## CAFE BRERA

## REPOSITIONING BRANDING CONCEPT DEVELOPMENT

London 2017-2018





CONCEPT DEVELOPMENT

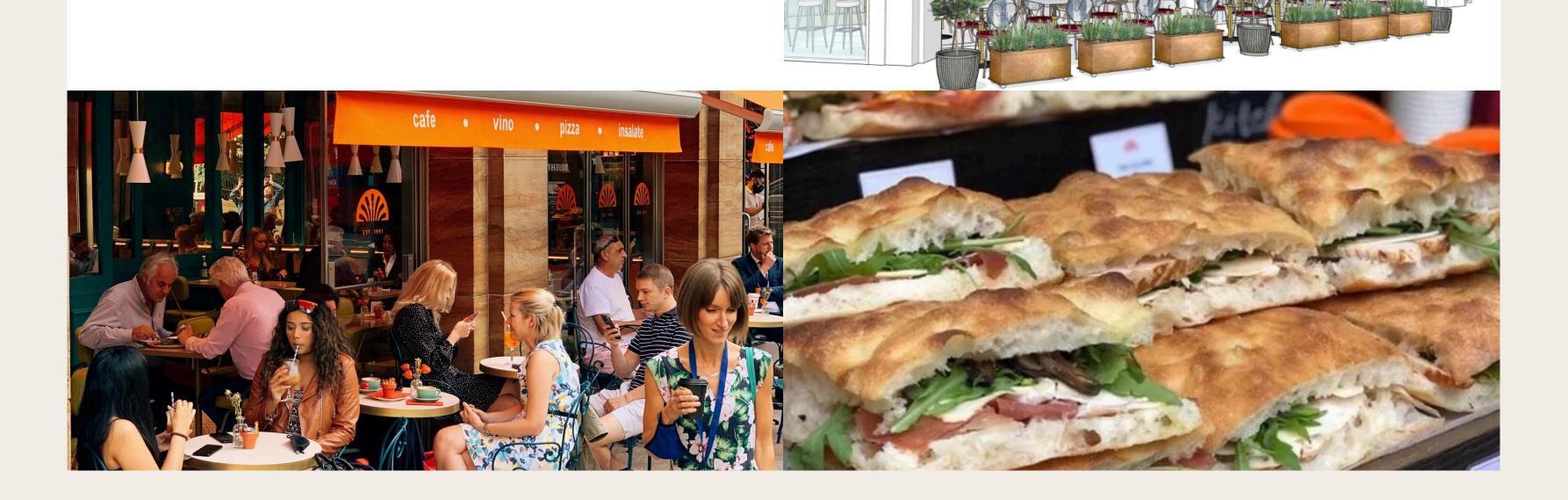
The brief was to create a theatre feel with a grab and go counter and an all-day operated table service cafe. With the replacement of tables and chairs, white walls, and impersonal table service, with luxurious leather banquet seating, intricate Italian-made wallpaper, and large menu boards boasting 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



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