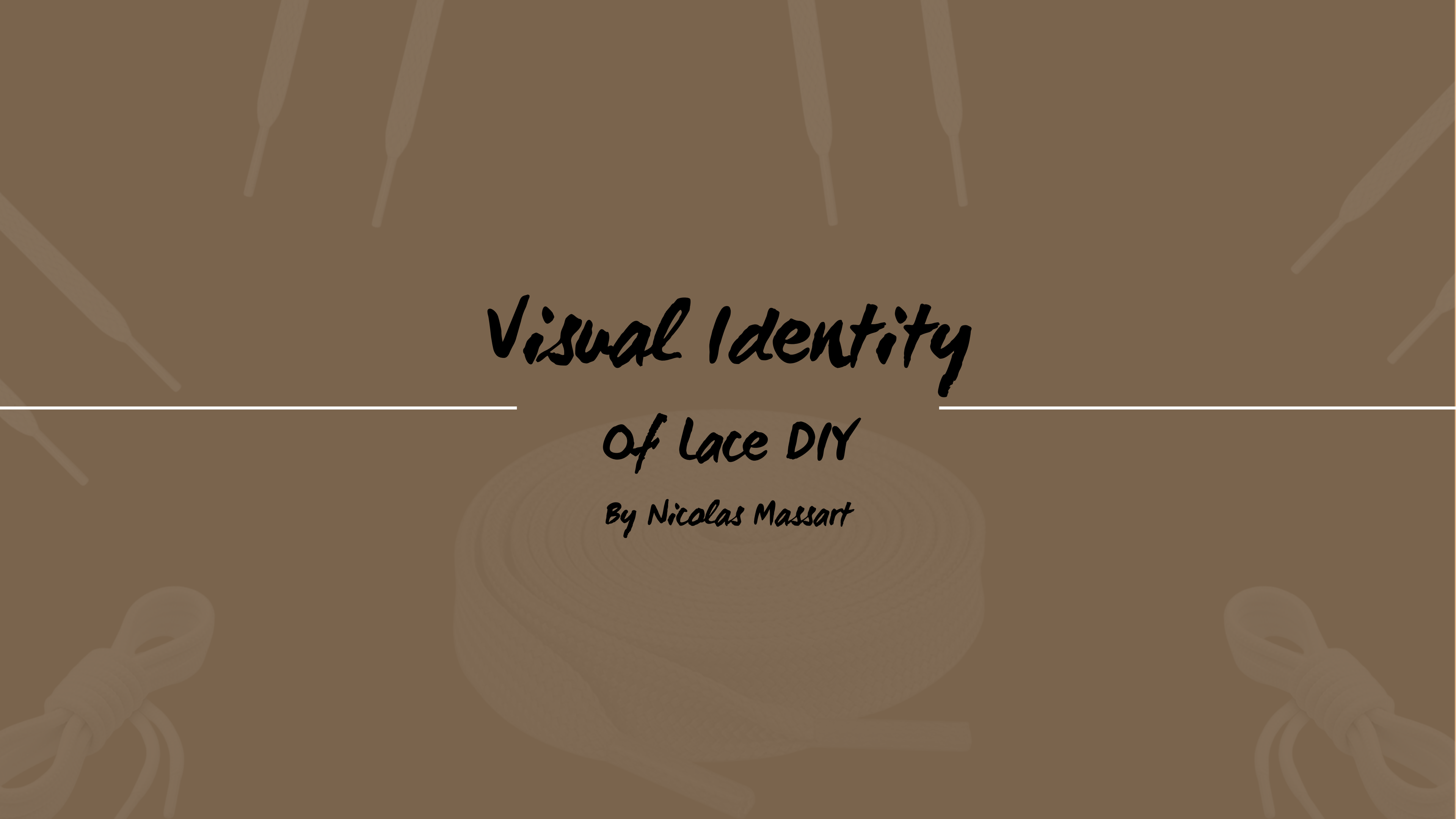


The background is a solid brown color with faint, light-brown illustrations of lace-making tools and materials. At the top, several bobbins are arranged in a row. In the center, there is a large, coiled spool of thread. At the bottom, there are two bundles of thread, each tied with a knot. The text is centered over the spool of thread.

