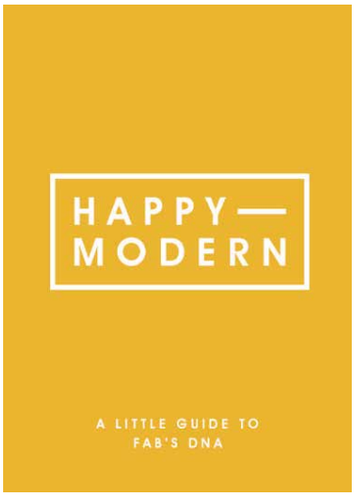
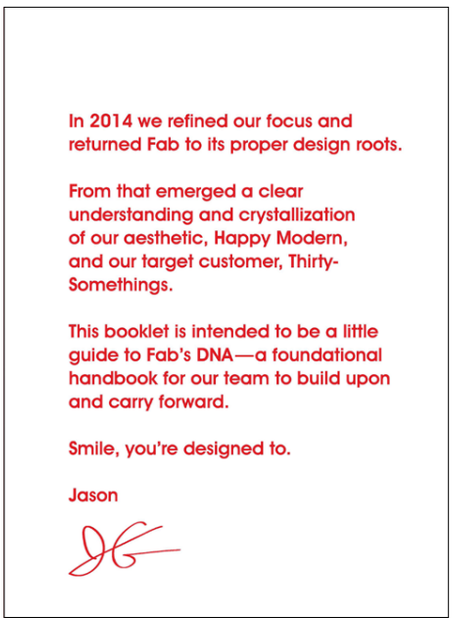
1

Happy Modern

In the fall of 2013, I presented a summary of the Fab brand's essence that I called Happy Modern. This concept is at the core of Fab's re-branding for 2014, which I created all copy for.

Happy Modern Brand Book





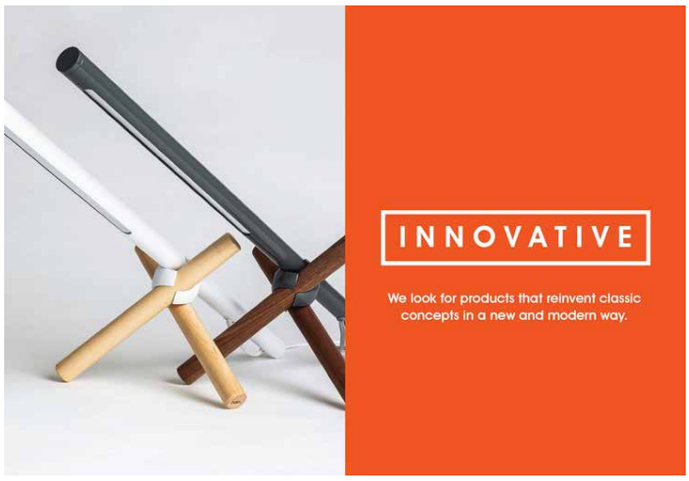
In 2014 we refined our focus and returned Fab to its proper design roots.

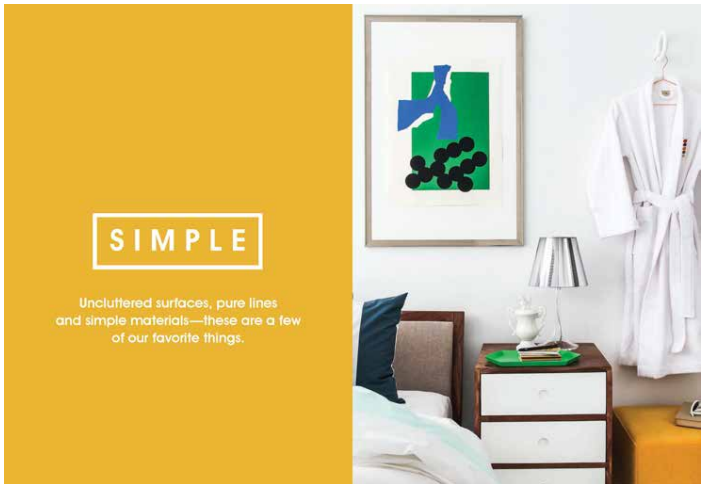
From that emerged a clear understanding and crystallization of our aesthetic, Happy Modern, and our target customer, Thirty-Somethings.

