

BRAND BOOK

OLIVIA BURTON
L O N D O N

2023

Our Story

At Olivia Burton we love our story of two female founders who had the vision to create a new, distinctive brand.

Established in 2012 in the heart of London, we created beautiful watches with a uniquely British twist and more recently we have broadened our range to include stunning jewellery.

We are a little bit eccentric (hey, we're British), and we take inspiration from all around us – from vintage heirlooms at a London antique fair to the latest streetwear trends at fashion week.

Whether you're adding a twist to your everyday look, or searching for the finishing touches for a special occasion, you'll always find a little something you weren't expecting in an Olivia Burton design.

Of course, pieces to be loved and treasured, should be created with the utmost craftsmanship. Attention to detail is very much our thing, after all, it's those little touches that make our pieces so special.



Our Mission



“ to
celebrate our
consumers and
Surprise & Delight
through the art of
accessorising ”

Our Vision

to be the

**LEADING
GLOBAL
BRITISH**

fashion watch &
jewellery brand



Our Marketing Objectives

Increase Brand Awareness

Drive Relevancy & Desirability

Expand & Diversify Our Community

Grow Market Share



Our Brand Essence



BRITISH ECLECTICISM

The contradictions of
modern British
culture and design
that are both uniquely iconic and
impossible to define

Our Brand Essence

Britishness is at the heart of our brand.

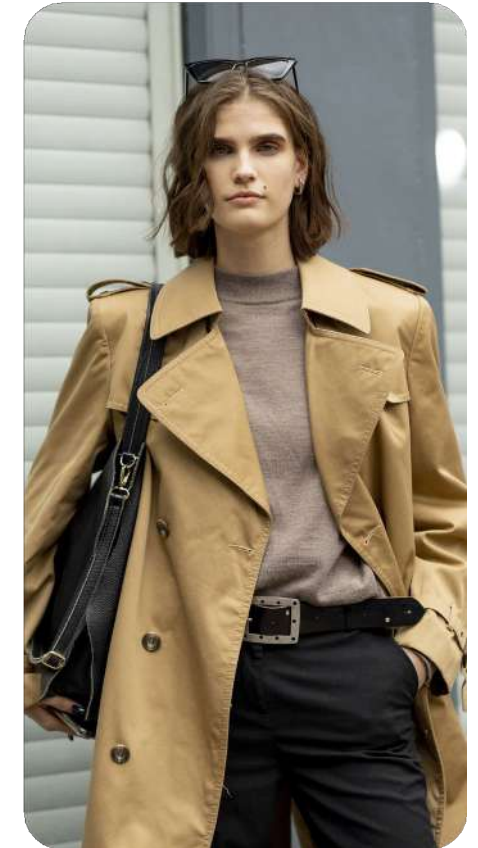
Traditional yet Modern

Conformist yet Surprising

Sensible yet Playful

Urban yet Rural

We embrace these contradictions,
creating pieces that *Surprise & Delight*.





