

the
IDEAS
SHOP

EQUUS

the
IDEAS
SHOP

an Equus publication
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10 Raeburn Park 01-06
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www.equus-design.com

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EQUUS

CONTENTS

5	PREFACE
9	PROUD
37	THE LEFT BANK
53	JONES
73	GULLIVER
97	MISTER BOLO
129	ILLUMI
155	COURIER NO.19
200	CREDITS

THE WORLD DOESN'T
LACK FOR GOOD STORIES,

THE WORLD LACKS FOR GOOD
STORYTELLERS.

MALCOLM GLADWELL

PREFACE

When you write a book, you need to have more than an interesting story. You need a strong desire to tell the story. And that analogy is almost parallel to creating meaningful yet desirable brands.

The Ideas Shop is a collaborative project where many personal hours were invested in talking to interesting people and working alongside with them. To us, there's no shortcut for that kind of process but one that is well worth the wait.

There is never a typical route when one is looking for ideas. You can look at things that one often takes for granted or pulling information in a way that is both intelligent and accessible.

Connecting them together and making them come alive is just the fun part.

Human beings are complex, paradoxical, fascinating creatures but being naturally open to ideas? No, not as straightforward as it sounds.

People sometimes act as if you go to the epicenter of Cool, the idea comes unchanged from one direct channel and spreads everywhere. It almost never happens that way. The earliest adopters takes an idea and uses it in a form that the rest of us would never use, because we're not interested in the extreme embodiment

of some new idea. We're more interested in something that fits into our lifestyle.

When we're talking about trends, we're talking many different areas. Music, Fashion, Technology, Culture, Architecture, etc – fields that are constantly widening and changing. And they should reflect in the way our culture likes to think about itself.

Tyler Brule, for instance shares his fascination for exciting trends from world cities he admires in his much-loved publication, *Monocle*. His target of reaching a wide demographic of not just savvy businessmen but sophisticated mavens has upped the ante for the media landscape.

The idea of creating 7 fictitious but relevant brands is all of the above and more. How culture is vested in our lifestyle, be it the kind of surroundings, services or things. They have to be worthwhile, essential and almost maverick in an every day sort of way.

We all have a duty to ourselves to try and live a life that has meaning and purpose and fulfilment. And by realising that life is not linear, that you can always go back, change and set new standards. And when we start to think differently, we start to see different options and possibilities. And brands are just expressions of that philosophy.

Welcome to the Ideas Shop.

IF YOU HAVE AN APPLE AND I HAVE AN APPLE
AND WE EXCHANGE THESE APPLES THEN
YOU AND I WILL STILL EACH HAVE ONE APPLE.

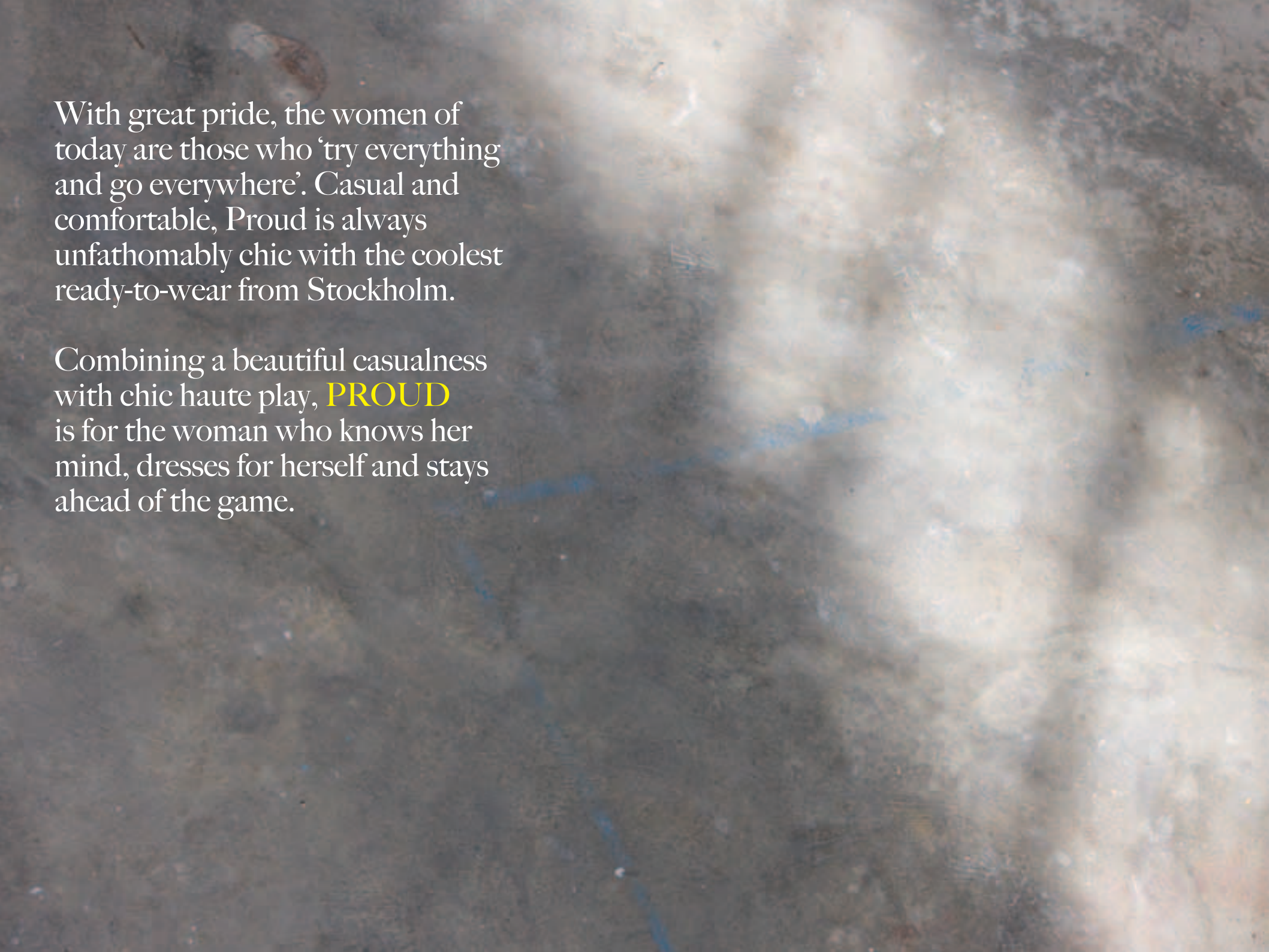
BUT IF YOU HAVE AN IDEA AND I HAVE
AN IDEA AND WE EXCHANGE THESE IDEAS,
THEN EACH OF US WILL HAVE TWO IDEAS.

GEORGE BERNARD SHAW



proud

by Harry Halim



With great pride, the women of today are those who 'try everything and go everywhere'. Casual and comfortable, Proud is always unfathomably chic with the coolest ready-to-wear from Stockholm.

Combining a beautiful casualness with chic haute play, **PROUD** is for the woman who knows her mind, dresses for herself and stays ahead of the game.

A woman with dark hair pulled back, wearing a vibrant red dress, is shown in profile from the chest up. She has a thoughtful expression, with her hand near her chin. The background is a soft, out-of-focus green and grey.

proud

So, you are no ordinary woman. Someone said you love super indulgent, great for airplane and everyday kind of look. Grey, fuchsia, electric blue - it doesn't matter, you don't have to think about it. Because it's you and that's enough.

Look proud.

FOR THOSE
DAYS YOU
WANT TO
THROW
SOMETHING
ON AND STILL
FEEL CHIC



proud

proud
by Harry Halim



Proud essentials!

- 1 A SENSE OF HUMOUR
- 2 THE PERFECT SHADES
- 3 DAILY DOSE OF INTELLIGENCE
- 4 SHOW A BIT OF LEG
- 5 INVEST IN COLOURS



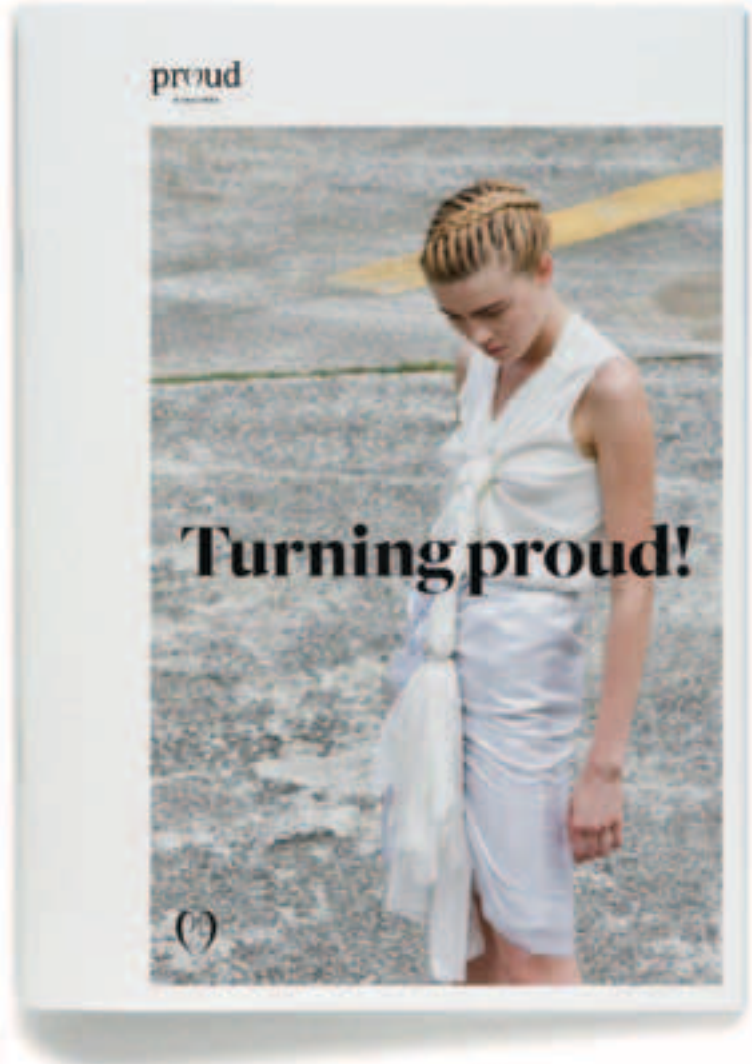


Add proud!

by Harry Halim

**Look
proud!**









UNEXPECTED

BOLD

EMERGING

POWERFUL

NECESSARY

AMUSING

BRILLIANT

Spring Summer 2011-2012

proud





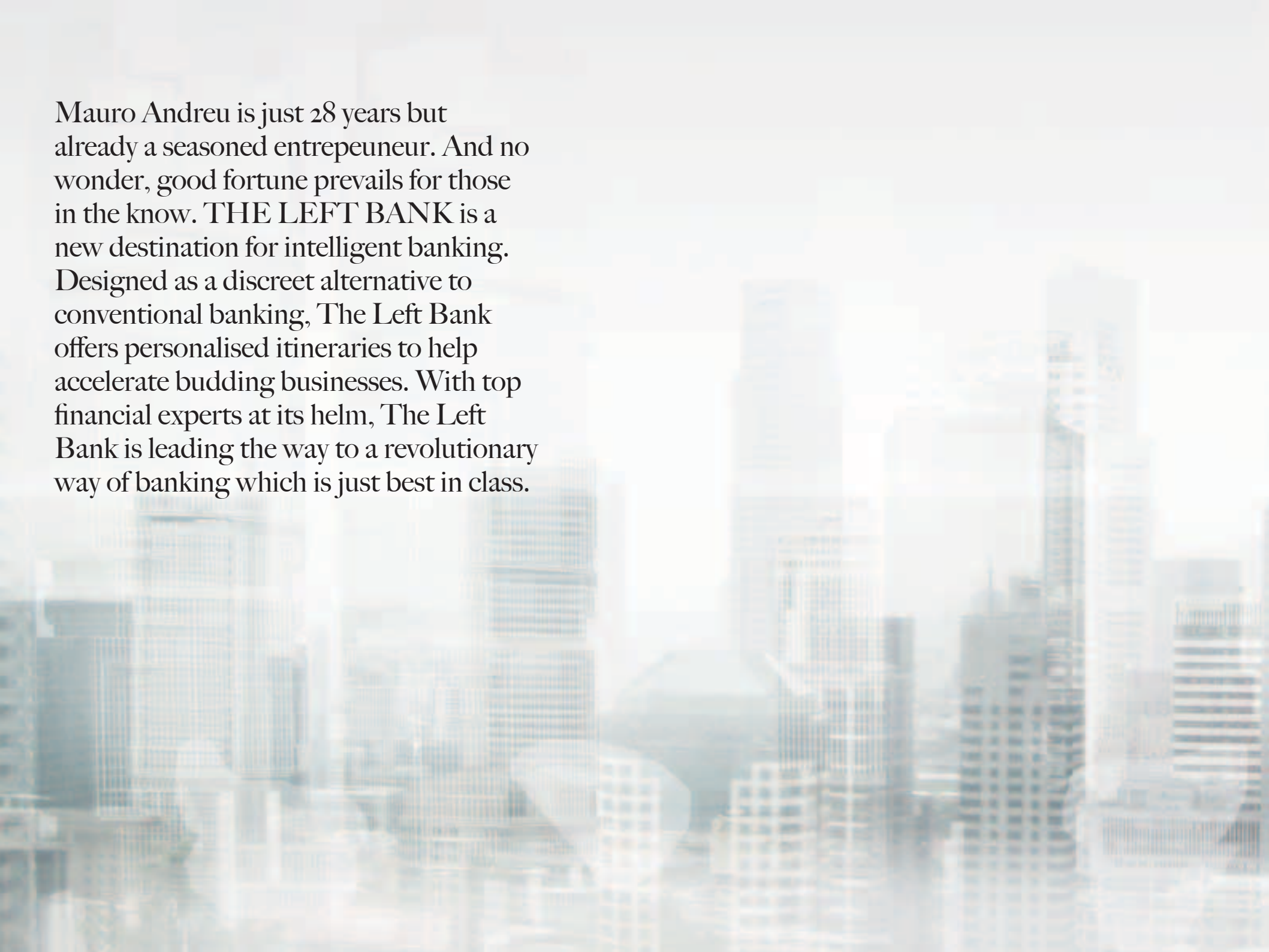


BE
 COME
 PRO
 UD
 NO
 W

Turning proud!