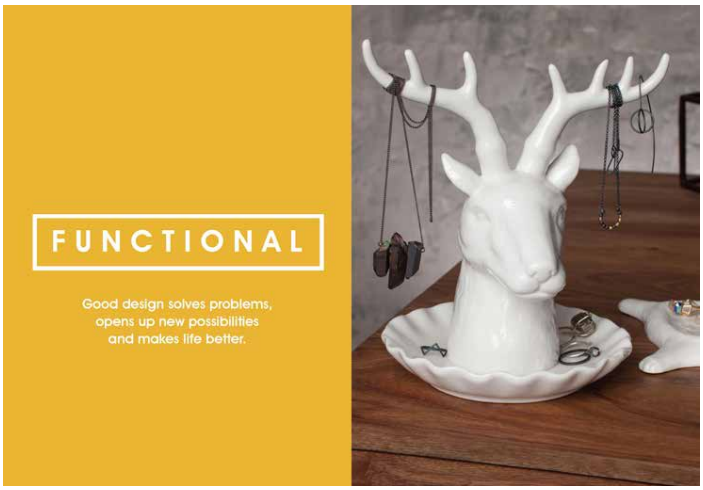
This booklet is intended to be a little guide to Fab's DNA—a foundational handbook for our team to build upon and carry forward.

Smile, you're designed to.

Jason







Happy Modern Sofa Collection Promotional Email

LEARN MORE

Clip is our most configurable sofa. It features six modular parts and a large range of colors and accessories. That means over 400 ways to create your own perfect seating system.

COLOR OPTIONS

PRICES FROM $799

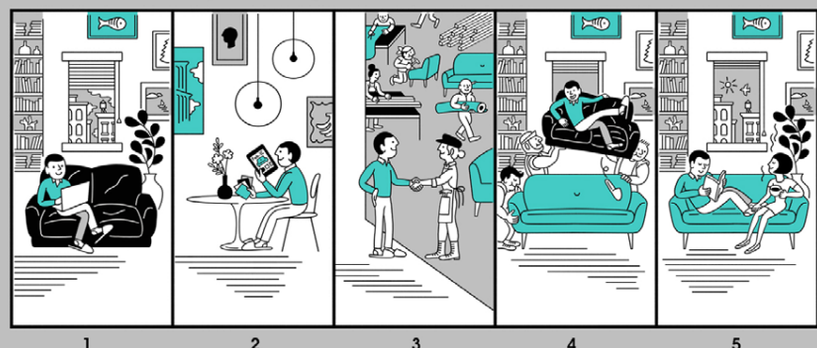
LEARN MORE

Flip is a comfy every-day sofa. Flip the cushions and it becomes an elegant, classic sofa. Flip the ottoman, and it becomes a table. It covers your needs and grows with you.

