

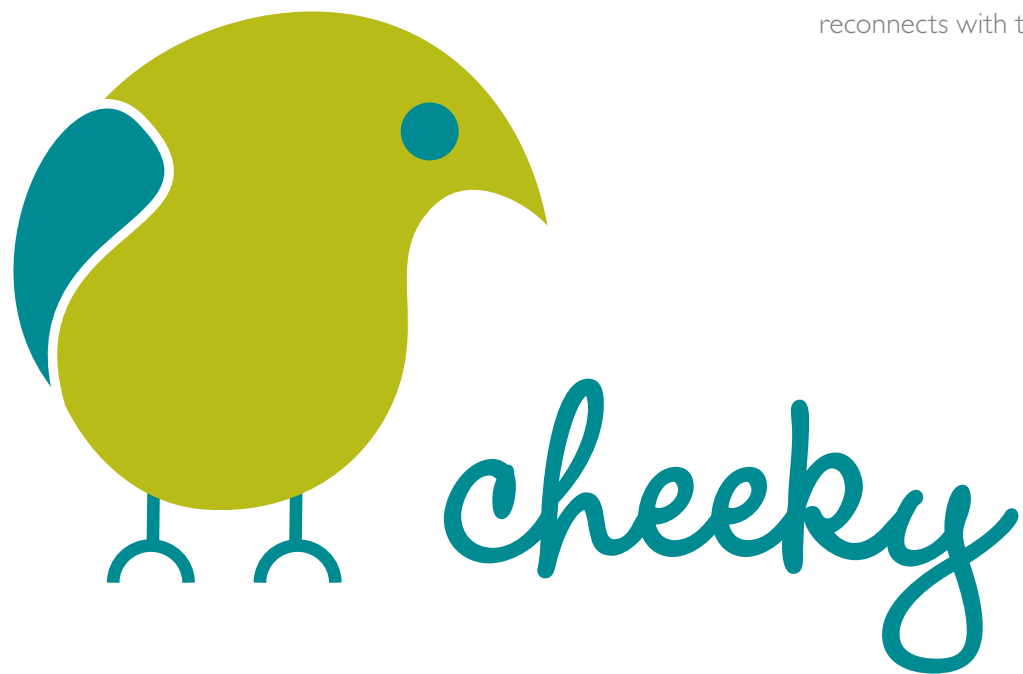


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cheeky

product development

logo

packaging

point of purchase

magazine ad

Ground up product development and branding for an all natural beauty line. Breaks free from the typical "all-natural" look, appealing to a hipper urban audience. The Cheeky bird allows for a great range of anthropomorphic play. Bright colors and playful typography reinforce the fun brand image. POP display reconnects with the idea of "all-natural."



