

Dick Moby

Sustainable eyewear from Amsterdam.
Branded with a smile by MARTA VELUDO

Dick Moby, a sustainable eyewear brand based in Amsterdam, asked Marta Veludo to create a new identity that would grow with them and strengthen their brand. The company's core belief—that eyewear and sustainability can go hand in hand—is reflected in their choice of materials: all Dick Moby frames are made from plastic rescued from the ocean. When the project was complete, Veludo had redesigned the logo and created a company manifesto design, an eyewear logo, patterns, a look book, line sheets, and business cards.



«I fell in love with the Dick Moby project because of the brand's conscious approach, but also because of the smiley icon they were already using. When I met the owners, I gave them one of my self-promotion stickers—along with a big smile. Somehow we simply connected!»

MARTA VELUDO, Designer