COLOR OPTIONS

PRICES FROM $799

5 Easy Steps to Your New Sofa



1
Go to Fab.com
Pick the sofa that's you.

2
Take no chances
Get free fabric swatches.

3
Save money
Fab works directly with manufacturers to lower costs.

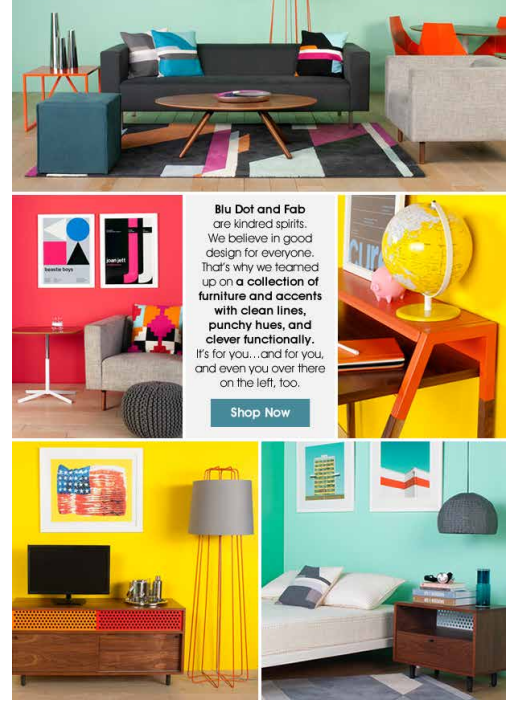
4
Don't move a muscle
We'll deliver and install your sofa and and dispose of the old one.

5
No Regrets
Smiles Guaranteed. If you don't like it, we'll take it back within 21 days of purchase!

Happy Modern Show Room

2

Email Campaigns



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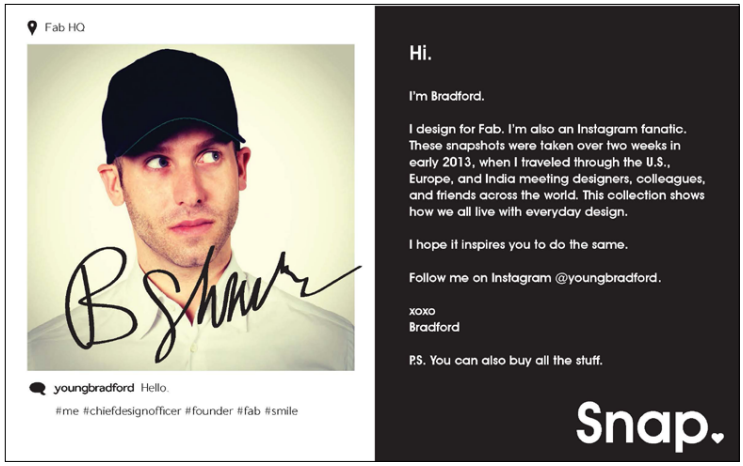
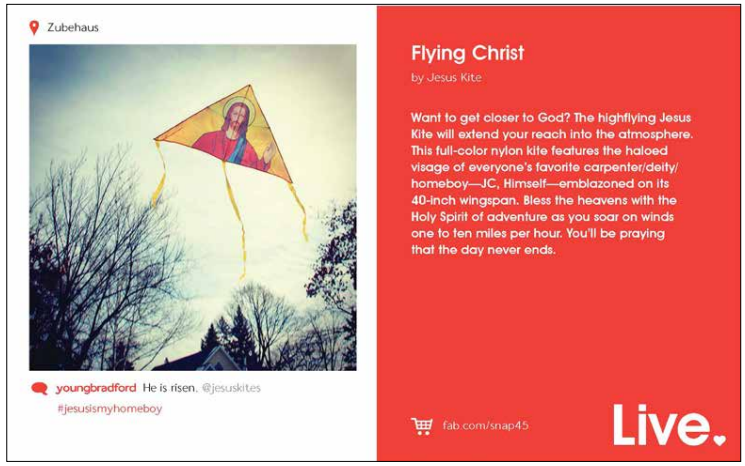
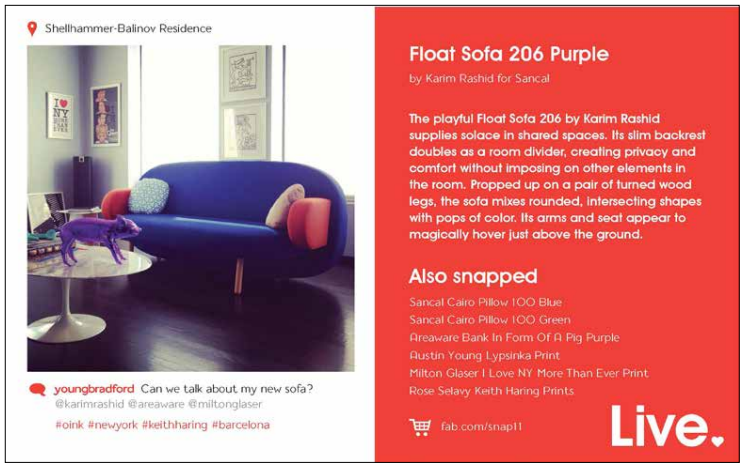
Snap

Printed 60-page promotional booklet that was sent out to customers.
I oversaw and edited all copy.







