

The New Retro



Taking reminiscing to the next level, these brands are banking on new-stalgia and romanticization for a time before. Typography spans decades while illustration, pattern, and production mimic the limitations or print idiosyncrasies of yesteryear. Product photography and presentation further the narrative with creamy light or flash photo shadows, and retro propping. By playing with memory or invoking an era, brands can elicit emotions unassociated with their direct brand.