packaging for facial product



magazine ad



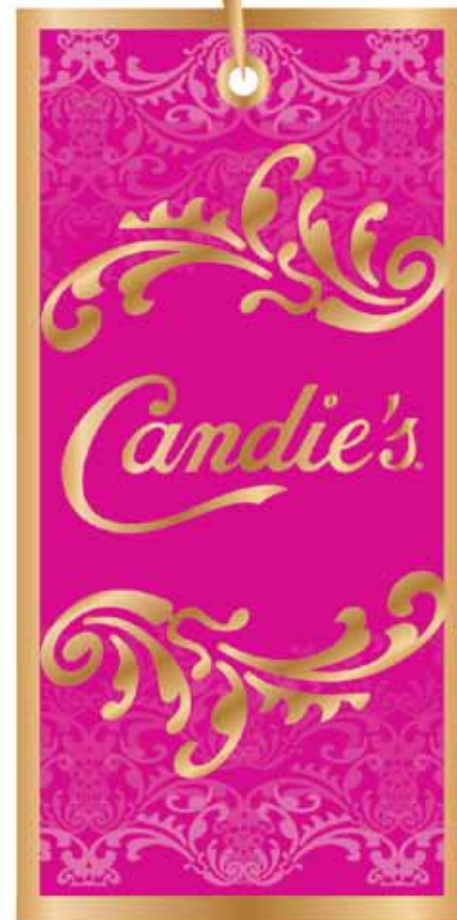
point of purchase display



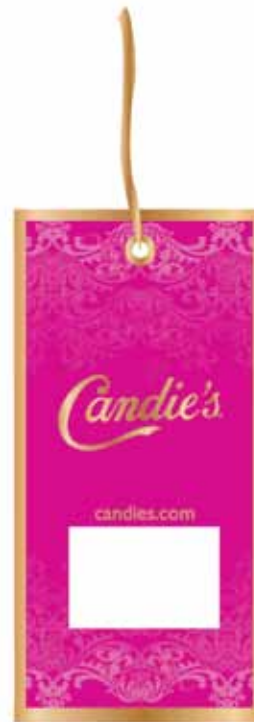
candie's packaging

hangtag & trim
special edition intimates
beauty concept
watch box

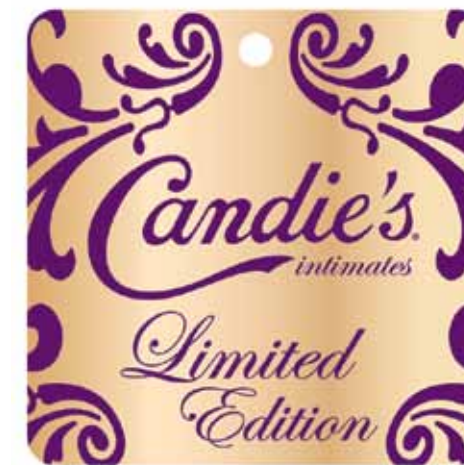
A sampling of the diverse packaging needs of a global mass market Juniors fashion brand. Each system uses a fresh take on graphics and materials while maintaining a fundamental brand integrity. Metallic foils and vibrant jewel tones capture the bold and fearless brand essence.



main hangtag for apparel
gold foil stamping & spot UV



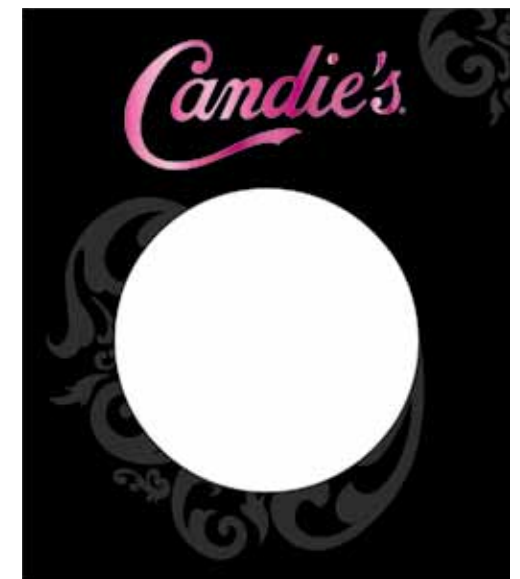
woven label for apparel
tone on tone Lurex stitching



holiday limited edition intimates



beauty packaging concept
hangtag, compact, and gloss tin
pink foil & spot UV



watch box



a year & a day

fashion brand
logo
stationary system
promotional look cards

Logo, identity, and promotion all capture the vintage inspiration of the brand's clothing. Neutrals allow for versatility with future clothing lines and color palettes. The motif combining pinstripes and lace suggest the graceful interplay of structure and feminine whimsy.

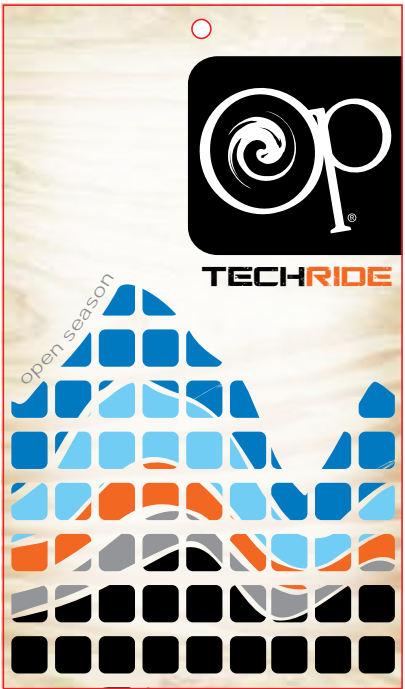


promotional style cards

op techride

hangtags
hardware
icon system

This identity system for Op ski jackets called for an update on the traditional brand imagery to focus on the winter garments' technical features without losing all relationship to the brand's coastal origins. The mountain graphic maintains continuity with the wave of the standard packaging and bright colors identify age and gender category. Developed a system of technical icons to call out garment features.





QUICK DRYING
Out perform the competition by staying cool and dry with Quick Drying fabric

this... in FRENCH!
Out perform the competition by staying cool and dry with Quick Drying technology



MP3 PLAYER POCKET
QUICK DRYING IN FRENCH



REVERSIBLE
QUICK DRYING IN FRENCH



WATER PROOF
QUICK DRYING IN FRENCH



REFLECTIVE TRIM
QUICK DRYING IN FRENCH



WaterProof



WaterProof



Reversible



mp3 player pocket



all the technical info goes here. Aliquam aliquet, est a ullamcorper condime ntum, tellus nulla fringilla elit, a iaculis nulla turpis sed wisi. Fusce volutpat. Etiam sodales ante id nunc. Proin ornare





