafted a lifestyle book, digital strategy and immersive new website aimed at making the campaign meaningful, timely and scalable.

Roger Black

Creative Director :Ballymore



Results /

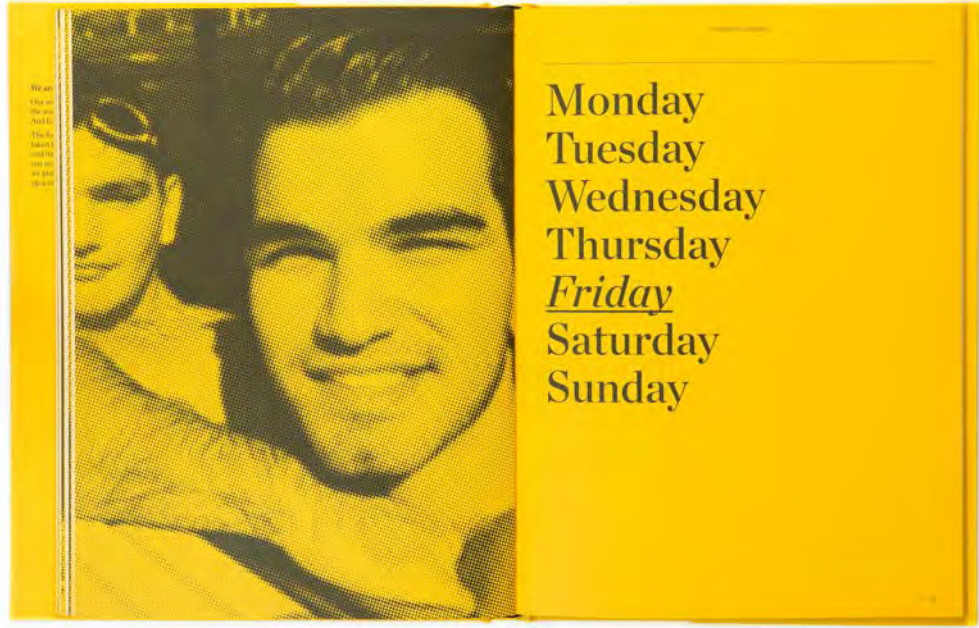
The campaign signalled, in authentic and eye-catching terms, that Embassy Gardens is London’s undisputed new beacon for affluent citizens of the world. It also increased existing residents’ sense of belonging and pride in calling Embassy Gardens their home – reinforcing both the short and long term value of this landmark development.



Discover: Host Brochure
Instant: Art Book



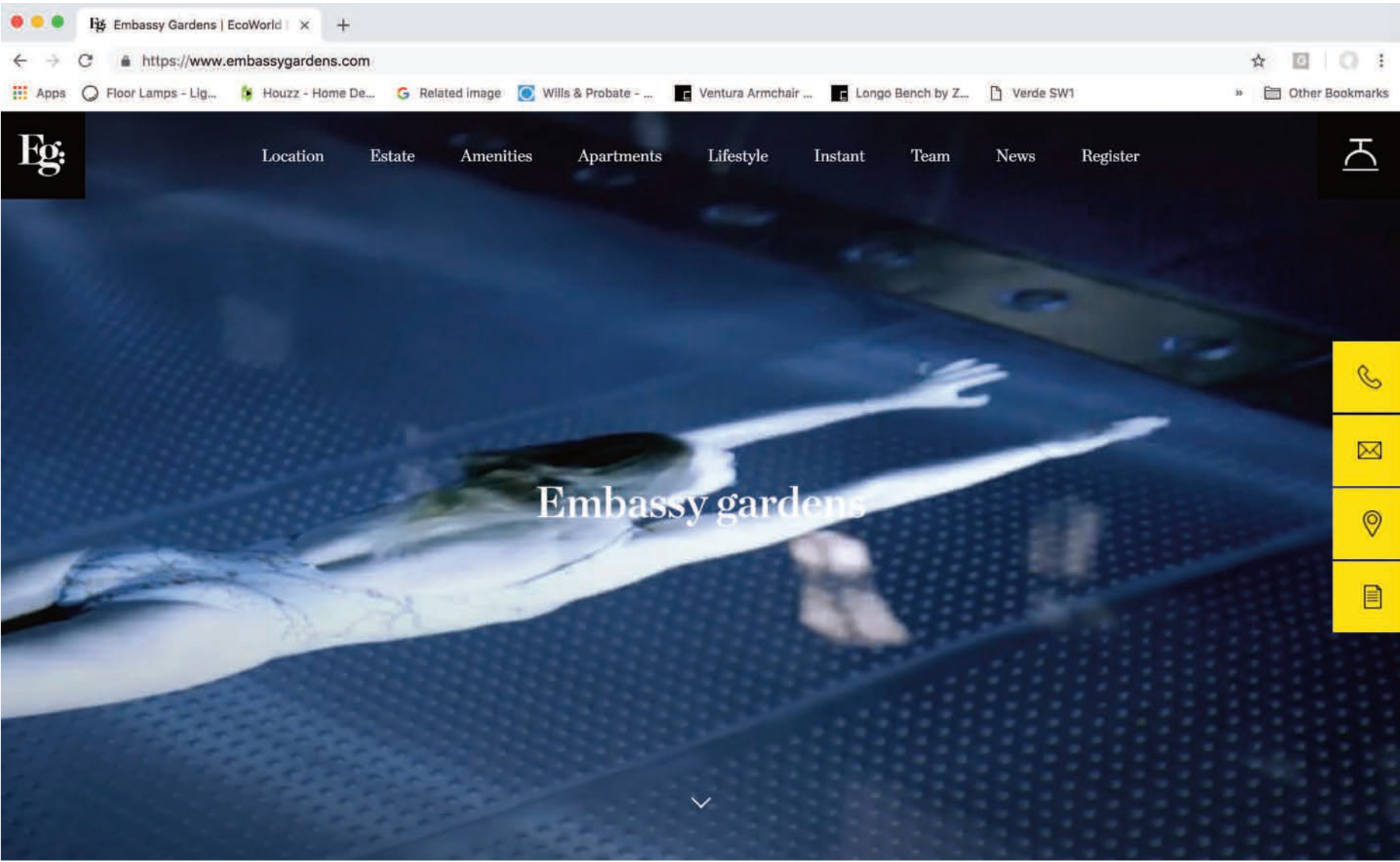
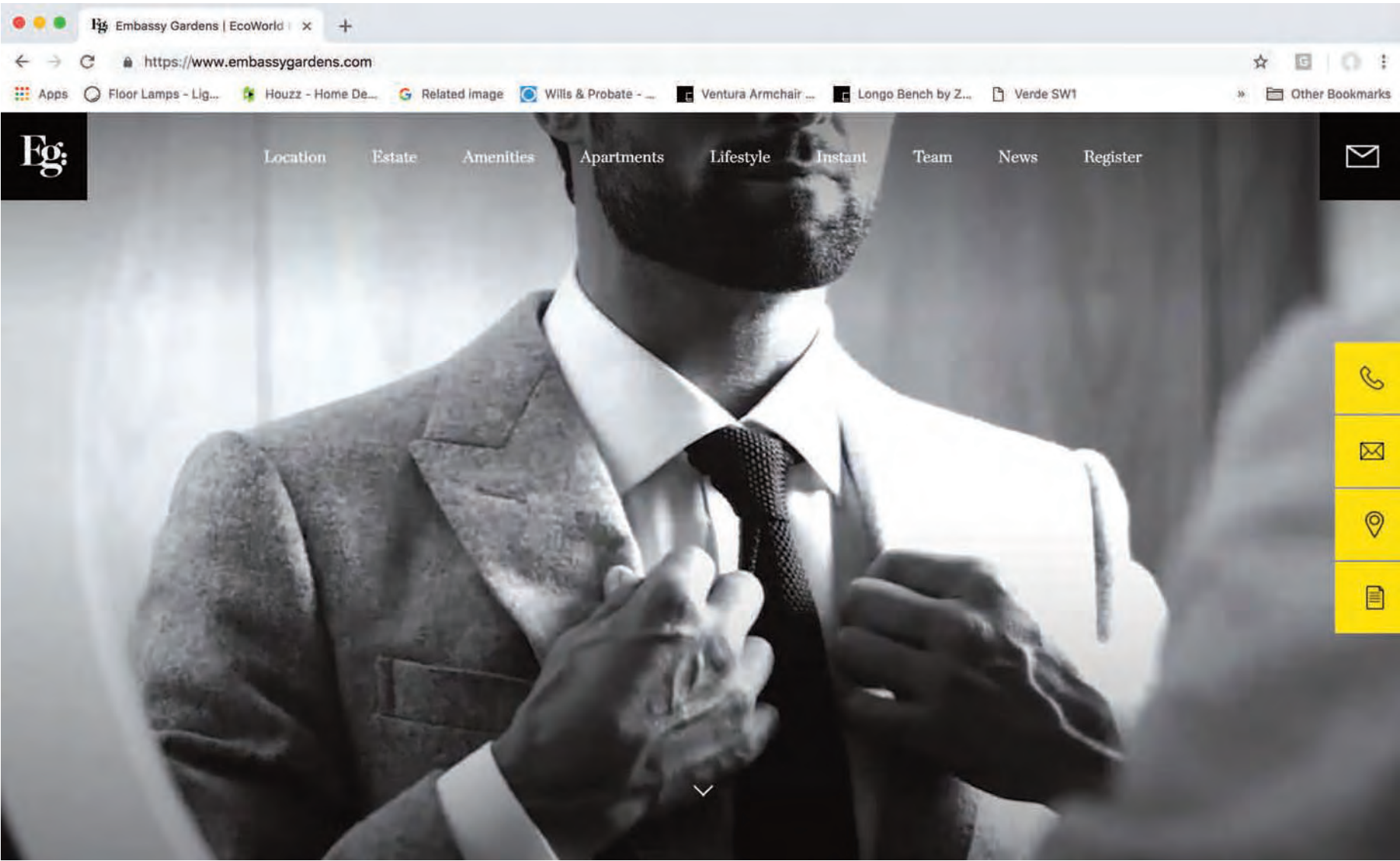
Instant: Art Book
A week-in-the-life of
residents at Embassy Gardens
told through thier Instagram
own posts.



