

Mocha Salt – Men's Leisure Wear

CULTÉVA

Australian made shorts keeps your cool in the summer heat by pools, lakes and oceans



Background

Mocha Salt is a Sydney-based men's leisurewear brand, committed to high quality tailor-cut garments that age well.

Mocha Salt make inspirational products that enhance a feeling of freedom in and out of the water. With simple designs and using fabrics with breathability and unique textures that soften over time, Mocha Salt create garments that are comfortable and dries fast.

Mocha Salt garments are designed and prototyped in Sydney, and the fabrics are sourced from world-class mills in Italy, Japan, Spain and Australia. Mocha Salt believe summer wear deserves style and craftsmanship to complement the laidback attitude that comes with the heat.

Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design

Challenge

The founders of the men's leisurewear brand was looking for a name, visual identity, packaging, marketing material, basic trims and packaging for the high-end product.

Starting up in Australia meant competing against well-established brands, so to penetrate an already saturated market with a start-up required the need for a distinctly unique approach to the brand profile.

"Culteva created not just a brand, but a direction for us to grow in. Hein started by gaining an understanding of what it is we set out to do, then in the process of setting the tone and visual identity for the brand, he improved on the concept by clarifying it. In the startup phase, focus is invaluable and in working with Culteva we managed to lay a solid foundation for strategic growth."

–Rik van Donk, Co-Founder and CEO, Mocha Salt

Solution

Cultéva developed the new name Mocha Salt.

The monogram logo for Mocha Salt was designed as a modern interpretation of the letters M and S, folded and intertwined together as fine garments.

The letterforms in the logotype was drawn as a wide, elongated horizon line with a mix of hard-precision corners and occasional soft-soothing, comfortable round corners to represent the genuine qualities for everything branded Mocha Salt.

The cutting-edge diagonal in the visual identity was designed to go hand-in-hand with a fine-tuned selection of photographs to evoke the soul of the brand.

Cultéva designed Mocha Salt with unlimited possibilities, presenting a cutting-edge brand that makes tailored-cut swimwear with extraordinary features that offers a liberating, temporary escape in sun, sand and water and can double as urban wear for the more fashion-conscious consumer.