

Before: Dirty Laundry by Doug S.

Dirty Laundry, a children's apparel company based in Vancouver, British Columbia, is the brainchild of two self-described "Dirty girls"—one designer, and one with a head for business.

The brand exploded into an international success story that now has a near-cult following, including (according to the company's Web site) tween/teen parents Meg Ryan, Dustin Hoffman and Angelina Jolie as customers.

When the company was ready to brand its rebellious look, it turned to Byron Dowler, Principal/Creative Director of Coastlines Creative Group. Dowler delivered brand standards, a Web site, logo, hangtags, stationery, a catalogue, newsletter and direct mail—all intended to say *cool* with wit, intelligence and imagination.

All of that involved finding a look and feel that matched clothing with an attitude. The clothes are manufactured with very high quality materials and excellent workmanship. But the design is completely unexpected: appliquéd skull and crossbones next to pastels or camouflage, for example.

The result is apparel for tweens and teens that is edgy yet urban with a cosmopolitan flair. Or, as Dowler put it, "...bizarre and quirky, funky and sweet, but always cool."

For his centerpiece, Dowler created an irreverent logo around one of the clothing's appliqués and then wove a story around it. The result was ACE, the sad-eyed wonder dog, "an international art thief that speaks French and jets around in his rocket ship."

After: Dirty Laundry by Eve

Dirty Laundry, a children's apparel company based in Vancouver, British Columbia, is the brainchild of two self-described "dirty girls"—a designer and a businesswoman. Together, they created clothes that, while manufactured with very high quality materials and workmanship, feature completely unexpected designs—an appliquéd skull and crossbones next to pastels or camouflage, for example. Today, the brand is an international success story with a near-cult following, counting A-list parents Meg Ryan, Dustin Hoffman and Angelina Jolie as customers.

But in the beginning, when the company was ready to brand a rebellious look to match its irreverent name, the "dirty girls" turned to Byron Dowler, creative director of Coastlines Creative Group. As part of the branding package, Dowler delivered a logo, Web site, catalogue, stationery, a newsletter, hang tags and direct mail pieces—all designed with wit, intelligence and imagination to match the clothing with its desired attitude.

Dowler went for an industrial, old-school look for Dirty Laundry's wordmark, using the lowercase Typewriter font in simple, primary colors. For his centerpiece, he created an irreverent logo around one of the clothing's appliqués and then wove a story around it. The result was ACE, the sad-eyed wonder dog who's also "an international art thief that speaks French and jets around in his rocket ship." ACE is at the center, his head slightly rotated and surrounded by a tight, earthtone-colored circle. Dowler carried this attitude to the Web site. The kid talent has a deliberately tousled look, stylized via computer to make skin tones pale almost to the point of appearing gray, and clothing digitally superimposed.

Dowler went for an industrial, old-school look for Dirty Laundry's wordmark, using lowercase Typewriter font in simple, primary colors. Centered over this is ACE, whose head is rotated a bit and surrounded by a tight, earth tone circle.

Dowler went for a little more danger on the Web site. The kid talent, for example, has a deliberately tousled look—partly styled and partly computerized (skin tones were made paler, almost grayscale). And the clothing is digitally superimposed.

The result: definitely not Disney.

The result is apparel for tweens and teens that is edgy yet urban with a cosmopolitan flair. Or, as Dowler put it, "bizarre and quirky, funky and sweet, but always cool."