Visual Identity

Of Lace DIY

By Nicolas Massart

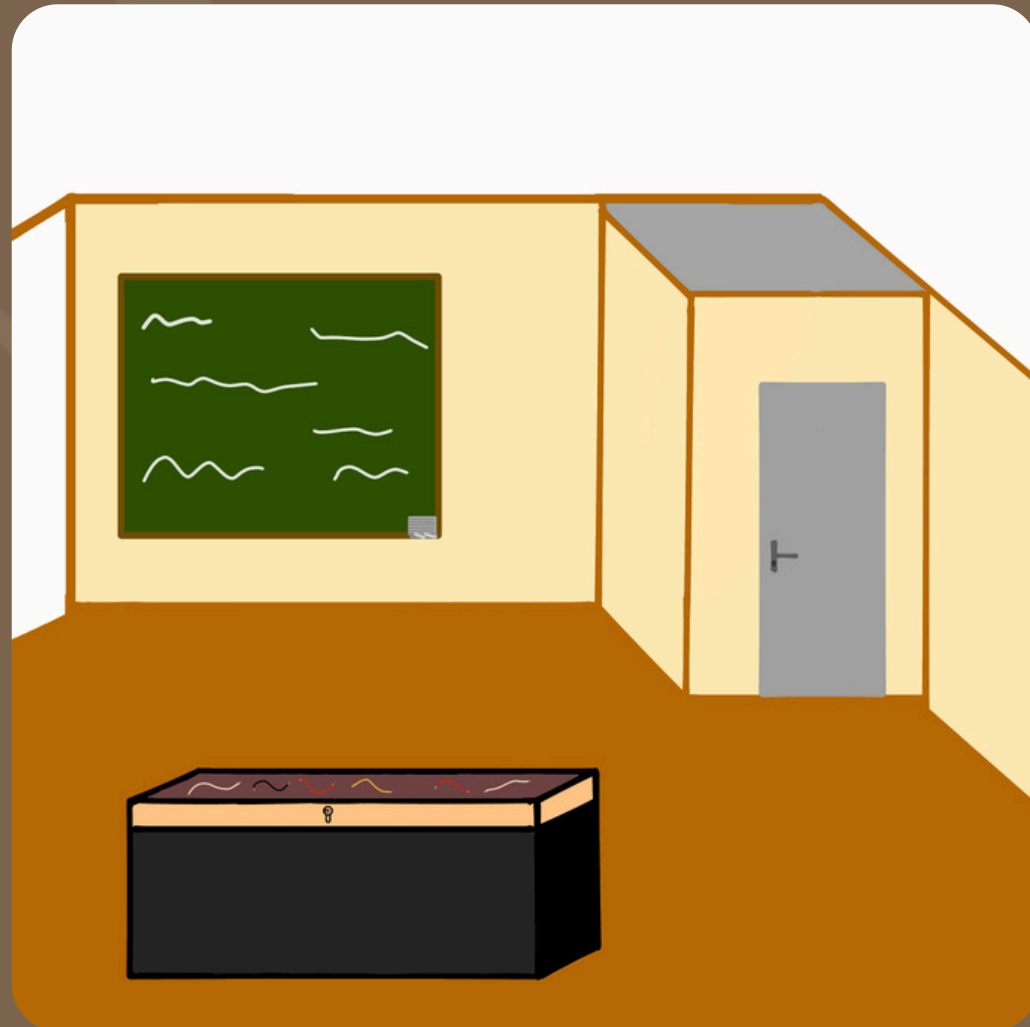
Logo and Slogan



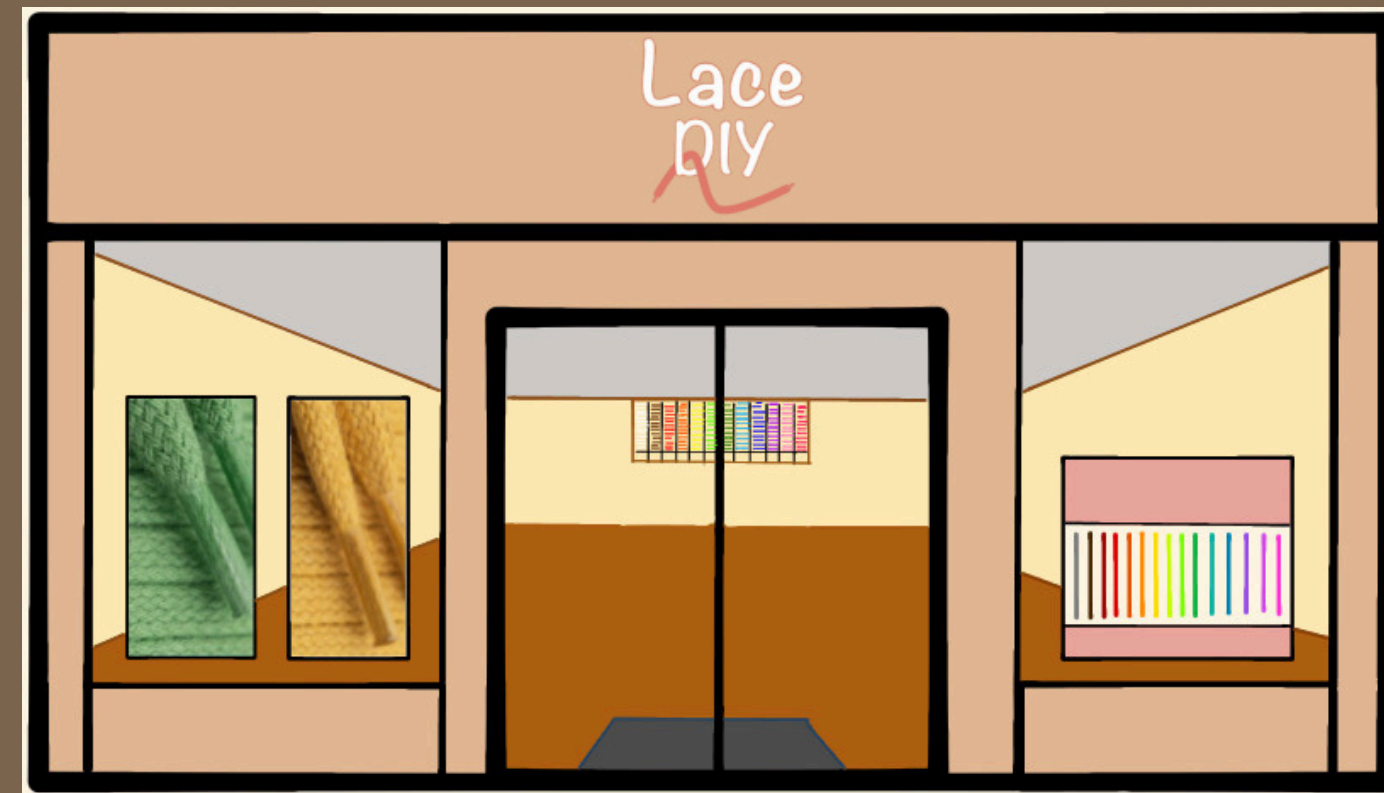