 THE LEFT BANK



Mauro Andreu is just 28 years but already a seasoned entrepreneur. And no wonder, good fortune prevails for those in the know. **THE LEFT BANK** is a new destination for intelligent banking. Designed as a discreet alternative to conventional banking, The Left Bank offers personalised itineraries to help accelerate budding businesses. With top financial experts at its helm, The Left Bank is leading the way to a revolutionary way of banking which is just best in class.

GROWING MONEY NEEDS EXPERT PRUNERS

Money doesn't grow on trees,
or so they say.

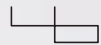
We all know that money dips
and rises from season to
season. And for that reason, we
have people who watch how
your money is doing - experts
who know how to grow them
in abundance.

Obviously, you get to decide
where your money goes. We
just make sure they bloom.

INTELLIGENT BANKING
for people in the know

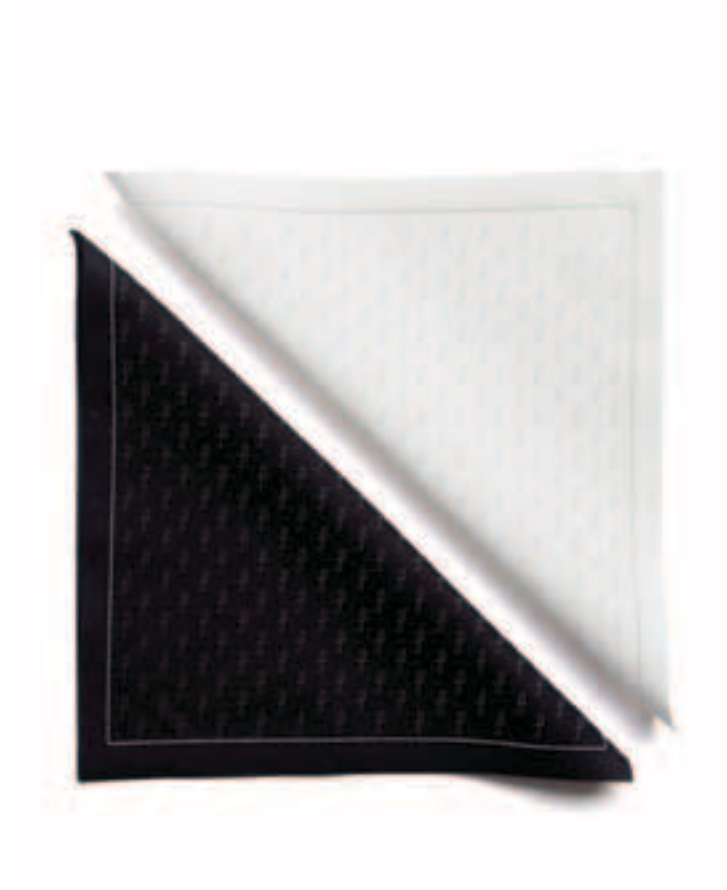
 THE LEFT BANK

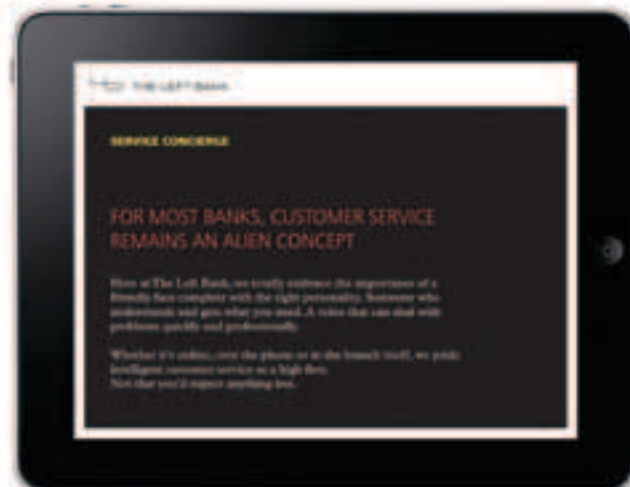




INTELLIGENT
BANKING

for people in the know





↳ MUSIC FOR BANKS



HOW BROAD IS OUR MONEY BASE

MONEY BASE

Composed of currency and coins outside the banking system plus liabilities to the deposit money banks.



WE MULTIPLY GROWTH

GROWTH OPPORTUNITY

Opportunity to invest in profitable projects.



WE HANDLE YOUR HOT MONEY

HOT MONEY

Money that moves across currency borders in response to interest rate differences and that moves away when the interest rate differential disappears.



SERVICE CONCIERGE

**FOR MOST BANKS,
CUSTOMER SERVICE
REMAINS AN ALIEN
CONCEPT**

Here at The Left Bank, we totally embrace the importance of a friendly face complete with the right personality. Someone who understands and gets what you need. A voice that can deal with problems quickly and professionally.

Whether it's online, over the phone or at the branch itself, we pride intelligent customer service as a high first.

Not that you'd expect anything less.

INTELLIGENT BANKING
for people in the know

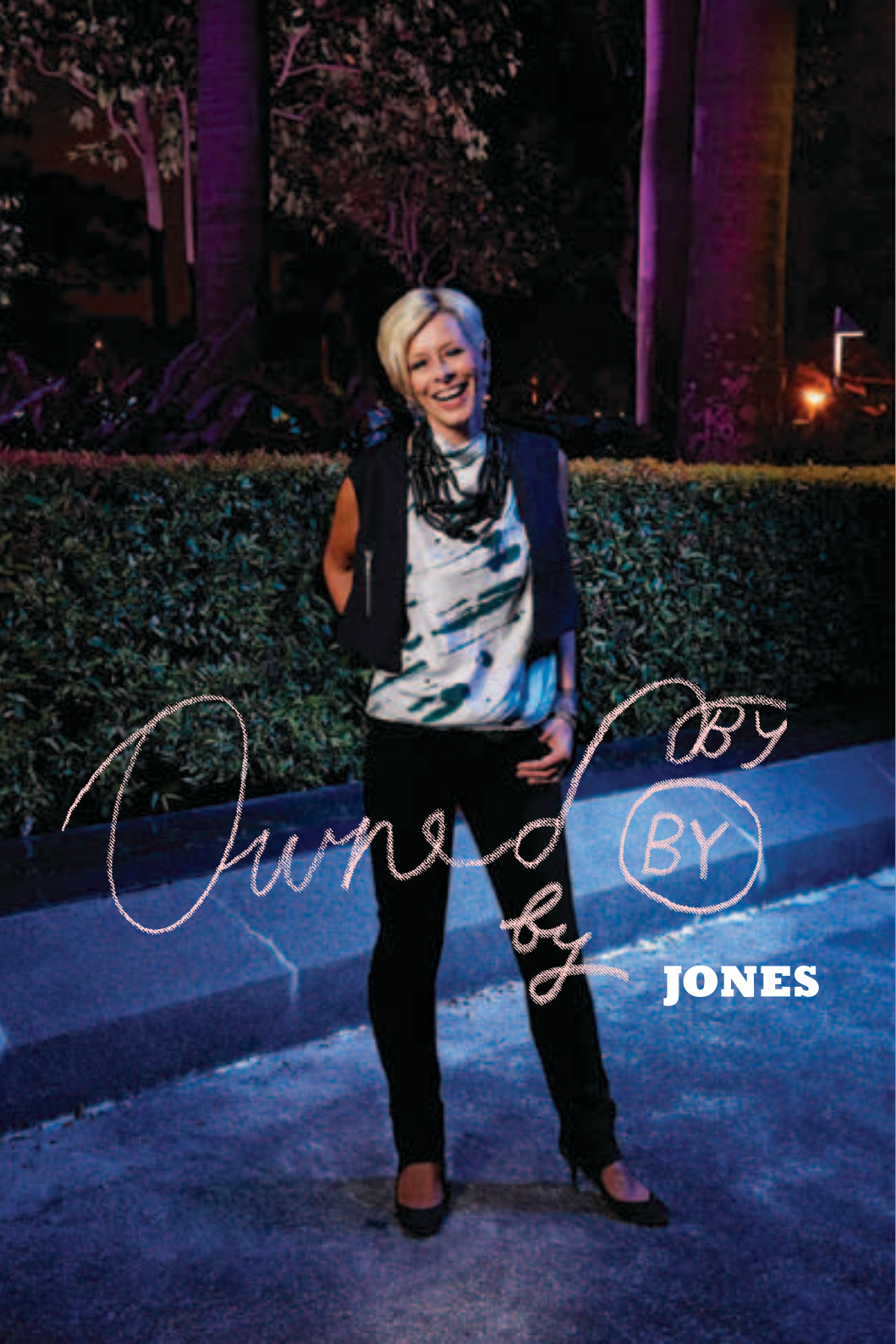


JONES

JONES keeps it real on the streets with acronyms representing Johannesburg, Oslo, New Jersey, Edinburgh and Singapore. The cool awkwardness is representative of JONES' 'this is how our friends dress, so we can't be that crazy' style statement.

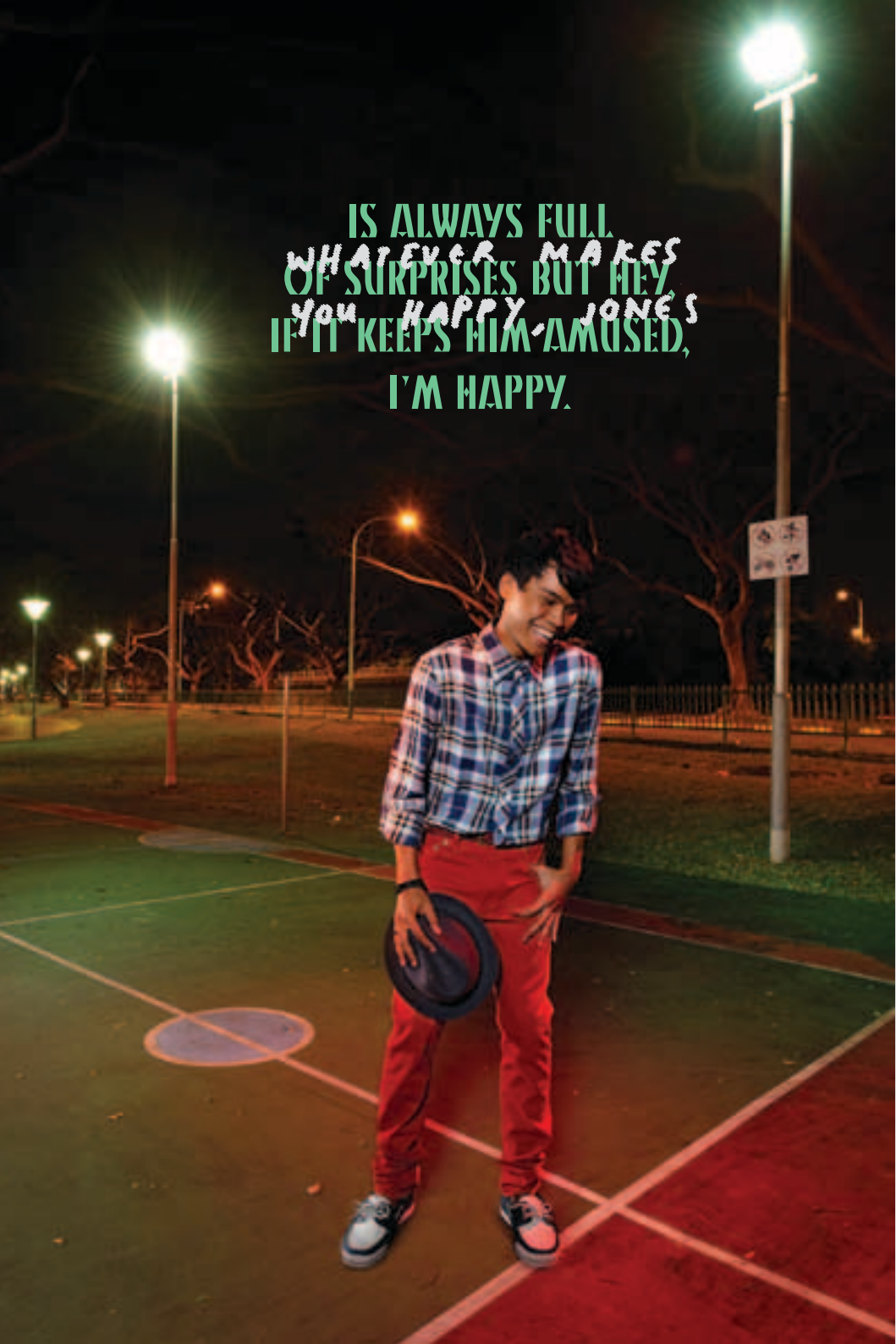
The outsider of street fashion is pioneered by lesser-known cities - all spot-on destinations for that creative mix-and-match zeitgeist.





