

We Get
BRAND STRATEGY



Jacqui Argyres
Brand Strategist | Connector

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Fashion Editor | Stylist | Brand Consultant

“It’s not what you are that counts, it’s what they think you are.”
- Andy Warhol

“Keep growing,
keep changing,
but always
remain true to
yourself and
your vision.”
- Calvin Klein

“In order to be irreplaceable, one must
always be different.”
- Coco Chanel

**“There are two rules I’ve always tried
to live by: turn left, if you’re supposed
to turn right; go through any door
that you’re not supposed to enter. It’s
the only way to fight your way through
to any kind of authentic feeling
in a world beset by fakery.”
- Malcolm McLaren**

“To create something exceptional, your mindset must be relentlessly
focused on the smallest detail.” - Giorgio Armani



We Get BRAND STRATEGY



AI. Chatbots. Algorithms.
Homogenous product.
Tired campaign verbiage.

In today's tech-driven world, fashion and beauty markets are oversaturated with fast-moving brands. But people aren't just looking to buy; they want memorable experiences. They crave something unique, something that resonates beyond a simple transaction.

This is why in a world of literally thousands of brand strategists, we're different.

We Get BRAND STRATEGY



We uncover your brand's unique voice and vision, cutting through social media noise and passing trends to focus on your brand's core. Tailoring our approach to each client, we delve deep into your brand's goals, personality, messaging, and DNA.

With decades of experience in the design and fashion industries, refined through work with iconic companies, we're well-equipped to explore not only your brand's current state but also its future potential.

We Get BRAND STRATEGY | WHAT WE DO

We weave together strategy and raw emotion to craft branding experiences that truly resonate with fashion and beauty brands.

Our aim? To give your brand a vibrant presence and captivate your audience in unforgettable ways. We want to forge genuine emotional connections and keep your fans coming back for more.

Working with us gives brands a clear sense of direction and messaging that everyone—both inside and outside the company—can easily understand. We help build a solid foundation for your brand, setting your business on the path to steady growth.

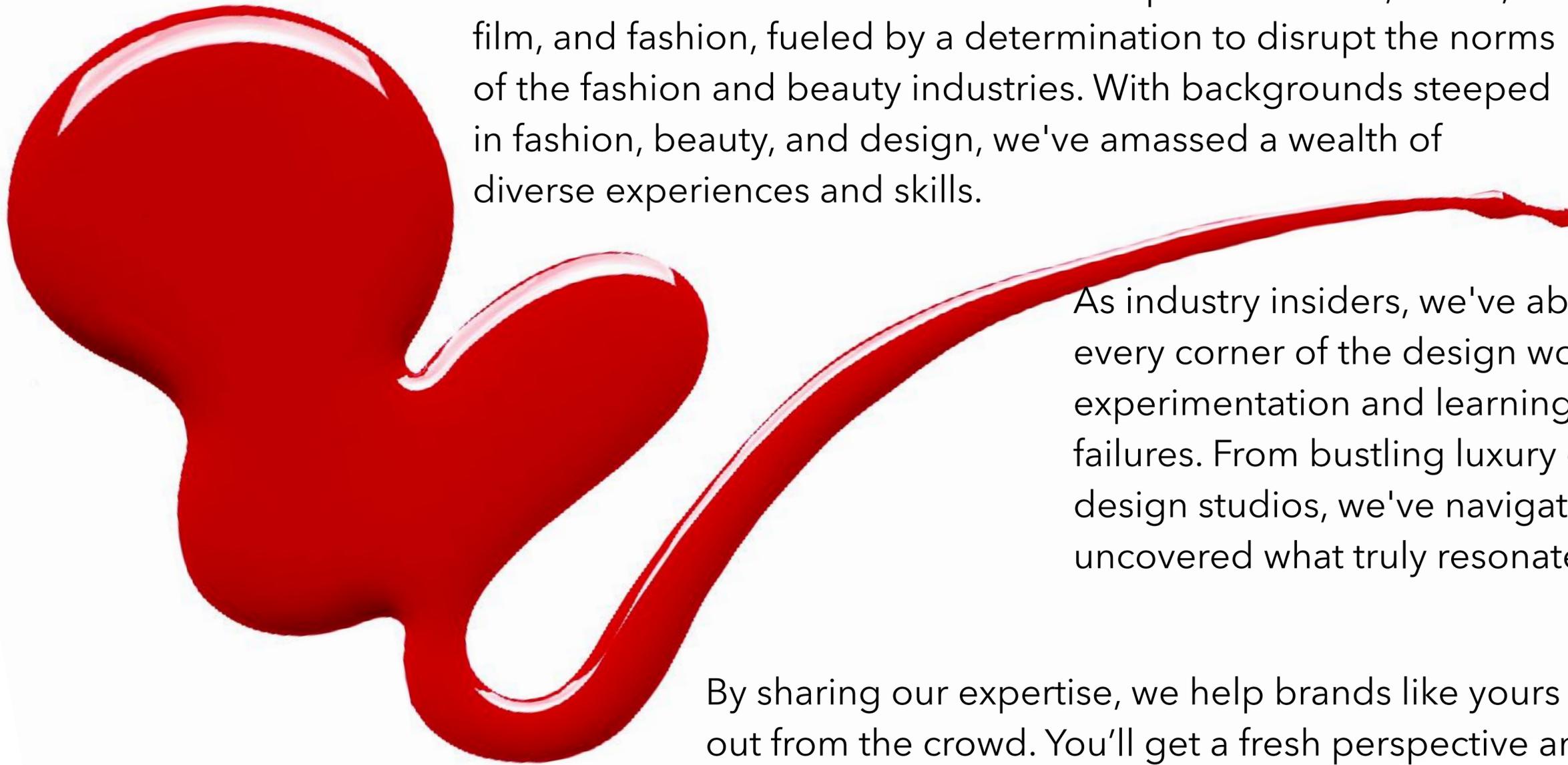


We Get BRAND STRATEGY | WHY WE'VE TEAMED UP

We share a bond that goes beyond business. We're sisters. Our collaboration blossomed from a shared passion for art, music, film, and fashion, fueled by a determination to disrupt the norms of the fashion and beauty industries. With backgrounds steeped in fashion, beauty, and design, we've amassed a wealth of diverse experiences and skills.

