

NO|||ZE



BRAND STRATEGY · CREATIVE DIRECTION · VISUAL IDENTITY · INTEGRATED CAMPAIGN

SELF-INITIATED BRAND CASE STUDY
CONCEPT AND DESIGN BY CARISSA AGNEW



INTRODUCTION

This project explores the creation of NOIZE, a quiet luxury audio brand, from strategic positioning through to the identity system, product experience and brand applications.

BRAND STRATEGY

Before designing the identity, I established what NOIZE should represent.

Rather than competing on technical specifications, I positioned the brand around **quiet luxury**, where value is built through craftsmanship, scarcity and cultural relevance.

A key part of the strategy is **controlled exclusivity**. Limited annual releases and waiting lists create anticipation, making ownership feel earned rather than easily accessible.

This thinking informs every design decision, from the identity and product to photography, retail and advertising. Every touchpoint reinforces the same principles of restraint, mystery and confidence.



POSITIONING

NOIZE is a quiet luxury audio brand defined by exceptional sound, refined design and deliberately limited availability.

Rather than competing for attention, NOIZE builds value through craftsmanship, reputation and controlled exclusivity.

Limited production, disciplined distribution and word-of-mouth recommendation create anticipation, making ownership feel earned rather than easily accessible.

CORE PROPOSITION

DESIGNED TO BE KNOWN, NOT SHOWN.

A premium listening experience for those who appreciate exceptional sound, refined design and understated distinction in every detail.



BRAND PILLARS

QUIET LUXURY

Minimal branding, refined materials and confidence without excess.

EXCEPTIONAL PERFORMANCE

Premium sound, engineering and comfort that justify the brand's position.

CONTROLLED EXCLUSIVITY

Limited releases and selective distribution protect desirability.

CULTURAL CREDIBILITY

Built through trusted recommendation, creative influence and reputation.

RECOGNISABLE SUBTLETY

Recognition comes through distinctive details rather than overt branding.

TIMELESS DESIGN

A refined visual language designed to remain relevant over time.

AUDIENCE

Affluent professionals, creatives and audiophiles who value performance,
design and understated luxury.



IDENTITY DEVELOPMENT





IDENTITY DEVELOPMENT

The objective was to create more than a wordmark. I wanted to build a flexible identity system that expressed quiet luxury while remaining distinctive across every touchpoint.

I explored several directions inspired by headphones, sound waves and geometric forms. Some communicated the audio category clearly, but felt too literal or too similar to existing technology brands.

This led to the development of a recognisable waveform icon, integrated into the wordmark but designed to work independently across product, packaging, digital and retail applications.

Over time, the icon can become a subtle brand signature, allowing NOIZE to build recognition without relying on a large or highly visible logo.

The final system includes a primary wordmark, secondary lock-up and standalone icon, creating flexibility while supporting long-term recognition.

EXPLORING LOGO DESIGN

NOI|||IZE

No**i**ZE

NOIZE

n*o*ize

|||NOIZE

||inoize

NOiZE

n*o*ize

WORDMARK

The complete noise brand mark, used across primary brand communications, packaging, digital and retail applications.

The wordmark 'NOI|||IZE' is displayed in a clean, sans-serif font. The three vertical bars between 'NOI' and 'IZE' are of equal height and are positioned closely together. The text is centered on a light gray background.The wordmark 'NOI|||IZE' is displayed in a clean, sans-serif font. The three vertical bars between 'NOI' and 'IZE' are of equal height and are positioned closely together. The text is centered on a dark gray background.

ICON

A distinctive waveform symbol for compact applications, product details, digital icons, embossing and engraving.



WHY THIS LOGO WAS SELECTED

This direction felt the most aligned with NOIZE's positioning and target market. Its minimal, refined aesthetic communicates a sense of luxury and premium design, while the waveform detail creates a subtle connection to audio and technology.

The clean typography gives the identity a contemporary and confident feel, appealing to a design-conscious consumer who values both performance and style. Among the concepts explored, this option achieved the strongest balance between distinction, category relevance and understated sophistication.



