

ADAM NICE
DESIGN DIRECTOR

PROFILE

Adam Nice is a results-driven, freelance design director with 25 years experience in creating and managing global luxury goods, fashion, financial, telecoms, corporate and start up brands. Adam also specialises in working closely with management and marketing teams to deliver long-term brand turnaround programmes.

AREAS OF EXPERTISE

- Integrated Brand Identity Design
- User Experience Design
- User Interface Design
- Digital Marketing
- Retail Marketing
- Promotional Literature
- Packaging & Gifting
- Advertising Design & Production
- Event Graphics & Collateral
- Bespoke Illustrations
- Retouching & Artwork
- Brand Management Tools

GIEVES & HAWKES

2012 - PRESENT



BY APPOINTMENT
TO HER MAJESTY THE QUEEN
LIVERY & MILITARY TAILORS
GIEVES & HAWKES, LONDON



BY APPOINTMENT
TO HIS ROYAL HIGHNESS
THE DUKE OF EDINBURGH
NAVAL TAILORS & OUTFITTERS
GIEVES & HAWKES, LONDON



BY APPOINTMENT
TO HIS ROYAL HIGHNESS
THE PRINCE OF WALES
TAILORS & OUTFITTERS
GIEVES & HAWKES, LONDON

GIEVES & HAWKES

No.1 SAVILE ROW LONDON

Gieves & Hawkes are retailers and wholesalers of luxury menswear operating ten stores in the UK, over one hundred stores in Asia and now with distribution in the top wholesale doors in the world. Turnover is in excess of £60m. As part of the senior creative team, I was responsible for the re-positioning, brand re-design and re-launch of this venerable British luxury brand helping to drive top line growth internationally.





STRATEGIC BRAND DIRECTION

GIEVES & HAWKES

With genuine Savile Row heritage and bespoke tradition, Gieves & Hawkes had a more authentic provenance than Tom Ford or Berluti. This was a fresh British story to rival the finest in the world transitioning the perception of G&H from an old-fashioned suit company into an international luxury menswear brand with a British accent. Existing customers were invited along for the ride, whilst a new younger, more stylish luxury customer base was recruited internationally.



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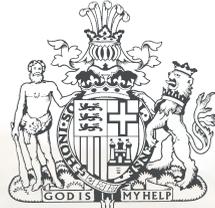
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www.gievesandhawkes.com





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No.1

SAVILE ROW LONDON

As part of the ongoing elevation and evolution of the house, No.1 Savile Row was overhauled to provide a modern yet respectful flagship store template.

Under one roof of an elegant eighteenth century townhouse were showcased the Ready To Wear collections, Private Tailoring and Bespoke services alongside the Military department and Royal archive. In grand suites of private rooms men of significance were welcomed with discretion and warmth.



BRAND DEVELOPMENT

EVENTS

High level parties were thrown in London, NYC, Beijing and Hong Kong presenting a stylish new face of British luxury to an influential local crowd.

The shows at LC:M were the talk of the town. International press took notice with FT How to Spend It, Le Monde, WSJ and South China Morning Post all running in depth features on the resurgent Gieves & Hawkes.