CELLPHONE POCKET



MP3 PLAYER POCKET



HEADSET WIRE PATCH



GOGGLE POCKET



REVERSIBLE



WATER PROOF



WIND PROOF

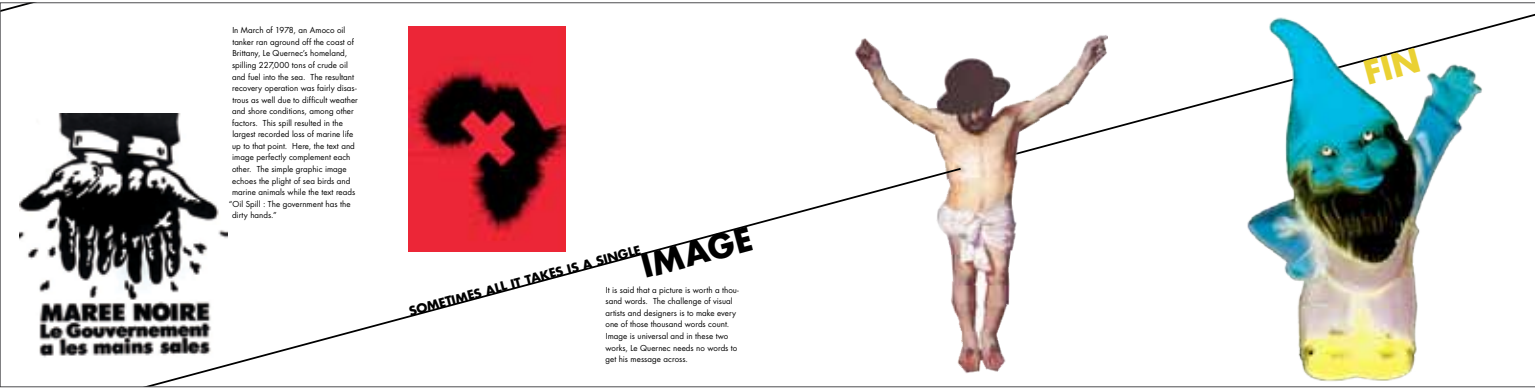
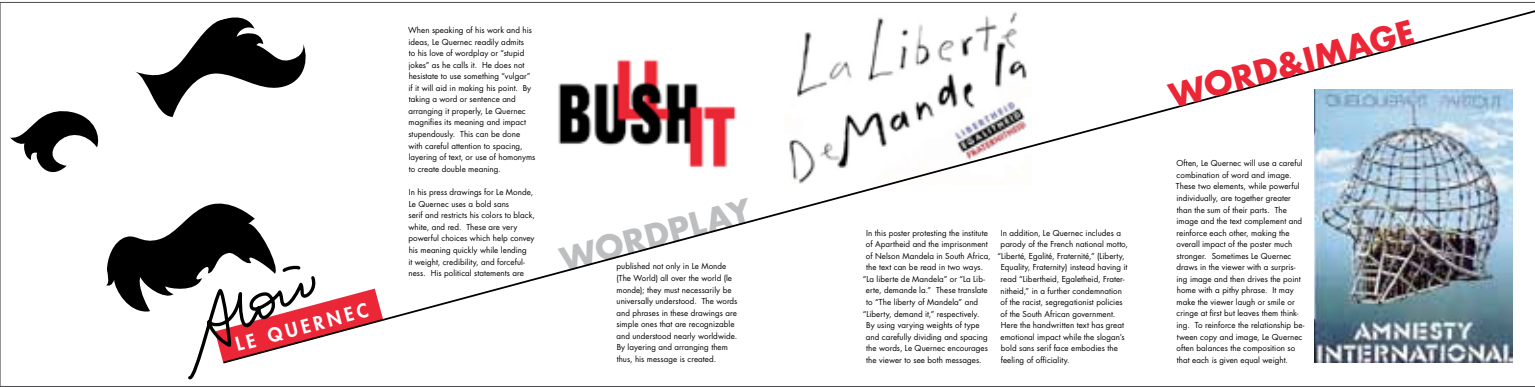


BREATHABLE

alain le quernec

8pg accordion fold

Booklet capturing aspects of the work and philosophy of Alain Le Quernec, a French poster designer. Ac-cordion fold piece works either as a book or unfolded as a long poster. Exploring different balances between image and type, both in Le Quernec's work and my spread designs. Cover captures the expressiveness and dynamism of the artist as he speaks of his work and his social opinions, of which he has many.



jeepster records

logo
stationary system
promotional self-mailer
brochure with music sampler

Jeepster is an independent record label based in the UK. The wordmark uses an Arts & Crafts movement inspired typeface to capture the spirit of individual artistry inherent in independent recording. A visual motif of botanical illustrations captures the label's strength and reputation: nurturing and growing unknowns into international successes.