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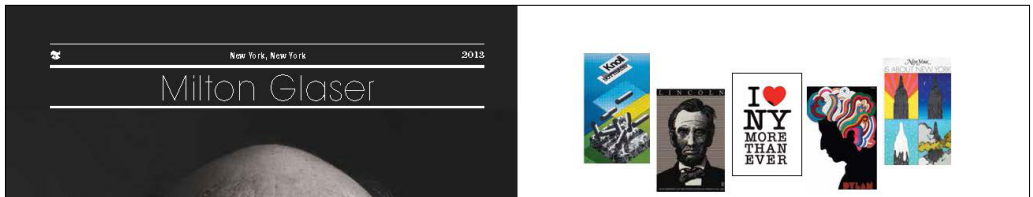
Ten

Single edition printed 50-page magazine that told 10-themed stories of 10 of Fab's closest collaborators. Distributed at Salone Fair in Milan and ICFF in New York. Mailed to top customers. I created all editorial concepts, conducted interviews and wrote copy.



FOOD FOR THOUGHT

The Original Underground Gourmet Picks His Top 10 Restaurants (and Muses about Life and Design in the Process)

Milton Glaser. Legendary designer, native New Yorker. We wanted to get into his brain, and also we just love to hear him speak, so we asked him to name his ten favorite places in New York. We gave him free rein to pick anything, from subway stations to opera houses, but he wanted to talk about restaurants. This makes total sense; for many years, Glaser wrote the Underground Gourmet column, a restaurant guide in New York magazine, together with illustrator Jerome Snyder. It was one of the most popular features in the magazine, and the duo also published several Underground Gourmet books.

"The basic concept was to find cheap, good eats," he says. "We wanted to feature food that was affordable, but still unusual and good." He stopped writing the Underground Gourmet in the late '70s, but he never stopped looking for those special places. And as Milton himself says, "Everything is connected." So our conversation about favorite places to eat and drink veered into a conversation about Milton's thoughts on art, design, life, and, of course, the city he hearts more than ever.

AN HONEST SOLE

How an Old Moroccan Boot Found a New Life

Kiboots

In 2010, Jovanna Kruitbosch and Martijn Lugtigheid were just a young Dutch couple traveling in Morocco, who had no clue that they were about to stumble upon a life-changing event. During a shopping excursion, Jovanna picked up a pair of striking vintage leather boots with a patchwork of kilim fabric on the shaft. She brought the boots back to Amsterdam and wore them as much as she could without suffering. "The boots looked cool, but they hurt my feet," she recalls.

Back in Amsterdam, life took a new turn when Jovanna decided to quit her job (she was working at a fundraising company for NGOs). She was contemplating what to do next, when Martijn brought up the beautiful but uncomfortable Moroccan footwear. "He said: 'Remember that boot? Maybe we can modernize it and sell it here," she says. They decided to bring back their vacation souvenir and sell it in Amsterdam.

After going back to Morocco, finding local shoemakers and making some ergonomic adjustments to the design, they produced 100 pairs that they brought back and lined up in their hallway at home. Then they quietly launched a simple web shop. Three months later, Jovanna was out for drinks with friends one night when Martijn called her to tell her that a lot of orders had suddenly come in. And they haven't stopped since. Almost three years later, Kiboots—an abbreviation of the words "kilim" and "boots"—are available in 23 countries and the brand has its own flagship store in Amsterdam. (Jovanna and Martijn own the building and have their office and apartment on the floors above.) The line now includes several different styles of shoes and boots for men and women, but they all have the same easy, bohemian appeal and colorful fabric accents.

