ViCES STUDIO

Press Kit

White Glove B2B Creative & Production Studio by ViCES & Co.

Packaging · Custom Apparel · Branded Experiences

Toronto | Miami · Global Production

Media enquiries: info@vicesandco.com
Web: vices.studio
Instagram: @vicesstudio · LinkedIn: ViCES Studio

ABOUT VICES STUDIO

The studio

ViCES Studio is a White Glove B2B creative and production studio by ViCES & Co., focused on packaging, custom apparel and branded experiences. Based in Toronto with a Miami presence and global production, the studio designs fully custom work in-house and facilitates manufacturing through an established worldwide supply chain.

Its portfolio spans hospitality, retail, luxury, sports and entertainment clients, including Powder Room Yorkville, Grand Public, Westrock Diamonds, 124 Queen Hotel & Spa and Billboard Canada. ViCES Studio is also home to the ViCES & Co. Media Engine, ViCES Swim Week and Pretty Pace Walk Club Toronto.

One-line credit:
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Packaging, custom apparel and branded experiences. Toronto | Miami · Global Production.

FAST FACTS

BUSINESS	White Glove B2B Creative & Production Studio by ViCES & Co.
FOUNDED AS	DM Merchandising, rebranded as ViCES Studio, merged with ViCES & Co.
BASES	Toronto | Miami · Global Production
SERVICES	Custom packaging · Custom apparel & uniforms · Branded gifting & PR kits · Branded experiences · Campaign media & talent
PRODUCTION MODEL	Designs created in-house and fully custom; manufacturing facilitated through an established worldwide supply chain
LEAD TIME	Four to eight weeks from approved design
AUDIENCE PLATFORMS	ViCES & Co. Media Engine · ViCES Swim Week · Pretty Pace Walk Club Toronto
NOTABLE CLIENTS	Powder Room Yorkville · Grand Public · Westrock Diamonds · 124 Queen Hotel & Spa · FYE Ultra Club · Billboard Canada

BRAND

Logo & identity

The glossy script wordmark is the official ViCES Studio logo.
Please do not recolour, stretch, rotate or add effects to it.

PALETTE

Ink
#060D15

Warm White
#F4F1EA

Gold
gold accent

TYPOGRAPHY

Display: Instrument Serif (editorial serif, headlines)

Body: Work Sans (clean sans, body and interface)

DOWNLOADS

Logo files and this press kit: vices.studio/press

STORY ANGLES

Selected highlights

ViCES Swim Week

The studio's runway platform for swim, resort and talent, hosted by Dani Doucette. Two seasons to date with DJ sets, live production and talent development.

Billboard Canada x NXNE

Runway and branded experience production for Billboard Canada at NXNE Toronto.

ViCES & Co. x Art Basel Miami

Capsule apparel and branded experience at Art Basel Miami.

Powder Room Yorkville

Gold-foil rigid PR packaging for Powder Room Yorkville's Raptors championship moment.

MEDIA ENQUIRIES

Writing about the studio?

For interviews, imagery requests, event accreditation or partnership enquiries, contact the studio directly. We respond within two business days.

info@vicesandco.com

vices.studio/press