JONES

**JONES
START ANYWHERE
HERE**

A man with dark hair, wearing a blue and white plaid shirt, red pants, and sneakers, stands on a basketball court at night. He is smiling and looking down, holding a dark hat in his right hand. The court is illuminated by several tall streetlights, and the background shows trees and a fence.

IS ALWAYS FULL
WHATEVER MAKES
OF SURPRISES BUT HEY,
you HAPPY, JONES
IF IT KEEPS HIM AMUSED,
I'M HAPPY.

I LOVE HOW YOU
EVOLVE YOUR STYLE
HAIR UP
HAIR DOWN
DO IT AGAIN
DO IT ^{FOR} JONES

JONES

I love how you evolve your style
Hair up Hair down
Do it again

DO IT FOR JONES.

JONES

New Store Opening
20 Haji Lane

Johannesburg Oslo New Jersey Edinburgh Singapore



JONES

New Store Opening
20 Haji Lane

Johannesburg Oslo New Jersey Edinburgh Singapore



OK, I'M
DONE

JONES

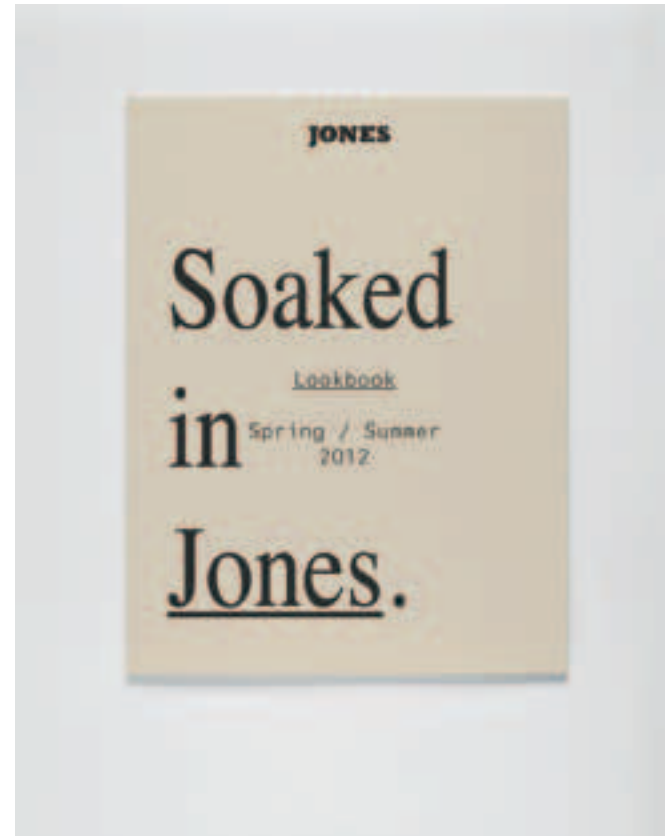
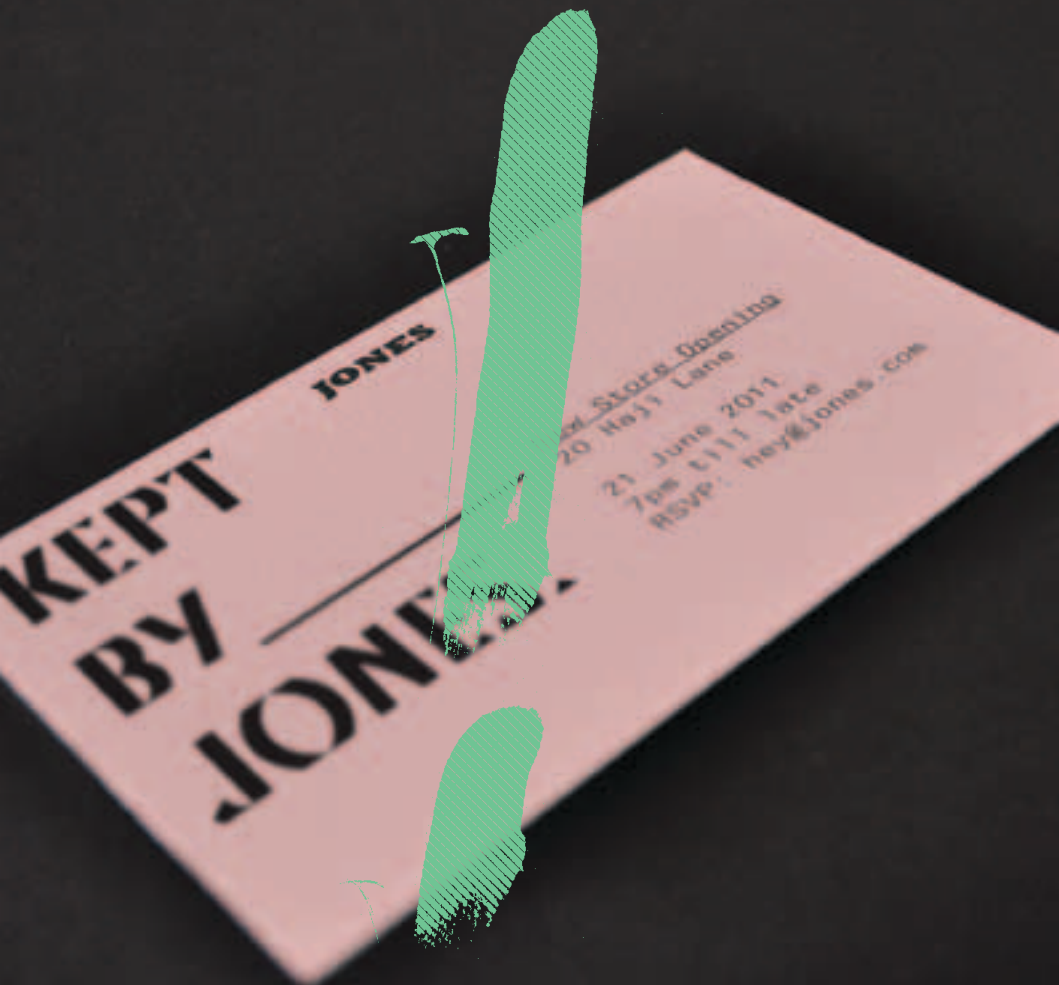
jones is a parody of
fierceness and coolness
on unexpected sartorial
territory. Conquering
fashion is his biggest
ticket to fame.

JONES

OWNED
 by I love how you evolve
 your style
 Hair up Hair down
 Do it again

JONES

KEPT
 JONES



JONES

JONES

WHAT EVER

IS ALWAYS FULL
OF SURPRISES BUT HEY
IF IT KEEPS HIM AMUSED,
I'M HAPPY.

JONES
is a parody of fierceness
and coolness on unexpected
sartorial **OK** territory.
Conquering fashion is his
biggest ticket
to fame.

I'M DONE JONES

JONES

is a parody of fierceness
and coolness on unexpected
sartorial **OK** territory.
Conquering fashion is his
biggest ticket
to fame.

I'M DONE JONES



SOAKED

IN

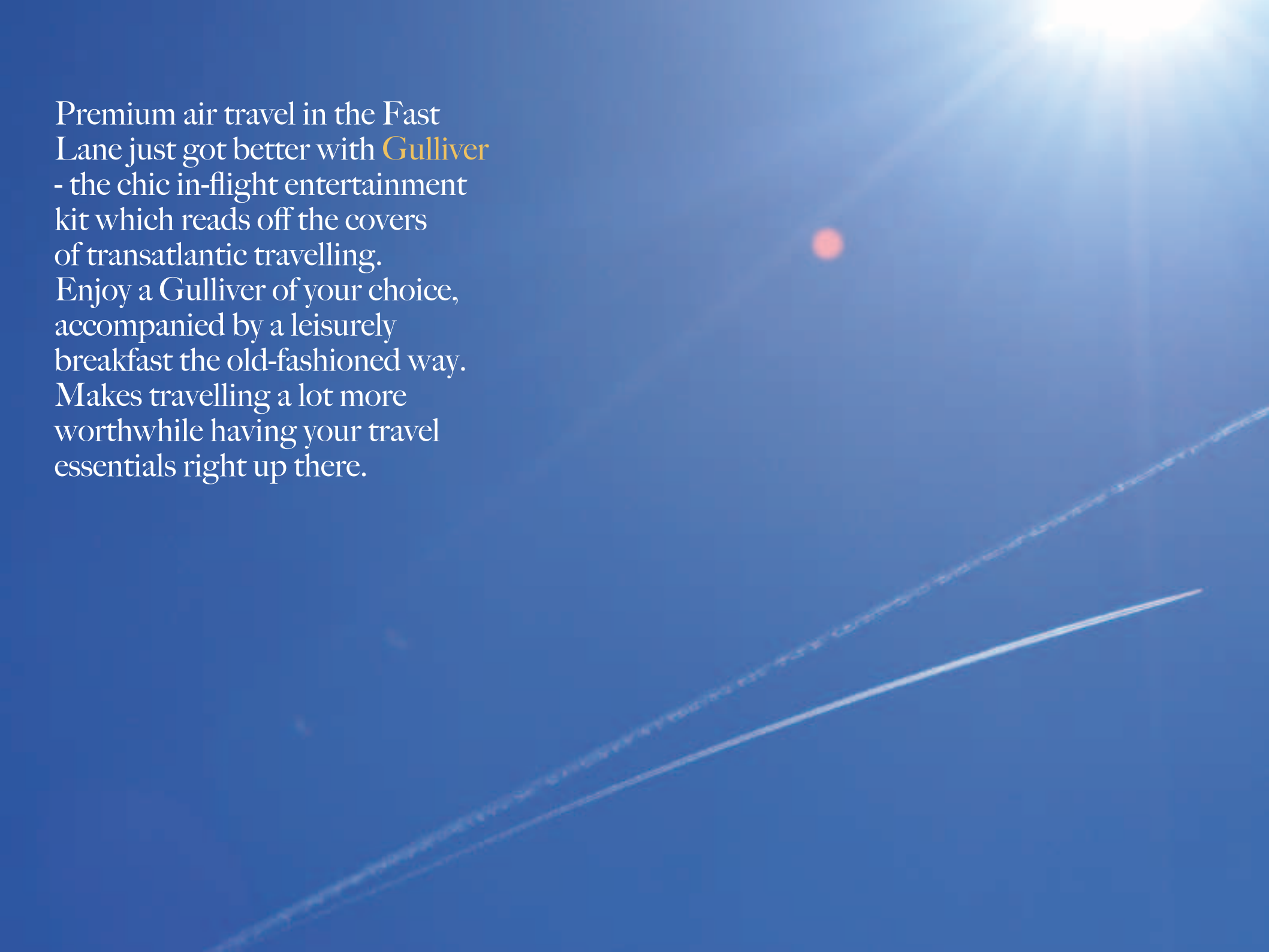
JONES



New Store Opening
20 Haji Lane

21 June 2011
7pm till late
RSVP: hey@jones.com





Premium air travel in the Fast Lane just got better with **Gulliver** - the chic in-flight entertainment kit which reads off the covers of transatlantic travelling. Enjoy a Gulliver of your choice, accompanied by a leisurely breakfast the old-fashioned way. Makes travelling a lot more worthwhile having your travel essentials right up there.





FLY HIGH

From fresh clean scents to zesty air spritzers and hand-made laurel soaps, our GULLIVER is an unmissable selection of heady new travel essentials made for the modern jetset lifestyle.







HIGH DINING



PREMIUM PERKS



You might have noticed that air travel is an increasingly lonely place - particularly at the front of the aircraft.

Over the past decade, passenger research has pushed airlines and design firms into offering as much privacy as possible. This has put a premium on sleep.

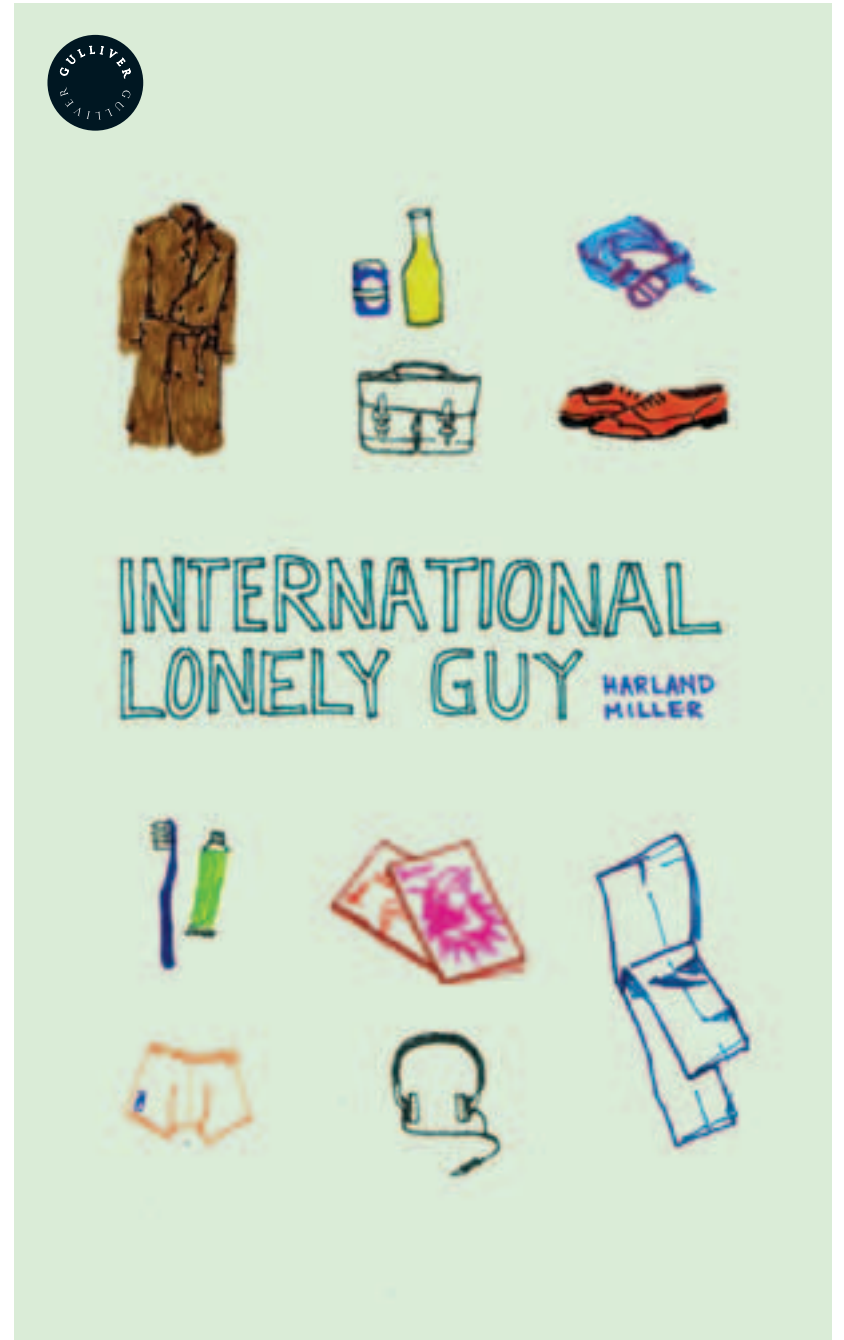
Regardless of what carrier you fly (as long as they've invested in a modern cabin), there's a good chance that you're going to be all alone - even if you're travelling with friends, family and colleagues.

