

desktop**studio*** Martens Tomas

Case Study

Martens-Tomas

Client: Martens-Tomas

Sector: Marketing collateral for beauty industry products

Description: Product booklet

The challenge

Martens-Tomas is a top provider of high-end hair extension treatments reviewed in numerous national beauty magazines.

Martens-Tomas target market includes high-end models, performing artists and a clientele that wants a products that makes their appearance very attractive.

desktopstudio* in conjunction Mahri Martens-Tomas developed a presentation booklet that added an attractive presentation to the service that she provides. Martens-Tomas looked to fulfill the following parameters:

- * Add a high-end collateral piece that matched the feel of her website that we had previously designed.
- * Display the range of products offered by Martens-Tomas in a clean and pleasing layout.

The solution

- * Working closely with Mahri Martens-Tomas, desktopstudio* provided design and layout insight.
- * Photography was an important part of the booklet and we devoted time to consider optimal positioning for viewer impact.
- * This piece was printed by a respected local printer so that we could press check the photography as it was being produced.

The result

- * The one-on-one attention that we placed on the project provided a beautiful outcome. Martens-Tomas offers her booklet to select interested parties.
- * We are currently planning the next printing with new client work.

www.martenstomas.com



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