

CONCRETE

12 March, 2009

LUNDSTRÖM

FOR IMMEDIATE RELEASE

Lundström reborn with Concrete campaign

When the iconic Canadian fashion label Linda Lundström was purchased by Eleventh Floor Apparel Ltd. (EFA), not only did they decide to shorten the name to Lundström, but they also turned to Concrete – an internationally acclaimed design firm based in Toronto – to reinvent the brand identity.

The essence of the redesign was a “less is more” adage of all visual elements – from simplifying and streamlining the logo, to creating simple, elegant, almost effortless fashion photography. Working closely with the EFA team, Concrete carefully edited pieces from the collection for use in the campaign, to ensure the resulting imagery was fully aligned with the new brand image.

Concrete’s responsibilities included logo and image book design, apparel branding, website development and the ad campaign.

“We are very pleased with the new contemporary brand image. Concrete really understood our strategic goals and the essence of the new brand direction.

Our new Lundström collection has garnered positive attention across North America with consumers, retailers, and media alike since the roll out of the campaign.”

- Sarah Accettura, Marketing Director

The new ad campaign began in February 2009 and will continue until 2010. Chosen national publications include *Elle Canada, Fashion, Zoomer, Elle Quebec, More, Flare, FQ* and *Vita*.

Concrete’s client list also includes Holt Renfrew, Lida Baday, Aritzia, Yorkdale Shopping Centre, Azure Magazine, and Perricone MD.

Eleventh Floor Apparel Ltd. is an innovative domestic manufacturer that prides itself on expert creative and business practices. Privately owned and operated, EFA Ltd. designs, manufactures and distributes apparel globally.