cd sampler mailer & brochure



A4 size tri-fold self-mailing brochure



sampler brochure



the living end

saddle stitch booklet
interactive spin art
installation diorama
four postcards

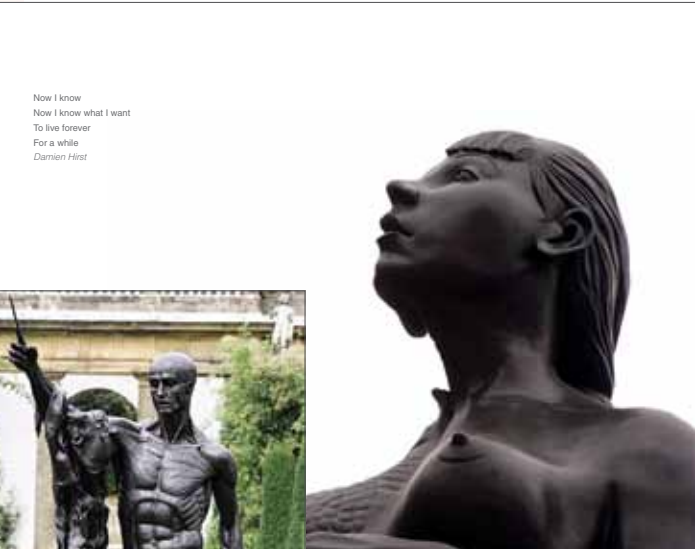
This exhibition catalogue is designed as a product, reflecting Damien Hirst's interest in commercial consumer culture. The minimal aesthetic and use of Helvetica is in keeping with the often sterile appearance of Hirst's own artwork.



installation diorama



12 page saddle stitch booklet



steve & barry’s company overview

trifold brochure

This informational brochure posed the challenge of reconciling Steve & Barry’s diverse celebrity license brands and licensing partners with the company’s own brand identity. A strong grid system helps maintain a clear informational structure while allowing ample negative space, keeping the design inviting and easily accessible.



STEVE & BARRY’S®

ONAL BRAND

tes, Steve & Barry’s® has nearly doubled several years, adding more square foot- any other specialty retailer. With unique e environment, and one of the largest l in the world, Steve & Barry’s attracts shopping centers nationwide.

ision continues through 2007, strength- f capital from TA Associates, a ten billion

or and Jr. Anchor locations between eet in malls, power centers, strip cen- oughout the country. Be a part y Steve & Barry’s.

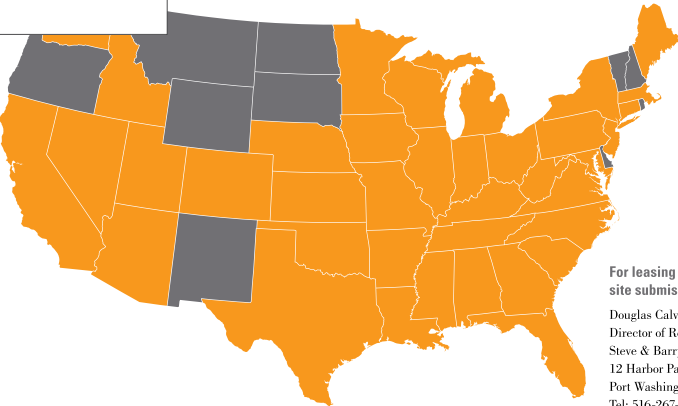
“One of the feel-good stories of the year”
– Sports Business Journal, December 2006

“The darling of mall operators,”
– The Wall Street Journal, August 2006

“Best Retailer of 2006”
– License! Magazine, January 2007

“Company to watch in 2007”
– Fortune, January 2007

Steve & Barry’s currently operates stores in **38 states** and is expanding rapidly.



For leasing information and site submission, contact:
Douglas Calvin
Director of Real Estate
Steve & Barry’s
12 Harbor Park Drive
Port Washington, NY 11050
Tel: 516-267-7359
Fax: 516-487-4361

*Steve & Barry’s University Sportswear®, Steve & Barry’s®, Starbury™, and Bubbagolf™ are not associated with, endorsed, or sponsored by the National Basketball Association or the Professional Golfers’ Association. The NBA, New York Knicks, and the Chicago Bulls are the trademarks of their respective owners.



ABOUT STEVE & BARRY’S®

Steve & Barry’s® is redefining the retail industry from the ground up. We are a fresh, exciting, unique, family-oriented apparel chain providing consumers with exceptional merchandise, friendly service, and unprecedented pricing.

Each location carries the most popular styles of men’s, women’s and children’s clothing at prices often 50% to 90% lower than other retailers. From casual wear to women’s fashion to our extraordinary Starbury™ footwear, there is something for everyone at Steve & Barry’s.

