

# CAFE BRERA

REPOSITIONING  
BRANDING  
CONCEPT DEVELOPMENT

London  
2017-2018





## CONCEPT DEVELOPMENT

The brief was to create a theatre feel with a grab and go counter and an all-day operated table service cafe. With the replacement of tables and chairs, white walls, and impersonal table service, with luxurious leather banquet seating, intricate Italian-made wallpaper, and large menu boards boasting the 'Menu of the Day'. These changes transformed these cafes into a more seductive and welcoming space. You might want to grab a focaccia and coffee to go, but you might also want to stay and hang around for a few Espresso Martinis. As the group had six outlets, the decision was made to develop a central production kitchen to ensure quality and consistency of the iconic pastries, cakes, hand-cut pasta, sauces, and sourdough pizza.

## BRANDING

'Brera' name comes from Brera Village in Milan, known for its elegant food and fashion, Insight Hospitality wanted this to be reflected in the brand development of Brera. The team wanted the new concept to have an authentic Italian feel with a sleek and refined style. Working with Plus Agency, we reflected the heritage of the brand and repositioned it in a more contemporary approach, bringing the vibrancy of Milan in the colour palette used.





# BRERA





# CONTACT US

## LONDON



EMAIL info@insighthospitality.net  
WEB insighthospitality.net  
DES +44 (0)7712 624825  
OLIVIER +44 (0)7595 326461

## DUBAI

EMAIL info@insighthospitality.ae  
WEB insighthospitality.ae  
PRABS +971 (0)58 502 5190

## LATAM

EMAIL melissa@insighthospitality.net  
WEB insighthospitality.co  
MELISSA +57 350 3493 874

 insight.hospitality  
 insight-hospitality-llp