"The fabric tells a story. The design of each rug has a different meaning, the colors and patterns symbolize different families or occasions."

The original kilim boots first appeared in Morocco in the 1930s, when people who couldn't afford leather boots substituted leather with patches of fabric. The style was picked up by traveling hippies in the 1960s, who gave the boot a brief fashion moment. It was one of those pairs that Jovanna found 40 years later.

The Kiboots boots are now made in Turkey, but the kilim fabric is still sourced from vintage rugs in Morocco. "The fabric tells a story," says Jovanna. "The design of each rug has a different meaning; the colors and patterns symbolize different families or occasions." But it's not just a whiff of an exotic past that makes these boots so special. In spite of their eclectic look, they are strangely versatile and somehow perfectly in sync with today's trends. To prove this point, we asked Jovanna to put together ten of her favorite styles matched with ten of her favorite shoes and boots. The result is easy, fun, and comfortable fashion that's made with a little bit of history and a lot of heart.

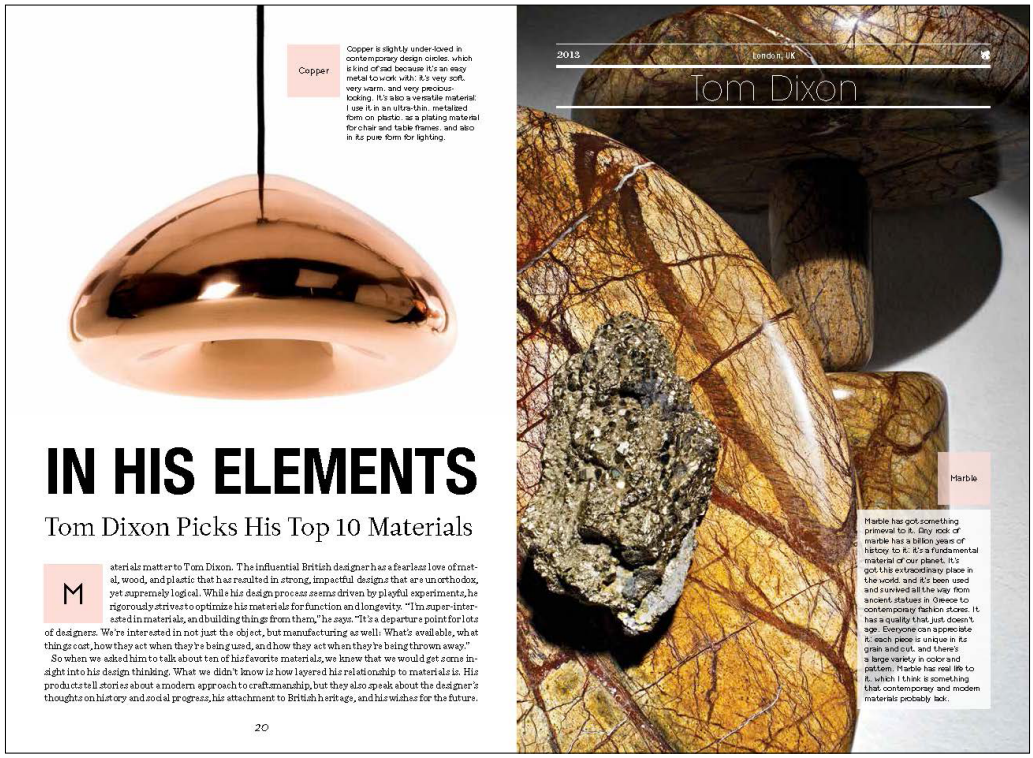
COFFEE TALK

The Power of the 10-Minute Coffee Break

Grady Laird was always a fan of coffee. Especially the strong, smooth, subtly sweetened coffee that he would make himself. What he didn't like so much was standing in line at a coffee shop. But he also liked iced coffee—which presented a dilemma, as it called for a visit to Starbucks. So the former magazine production manager thought to himself: "Why do I make my own hot coffee, but hand over the responsibility for iced coffee to someone else?" He resourcefully decided to learn to cold brew his own coffee, so he could have his chilled beverage whenever and wherever he wanted. Cold brewing is a process where a special blend of freshly roasted coffee, ground chicory, and spices are steeped in water overnight. The grounds then get extracted using a two-step filtration process. The result is a bold, super-smooth concentrate that can be served over ice. (Or not, if you're like us and likes a powerful, refreshing shot.)