Nationally recognized for our exciting concept and our singular ability to drive traffic into malls and shopping centers, Steve & Barry’s has been named the **2005 ICSC Hot Retailer of the Year and License! Global Magazine’s Best Retailer of 2006.**

CREATING AN UPSCALE FEEL
Whether 20,000 or 150,000 square feet, our stores provide a memorable shopping experience. Each bright, beautiful environment features wood flooring and displays neatly folded merchandise organized in specially designed fixtures. Customers are treated to music videos and other exciting content on our state-of-the-art plasma screen audiovisual systems.



PARTNERSHIPS

Marvel Entertainment Inc.® WWE® Ford® Hershey’s® General Mills® These are just a few of the world-class companies whose licensed products are featured in Steve & Barry’s stores—along with nearly 400 others, from prestigious colleges and universities to legendary automotive companies and manufacturers of top-tier consumer goods. Each carefully constructed garment sports a fan-friendly price tag that keeps customers coming back for more.

WHAT’S NEXT?
Steve & Barry’s is planning a series of blockbuster announcements over the next twelve months that will bolster our performance and shake the retail world at large. More customers will be visiting our stores than ever before.



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BITTEN

SARAH JESSICA PARKER
BITTEN™, a chic 500-item collection by fashion icon Sarah Jessica Parker, is available exclusively at Steve & Barry’s. BITTEN features affordable classic, casual, lounge, and trend pieces for women of all ages and sizes. As Sarah Jessica says, “Fashion is not a luxury, it’s a right.”



starbury

EXCLUSIVELY AT STEVE & BARRY’S
Only Steve & Barry’s offers the Starbury™ collection by two-time “MVP” All-Star Stephen Marbury. The line features authentic, inspired apparel and footwear, including the groundbreaking Stephen H. Marbury’s one-court basketball shoe priced at just \$14.95.



ELEVEN

BY VENUS WILLIAMS
EXCLUSIVELY AT STEVE & BARRY’S
The 2007 holiday season launch of ELEVEN™ by Venus Williams marks our exciting entry into the world of women’s athletic apparel. ELEVEN features a wide assortment of classic, active lifestyle looks, including the “U-Guest” Venus® \$14.95 one-court tennis shoe. The line’s 120 pieces also include track suits, outerwear, bags, shoes, jewelry, and more.



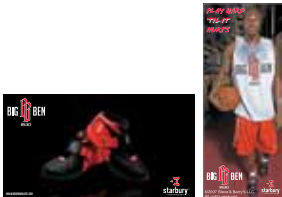
dear

Teen starlet Amanda Bynes has teamed up with Steve & Barry’s to launch dear™, a fun collection featuring youthful clothing and accessories that every girl will love to live in. Featured items include denim jeans, casual pants, dresses, fitted polos, graphic hoodies, and jewelry. Find what’s dear™ to you!



BIG BEN

Ben Wallace, Chicago’s four-time Defensive Player of the Year, has joined the Starbury™ Movement. The Big Ben™ Wallace Collection delivers a new kind of style and intensity in basketball apparel. Jerseys, shorts and accessories support the Ben’s signature item, the Big Ben™ sneaker. Get up, hit the courts and “play hard till it hurts.”