As industry insiders, we've absorbed knowledge from every corner of the design world, refining our craft through experimentation and learning from both successes and failures. From bustling luxury goods houses to dynamic design studios, we've navigated the landscape and uncovered what truly resonates.

By sharing our expertise, we help brands like yours stand out from the crowd. You'll get a fresh perspective and a team that's passionate about bringing your vision to life.



We Get BRAND STRATEGY | WHAT WE BELIEVE

We're all about keeping it real. We believe in the power of authenticity and originality, valuing uniqueness and individuality. We celebrate the diverse expressions found in fashion, design, and art, and we're not afraid to break free from cookie-cutter models. Our approach is all about embracing creativity that resonates on a personal level and makes you feel something real.

We don't just scroll the internet for inspiration; we get out there and explore the real world to fuel our creativity.



With a keen eye for design that's as sharp as our fashion sense, we're all about the details. From choosing the perfect color palette to selecting just the right typography, we make sure every element is on point. Our goal? To create visually stunning experiences that leave a lasting impression on our clients and their community.

We Get BRAND STRATEGY | OUR SERVICES & CAPABILITIES

Brand Strategy Services:

Brand DNA

- ◆ Purpose, Vision, Mission, & Values

Positioning Strategy

- ◆ Audience
- ◆ Competitive Analysis
- ◆ Differentiator

Brand Persona

- ◆ Personality
- ◆ Voice



Communication

- ◆ Core Message Framework
- ◆ Storytelling Framework
- ◆ Brand Name, Taglines & Hooks

Visual Expression

- ◆ Brand Identity System
- ◆ Brand Presence

Guidelines & Evaluations

- ◆ Brand Strategy Guidelines
- ◆ Brand Audit

We Get BRAND STRATEGY | OUR SERVICES & CAPABILITIES

Creative Strategy Services:

Brand Visual Audit

Brand Product

- ◆ Product Line Review
- ◆ Product Curation
- ◆ Merchandising

Content

- ◆ Content Audit
- ◆ Content Objectives & Development
- ◆ Media Strategy
- ◆ Trend Forecasting

Mood & Story Boards



We Get BRAND STRATEGY | WHO WE ARE



Jacqui Argyres is a seasoned brand and marketing strategist and PR professional specializing in B2B. With a background in the design industry, she thrives on unraveling the mystery that makes your brand one-of-a-kind, creating meaningful customer engagement and growing your tribe. You may find Jacqui at a Royal Blood concert, trying to catch up on True Detective or visiting San Francisco's Dandelion Chocolate.



Georgia Alexia Benjou started in fashion as a buyer and merchandiser for luxury brands including Hermès, Dolce & Gabbana, Chanel, and Christian Dior. Seeking more creative freedom, she made the bold move from merchandising to styling and editing—a path less traveled but rich in creative opportunities. Having worn many hats in the fashion world, Georgia understands the industry inside out—from brand building and product to storytelling and image-making. Georgia stays inspired by listening to Nick Cave, taking art history courses through Harvard X, and immersing herself in the local art scene.

We Get BRAND STRATEGY | HOW WE WORK

We're a small but dedicated duo.

When you reach out to us, you'll be speaking directly with the founders, Jacqui Argyres or Georgia Alexia Benjou. No interns, no chatbots, no middlemen.

Plus, we intentionally cap our projects each year so our clients get the undivided attention and personalized service they deserve.



We Get BRAND STRATEGY | TESTIMONIALS

I can't thank Georgia and Jacqui enough for the incredible work they did on refining my brand book. Their expertise and attention to detail were evident in every aspect of the process.

The clarity and precision they brought to the messaging and positioning have been instrumental in enhancing communication with professionals and developing a strategy that has not only elevated our brand awareness among existing customers but also successfully targeted new ones.

Their ability to understand and address my concerns and frustrations was truly remarkable, resulting in a brand book that exceeded my expectations. Working with Georgia and Jacqui was an absolute pleasure, and I eagerly anticipate the opportunity to collaborate with them again in the future. Highly recommended for anyone seeking top-notch branding and marketing support!"

- Symphony Lyricist, Founder & Owner, Lotus Flower Om



A large, bold, black monogram logo featuring the letters 'V' and 'S' intertwined. The 'V' is positioned at the top left, and the 'S' curves around it from the bottom left, with the two letters sharing a central vertical stroke.

"Jacqui and Georgia were great at honing in on the core messaging of my studio. **Their brand intensive presentation solidified key components of my style, building a cohesive narrative that I implemented throughout my brand identity.**

Jacqui has even gotten my work published in multiple national magazines over the years. I would definitely work with them again."

- Victoria Smyrniotis, Lifestyle Photographer & Artist

We Get BRAND STRATEGY | CONTACT

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