

la fille d'O

THE SIMPLE SOCIETY lace a lingerie brand in Ghent, Belgium, with playful phrases.

When The Simple Society undertook a complete redesign of the visual identity system for the Belgian lingerie brand la fille d'O, the team immediately identified the hangtag as the heart of the project. Because they are attached to each product, the tags suggested themselves as the central medium through which la fille d'O communicates with their customers. Along with providing practical information about the product, they are designed to tell the playful side of the brand's story. Running with this idea, The Simple Society designed each hangtag to display a question from Marcel Proust's famous questionnaire that is then answered by a quote from a song.

