



What the client said...

Treleavens Luxury Cornish Ice Cream

We approached Hush Creative back in October 2014, having received several recommendations. We were looking to reposition ourselves as a luxury retail consumer brand. We have a good pedigree, supplying some of the very finest restaurants in the South West along with our own and independent ice cream parlours over the county. However, whilst we had dipped our toe into the consumer market, our brand and existing packaging did not reflect the quality and luxury market sector we now wanted to reach with our reputation of our ice creams and sorbets.

Right from the start, Hush understood our culture and ambition and quickly began to impress us with both their knowledge, client relations and their dynamic approach. They backed every solution with solid rationale and created a brand, sub brand and packaging that reflected our business offering and customer journey perfectly. Our retail pots are currently in production and due to launch early next year and Hush have been a constant part of our team, with their management of our brand, sub brand and our continued collateral requirements as well and the elements required by us to achieve our ambitions, scheduled throughout 2017.

Along with the branding and packaging designs, they have also designed and built our website and have been responsible for the copy and photography throughout, creating a site that is both representative of our brand, but targeted to our core audience. Their strong art direction has resulted in an extensive image library creating a beautiful series of images for our current product range and have managed every element perfectly.

Their eye for detail has been invaluable and they seem to have a bottomless well of ideas and enthusiasm which avoids any chance of them developing a stale 'house style'. They are hugely efficient and very well organised and has been the driving force behind a lot of our work, keeping me on track and getting things done to very tight timescales. They may be a small team but their wealth of experience, particularly within packaging design, and the fact that they really care about and buy into your product and company makes a huge impact. We would recommend them without question and will continue to use them for our future requirements.

Mark Chrusciak/ Managing Director Treleavens Luxury Cornish Ice Cream

Why not get in touch
tracey@hush-creative.co.uk
01326 618086