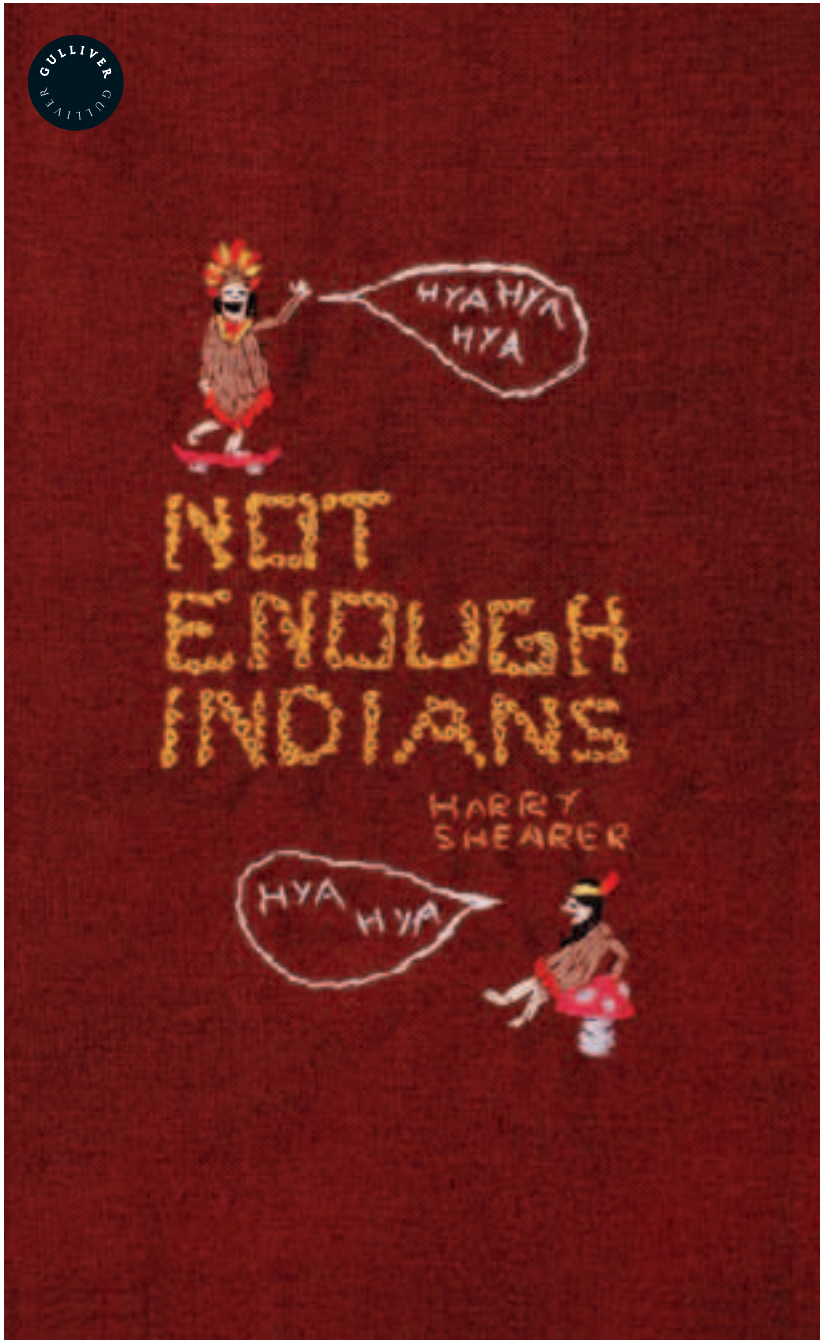
That's when Gulliver comes in handy. 20 transatlantic pockets to choose from, along with the best custom travel kit.