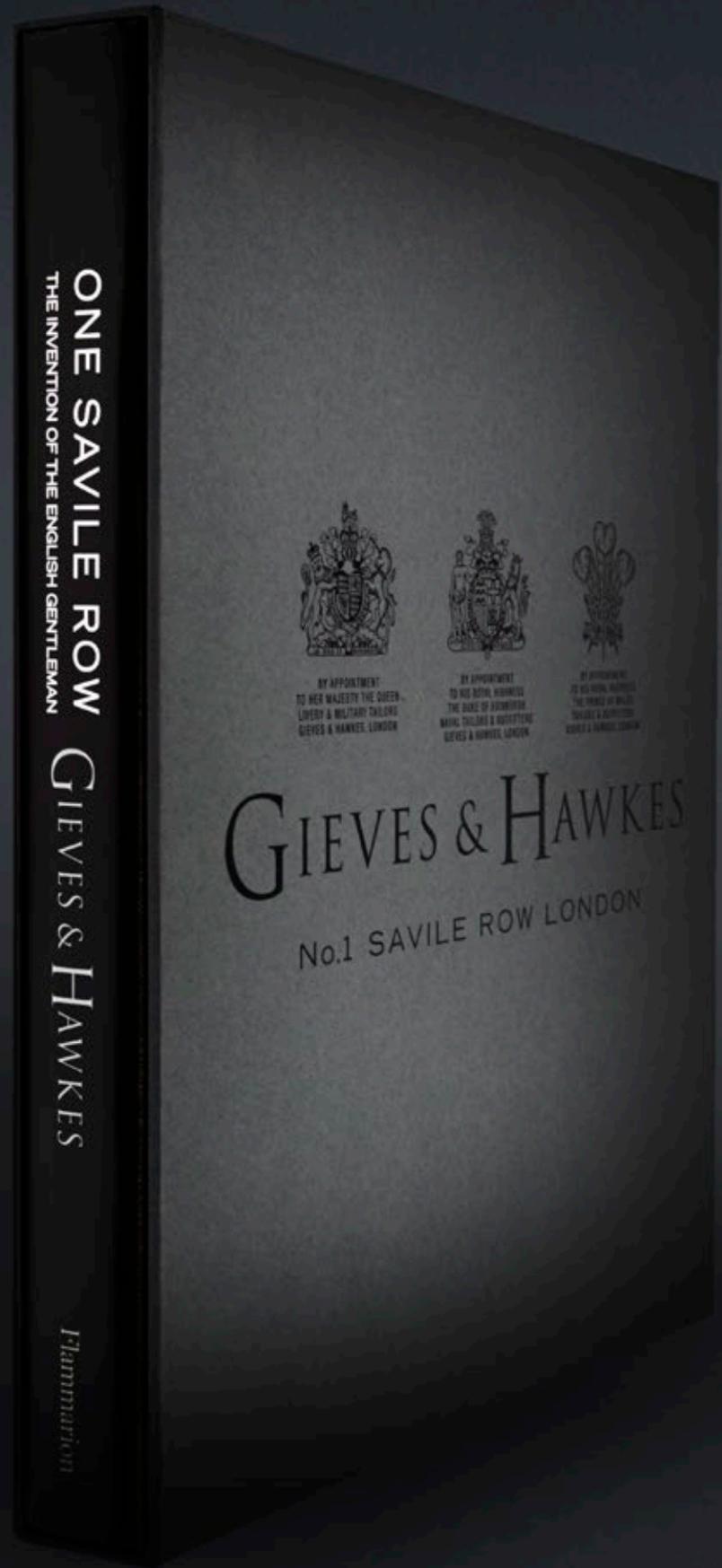


BRAND DEVELOPMENT

PARTNERSHIPS

Meaningful partnerships were forged with key influential names including Christies, Claridges, Bentley and The Dalmore. Projects often culminated in showcase events such as the co-curation of The Noble House Sale at Christies and the Bentley driving jacket commission launch at the British Embassy in Washington DC.

The publication with Flammarion of One Savile Row, The Invention of the British Gentleman provided the ultimate calling card.



DIGITAL



New Gieves & Hawkes was fully digitally integrated with four short film commissions per year, a new and significantly improved online customer journey, structured social media outreach including Wechat and Weibo and retail projects internationally.

www.gievesandhawkes.com



WHYTE & MACKAY are distillers of premium spirits with annual turnover in excess of £200m. Key brands in the portfolio include The Dalmore and Jura single malts, Whyte and Mackay blended scotch, Glayva liqueur and Vladivar vodka. As design director in the Turnaround Management Team, I was responsible for the definition and delivery of the brand across Whyte & Mackay's spirits portfolio to drive top and bottom line growth internationally. The four year turnaround netted the owners £400m profit.



IN AN INTERNAL CREATIVE STUDIO, each brand was repackaged and represented in a style that told an emotional story. JURA became the first lifestyle island malt complete with a beautiful lodge, a well-oiled press machine and new international distribution. THE DALMORE pioneered highly profitable new territory as the Dom Perignon of the whisky world and WHYTE & MACKAY regained its crown as the No.1 scotch in Scotland.









- THE TRUANT -
THE CLASSIC GAFF

THE TRUANT WAS originally designed and built for the Commodore of the Royal Yacht Squadron, Cowes, in 1910.



HER MASSIVE GAFF rig of over 120sq ft was the orthodoxy of the time so, with little difference to be found afloat, her competitive advantage came from hull design. The rig is designed by William Fife - it is acknowledged as being as good hydrodynamically as yachts can be. They do not ride waves, simply cut through them producing no wake at all until approaching their hull speed. Despite going through a few masts in her first season, The Truant reigned supreme on the Solent for many years. She was the fastest on the South Coast in 1910 and won the Stockholms



Cup the following year. In preparation for the 2007 Eight Metre World Championships in Kiva, The Truant has been fully restored, retaining her in excellent condition. Luckily her remarkable state of preparation has allowed much of her original fabric to be retained.



VISIT ISLEOFJURA.COM



OTHER PROJECTS





boudjis

b
ELONG

boudjis

THE B BRAND

1994

b
BEAUTY

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DESIGN DIRECTOR

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