Grady's cold-brewed coffee quickly became famous around the Condé Nast building where he worked. He started making bottles for his friends, and as the demand increased he began selling his elixir for cash in the elevator banks. The next step was obviously to launch a full-time business. Which he did, in 2011, together with friends and co-founders Kyle Buckley and Dave Sanders. Here, he tells us more about what prompted that decision:

Grady's Cold Brew



Copper

Copper is slightly under-loved in contemporary design circles, which is kind of sad because it's an easy metal to work with. It's very soft, very warm, and very precious-looking. It's also a versatile material: I use it in an ultra-thin, metalized form on plastic, as a plating material for chair and table frames, and also in its pure form for lighting.

IN HIS ELEMENTS

Tom Dixon Picks His Top 10 Materials

Materials matter to Tom Dixon. The influential British designer has a fearless love of metal, wood, and plastic that has resulted in strong, impactful designs that are unorthodox, yet supremely logical. While his design process seems driven by playful experiments, he rigorously strives to optimize his materials for function and longevity. "I'm super-interested in materials, and building things from them," he says. "It's a departure point for lots of designers. We're interested in not just the object, but manufacturing as well: What's available, what things cost, how they act when they're being used, and how they act when they're being thrown away."

So when we asked him to talk about ten of his favorite materials, we knew that we would get some insight into his design thinking. What we didn't know is how layered his relationship to materials is. His products tell stories about a modern approach to craftsmanship, but they also speak about the designer's thoughts on history and social progress, his attachment to British heritage, and his wishes for the future.

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2013 London, UK

Tom Dixon

Marble

Marble has got something primeval to it. Any rock of marble has a billion years of history to it: it's a fundamental material of our planet. It's got this extraordinary place in the world, and it's been used and survived all the way from ancient statues in Greece to contemporary fashion stores. It has a quality that just doesn't age. Everyone can appreciate it; each piece is unique in its grain and cut, and there's a large variety in color and pattern. Marble has real life to it, which I think is something that contemporary and modern materials probably lack.

2013 Minneapolis, Minnesota

Blu Dot

SITTING PRETTY

Blu Dot's Toro Chair in 10 Steps

When the three college friends Charlie Lazor, Maurice Blanks, and John Christakos started Blu Dot in 1996, they followed a simple credo. "Our design philosophy was to make furniture that was simple and rational, with a sense of humor," says Maurice. And they still do. Since then, Blu Dot has become famous for pieces that are clean and well made, with that little extra element of surprise that captures your attention. Maybe it's a jolt of color, or an unexpected angle, or a particularly clever use of space. Either way, Blu Dot masters the terrain between functional and fun, which makes its products so easy to love and live with.

The founders first met as art majors in college, and their very first foray into manufacturing was sculpture class. They built all the pieces in their first collection themselves. And though things have gotten a little more hi-tech since then, they retain a very literal hands-on approach to their products. "We design from the inside out," says John. "Instead of dreaming up an idea and then figuring out how to make it, we start by experimenting with the material. The form is the residue of that process."

We were curious about what that process looks like, and asked them to show us. They were kind enough to oblige. Here's the Blu Dot team giving birth to the beautiful Toro chair in ten thoughtful and fascinating steps.