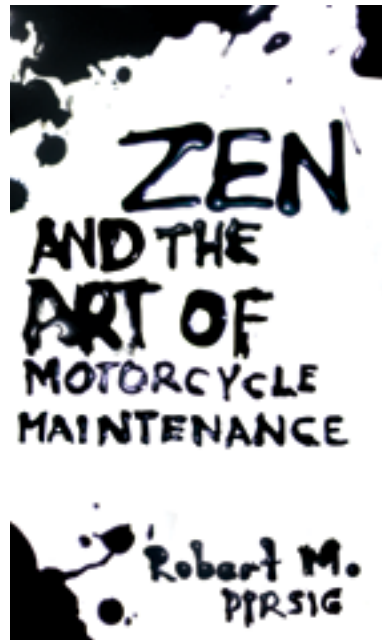
FLY FIRST CLASS WITH GULLIVER

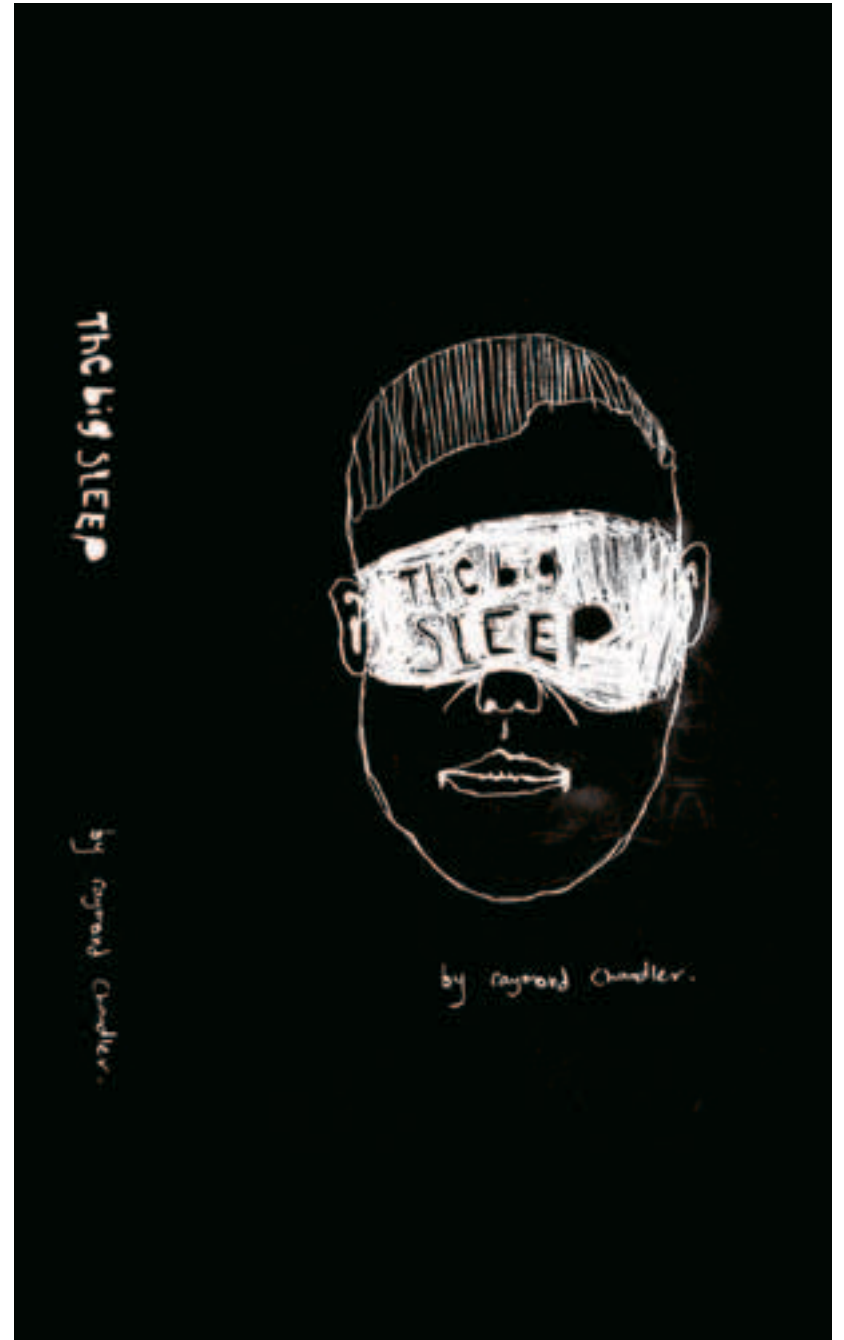








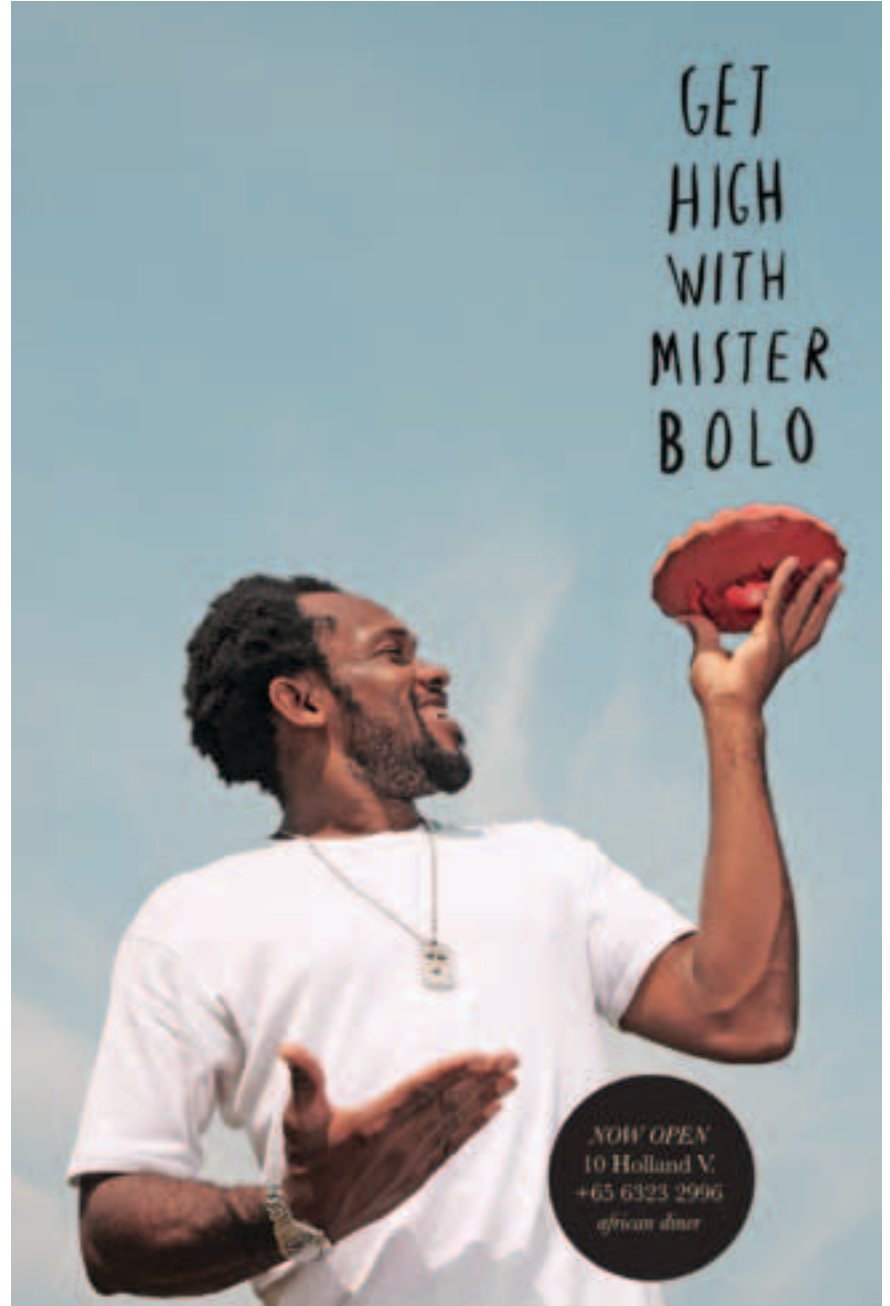




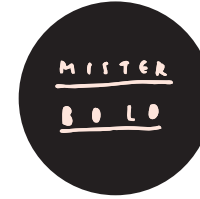
MISTER
B O L O

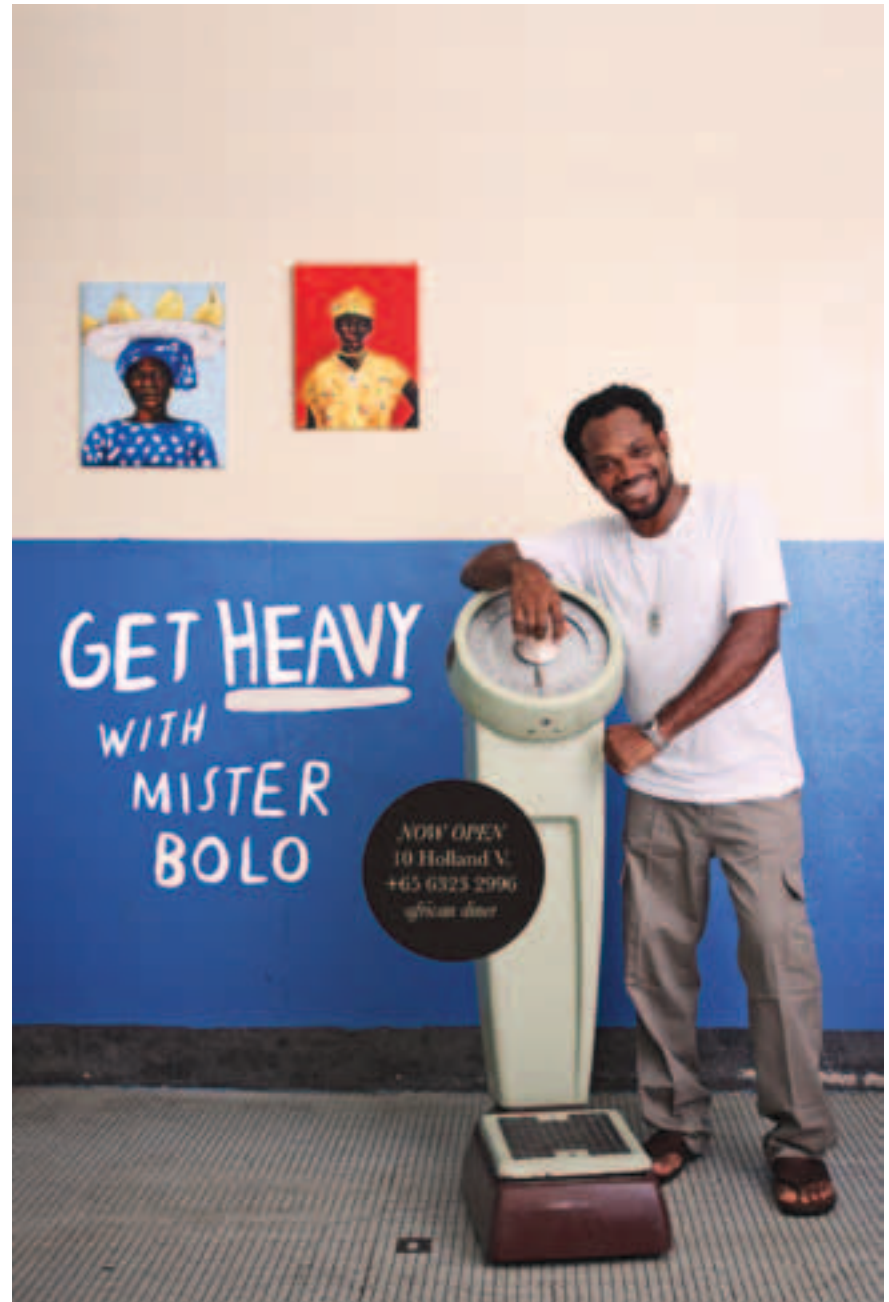
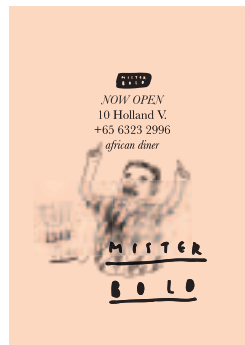
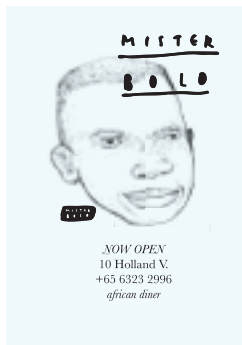
With a sweet-tasting menu, **Mister Bolo** is the first-ever African Desserts Diner to launch in Singapore. The concept; surprisingly refreshing with exotic African-inspired concoctions is a magnet for adventurous diners who love the idea of mixing things up. Charmingly back-to-basics ingredients makes life all the more sweeter at Mister Bolo.

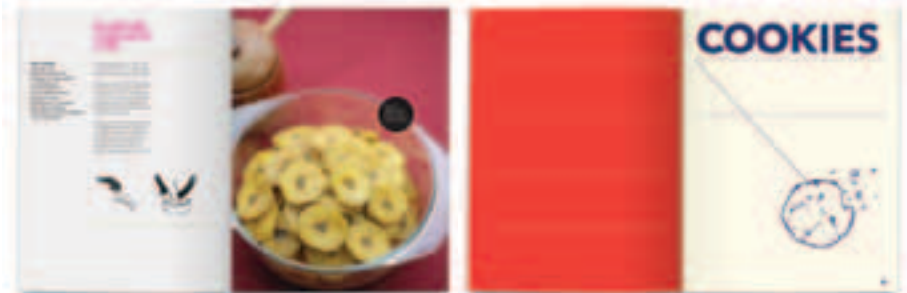












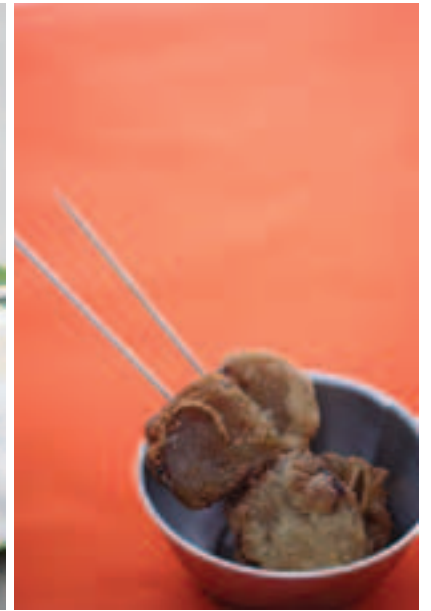


GET HUNGRY
WITH
MISTER BOLO











MISTER
BOLO



HANG OUT
WITH
MISTER
BOLO



HANG OUT
with
MISTER
BOLO









ILLUMI

ECO RETREAT

ILLUMI makes a bucolic haven for writers, musicians and creative types. Away from prying eyes, the rural retreat is designed as the perfect respite to get away from everything. Effectively off-grid, located in a hideaway cove with intimate views overlooking lush Tasmanian grasslands, The Illumi feels just like a modern, low-impact second home.

Luxury can be that simple sometimes.



ILLUMI

ECO RETREAT



ILLUMI

ECO RETREAT





ILLUMI
ECO RETREAT





ILLUMI

ECO RETREAT



CURATED
by

ILLUMI
ECO RETREAT



Summer slashes ///colour

8 - 12 AUGUST 2012

ILLUMI
ECO RETREAT



RECOMMENDS

NO RESERVATIONS RESTAURANT

46 Strand Street



When God created the Garden of Eden millennia ago, I'm pretty sure he never thought that it would resurface in modern times in Tasmania. But that's exactly what happened. Well, at least in my opinion, but I'm biased because the NO RESERVATIONS is like my older sister who never let me borrow her stuff....until now.

Whenever I'm out in Australia to visit Tasmania, I always make it a point to visit ChefCarolynn Spence at No Reservations. Having honed her skills at The Spotted Pig in New York City as the Chef de Cuisine,

she has now created an incredibly hearty menu with European influences consisting of fresh local produce and simple shared plates. An all-time favourite outside The Illumi, the No Reservations restaurant is spectacularly casual. And no we're not talking about the signage, though we did find it interesting how many signs there are out there.

Chef Spence dominates with The Melted Mushroom - bacon bread, smoked mozzarella, wild mushrooms and ramp vinaigrette - to win her over Chef Eric Samaniego of Comme Ca.

SUNSET COCKTAIL PARTY

The Illumi



You've been waiting all winter (rather impatiently I might add) for this moment, and it's finally here. You thought we weren't listening to your cries, your complaints, your calls for us to take some kind of action to cure you of your pasty white skin... but we were. You can finally stop your whining because the Rooftop at The Illumi is now open!

Yes, you heard correctly. We've officially reopened the roof, and if I must say so myself it's better than ever. We have new cocktails, a new menu and a whole new line up of summer fun.

So swing by tonight from 6pm - 11pm for a fun little party we've pulled together, and moving forward, we'll be open for sunset cocktails all summer long, daily from 2pm until 11pm...except on Tuesdays when we close at 9.30pm for IllumiNATION annual fete party, but more on that to come.

As always, you can email me with any questions you may have, but if you're already on the roof, I'm usually holding court on the third waterbed from the left!

man@theillumi.com



tomorrow
Bold
 IMAGINARY
 SPATIAL
VIVID
 DOMESTIC
 INSPIRED
Happy

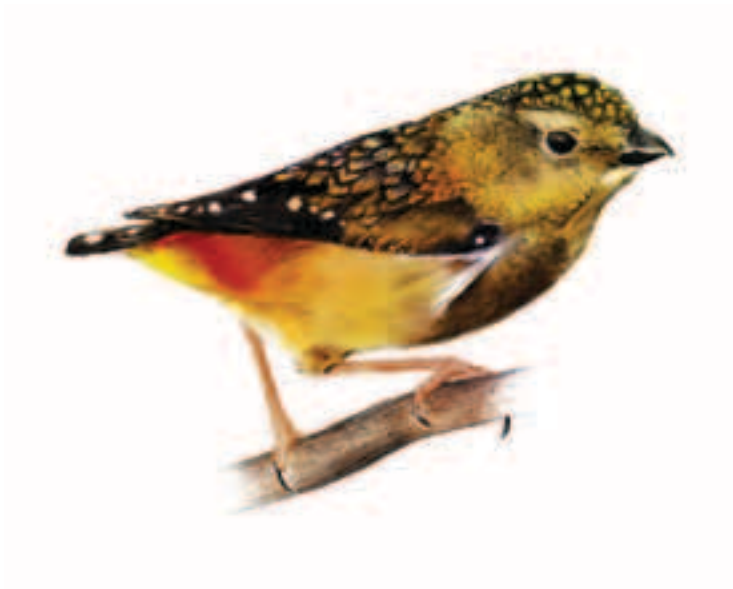
from dusk to dawn

iLLUMi
 ECO RETREAT



DAY
STUDY
ATELIER

DAILY RITUALS



THE
LUNE
BEDROOM

NOCTURNAL SATURDAY NIGHTS



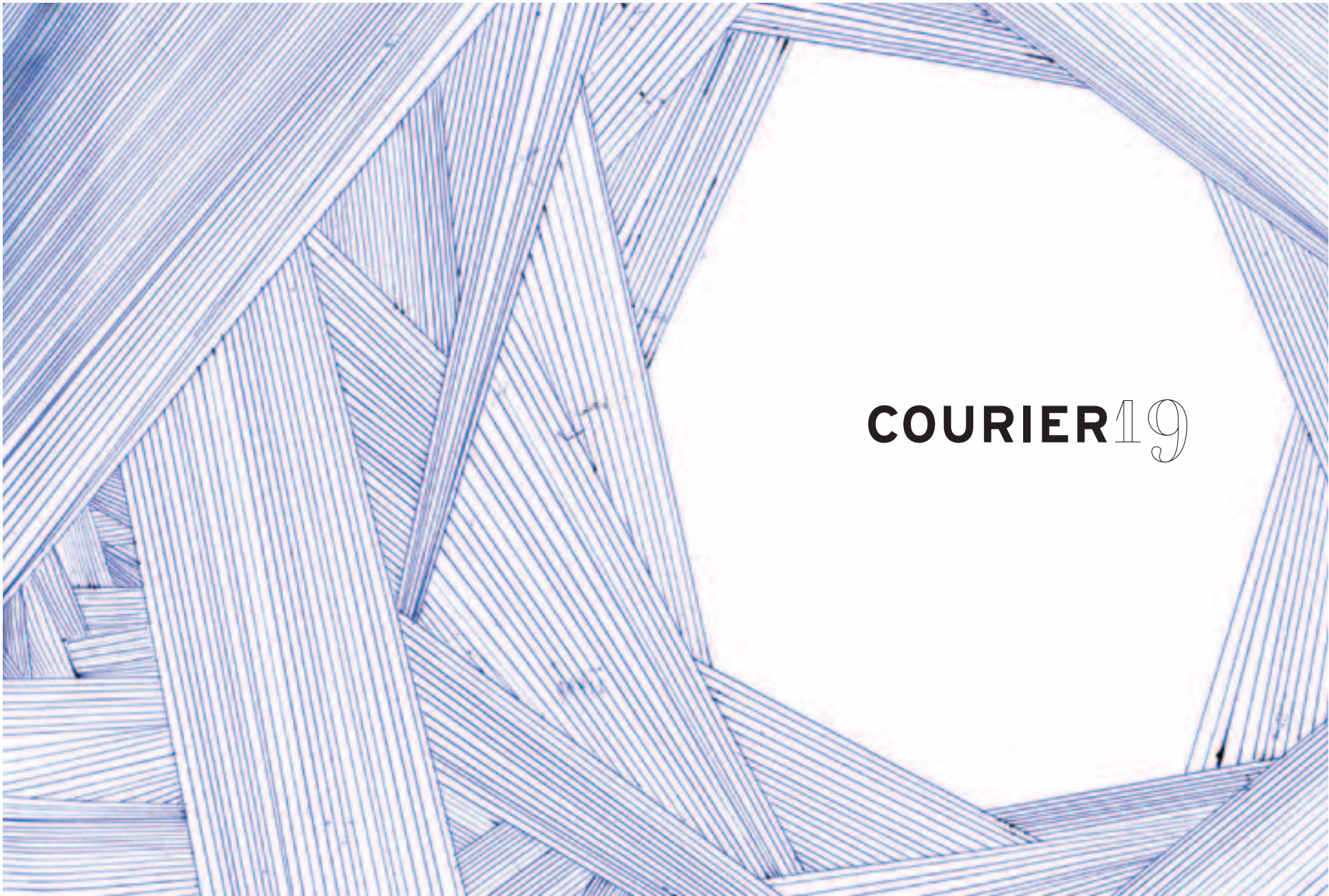
It would be nice
to have **saturday** nights
where optimism calls
and **sings** through the night