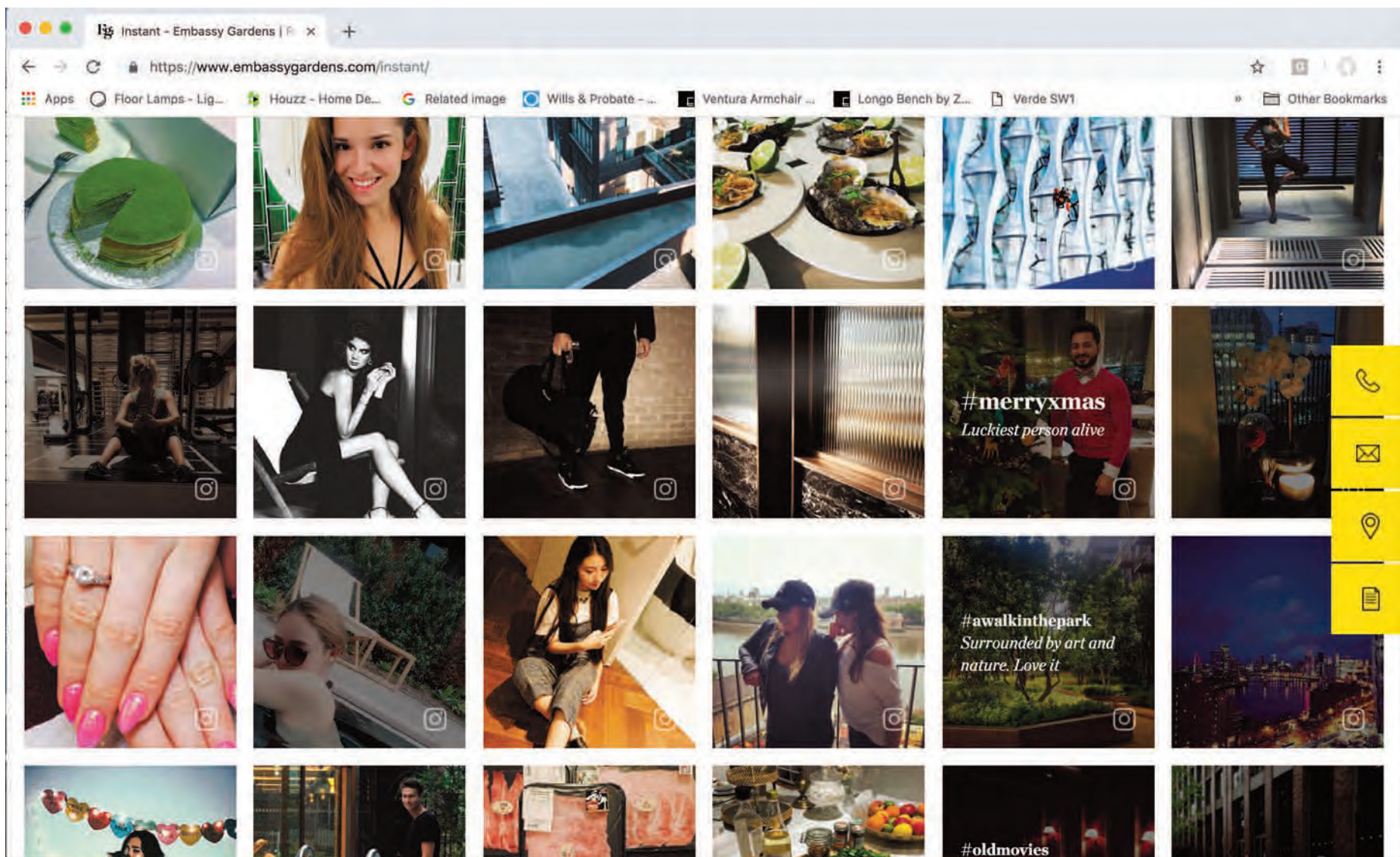
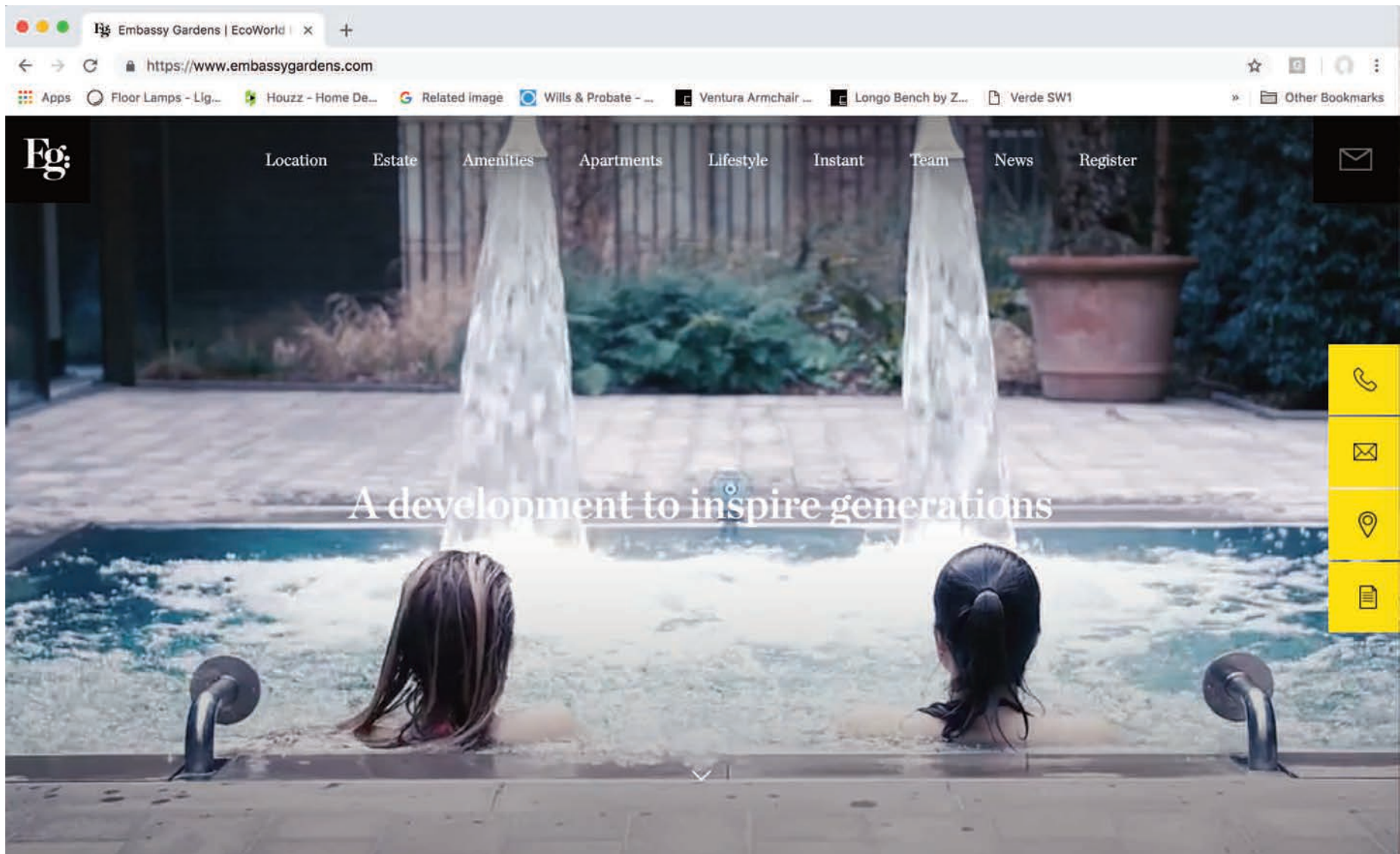
Discover: Host Book



Website: Films



Website: Films



Case Study/02



“We wanted the final residential building at Embassy Gardens to have that certain something that gets people talking and catalyses sales.’.

—Ballymore Group Managing Director John Mulryan

Campaign: Eg: ‘Everything’ ‘Everything Embassy Gardens’

How a people-centred, multi-channel campaign and crafted branding helped bring London’s best new city-centre neighbourhood fully to life..

We delivered:

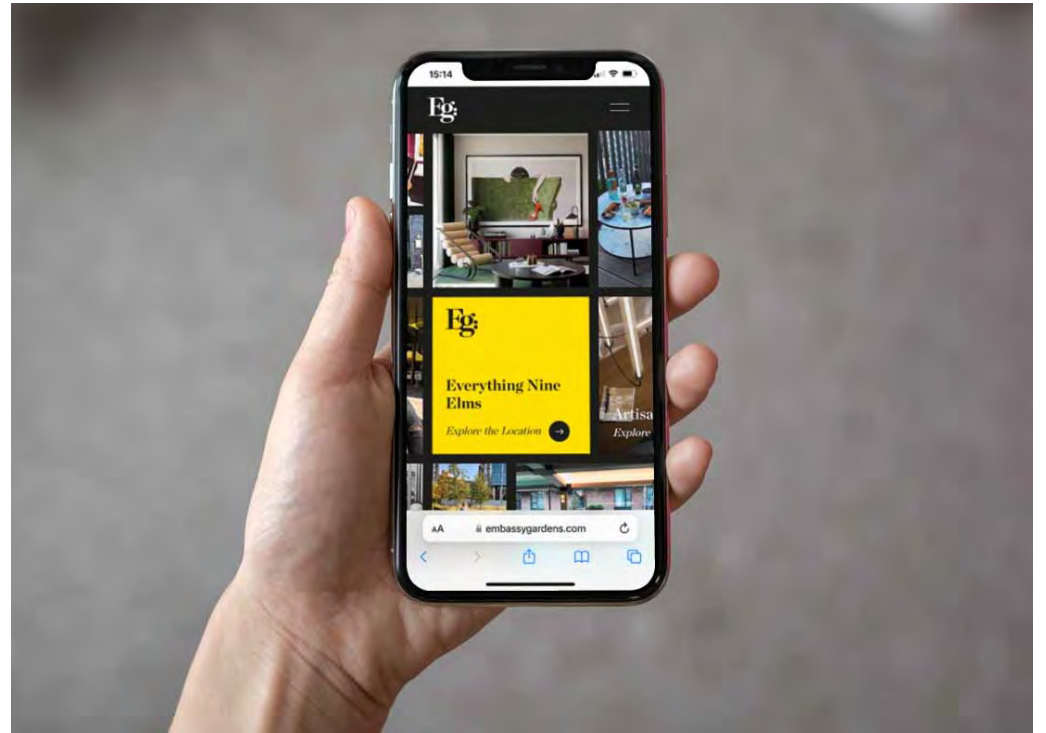
Lifestyle book
Website & film
Advertising campaign
Branded onsite experience
Social Media Campaign

www.embassygardens.com



Case Study/02

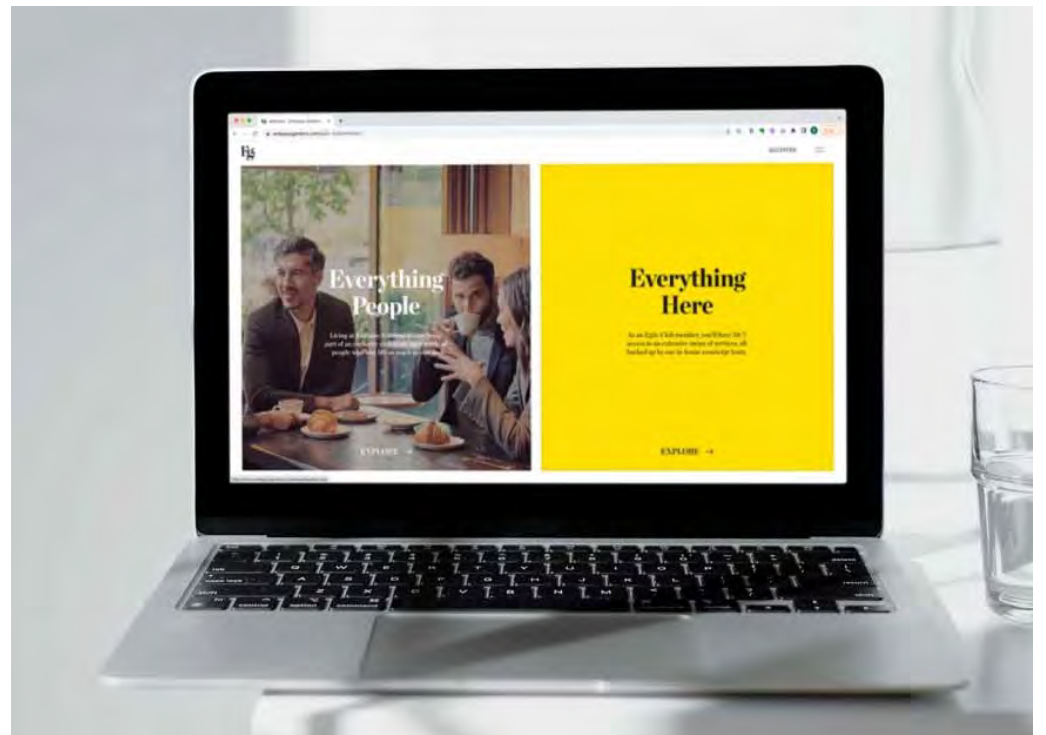
“The launch of SkyPool went viral globally and made the new Embassy Gardens website the most visited property website of the year.”



Challenge/

As Ballymore prepared to launch the final phases of its landmark Embassy Gardens development - including 160 apartments, 21,000 sq ft of office space and new retail units - they needed to get the attention of buyers and businesses in the market for a premium offering during a time of Brexit and pandemic uncertainties.

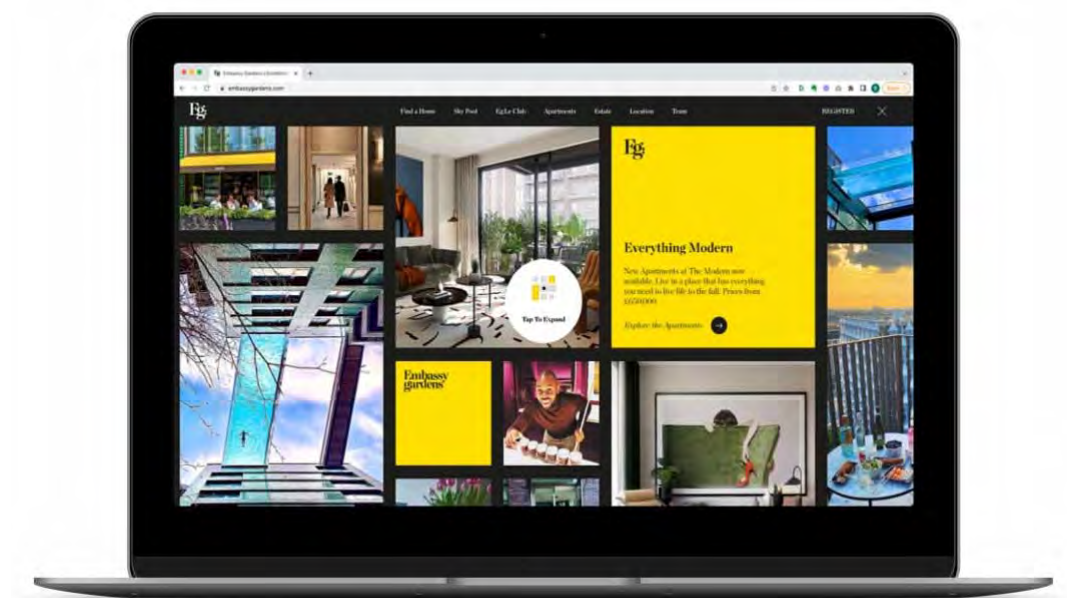
Embassy Gardens' 35m-high, transparent SkyPool has made a splash globally. Less well known is the fact that the development is home to a huge menu of other high-calibre lifestyle amenities. And it's the residents and the people behind the amenities who really set this place apart.



Solution /

We created a campaign focused on quality, abundance and, most importantly, people - emphasising the benefits of becoming part of a like-minded tribe in a city-centre neighbourhood where everyone knows you by name.

To support apartment sales, we developed an identity and brand proposition for the final residential building, focused around a younger demographic and a love of contemporary design - The Modern. And we expanded an existing residents' club concept to be about access to life-affirming service and wellbeing amenities on offer as well as the great social spaces and events.