Our Consumer

Fashionable

Confident

Experience Seeker

Social Native





Our Design Inspiration

British Aesthetic

British Fashion Trends

British Nature

Modern Femininity

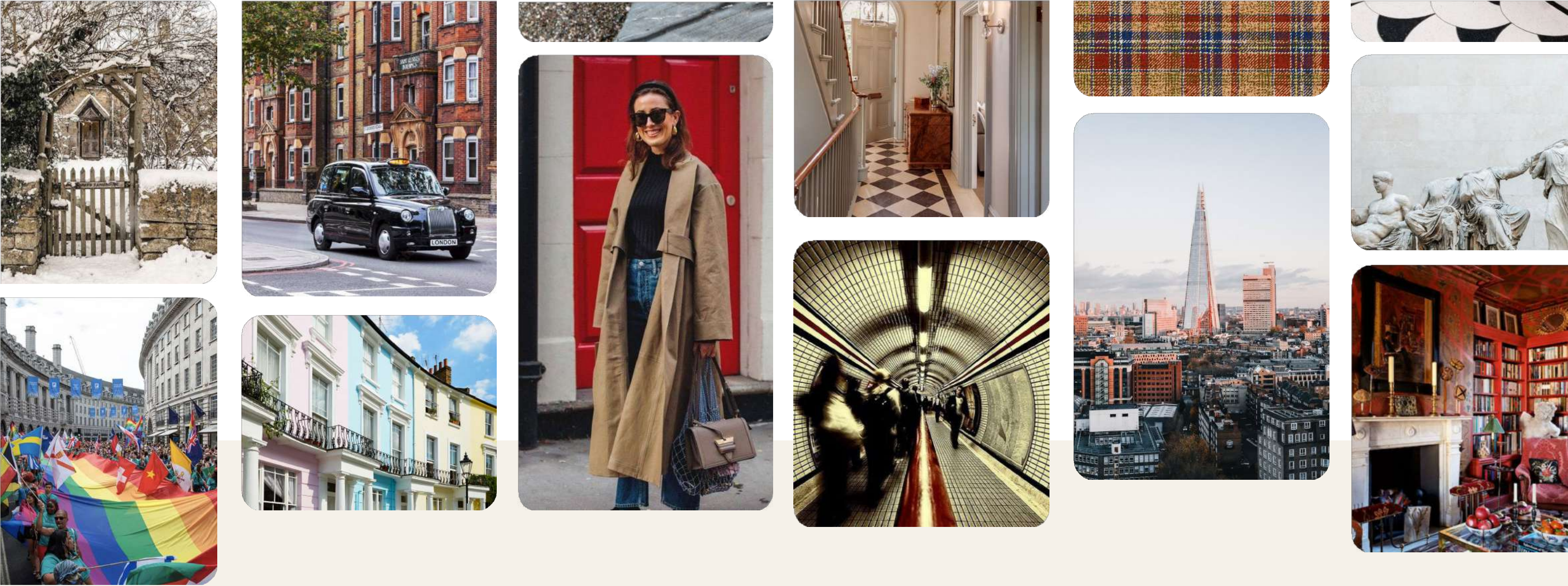


British Fashion Trends

Our pieces are inspired by the British fashion industry and street scene.

They empower our consumers to embrace their individuality.