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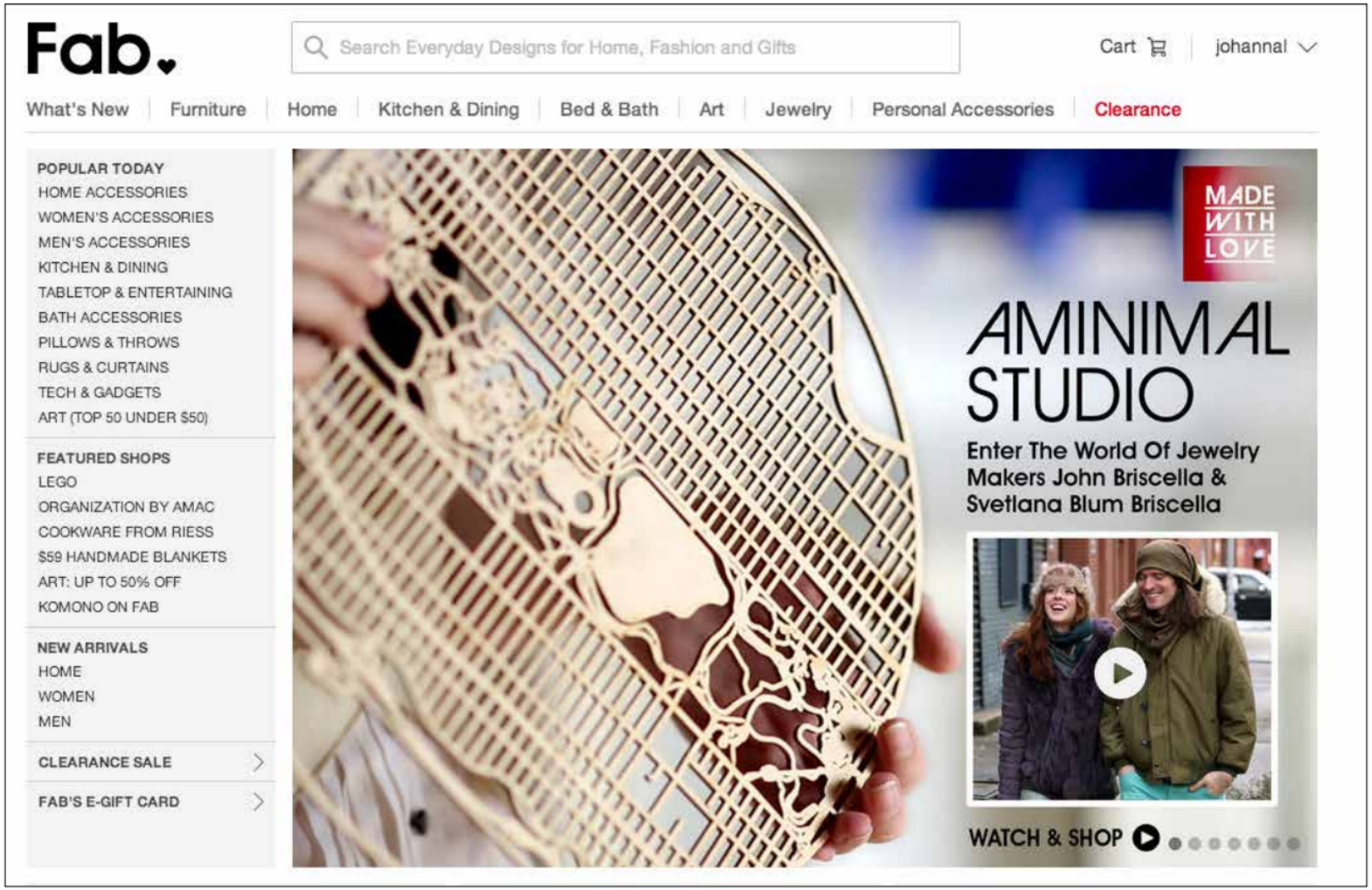
Made With Love

Valentine's Day-themed campaign that highlighted designers who are couples. Produced and directed video about Brooklyn-based husband and wife team John and Svetlana Briscella.



http://vimeo.com/87103285