“The ‘Everything’ campaign spotlights the compelling neighbours, friendly retailers and attentive staff that make Embassy Gardens such a vibrant place to be.”

—Anna Sodupe/ Creative Director



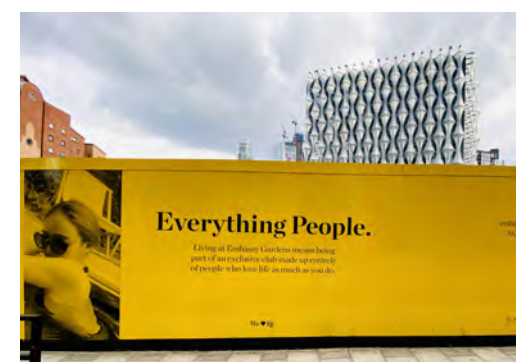
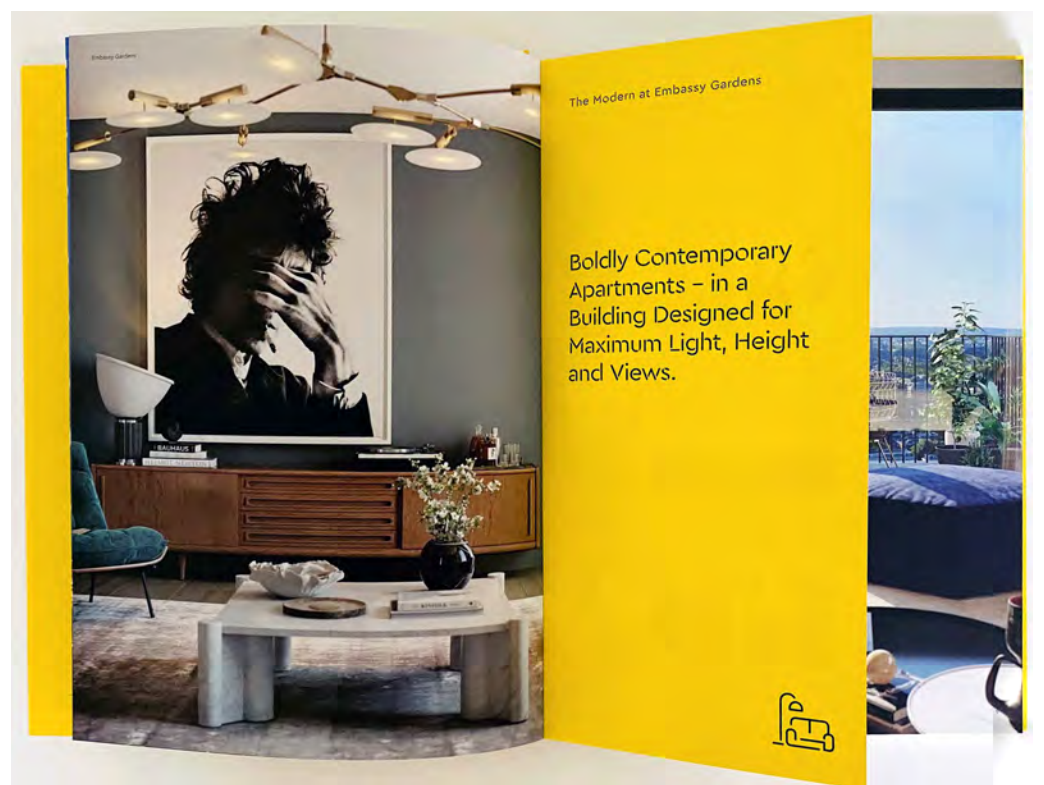
Case Study/02

Results /

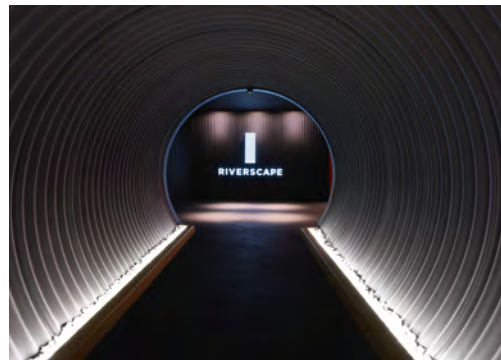
45% of apartments at The Modern sold within a month of the virtual launch, while sales of remaining apartments in the legacy buildings and lettings of commercial units also ticked sharply up. The digital-centric campaign gave new residents and business occupants instantaneous access to the Embassy Gardens community in a way that could continue even after everyone had moved in.

“The brand idea that’s big enough encompass a lifestyle amenities menu that soars above the norm? Happiness in all its many forms.”

—Martin Jaques



Case Study/03



“We created friendly and factual communications to explain the location, amenities and everything that sets life at Riverscape apart.’

Martin Jaques

Campaign: Connected & Set Apart: Riverscape

The residential property campaign designed to pique buyer excitement around the final phase of a huge development - by cultivating a sense of inclusive luxury and connectedness.

We delivered:

Lifestyle book
Website & film
Advertising campaign
Branded onsite experience

www.riverscape.com



Case Study/03



Challenge/

Royal Wharf in Southeast London is one of Ballymore's largest and most successful mixed-use developments to date. In preparing to launch the final 400 apartments, Ballymore wanted to generate maximum possible value from the project and spark fresh excitement among buyers already familiar with the Royal Wharf brand.

Giving the apartments their own identity as a new riverside landmark was an obvious choice. But this needed careful treatment as the apartments share amenities - including fitness, high-street retail, social spaces and an Ofsted ranked 'Excellent' school - with the 6,000 people already living at Royal Wharf. Also, the 'Royal Wharf' name appears throughout the district, including on a new river boat pier, reflecting the scale of Ballymore's placemaking and infrastructure investment. So the new brand needed to complement, rather than compete with the already established brand.

We delivered:

Lifestyle book
Website & film
Advertising campaign
Branded onsite experience

www.royalwharf.com





Solution /

We came up with an identity and communications strategy which positions the 400 apartments as a new premiere landmark within - but distinct from - the wider Royal Wharf neighbourhood. And we worked closely with Ballymore to create digital and offline communications that explain, in a friendly and people-centric language, what's special about Riverscape and the benefits of having the whole of Royal Wharf on your doorstep.

Expertise and community spirit were central themes of the sales and marketing campaign, which included social media posts designed to bring people together and demonstrate a neighbourhood-within-a-neighbourhood feel.

Results /

80 apartments sold in the first weekend after launch, and the development became Ballymore's most successful property launch of 2021. And the brand ideas and identity behind this part of Royal Wharf continue to shape a style of living that's fully connected to Royal Wharf yet set apart, with its own distinct sense of place.



Case Study/05



“Jaques Vanzo transformed our ideas for a business into a kick-ass brand that’s different to everything else out there.”

Morten Sondergaard
Neighbour Founder

Neighbour. Changing what it means to come home to a rented apartment.

Neighbour wasn’t the first to spot a vast, emerging opportunity in the market. We’ve helped them turn lateness to market into a strength.

We delivered:

The name ‘Neighbour’
Brand proposition
Tone of voice & visual identity
Brand website & book
Corporate communications



Case Study/05



“Neighbour is on a mission to create the very best rented apartment-living communities that the UK, and maybe the world, has ever seen.”

Luisa Vanzo
Jaques Vanzo Founder

Challenge /

High house prices and changing lifestyles have sparked huge growth in the UK’s private rented sector. It’s been growing at a rate of 260,000 new households every year, leading to a shortage of affordable homes. By 2014, property companies were tripping over themselves to fill the gap by offering new-build, managed rentals - a new concept in a country where renting has long meant amateur landlords and poorly maintained Victorian conversions.

Seeing an opportunity, the team behind one of mainland Europe’s largest professionally owned and managed rentals portfolios decided to set up a new business in the UK. Their goal? To leapfrog the market’s early entrants and quickly become the go-to brand for mid-market rentals nationally. They asked us to come up with a brand proposition, identity and marketing materials to give their business a distinctive personality and a challenger’s competitive advantage.

Solution /

Inspired by the radical step-changes that brands like Easyjet and AirBnB have brought to their sectors, we thought this new brand would have the best chance of succeeding if it did the same for rented housing. It would mean harnessing new technologies, lateral thinking and collective buying power to give all kinds of people a better style of living for less money. More control over their lives. Exceptional modern design. And a more neighbourly vibe. We suggested the name Neighbour to instantly evoke this individually empowered but connected style of living. And we came up with a book’s worth of economically viable innovations to make the concept fully tangible and real - long before the foundations had been laid at the first Neighbour locations.

Results /

The message resonated strongly with investors, not least because it supported a business model focused on long tenancies, which reduces business risk. Neighbour quickly secured the venture capital they needed to pilot the concept in near-prime areas of London. They plan to introduce 10,000 Neighbour-branded apartments around major UK cities within five years - to become the biggest name in a vast, emerging market.

Neighbour Brand Book



Neighbour Brand Book



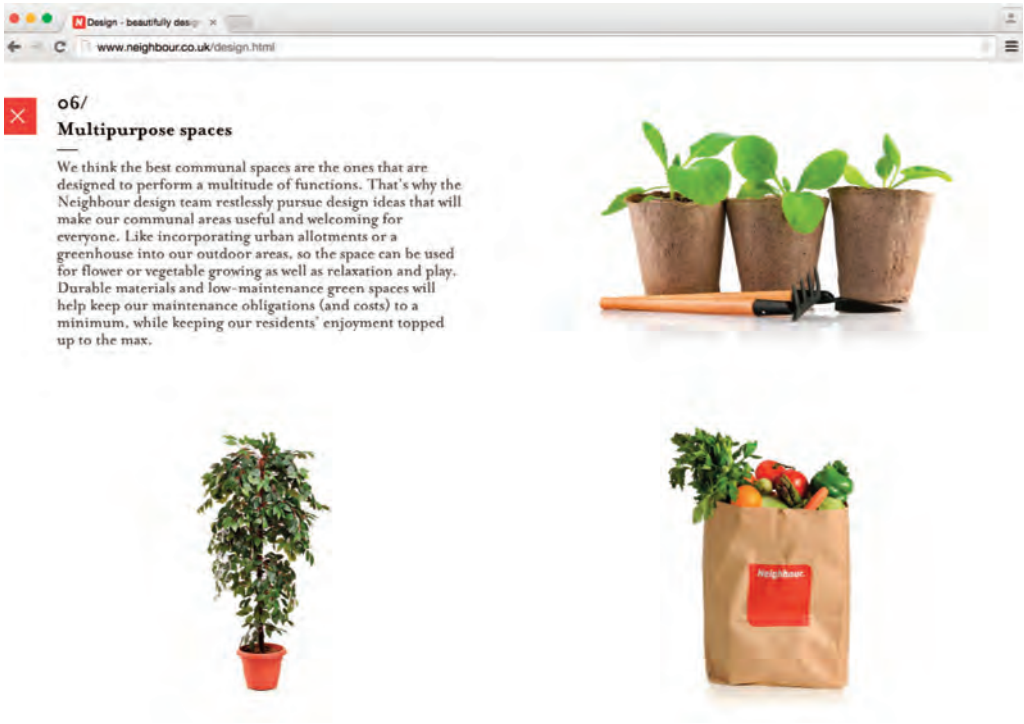
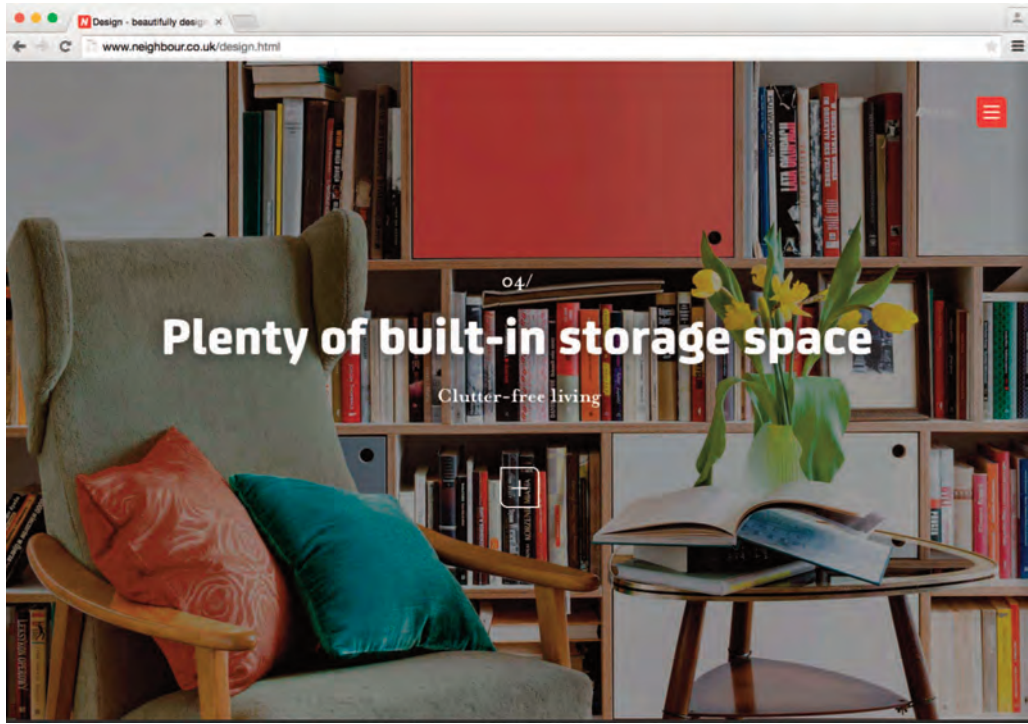
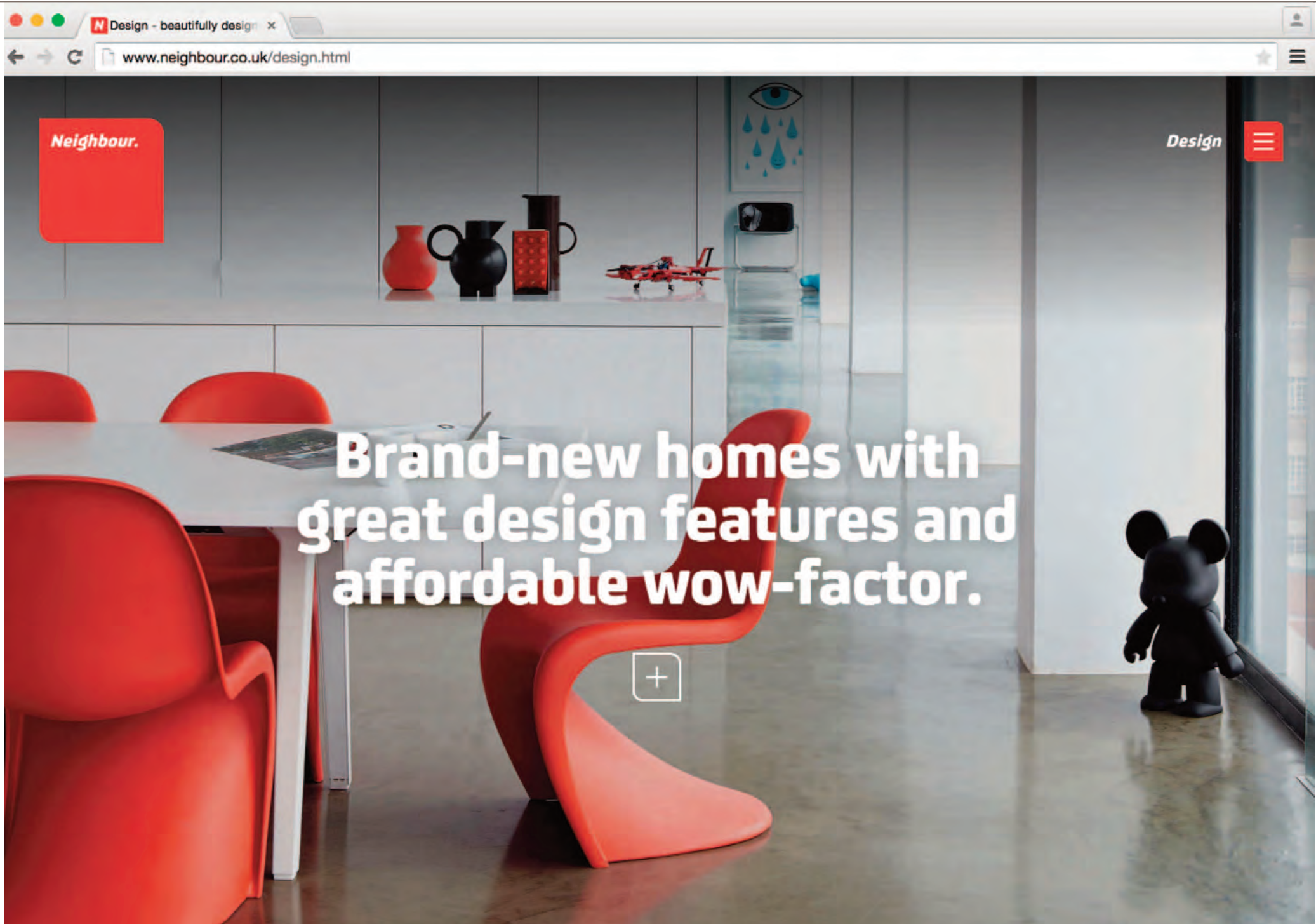
Neighbour Brand Development