bubbagolf

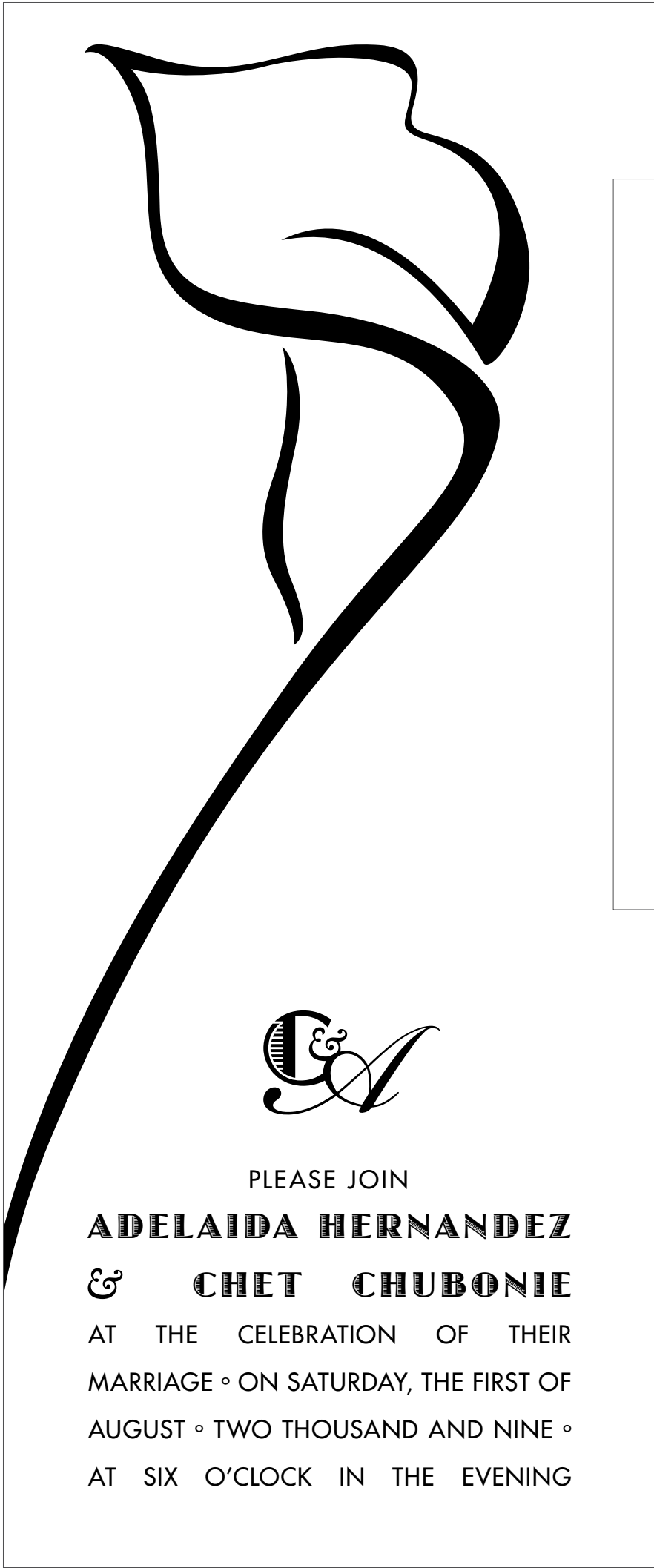
EXCLUSIVELY AT STEVE & BARRY’S
Bubblegolf™ is a collection by rising star Bubba Watson, the biggest driver on the PGA® tour. Bubba’s line of active wear features Dry Performance™ fabric and moisture-wicking cotton, which delivers superior quality and comfort on the golf course, in the clubhouse, or wherever life takes you.



addy & chet

monogram
invitation suite
custom envelope
letterpress

Custom letterpress wedding correspondence for two long time friends. Monogram exemplifies the balance needed in marriage. A graceful calla lily offsets the structure of the typography, capturing the modern elegance of the couple, while hand production hints at their individualistic grit. As a result, the bride's very proper Southern grandmother expressed her surprised approval at a non-traditional wedding invitation that wasn't "gauche and disrespectful."



PLEASE JOIN US ON
8.01.09
FROM 6 TO 10 PM
THE SHAW CENTER
3RD FLOOR BERT & SUE TURNER
GALLERY • 100 LAFAYETTE
STREET • AT NORTH BLVD
BATON ROUGE, LOUISIANA