COURIER19

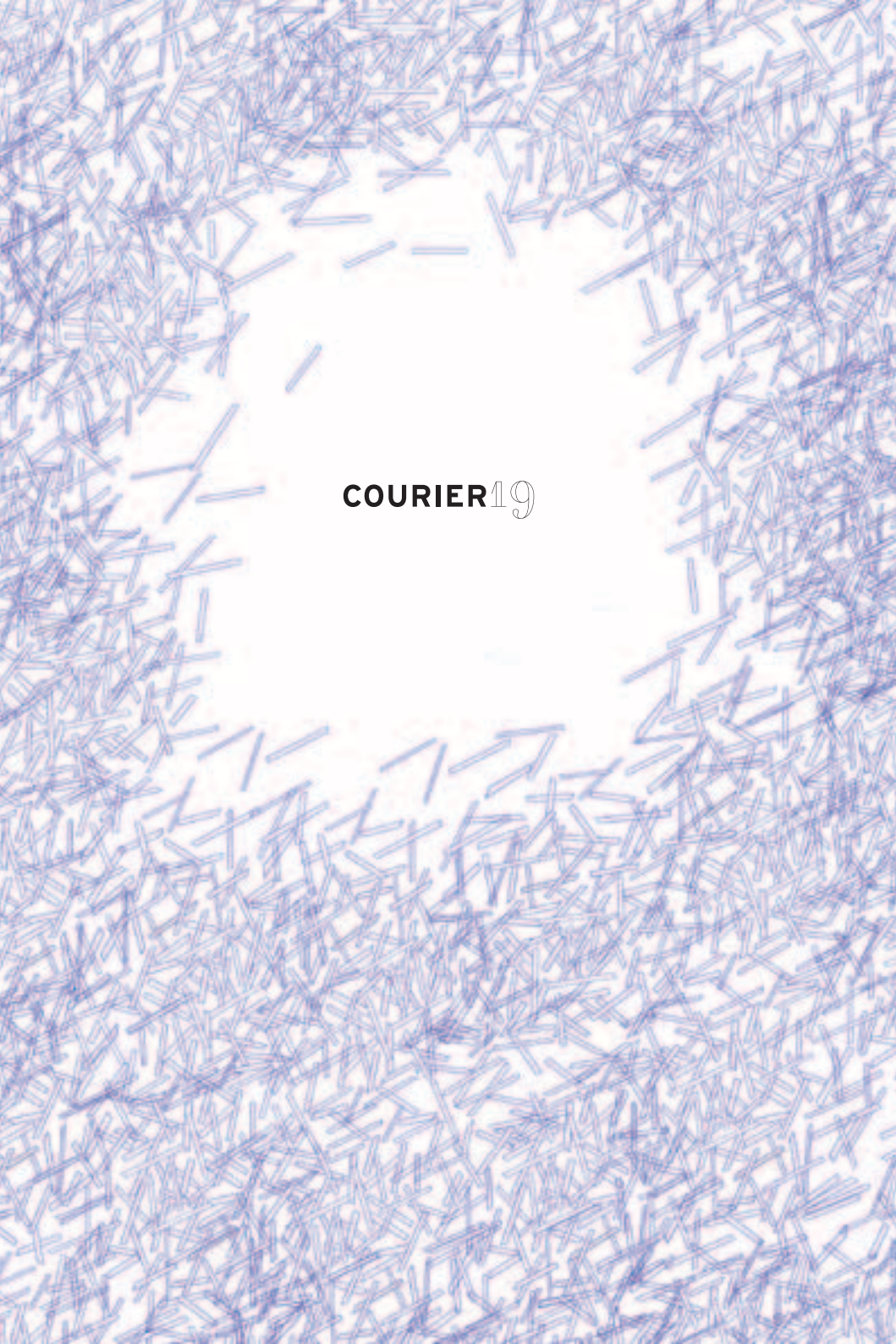
Behind every fine desk, we all need a perfectly style-stacked collection of sartorially led essentials.

COURIER no. 19 is the premium stationery staged for every season. Courier highlights unusual pairings of designers from all over globe with their take on the hottest paper trends that will score you top marks.