“Neighbour offers a style of living that many people will love, at prices that many people will be able to afford.”

Kirk Pickering
Neighbour Founder





Case Study/03



“Every aspect of the campaign reinforced the benefits of owning a home in this well-managed development.”

Bob Bentley/ Head of Digital

Campaign: ‘Your life made easy’: Royal Wharf

The campaign that’s helping young homeowners fully envision their life at Ballymore’s Royal Wharf – even as the expansive development is still taking shape.

We delivered:

Lifestyle book
Website & film
Advertising campaign
Branded onsite experience

www.royalwharf.com



Case Study/03



Challenge/

Mixed-use developments don't get much bigger than Royal Wharf: over 3,300 new homes and 4,750 sq ft of retail on 40 acres of riverside real estate. Building a new 'town within a city' on this scale takes years to complete. Which raises a particular kind of marketing challenge: how to keep the dream alive when buyers visit a site that's only partially realised?

Solution /

We created a multi-channel campaign that guides Royal Wharf prospects through the benefits of living in a managed, modern development where everything you need is just around the corner. It's all about bringing this vast site down to a human scale - so that it feels more like home - while boosting buyers' awareness and excitement about retail openings and other Royal Wharf landmarks that are still in the works

Results /

By articulating the Royal Wharf brand and lifestyle in tangible ways, the campaign has helped to drive the next phase of sales - and defy Brexit uncertainties - by reinforcing the real value associated with owning a home in a managed neighbourhood.

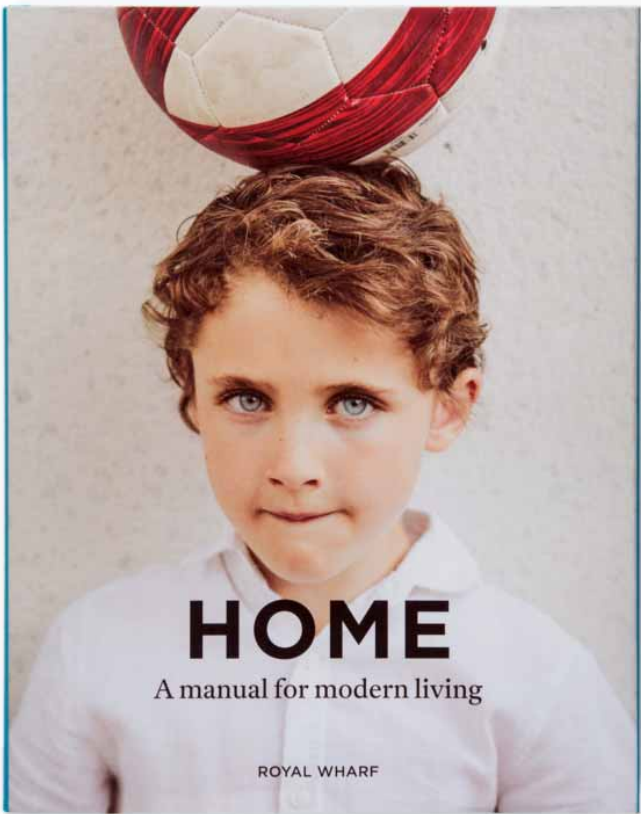




‘By the time prospective buyers arrive at the site, they’ve already bought into the idea of the development.’

Roger Black
Ballymore Group

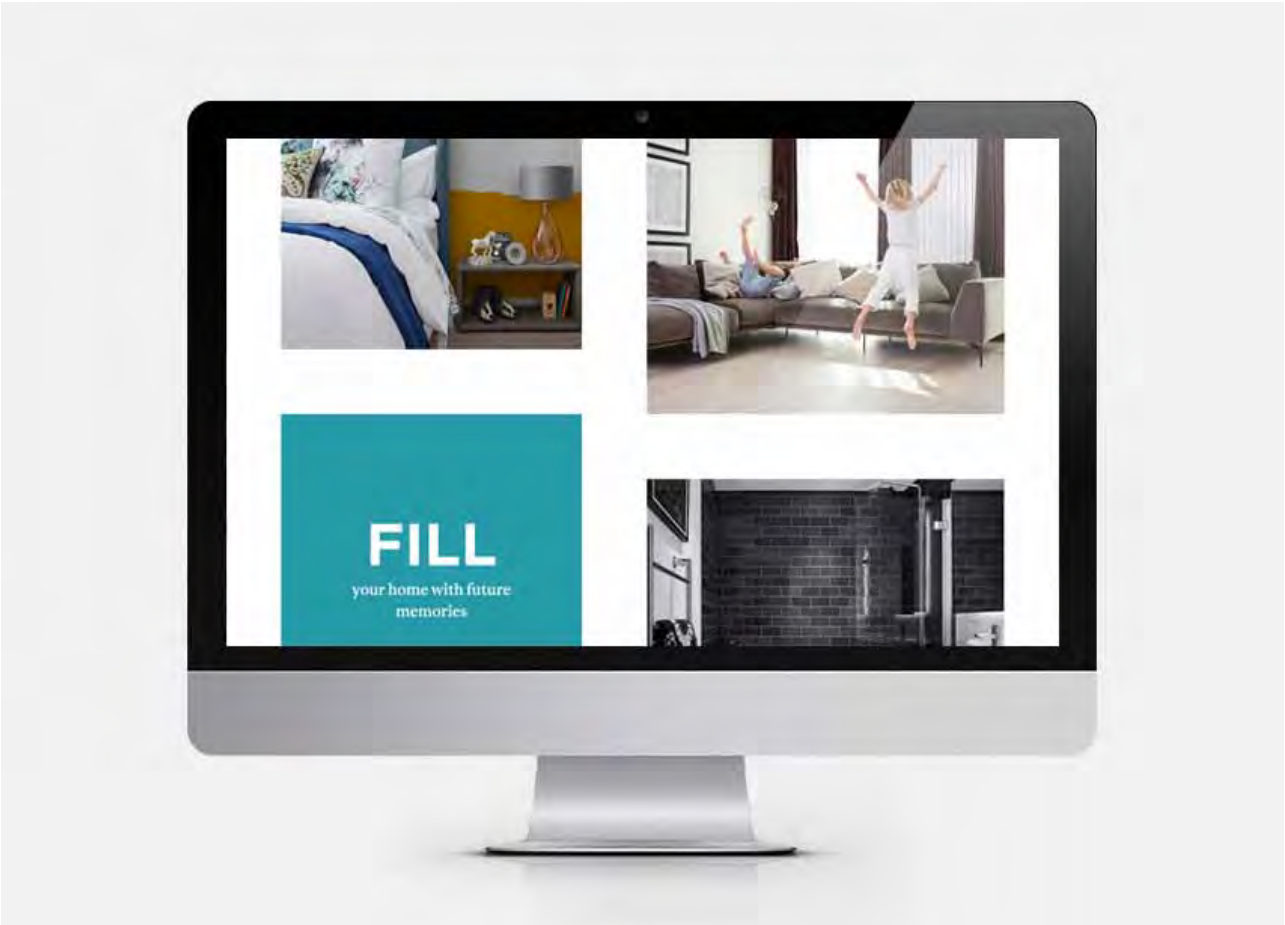
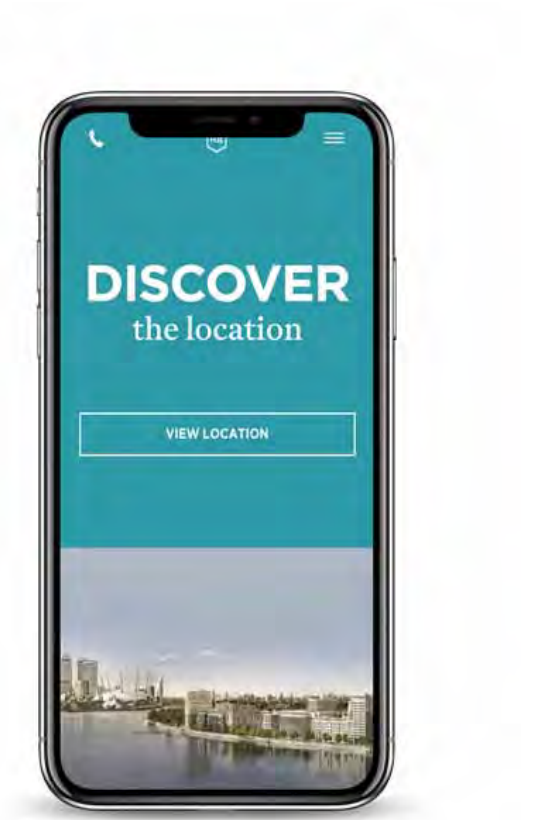




“Royal Wharf: a whole neighbourhood that’s been designed around you.”

Padraig Hanly
Ballymore Group





Case Study/04



“Farringdon is London’s latest hotspot for business. The reason is simple: it’s a great place to work, with a personality all of its own.”

Matthew Bonning-Snook
Helical PLC

Helical PLC: Kaleidoscope ‘Colour, motion and shape’

Meet Kaleidoscope: the new Central London office building that has it all – location, transport and high-quality design.