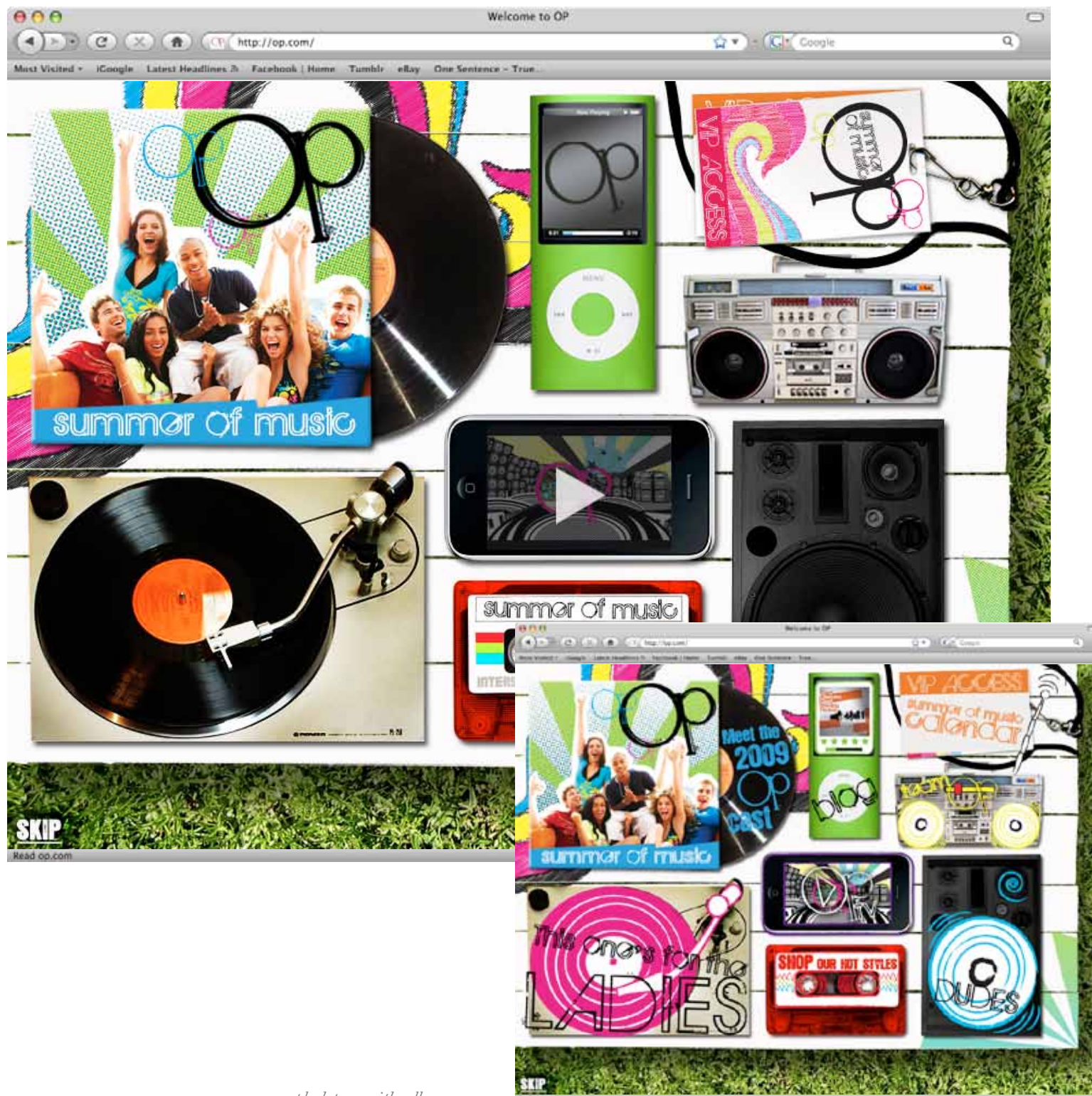


PLEASE JOIN
ADELAIDA HERNANDEZ
& CHET CHUBONIE
AT THE CELEBRATION OF THEIR
MARRIAGE • ON SATURDAY, THE FIRST OF
AUGUST • TWO THOUSAND AND NINE •
AT SIX O'CLOCK IN THE EVENING