COURIER19
SPRING



COURIER19

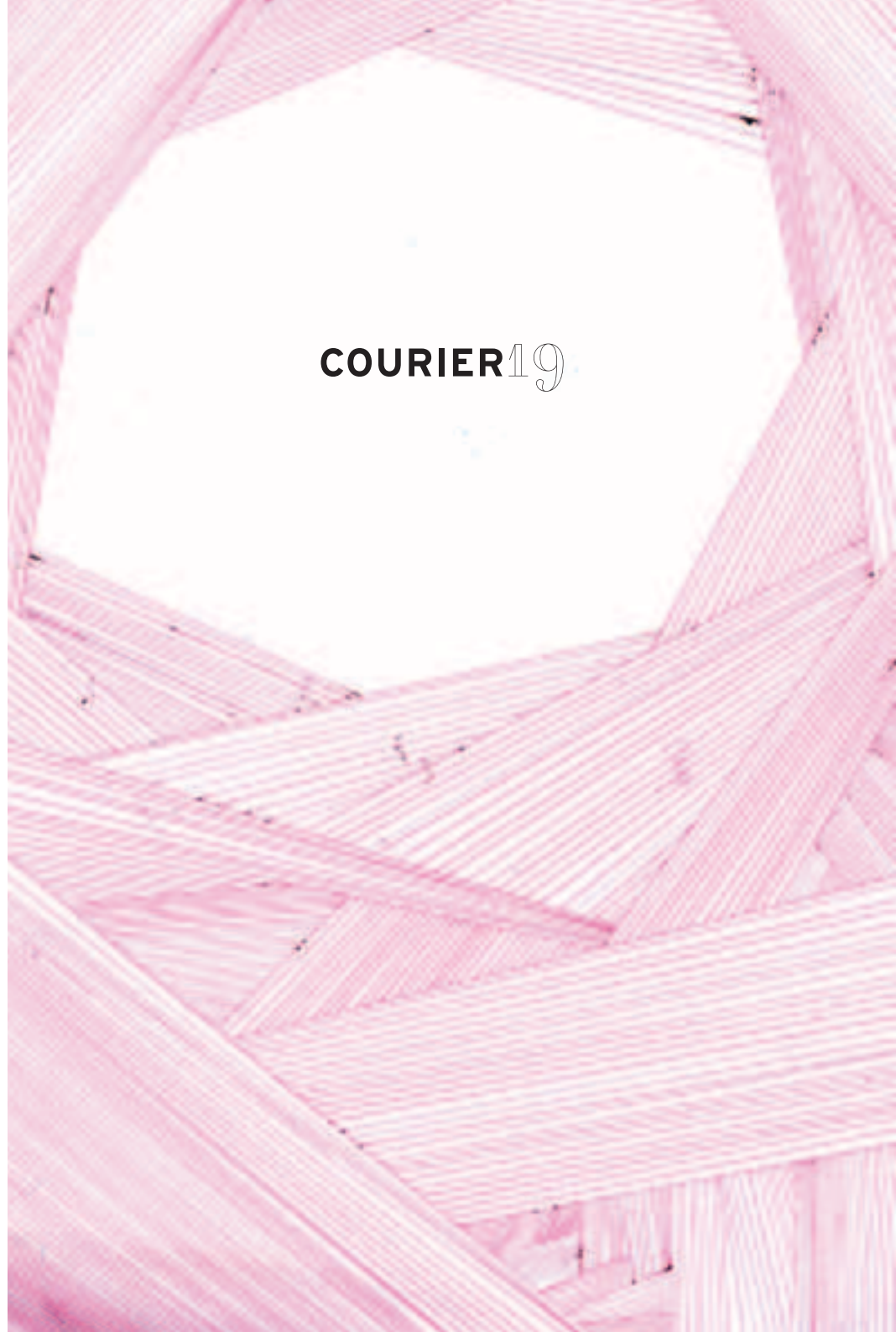


COURIER19





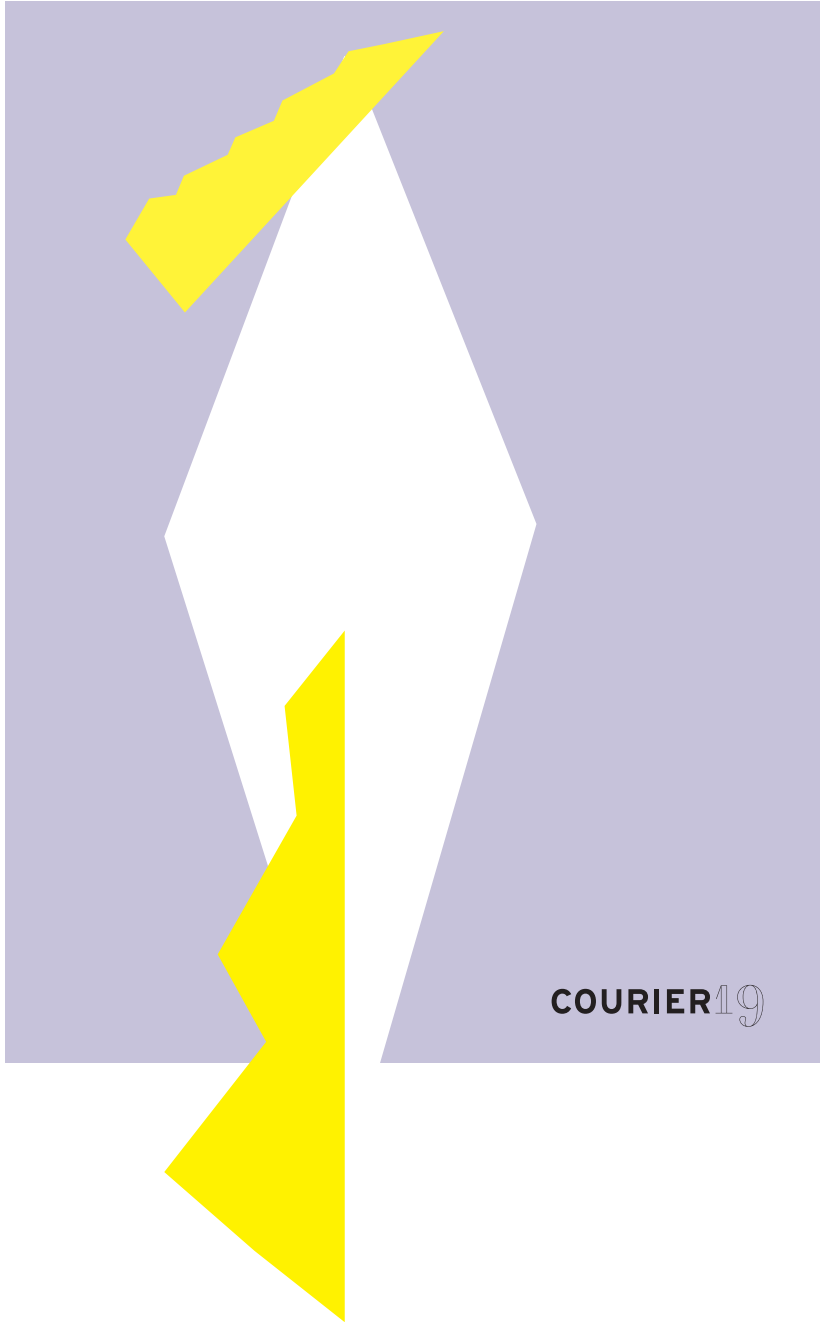
COURIER19







COURIER19
SUMMER



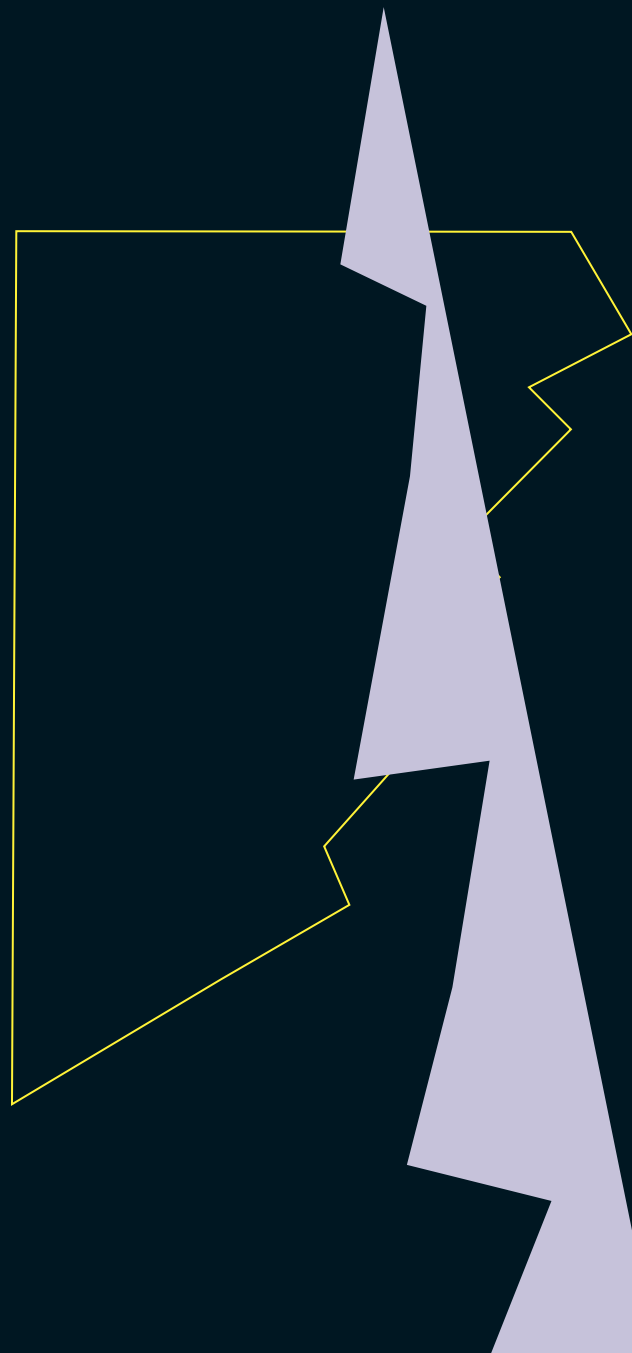


PRESENTING
THE SEASONAL STATIONERY
AUTUMN - WINTER - SPRING - SUMMER
2012-2013

COURIER19

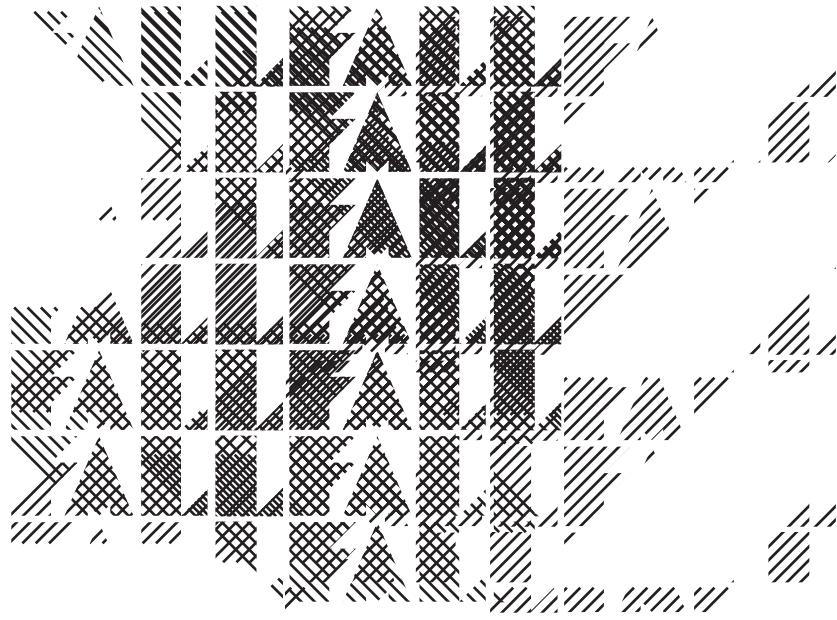
GENIUS STATIONERY
BY AN INTERNATIONAL
ROSTER OF DESIGNERS

COURIER19



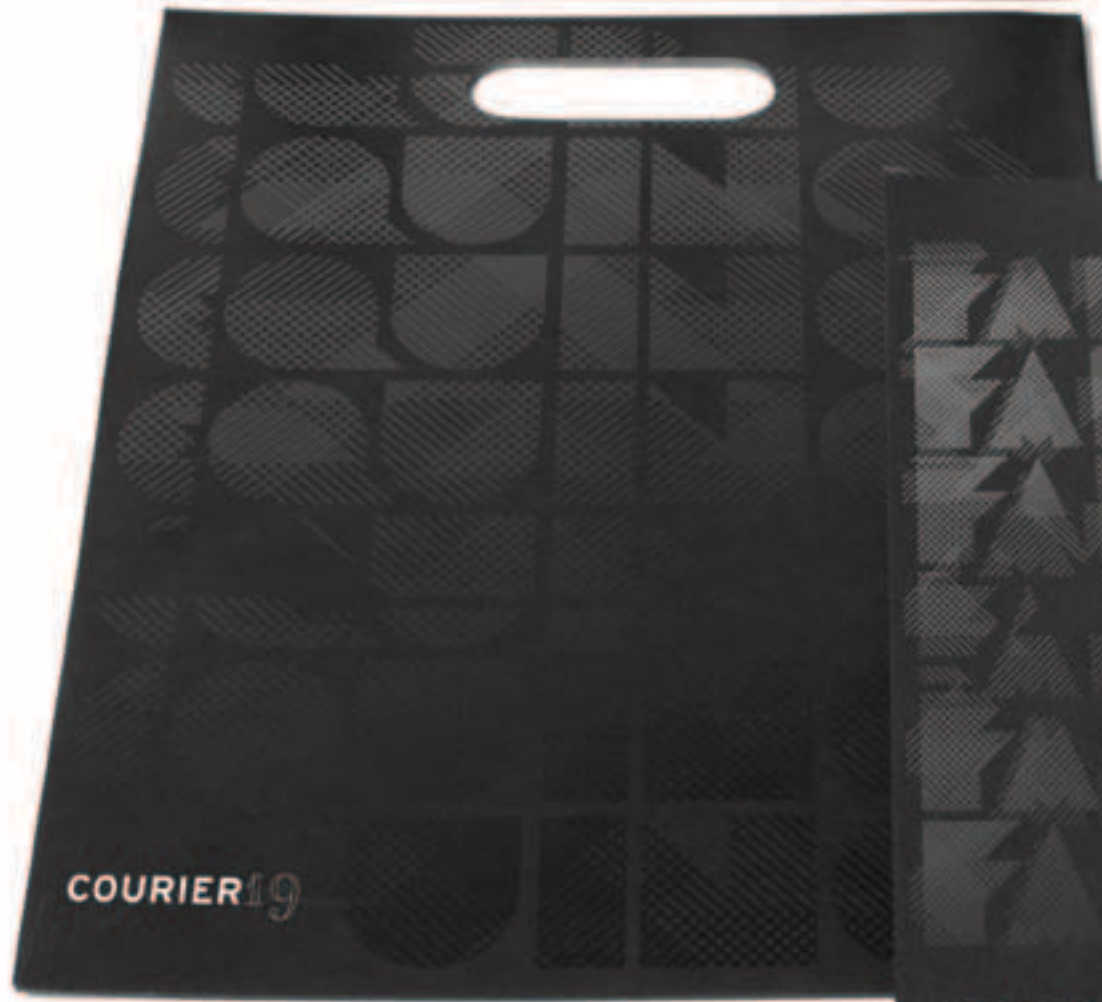


COURIER19
AUTUMN







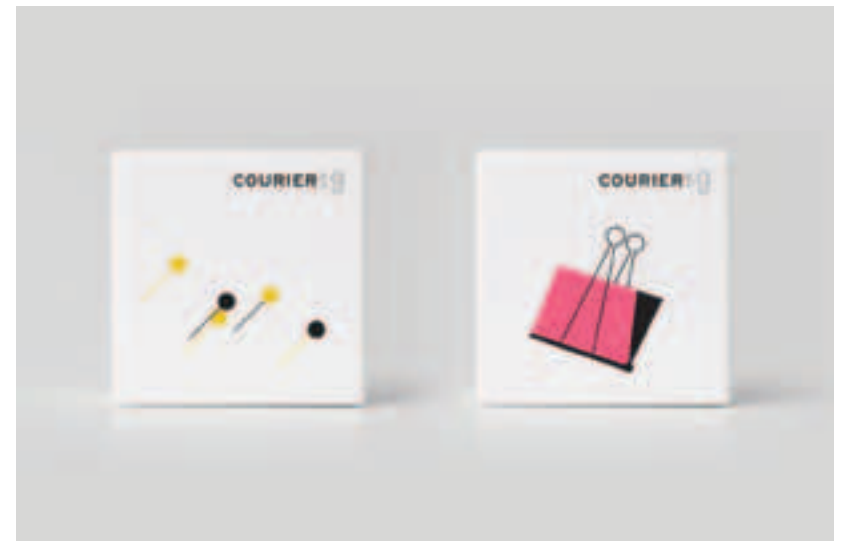
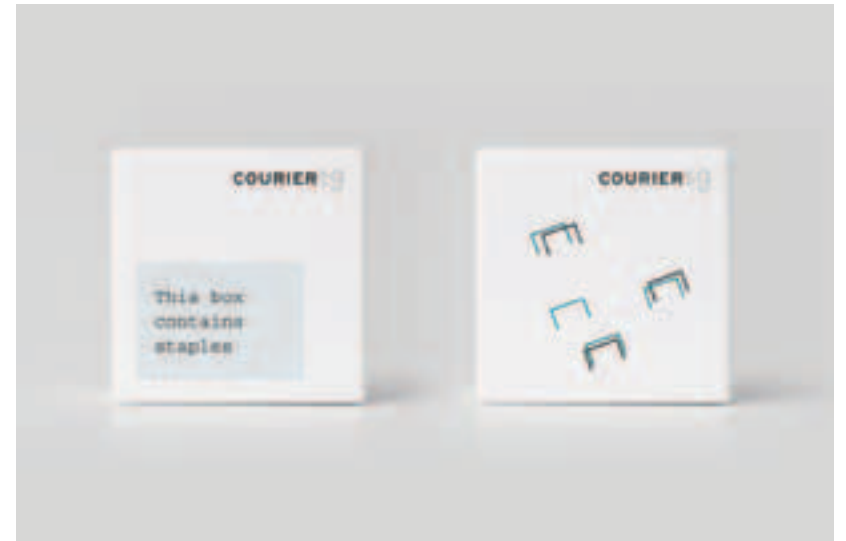