Case Study/04



Challenge/

Perched above a new Crossrail station, Helical's new 90,000 sq ft office building in Farringdon will soon be one of the best-connected workplaces in Europe. It's also in a high-growth, highly desirable neighbourhood. And the building itself offers a sleek take on warehouse style architecture, fully updated for the way businesses need to work today.

Helical asked us to create branding, positioning and lettings communications for the development.

Solution /

We worked with Helical to develop an identity that's all about abundance - Kaleidoscope. And to articulate the building's and location's many strengths, in ways that speak to the needs and goals of a high-value commercial tenant.

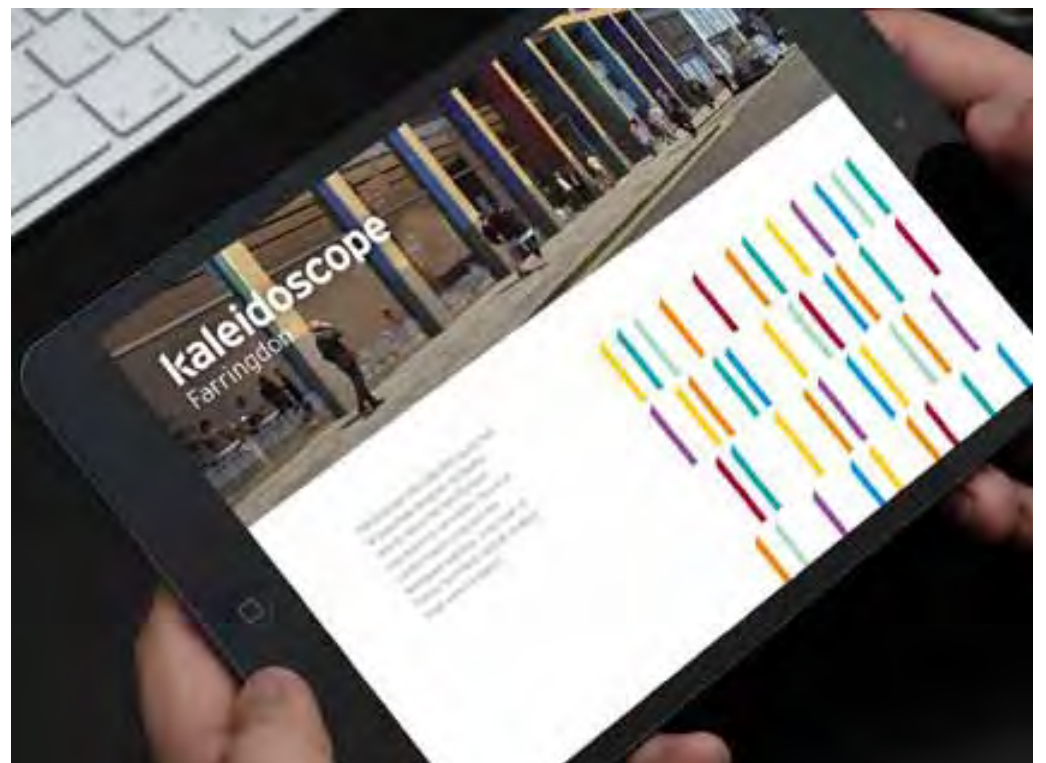
Results /

It's helped this new building to stand out in a crowded marketplace, while also carving out Kaleidoscope's individual character as a new Farringdon landmark.

We delivered:

- Marketing book
- Website
- Films
- Hoarding
- Marketing emails

www.kaleidoscopefarringdon.com



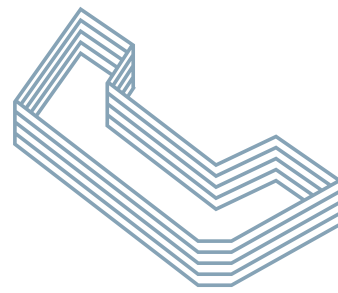


“At Kaleidoscope, we’ve set out to create a new building appropriate to this landmark position, directly above one of London’s most important new transport hubs and at the heart of one of the city’s oldest and most interesting neighbourhoods.”

Matthew Bonning-Snook
Helical PLC



Case Study/04



C | Space



“Virtual development techniques showed how hotel and residential design ideas could be infused into C Space, to encourage daily connections and collaborations.”

Matthew Bonning Snook
Helical Bar Plc.

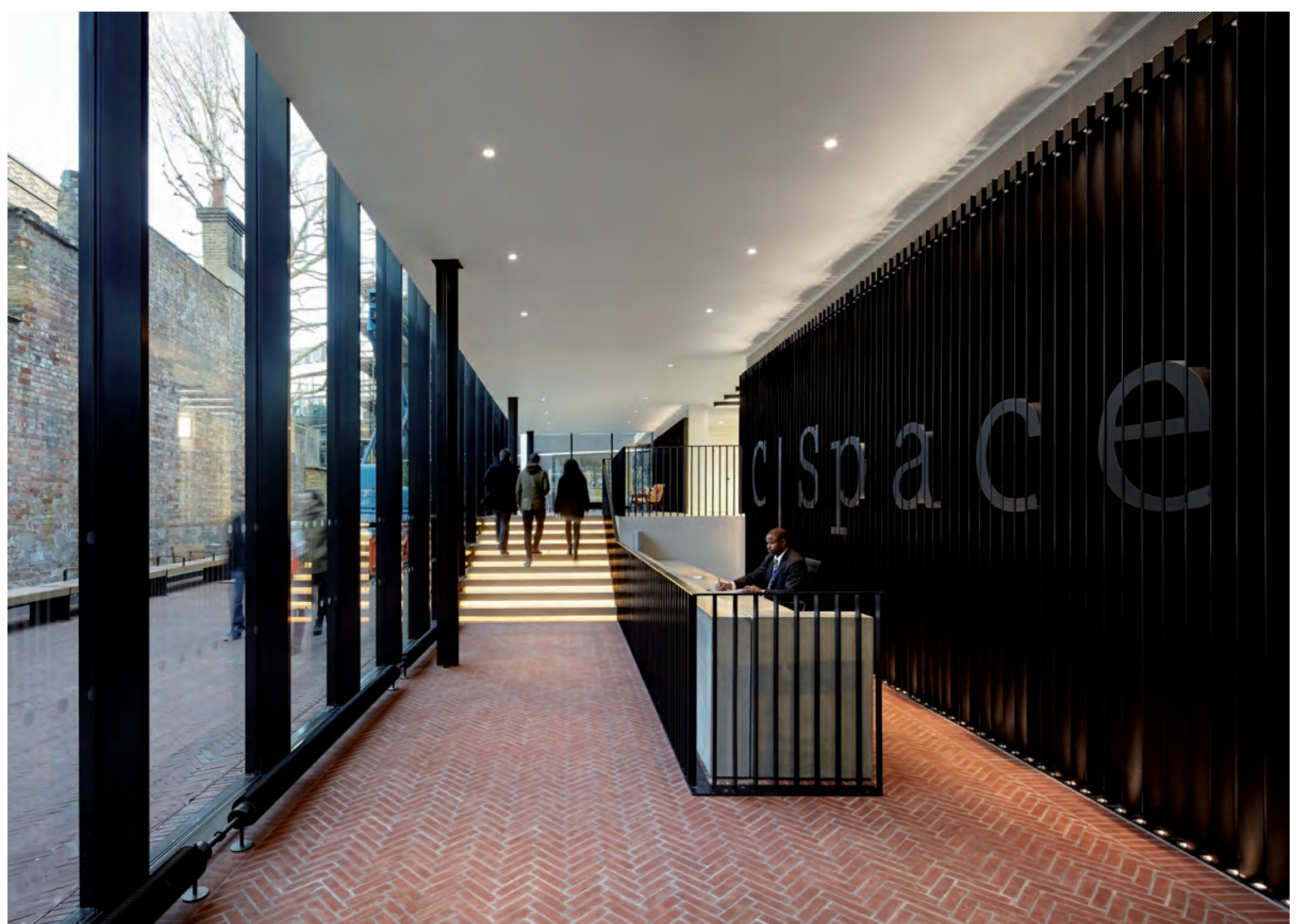
C/Space From impenetrable 1960s building to truly open workspace.



Excavating the story of this mid-century building was the first step. It provided the foundation for a premium brand: C Space.

We delivered:

- The name ‘C Space’
- The C Space story
- Visual identity
- Interiors & courtyard design
- Hoardings design



Case Study/04



Challenge /

When developers Helical Bar bought the building at City Road and Epworth Street in 2013 it was unloved and unwelcoming. They set about converting it into 21st century office space, with a view to attracting prime commercial tenants and so maximising per-square-foot rent and securing long tenancies.

They asked us to help them brand and market the project. With more and more companies seeking to tap into the creative vibe of Shoreditch, our task was to make this former carpet factory as attractive as possible - by helping Helical transform it into the ultimate Shoreditch creative address.

Solution /

We came to think of the building as the bricks and mortar equivalent of an open network - a place where flexible working could happen easily and in the truest sense. That meant creating new kinds of communal spaces, to seamlessly facilitate the sociable working style that creative companies depend on. Virtual design helped to make these ideas compellingly real for pre-completion marketing. We suggested using the building's cap-C shape as a device to start conversations about the building's history and rebirth. And we positioned this unique story as the centrepiece of the development's marketing strategy.

Results /

Months before redevelopment works had completed at the site, one of the world's largest advertising groups signed a 15-year contract to occupy 75% of C Space. The key deciding factor behind the deal: the creative vibe and setting of C Space would help the group's advertising agencies recruit top creative talent, and so continue to thrive in the future.





C/Space Horading
C/Space Maquette and CGI

The C/Space Book



The **C/Space** Website



Case Study/06



‘This building sits prominently at the heart of Embassy Gardens overlooking the River Thames, Linear Park and US Embassy. We believe Penguin Random House is the ideal tenant given its strong brand and reputation.’

Ballymore: One Embassy Gardens ‘Build your own business case’

Promoting One Eg, the new workspace building at Ballymore’s Embassy Gardens - with an easy and compelling menu of the development’s many business benefits.

John Mulryan, Managing Director, Ballymore



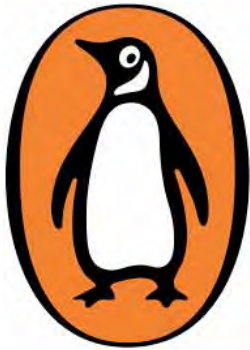
We delivered:

One Eg book
Hoarding design
Website

www.oneembassygardens.com



Case Study/06



‘We want to use our new workspace to build a creative culture for the future that will help us to attract and retain the very best talent.’

Tom Weldon, CEO, Penguin Random House UK

Challenge /

In Nine Elms, Central London’s vast new opportunity area on the Southbank, only one new workspace building overlooks the jewel-like US Embassy: One Eg, in the heart of Embassy Gardens.

Ballymore wanted to attract world-leading tenants to this landmark new building. They asked us to create a suite of marketing collateral capable of doing just that.

Solution /

We put the focus firmly on the business benefits. And made it easy for prospective tenants to craft a bespoke business case for internal meetings and conversations - helping them make the case for moving in to this exceptional building in Central London’s newest and biggest transformation zone.

Results /

Over 80% of One E.g. was pre-let to leading publishers Penguin Random House and DK Publishing. Ballymore later listed the 156,000 sq ft building for sale with an asking price of £160m.



Case Study/07



“Jaques Vanzo has been instrumental in building the Yoo brand in the last nine years. We have a shared history. Prior to Yoo we created the whole look of the Manhattan Loft Corporation together. So we have shared values - that’s key. They think like us.”

Yoo The worldwide property brand that knows it’s all about you.

Yoo’s singular focus on the individual has been one of the secrets of the brand’s remarkable worldwide success.

We delivered:

The name ‘Yoo’
Brand proposition
Visual identity
Sub-brand development
Brand guardianship

John Hitchcox, Philippe Starck
Yoo Founders



Case Study/07

yoo



“Jaques Vanzo digs deeper into marketing strategies and understands the day-to-day problems developers face in reaching their target markets. They cut through to the core issues very quickly.”

Challenge/

When Philippe Starck and John Hitchcox approached us in 1999, they'd had an idea to create a new worldwide property company. It would be a meeting of minds. A celebrated designer and great developer merging their talents to create truly exceptional homes.

The new company needed a brand proposition, name and corporate identity. Given the playful chemistry and prolific modernism of its two founders, there was no question this would be a brand that broke moulds and challenged conventions. The question was how.

Solution /

In the conservative and impersonal world of property marketing, we saw an opportunity to inject a new level of humanity and warmth. At the heart of this new venture would be a democratic commitment to the individual. An understanding that property should be all about you - your home, your personality, your happiness. The brand name Yoo was chosen as the simplest and most universally recognisable expression of that proposition.