Lace
DIY

**“Be original from
head to toe”**

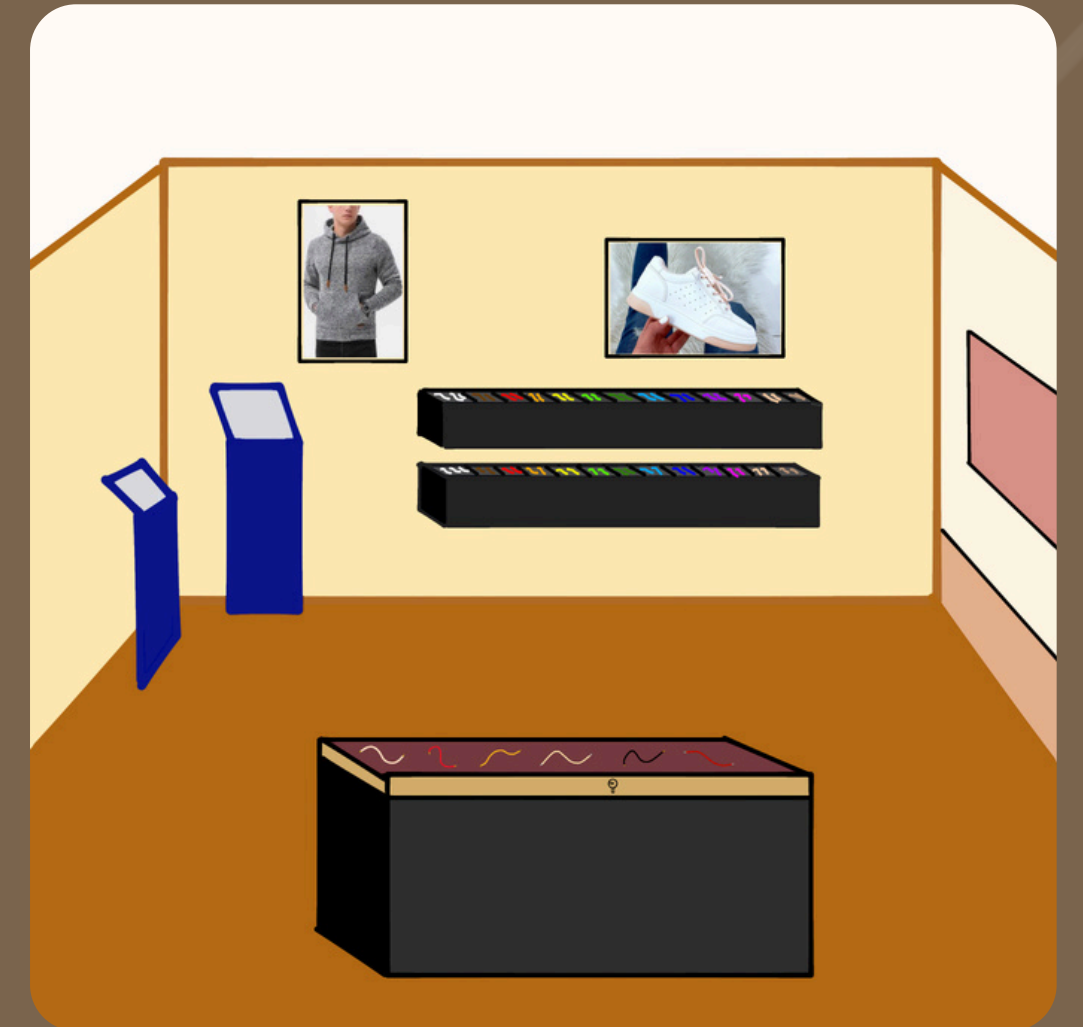
Store sketch



Left Wall



Facade



Right Wall