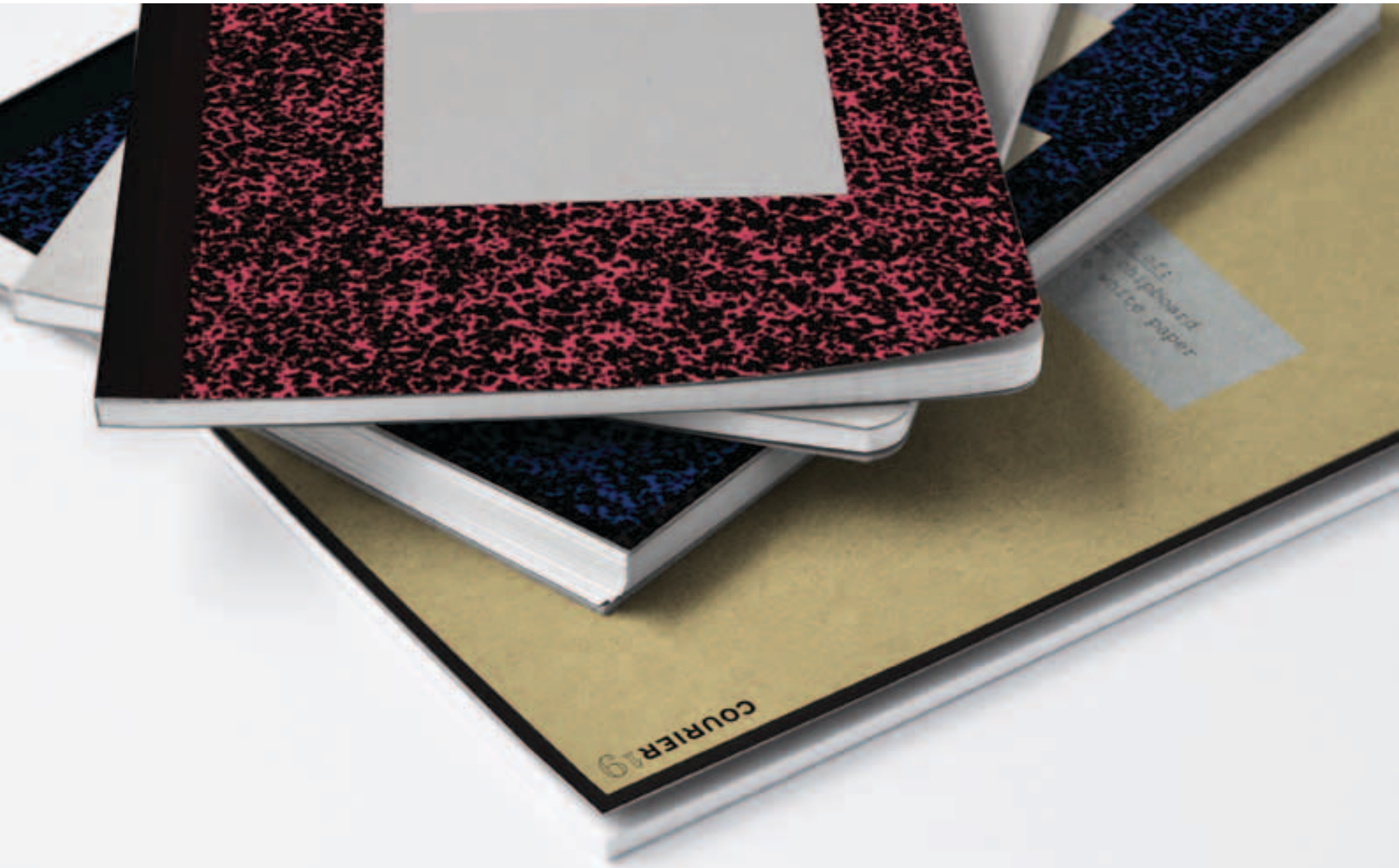
COURIER19



COURIER19

COURIER19
WINTER





COURIER 19

-noun
 1. a book in which one keeps a daily record of events and experiences

COURIER 19

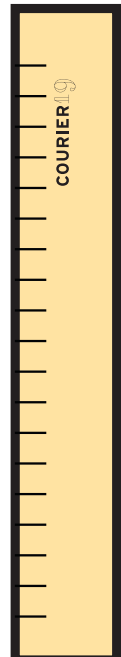
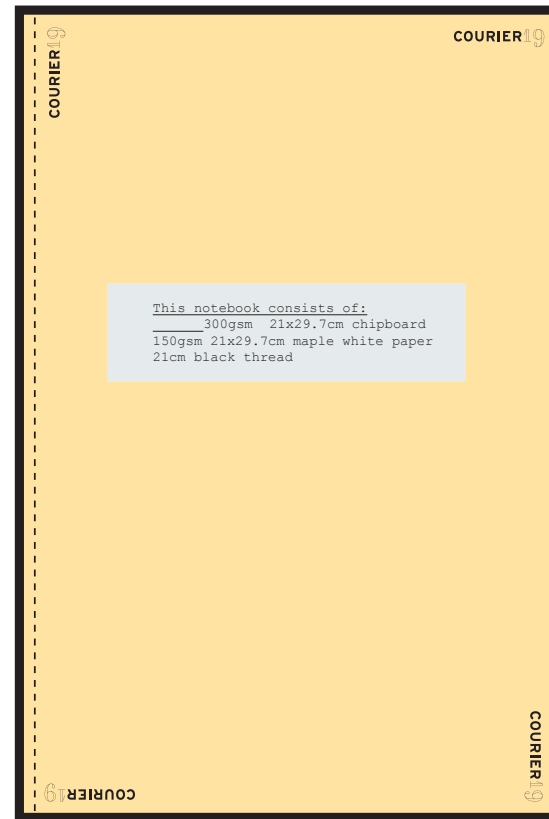
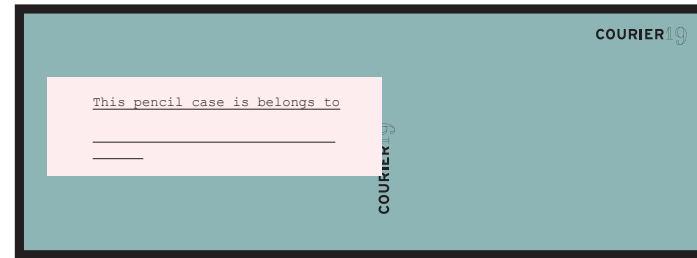
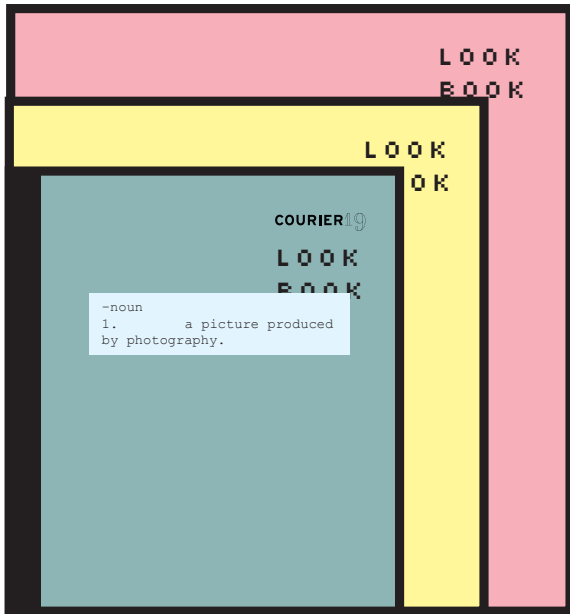
-noun
 1. a book in which one keeps a daily record of events
 en -noun
 1. a book in which one keeps a daily record of events and experiences

COURIER 19

-noun
 1. a brief record of something written down to assist the memory

COURIER 19

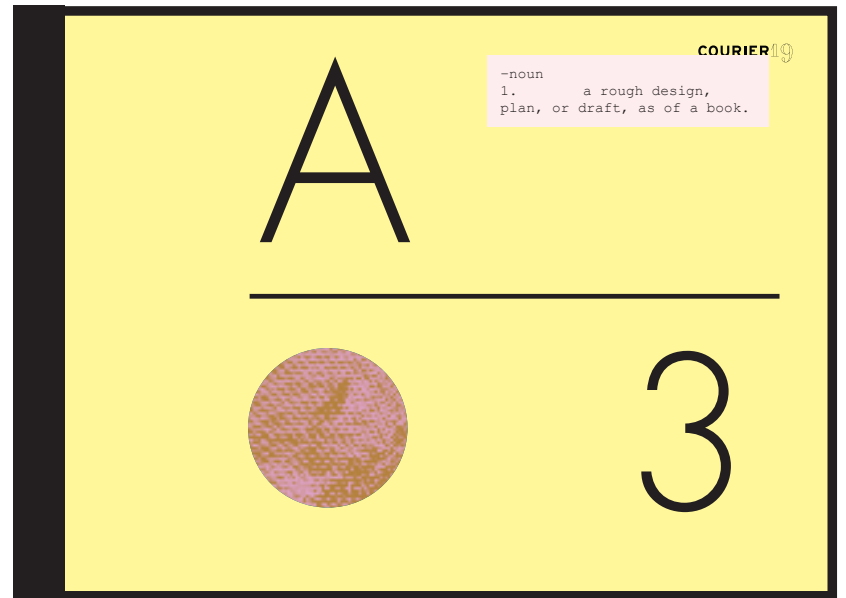
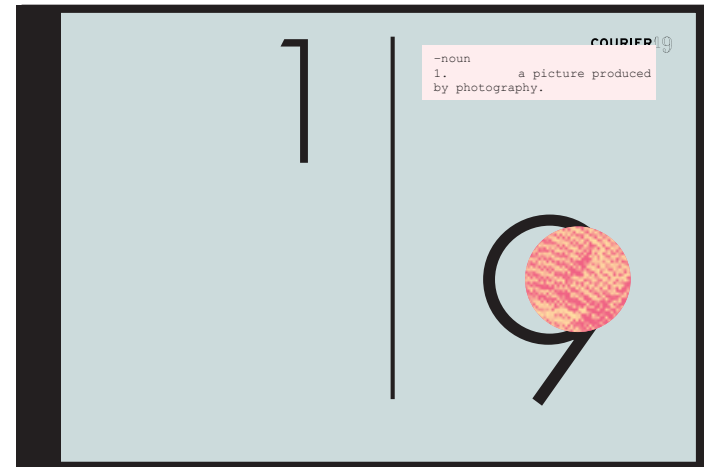
-noun
 1. a book in which one keeps a daily record of events and experiences

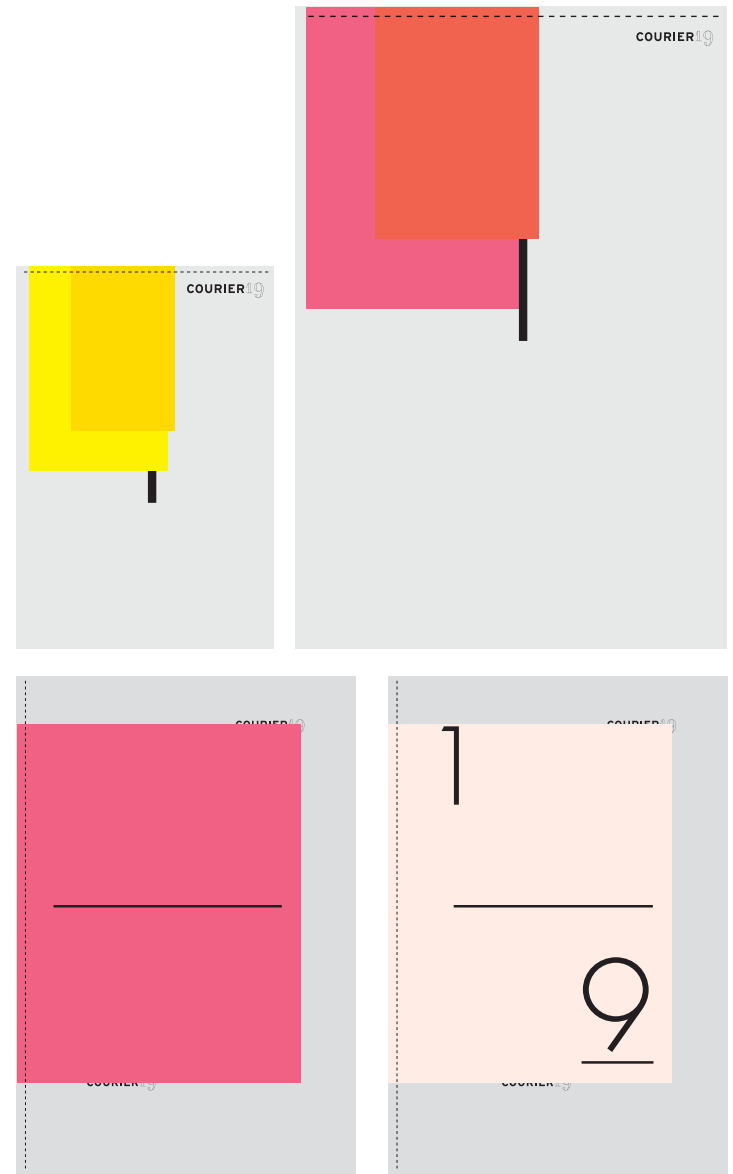
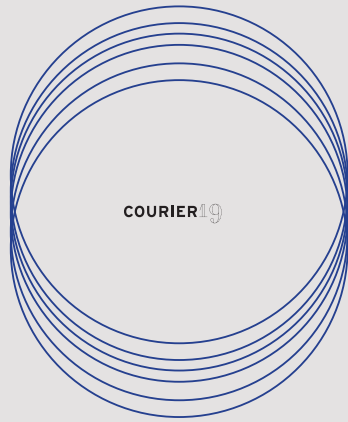
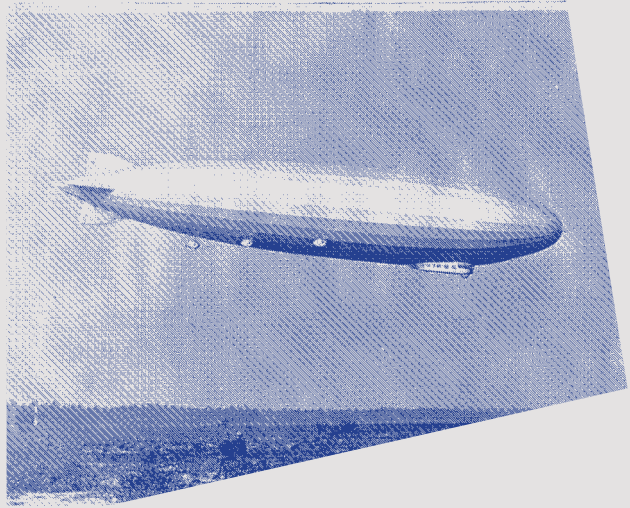


1

-noun
 1. a person who jots things down.
 2. a small notebook.

COURIER 19





CREDITS

PROUD

Creative direction, copywriting
and design by Equus
Photography: Yang Tan
Clothes: Harry Halim
Photo Assistants: Jae Hann, Stefan Khoo
Wardrobe Stylist: Martin Wong
Digital Retouching: Koh Sledgehammer
Location: OldSchool Singapore

THE LEFT BANK

Creative direction, copywriting,
design and photography by Equus

MISTER BOLO

Creative direction, copywriting
and design by Equus
Photography: Yazer Aziz
Photo Assistants: Ian Wong
Location: Colbar & Food03, Singapore

GULLIVER

Creative direction, copywriting,
design and photography by Equus

JONES

Creative direction, copywriting
and design by Equus
Photography: CJ Sameer Wadhwa
Photo Assistants: Alvin Tan, Randy Loh,
Ng Chin Siang & Tan Ching Yee
Hair & Makeup Artist: Red Ngoh
Wardrobe Stylist: Siau Xindi
Digital Retouching: Rhapsodi Digital Art
Camera and lenses sponsored by Nikon
Singapore
Models: Guna, Nina, Henne, Victor,
Jonas, Al-Amin

ILLUMI

Creative direction, copywriting and
design by Equus
Photography: CJ Sameer Wadhwa
Photo Assistants: Alvin Tan, Randy Loh
Production Assistant: Tan Ching Yee
Location: Air Division Singapore
Accessories / extra furnishings:
Jonas Ericsson, Style Nordic

COURIER N^o.19

Creative direction, copywriting,
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