

Tatiana

Even babies need a stylish wardrobe. Designed as much for Mom's tastes as they are for baby's comfort, Tatiana's five distinct product lines join fine materials, hand detail work, and timeless design to the delight of infants and grown-ups, alike.

Intelligence

While a single brand may need several iterations of its corporate identity rendered, each of Tatiana's five lines required its own distinct look and feel. This presented a fivefold challenge to the designers at Langton Cherubino Group: to design distinct identities that communicate each line's special qualities while, at the same time, unifying the lines under a single brand umbrella. Besides commissioning the identity development, Tatiana retained Langton Cherubino Group to cast and direct a photoshoot starring the most challenging models out there to work with: infants.

Inspiration

Langton Cherubino Group produced a series of signature styles that delivered each of the line's special attributes graphically. Leveraging its broad resources in complementary industries, Langton Cherubino Group cast and executed a 10-model shoot to produce a library of photographs the company continues to use on its website and in print advertising.

Langton Cherubino Group, Ltd.

Design Intelligence / Design Inspiration
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kissy kissy

Besos del Cielo

Hope's Castle

Violets Are Blue



Tatiana & Company