Results /

Yoo has gone on to become one of the world's most successful international property brands. They've created over 10,000 apartments in 34 countries and have successfully expanded the brand to offer everything from hotels to home furnishings. In 2012, Yoo generated editorial coverage worth more than £33 million

James Snelgar

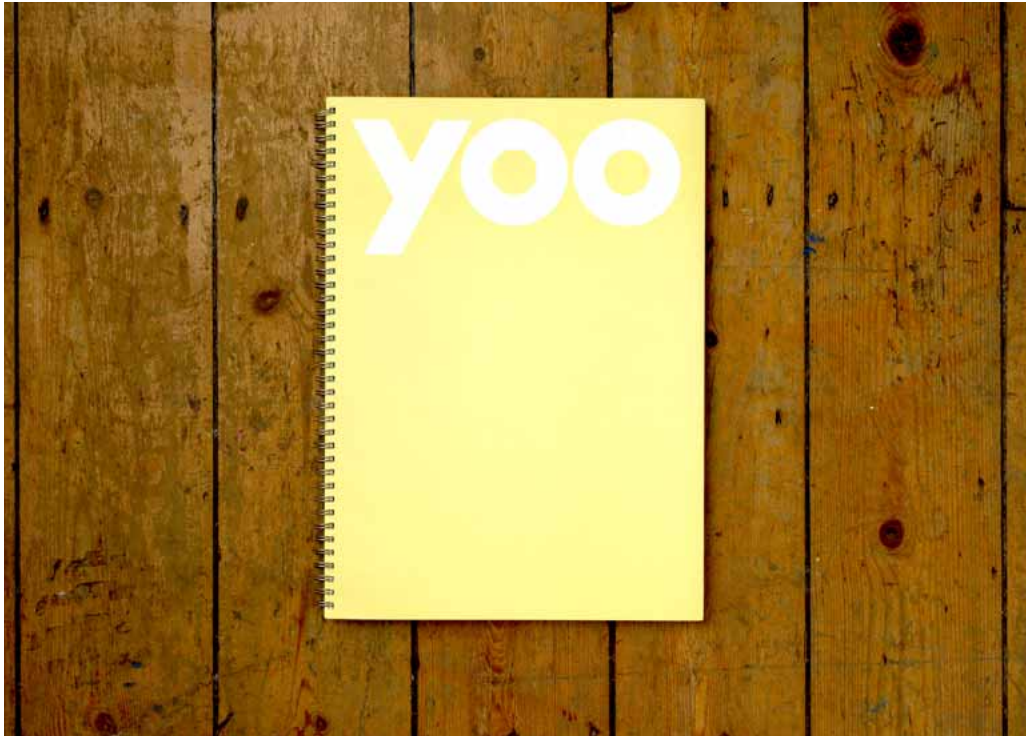
Global Business Development
Director, YOO



Philippe Starck



Yoo Corporate Brochure





Yoo NW8 Hoarding/
Yoo Book



“Maverick French designer
Philippe Starck is on a mission
to change home-buying habits
around the world.”

Wall Street Journal

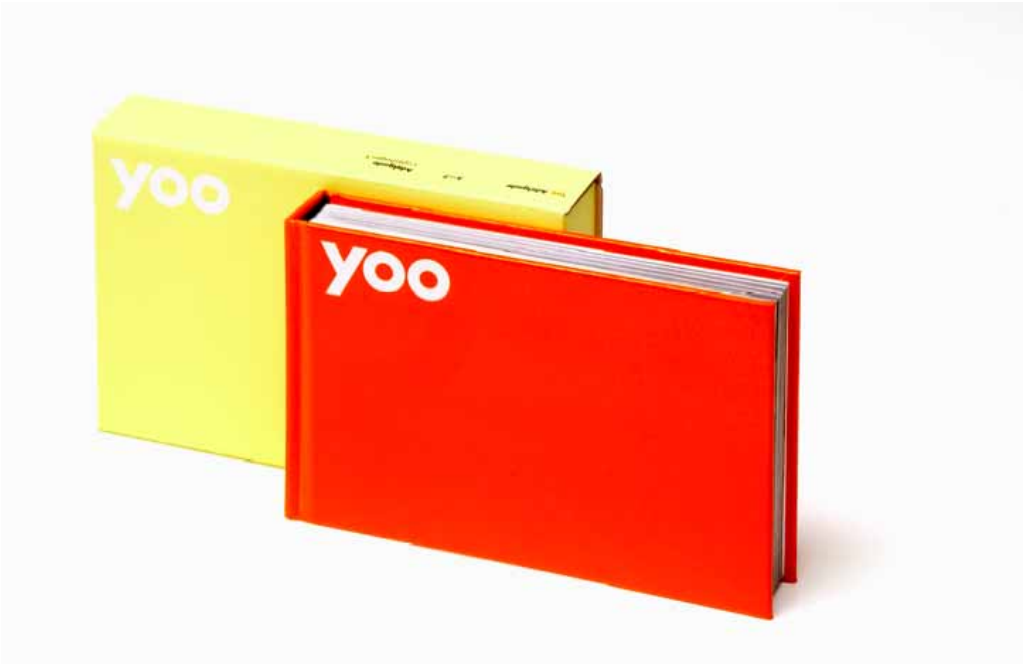


Yoo Adelgade Book



“Many design agencies are design only and not strategy and integration. Jaques Vanzo creates a design and communication platform that produces results.”

Claus Moseholm
Communication Manager
Yoo Denmark

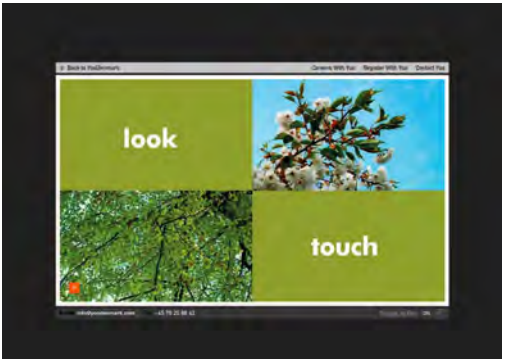
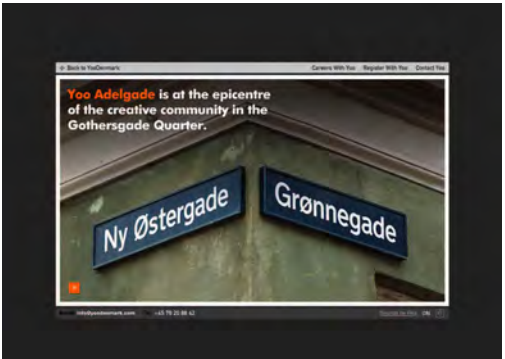
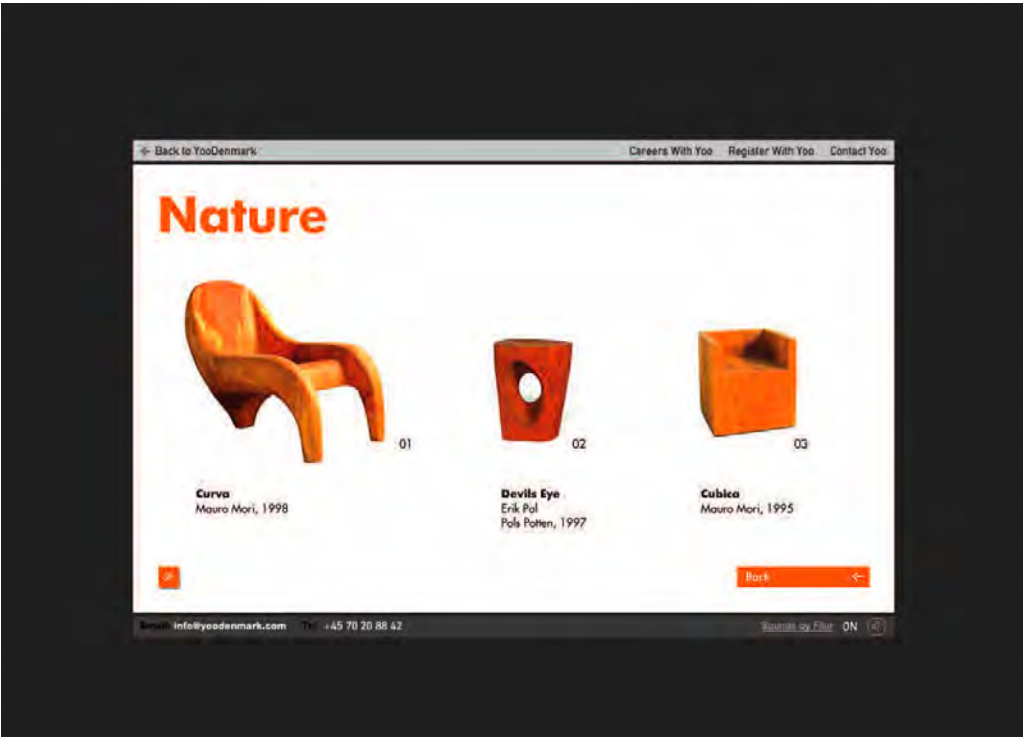
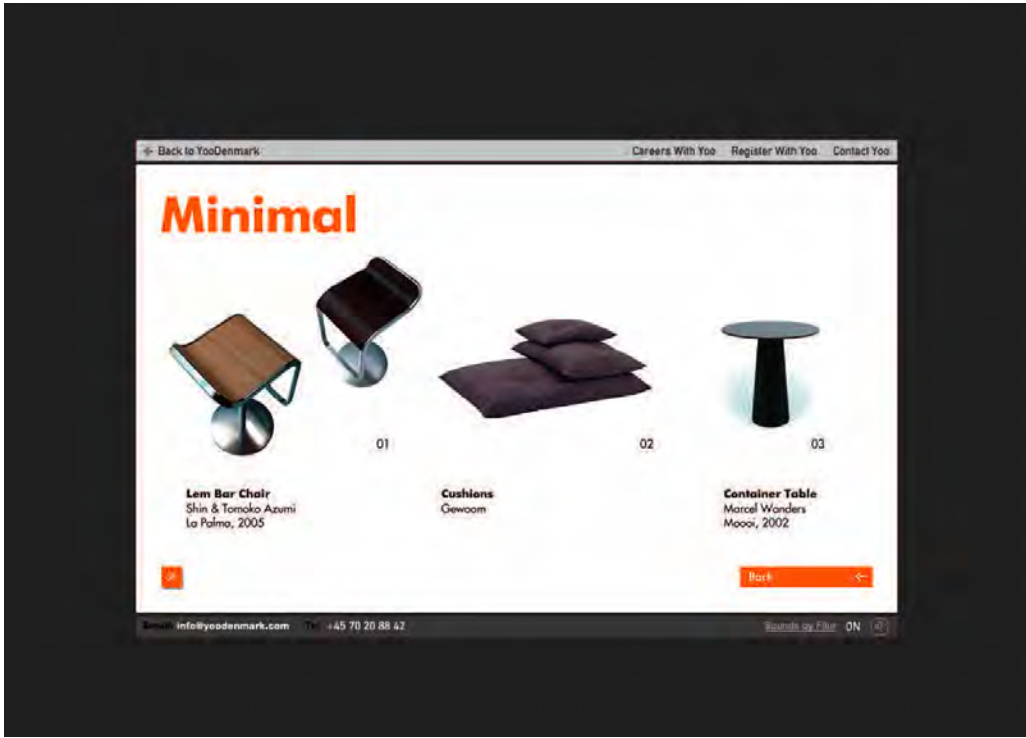
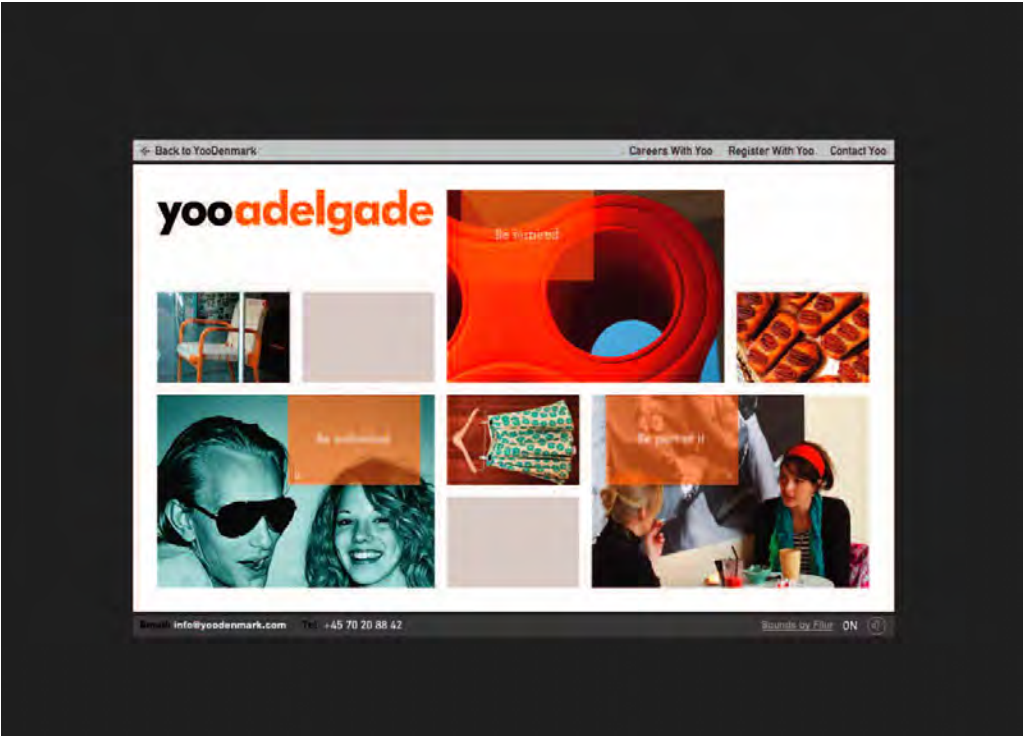
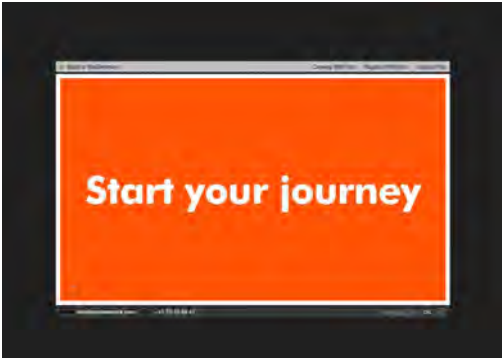
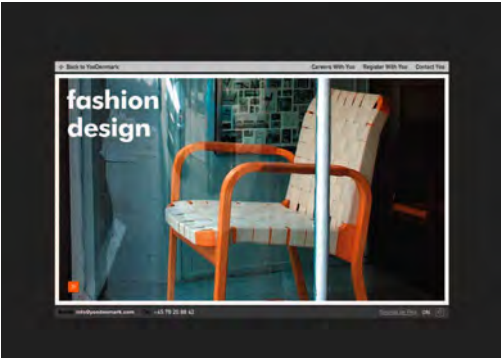


