



design works international
helping you more

For more than two decades, Design Works International has been at the forefront of the design industry, working with global corporations and companies of all sizes to help them achieve. In order to stay at the leading edge, at the beginning of 2011, DW decided to review changes in the industry, its own internal procedures, and the information that it provides to clients. While continuing those practices for which we have become renowned, we've developed a new service, and have created a new blog and website, to help you.

New logo and new look

To keep us fresh, to compliment our latest developments, and to signify our moving forward, we also decided to remodel our company identity. The first thing you'll notice is that we have a new logo. Replacing the older DW signature-look, is a streamlined and stylish "font" logo. You'll find this on the new website, business cards, and other elements of our corporate identity. But that's not all.

New website

We want to provide our clients with the information they need to succeed in their markets. To this end we've redesigned our website, designworksintl.com, and added a blog and Twitter account.

We decided on a clean, uncluttered look, with text and visuals easily accessible to the viewer. But, the website redesign goes beyond aesthetics. For convenience, we've created a page for each of our services, including Original Design, Design Development, and, our new service, Creative Corporate (more about that in a moment). We'll be uploading occasional reports (for you to download free) and updating information on the website regularly. You'll be able to keep up to date with changes in the industry, get tips on utilizing design more effectively, and learn how we can help you succeed in your industry.

Blog and Twitter

If you want more frequent updates, check out our Twitter page, [Twitter/designworksintl](https://twitter.com/designworksintl). You'll find more than news on DW. We regularly post links to breaking news on fashion, textile, interior, surface design, and graphics – from trends to trade shows, and from industry awards to relevant business news.

If you're looking for a little inspiration, our designers are blogging at DW's industry blog, DesignWorksStyle.com. From developments in high-tech fabric to cool graphics and trendy products, our designers will be selecting, and writing about, the things in the market that they find inspiring, noteworthy, or consider the "ones to watch."

New ways to view and purchase original designs

DW is now printing selected fashion-forward textile designs on fabric, using the latest digital printing technology. You'll be able to better understand how a print will work for you once its put in production, and, if you are using one of our fabric-printed designs in a presentation, so will your client, department, or sales team. (Accompanying CAD files will be available for designs, whether printed on fabric or paper.)

Need your designs in a hurry? Too busy to view our collection during normal working hours? No problem. For your convenience, we're adding a gallery and shopping cart to our website. You'll soon be able to view the entire DW original design collection on line, 24/7. Just ask us, and we'll send you your own password. This will enable you to log on and view the collection whenever and wherever you need. And, you'll be able to download the CAD files, for any designs purchased, straight away.

Design and Design development expertise

As designers we understand that you have to look weeks, months and, sometimes, years ahead, to when products are introduced to the retail market. But we also recognize that design is always changing and developing, with new trends, technology, and software, having a global impact. A decade ago, hand painted, watercolor artwork was commonly used for fashion and home textiles as well as packaging design. The introduction, and increasingly widespread use, of a number of graphics and design software applications, has meant that not only has the approach to design and design development changed, but so, too, has contemporary commercial aesthetics.

One of the most important catalysts for the transformation of modern design was the introduction of vector software (such as Adobe Illustrator). Vector produces an exceptionally clean line and flat colors. And, unlike raster (pixel-based) software, vector artwork can be scaled up or down without any loss of definition. Producing a more "graphic" look, today, vector artwork is probably the most common type used in textiles, packaging, graphics, logos and corporate identity, and even advertising campaigns.

Raster software (such as Photoshop) is also integral to today's design industry, allowing designers to create more realistic, as well as painterly, images, using textures (such as stipple, sponge, and crackling), brushstrokes, and other effects in the development process. Because of its versatility, pixel-based software is also frequently used to develop designs (creating repeats, coordinates, etc.) from a hand painted artwork base.

DW's original design collections feature vector- and pixel-based artwork (although we represent hand painted and printed fabric collections as well). We design for each season and for a variety of markets, including textiles for fashion, home, and interiors, and surface design. And, cognizant that clients sometimes require the design files, we endeavor to create ours in accessible software formats, and in layers, wherever

possible. Our design development department typically utilizes vector- and/or pixel-based software, depending on the nature of the project. If you have any questions, let us know. We're always happy to advise clients about which software and file-type is right for any particular project.

Creative Corporate™

DW has always worked closely with clients to ensure that we create and develop designs that are right for their markets and customers. And, DW also produces trend books that can be used by an array of companies. However, responding to an increasingly complex and demanding market, with a more discerning and diffuse consumer base, DW has now combined and built upon the best of our current practices to create a brand new service, Creative Corporate™.

With Creative Corporate™ we'll explore your marketing considerations and possibilities from day one. We also help you understand your market segmentation and how you can use design, graphics, patterns, color, etc., to focus and drive your positioning strategy. After consulting with you about your requirements, and exploring your market, product, competition, and emerging trends, we will create distinct "looks" right for each of your targeted segments (defined by age, gender, disposable income, location, etc.). All Creative Corporate™ packages are tailored to your needs, so you can choose to have us create trend presentation books, trend boards or DVDs, trend and market segmentation reports, and more.

Composed of photographs, graphics, patterns, color swatches, and more, our Creative Corporate™ product packages will provide you with a solid foundation for moving forward into design and positioning your product, whether your focused on packaging, creating a fashion collection, individual garments, or comforter set.

To find out more about Creative Corporate, call Nancy Fire at 212-594-0777x112
For general enquiries, call 212-594-0777, and ask to speak to one of our design consultants.

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