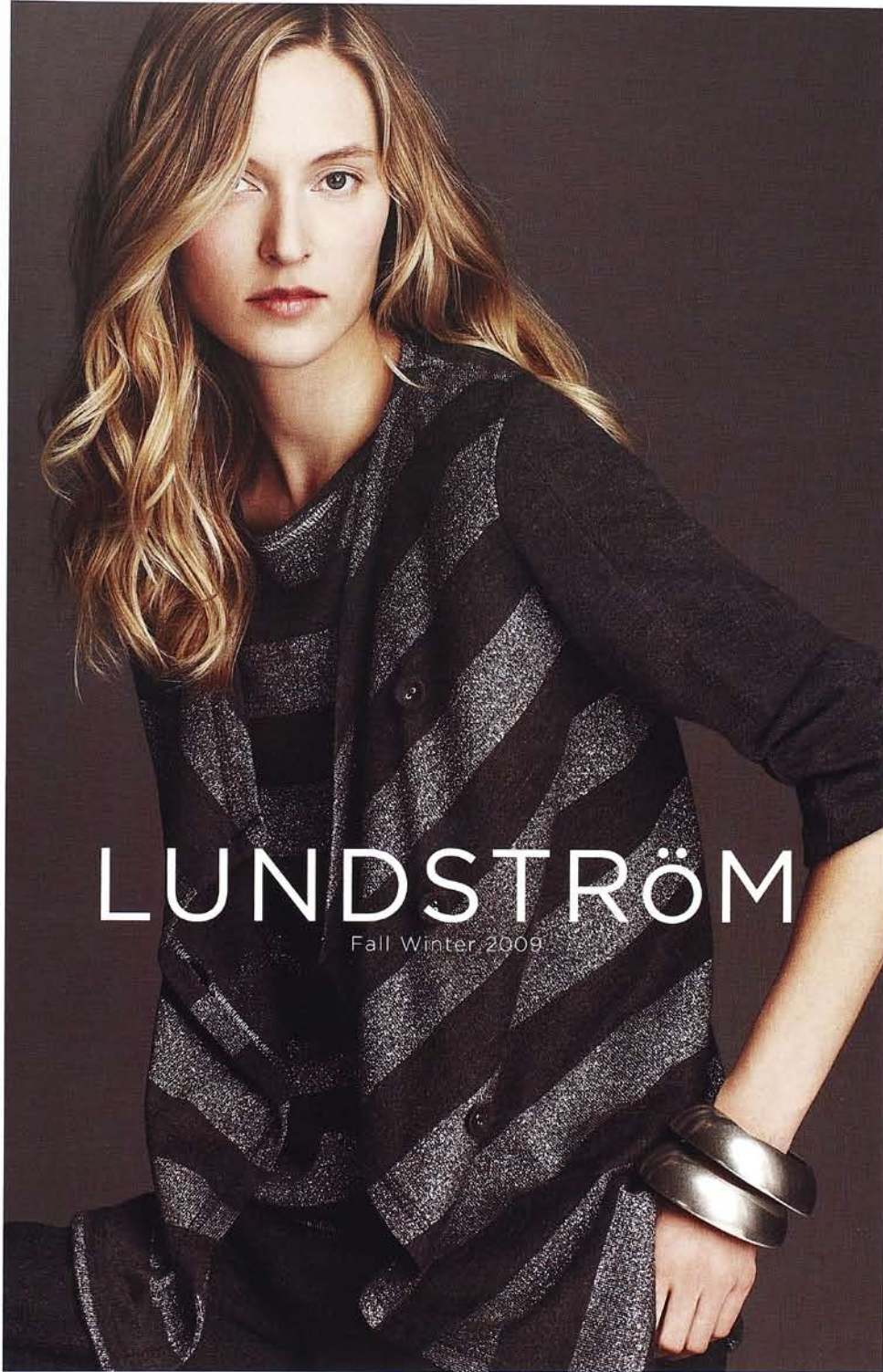
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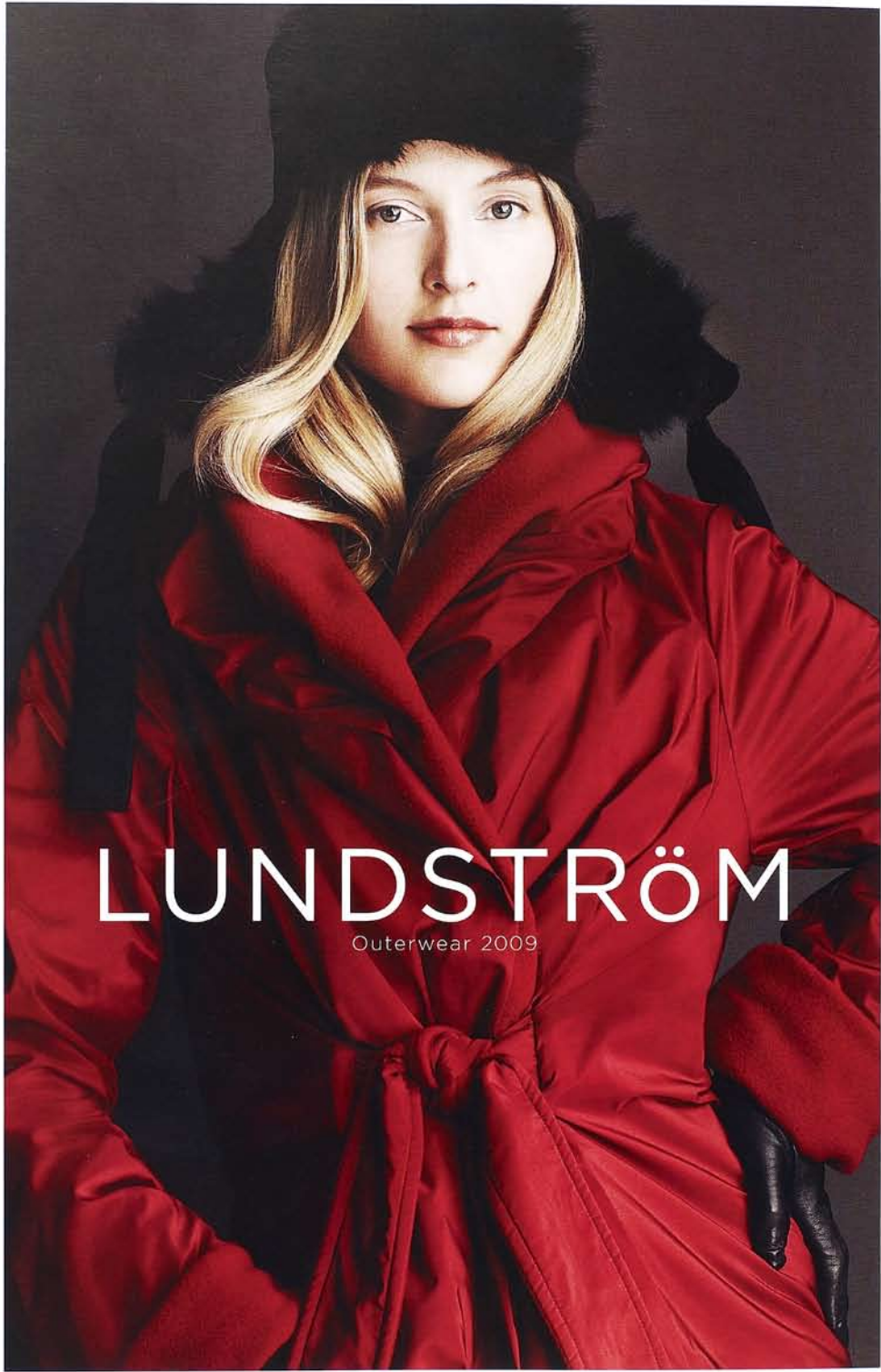
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LUNDSTRÖM

Fall Winter 2009



LUNDSTRÖM

Outerwear 2009



LUNDSTRÖM

Spring Summer 2009



LUNDSTRÖM

LUNDSTRÖM

COLLECTION

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Fall | Winter 09 Collection
DEBUTING APRIL 09