Yoo Adelgade Poster/
CD/
Invitation





Yoo Adelgade Website



Case Study/08

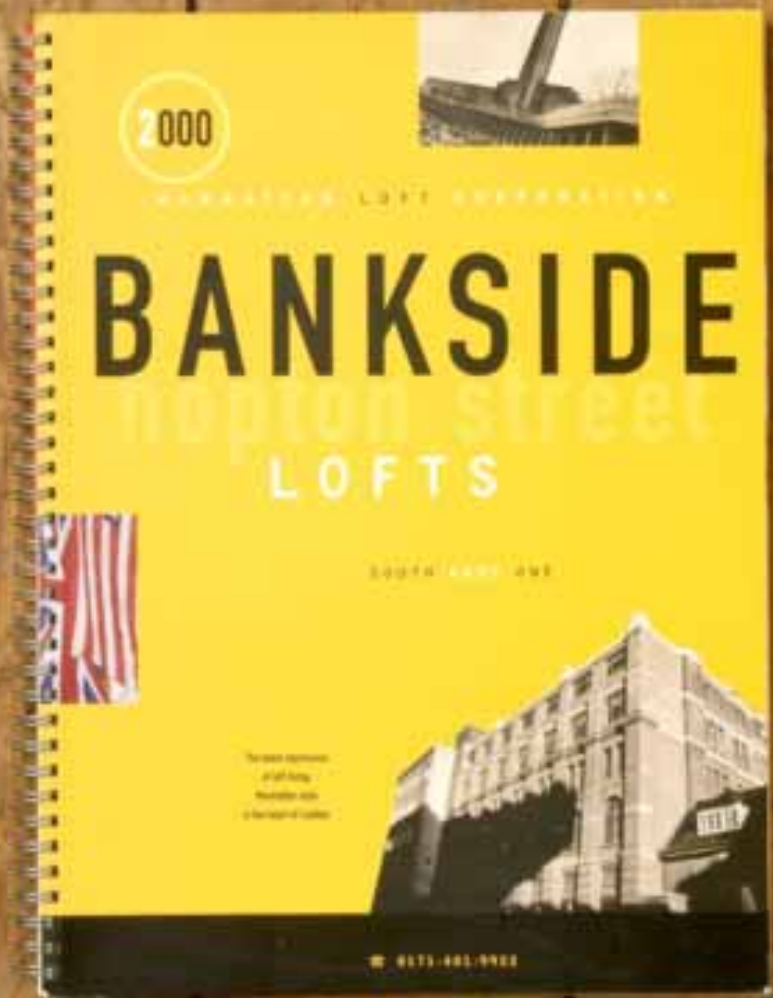
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MLC



“When I launched Manhattan Loft Corporation I endeavoured to set it apart from all other property development companies, an ambition which I believe we achieved not only through pioneering the lifestyle concept which we now know as loft-living but also through my vision for each unique individual development.”

Harry Handelsman
MLC Founder & CEO





Bankside Invite/
Manhattan Loft Corporate Brochure

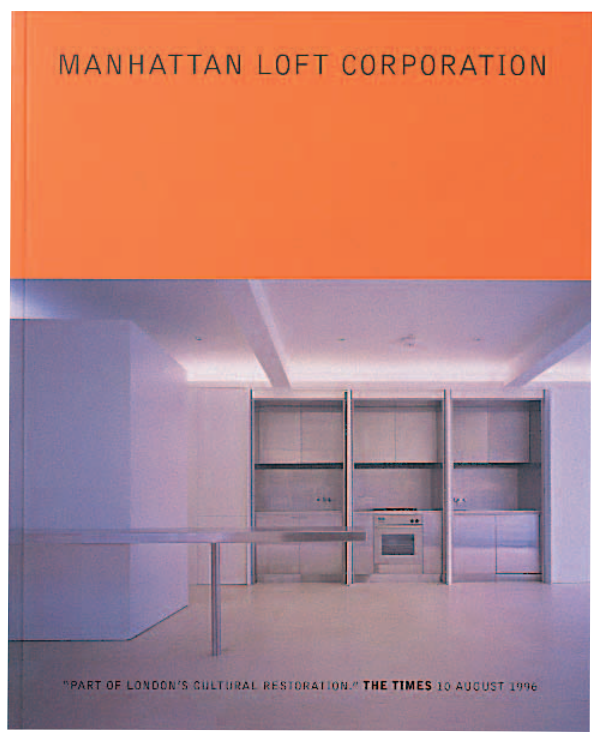


“Bankside Lofts is an iconic, characterful landmark for London’s South Bank.

Neighbouring the Tate Gallery of Modern Art, Bankside Lofts was at the centre of one of Europe’s most important regeneration projects to date. The project was part of the revival of the South Bank area into the cultural hub of Europe that it once was during Shakespeare’s time, a period when theatres began to appear across the outskirts of London, most notably in the liberty of Southwark.

Together with the nearby Tate Modern, Bankside Lofts was key to regenerating the area as the artistic and cultural core that it has been throughout history.”

Piers Gough
Architect, CZWG



**The Factory Brochure/
The West India Quay Brochure**

“MLC helped trigger a design revolution”

Evening Standard



“The Harry effect has been truly radical: it’s moved London on”

Nigel Coaes
Architect and designer



Case Study/10



“We chose to partner with Jaques Vanzo because they instinctively understand the world of luxury brands. The aim was to get investors to buy into a brand and a vision. Jaques Vanzo have the experience and market insight to make that happen.”

Lodge St Germain/France Bringing a new lodge hotel and spa concept to life.

Andrew Whittaker
CEO
Lodge St Germain

Opening in the summer of 2010, Lodge St Germain is a new lodge hotel and spa, set in 140 acres of grounds in a hidden valley in Languedoc. It will include 79 suites, eight villas with private pools, a restaurant, bars, a Payot spa, a vineyard and an olive grove. Making that vision a reality meant attracting €25 million of investment. Jaques Vanzo was brought in at an early stage to work with the management team on the creation of the brand and market offer.

The project followed the three-stage methodology that we have employed successfully elsewhere: research, plan and develop. The initial phase unearths many of the key insights that drive the creative development. Through a series of workshops and interviews, we built a rich profile of the target audience. Our research identified authenticity and eco-awareness as being central to the spirit of the times - and it was important for Lodge St Germain to tap into that zeitgeist.

The second planning stage involved the creation of a brand name and a clearly defined set of key messages for each relevant audience (from investors to press and potential business partners). That gave us a clear narrative that would drive the final creative development stage. Every element shares a common spirit and a distinctive brand personality, which affects everything from the use of language to the tactile quality of the print materials. The result was a first for the industry. Lodge St Germain is the only luxury hotel to have gained approval from the prestigious brand Small Luxury Hotels of the World - even before it has been built and opened for business.



“From an architectural point of view, our aim was to create a sophisticated and understated environment that requires time and curiosity to reveal itself. The brand that Jaques Vanzo developed exactly mirrors this approach - there’s a common spirit running throughout.”

Chris Green
Architect, Amédéo & Associés



“Herbs, plants and minerals - the sources of life - are the pillars of Dr Nadia Payot’s laboratory research, and the basis of the products’ active ingredients. We are very proud to share these values with the Lodge St Germain brand. We have a common belief in quality, well-being and a respect for nature.”

Guillaume Widehem
Commercial Director
Payot



The Launch Material



“There is a lot less risk involved in developing a project virtually and then seeking the finance to make it a reality. We specialise in exactly that process. It’s about bringing a vision to life in a way that inspires an emotional connection - and ultimately a financial commitment.”

Luisa Vanzo
Partner
Jaques Vanzo



The **Lodge Saint Germain** Book



“What we look for is uniqueness, individuality and quality of experience. Lodge St Germain promises that in abundance. Every element has been brought to life with exceptional skill and attention to detail.”

Daniel Luddington
Director of Development EMEA
Small Luxury Hotels of the World





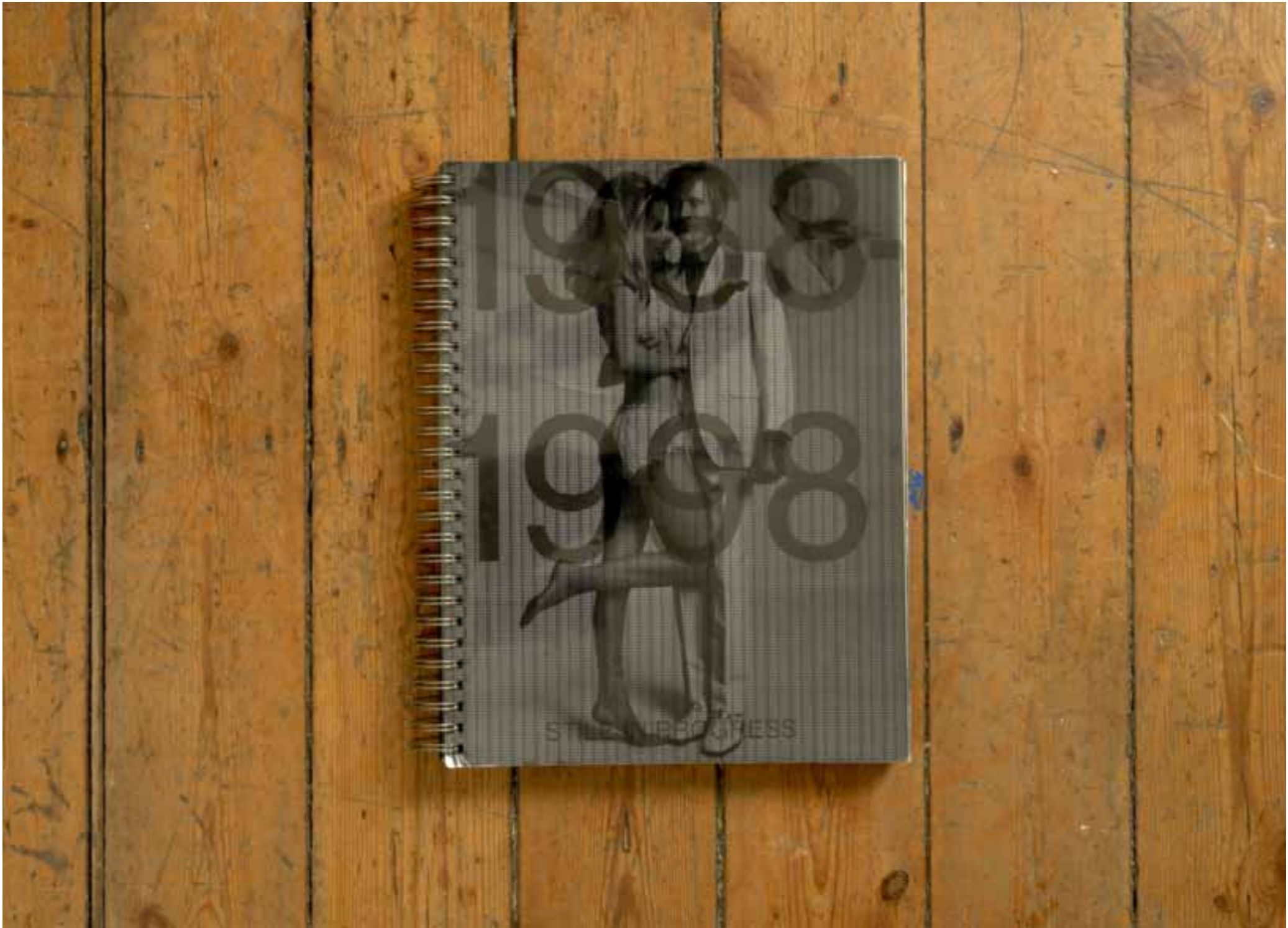
“Launching a brand like this is a great challenge. It needs to be rooted in a real understanding of the audience, and must feel consistent and convincing from day one. Jaques Vanzo have the experience to achieve that - the launch has been incredibly well received.”