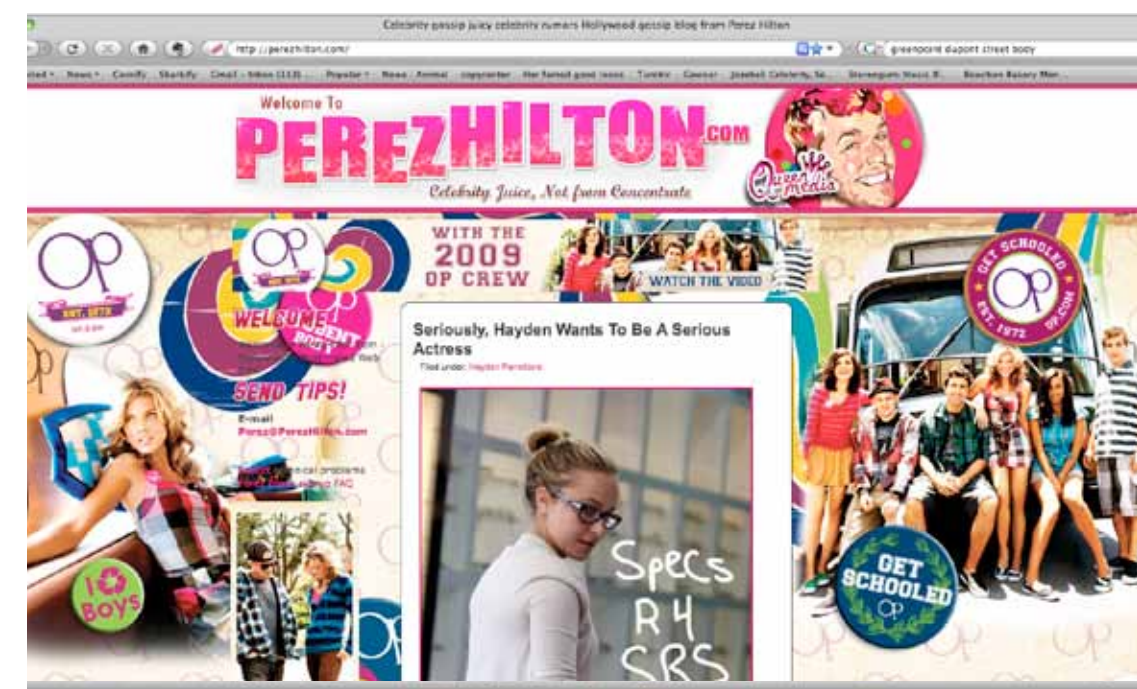
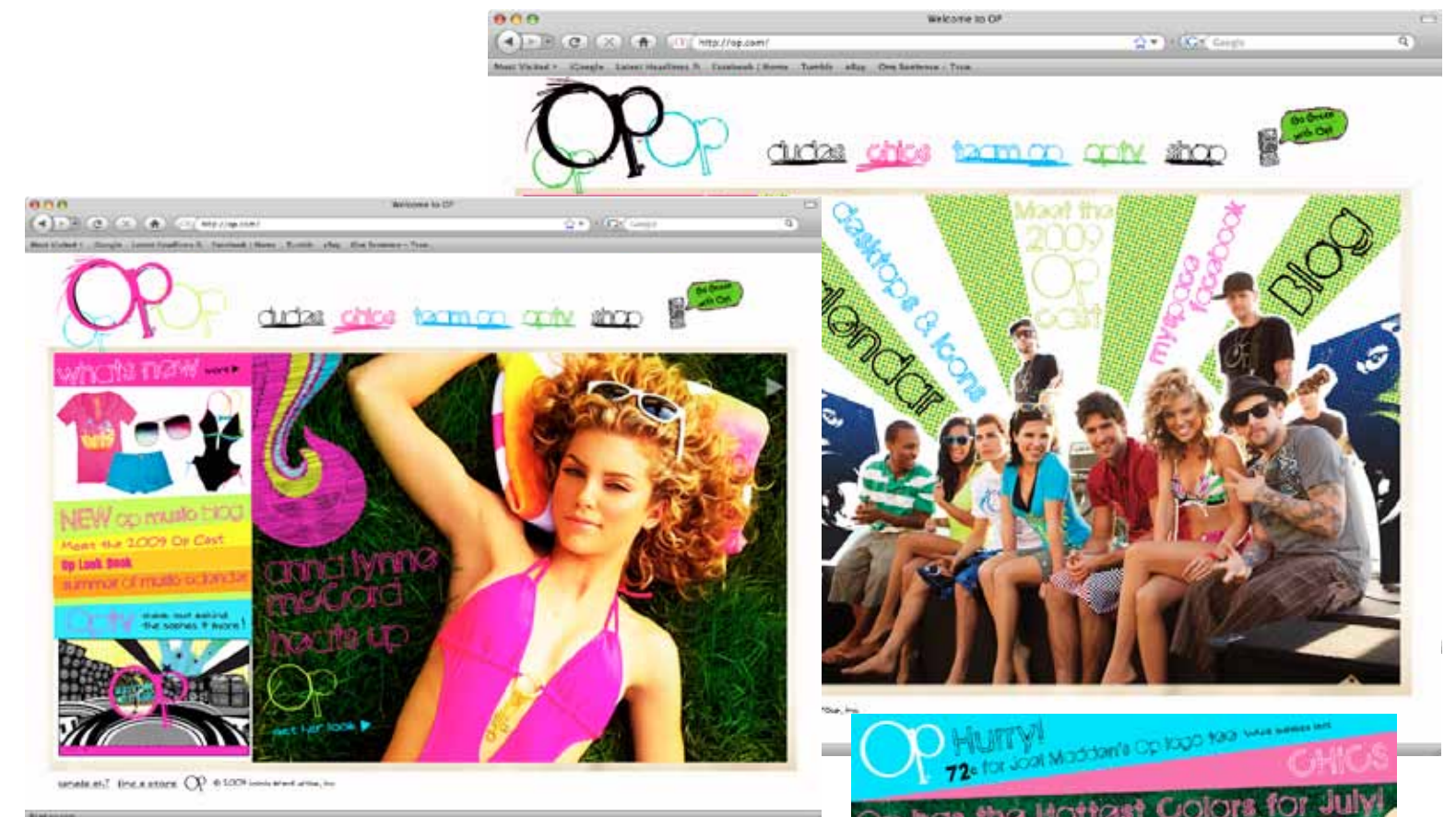
op.com

website
eblasts
blog takeover

Redesigned the website for this global mass market brand to reflect campaign creative. Integrates celebrity driven imagery with on-trend graphics to capture the exuberant "Summer of Music" campaign theme. Website resulted in the brand's highest-to-date drive to its walmart.com/op e-commerce page. Perez Hilton blog takeover yielded one of the highest CTRs in the site's advertising history.



splash page with roll-overs



fall preview blog takeover

You can see a larger sample of my
work by visiting cbyrnedesign.com

Thank you,
christine byrne

christine@cbyrnedesign.com
912.656.2302