BRAND LANGUAGE

SOUND, REFINED

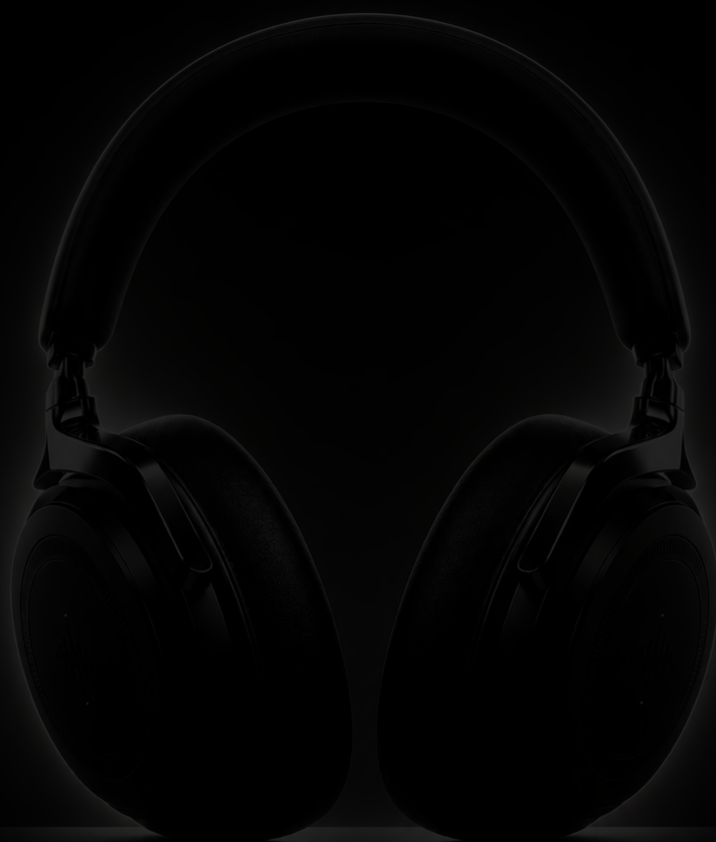
Sound, Refined was chosen to express the brand's quiet luxury positioning. Simple and understated, it reflects carefully engineered audio without relying on exaggerated performance claims.



SOUND, REFINED



SOUND, REFINED



PRODUCT COLLECTION



HEADPHONE

The product needed to feel premium without relying on decorative styling or prominent branding. Restrained geometry, matte materials and an integrated waveform icon translate the quiet luxury positioning into a distinctive, timeless form.



THE UNBOXING EXPERIENCE

Designed to build anticipation without overshadowing the product, the packaging uses matte finishes, tonal graphics and a controlled reveal to create a refined unboxing experience.



HARDCASE

The case was treated as part of the ownership experience, not simply an accessory. Its structured form, tactile interior and minimal branding extend the same sense of quality and restraint beyond the headphone.

LOEWE X NOIZE



LUXURY IN MOTION

Blending **LOEWE's** fashion craftsmanship with **NOIZE's** quiet luxury aesthetic, this collaboration is designed for versatility across every setting. Whether styled as a daily bag, an evening piece, a travel companion or a pouch, it offers a refined balance of function, elegance and modern ease.



LOEWE x NOI|||ZE



AMBASSADOR

Harry Styles x NOIZE

INTRODUCING **HARRY STYLES** AS A CONCEPTUAL GLOBAL BRAND AMBASSADOR
MORE THAN SOUND. A STATEMENT.



Harry Styles was selected as a conceptual ambassador for his influence across music, fashion and culture. His balance of global recognition and individuality helps position NOIZE as a cultural and design brand, not only an audio product.



RECOGNISED BY THOSE WHO LISTEN DIFFERENTLY.



OUTDOOR

The outdoor campaign uses scale, portraiture and minimal copy to create recognition in visually crowded environments. The restrained execution positions NOIZE closer to fashion and luxury than conventional consumer technology.

NO|||IZE



RECOGNISED
BY THOSE WHO
LISTEN DIFFERENTLY.

SOUND, REFINED.

NOI||ZE



Quietly exceptional.
SOUND, REFINED

HEAR EVERY DETAIL.
FEEL NOTHING ELSE.

NOI||ZE



MORE THAN SOUND.
A STATEMENT.

NOIZEAUDIO.COM



NOI||ZE

SOUND, REFINED





SOCIAL

The social system was designed as an editorial brand world rather than a product catalogue. Portraiture, product detail and concise brand language build consistency while connecting NOIZE to sound, design and culture.

The four-post sequence on the next page moves from brand attitude to product detail and audience identity, showing how one campaign idea can create varied but connected content.

20:22



4G



noizeaudio



NOIZE AUDIO

385
posts

211K
followers

1,140
following

Audio Visual Equipment

Sound, refined.

Premium headphones crafted for comfort, clarity
and distinction.

More than sound. A statement. [more](#)

[Discover NOIZE](#)

Follow

Message



People



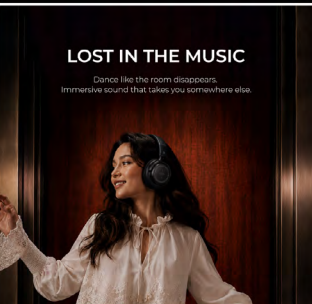
Headphones



Behind



Boutique



FOUR-POST SOCIAL SERIES



SIGNATURE GLOW

Designed to stand out.

A recognisable silhouette, refined materials and a signature illuminated icon.

PREMIUM COMFORT

Soft leather cushioning delivers lasting comfort without compromising on style.



SOUND, REFINED

LOST IN THE MUSIC

Dance like the room disappears.
Immersive sound that takes you somewhere else.





FLAGSHIP STORE



This concept visualised the proposed **NOIZE flagship on Albemarle Street, Mayfair**, before development.

The location reflects the brand's connection to luxury, art and design, while the interior creates a calm alternative to conventional electronics retail.

ALBEMARLE
STREET W1
CITY OF LONDON



NOI|||IZE



NOI|||IZE



Thank you

NOIZE
SOUND, REFINED