Jasmin Pelham
Managing Director
JB Pelham PR

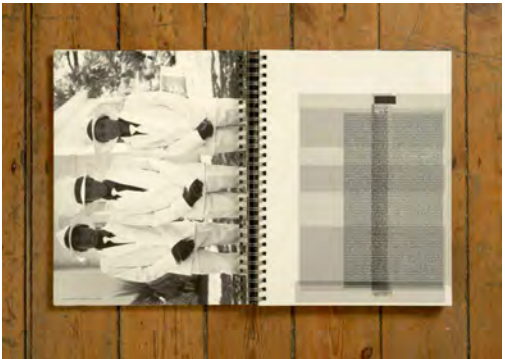
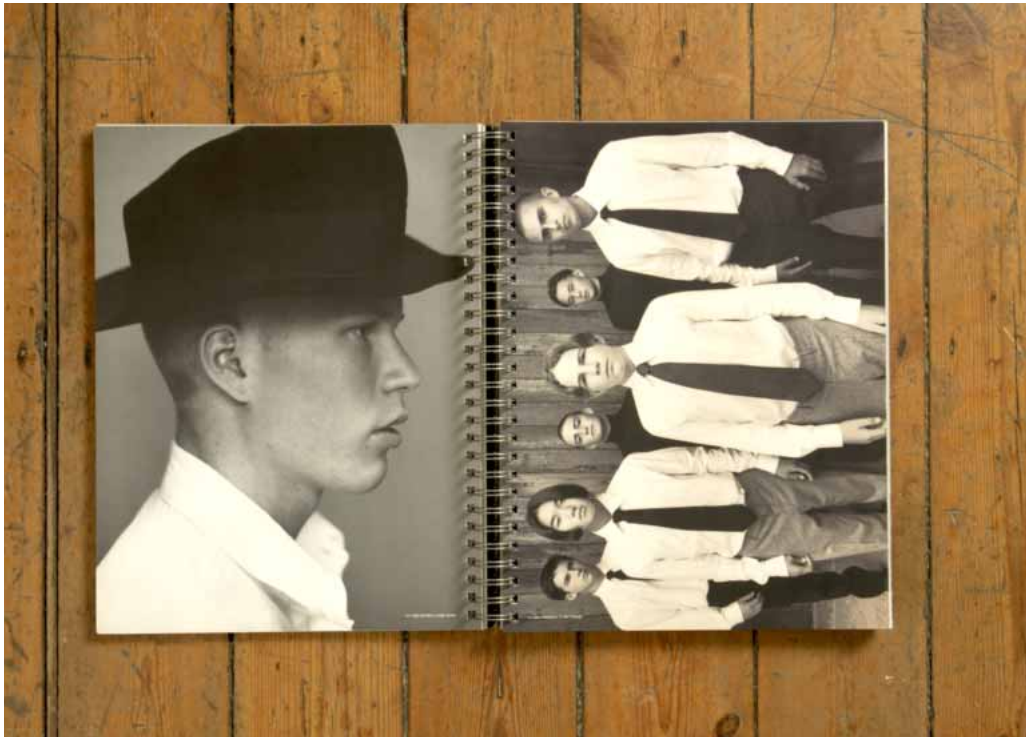
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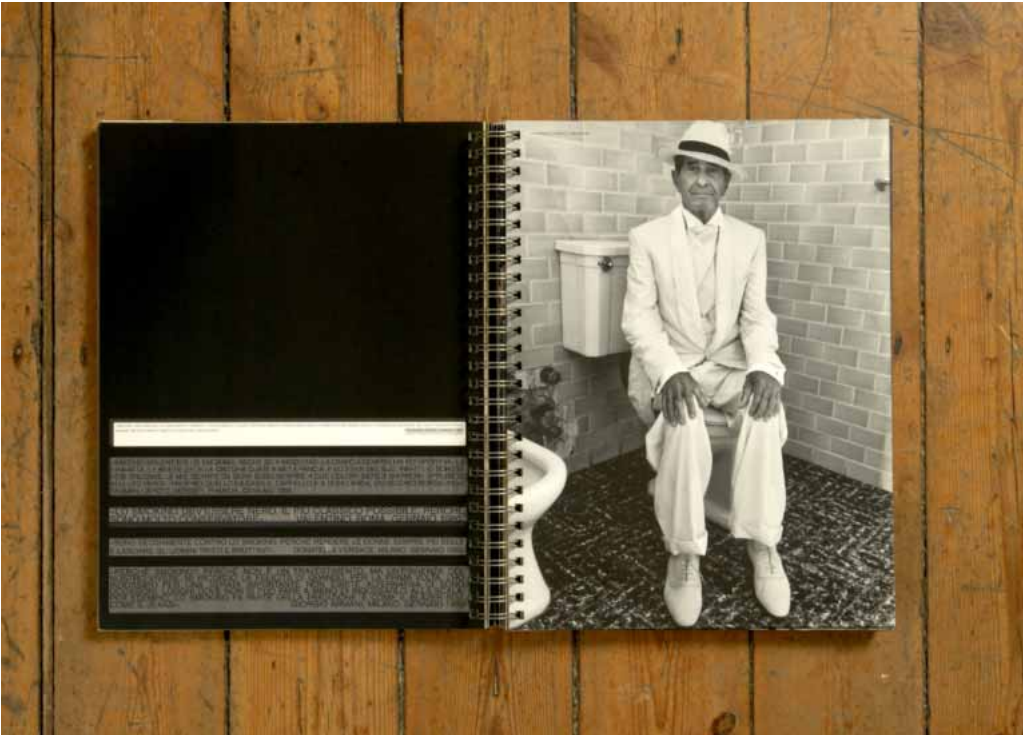
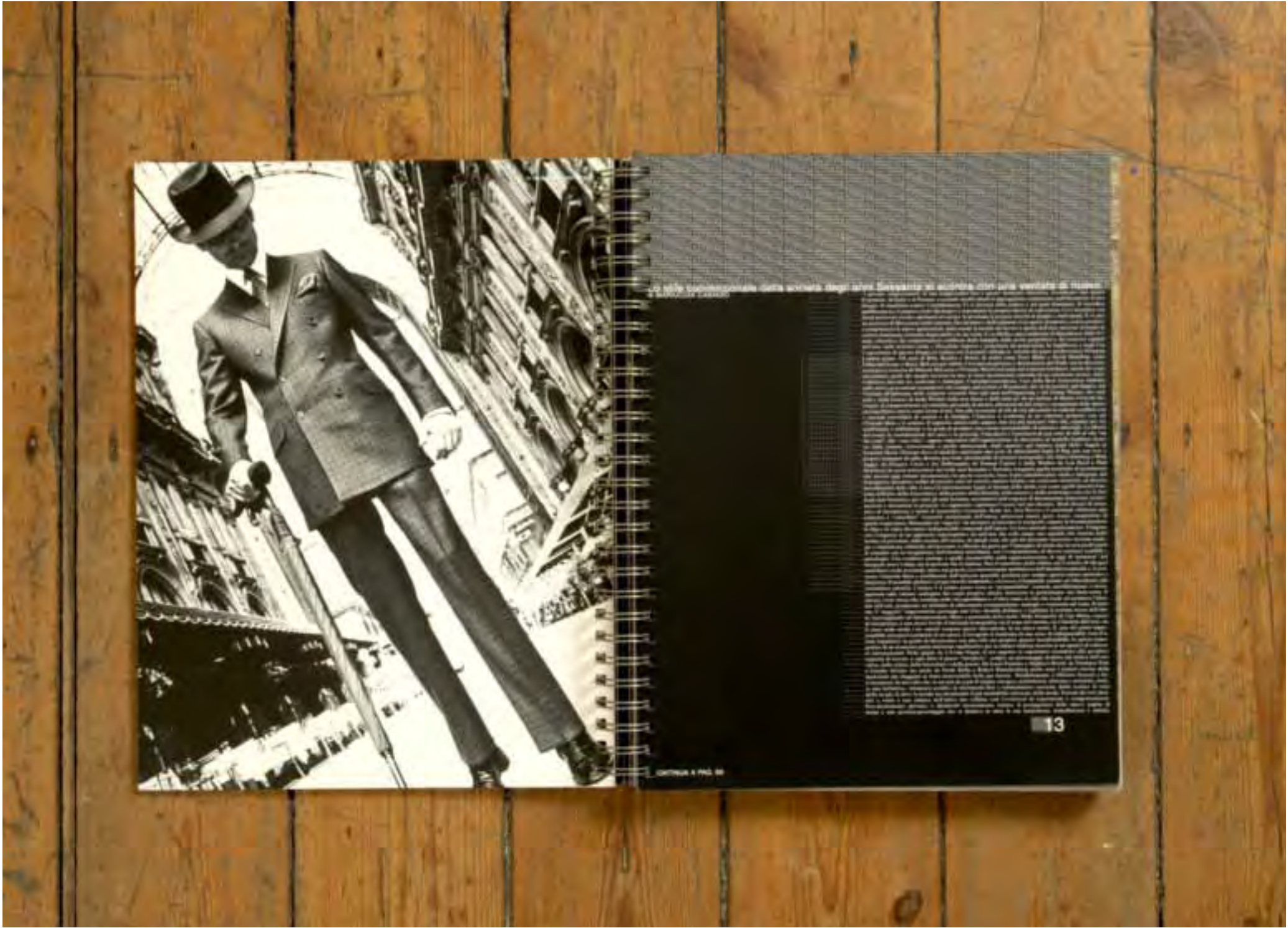
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L'Uomo Vogue



L'Uomo Vogue:
1968/1998
Celebrating the 30 years of
L'Uomo Vogue with a book
and an Exhibition





Our team



Martin Jaques

Martin Jaques has worked for more than 20 years as a design and brand consultant.

An experienced entrepreneur and business person, Martin works with clients at board level to clarify offer-to-market, brand positioning and brand strategy. He also takes a hands-on role in the creative direction of every Jaques Vanzo project.

Martin first became interested in graphic design and publishing while he was working for David Litchfield's legendary Ritz Newspaper in London. He went on to work as a designer for GQ, Esquire, W, and News Of The World.

He also worked for several London-based design companies before co-founding Jaques Russell, the branding and design company that he sold to Chime Communications PLC in 2001. He founded Jaques Vanzo in 2003.



Luisa Vanzo

Luisa Vanzo is Jaques Vanzo's co-owner and creative director. She has nearly 20 years of experience as a designer and creative consultant in Italy, London and internationally.

Luisa studied graphic design in Milan before starting her career as a designer in two of the city's best design studios - working on branding projects, book and packaging design.

She went on to design for magazines including Vogue Italia, L'Uomo Vogue and the World of Interiors. In London, she worked at design firm Aboud Sodano, designing everything from campaigns for Paul Smith and Levi's to catalogues, books and perfume packaging.

She then met and began to collaborate on design and communications projects with Martin Jaques, which ultimately led to the creation of Jaques Vanzo.



Ana Sodupe

Ana Sodupe is a graphic designer and design lecturer based in Barcelona. Ana has designed everything from corporate identities and packaging to editorial and posters.

Ana has worked with many of the leading Spanish design companies. And she has worked with clients across Spain and internationally, including Suma Supermercats, Opticas Chiva, ABN Amro, Rough Luxe Hotel, The Colomer Group, Andosins and others.



Jonathan Holt

Jonathan Holt is a copywriter and editor with nearly 20 years of professional experience. Originally from the United States, he has lived in Europe since 1996.

Jonathan has worked with property developers, luxury hotels, telecommunications giants, oil companies, retailers and many others. He specializes in design writing, brand development and corporate communications.

As a literary writer, Jonathan has contributed stories to several anthologies and journals and co-authored a novel, Keeping Mum. He has an MA in creative writing from Goldsmiths, University of London.



Stuart Russell

Stuart Russell is a design consultant based in West Sussex. During a long career, he has worked with many notable organisations including Royal National Theatre, the Medical Research Council and Royal Dutch Shell.

Stuart has many years of commercial experience. In 1989 he started his first design and branding partnership, which evolved to become Jaques Russell, with Martin Jaques, who would later found Jaques Vanzo. Though he left the company in 1997, he has continued to lend his expertise to our projects, as a consultant.



Bob Bentley

Bob Bentley is a website developer and digital design consultant with over 20 years of experience. Based in the UK and Spain, he is uniquely adept at translating brands and communications into the online space.

Bob has extensive experience in the international property market, as well as many other sectors - from luxury retail and travel to pharma, online education and finance.

He developed the brand and marketing websites for Neighbour and C-Space, two recent Jaques Vanzo projects. And he has been a longtime design and marketing collaborator on the YOO brand, since designing and building the business's first website in 1999.

Client list

We specialise in working
with clients from the worlds
of international property and
luxury goods.

Altai
Aram
Atelier Ten
Bloomsbury Publishing plc
British Land plc
The Berkeley Group plc
Ballymore Group
Centerplan
Chatto and Windus
Collett Zarzcki
David Collins
Falcon Wharf
George Wimpey plc
Gainsborough Studios
GlaxoSmithKline
Helical Bar Plc
Hutchinson
Jonathan Cape
Keeling House
Knekt
Lant Street

Lincoln Holdings plc
Loro Piana
Marco Pierre White
Mimran
Moving Picture Company
M&C Saatchi
Neighbour
Nil By Mouth
Parkstead House
Random House
Regalian plc
Ridgeford Properties
RJM Furniture
Sotheby's
St James Homes
The National Theatre
The Swiss Embassy
Union Properties
Valgrande Hotel
Yoo