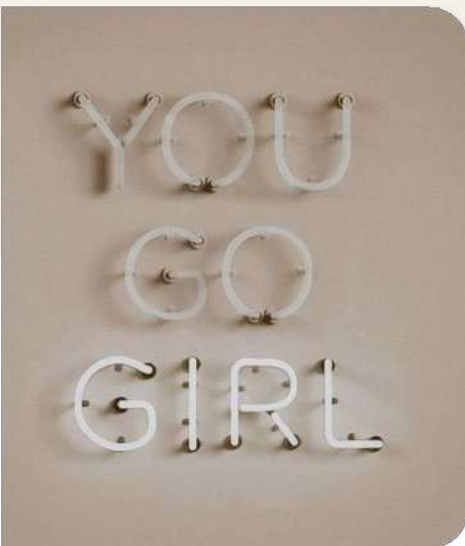
British Aesthetic

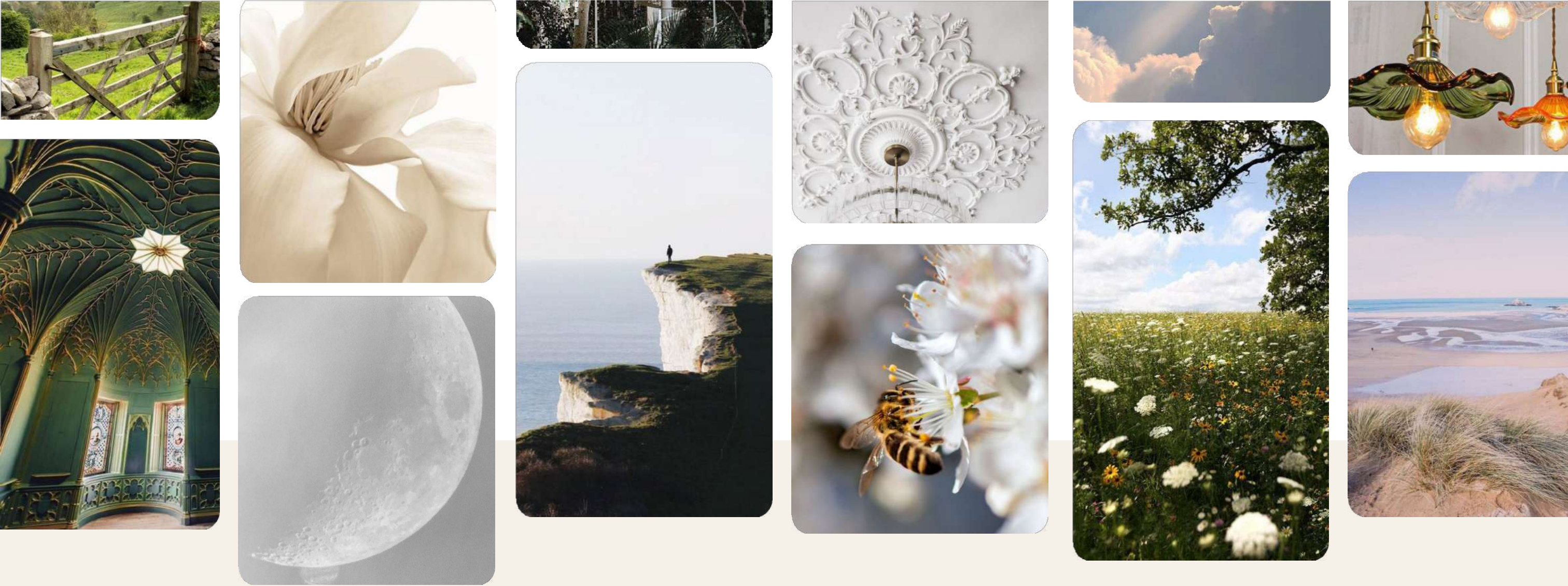
Our accessories evoke the feeling of British style,
mixing the modern with the classic.

They are inspired by British lifestyle to *Surprise & Delight*.

Modern Femininity

Inclusivity is at our core and our designs are inspired by and celebrate women in all their wonderful roles and forms.





British Nature

The natural world has always been a muse for the brand.

Signature collections feature nature-inspired motifs.

Our Product

WATCHES



MODERN CLASSICS

Feminine and elegant.

Designed with an attention to detail.

MASS APPEAL



SPORTS LUXE

Iconic sports design.

Reinterpreted with a feminine, British twist.

BROAD APPEAL



SIGNATURE

Featuring brand motifs.

A sophisticated expression of the brand.

BROAD APPEAL



CAPSULES

Design driven.

Themed, seasonal and statement pieces.

TARGETED APPEAL

Our Product

JEWELLERY



MODERN CLASSICS

Feminine and elegant.

Designed with an attention to detail.

MASS APPEAL



TREND

Inspired by fashion.

Interpreted with a hint of Olivia Burton personality.

BROAD APPEAL

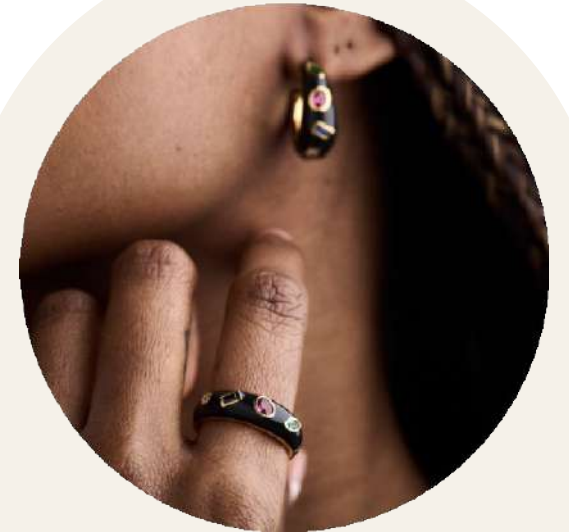


SIGNATURE

Featuring brand motifs.

A sophisticated expression of the brand.

BROAD APPEAL



CAPSULES

Design driven.

Themed, seasonal and statement pieces.

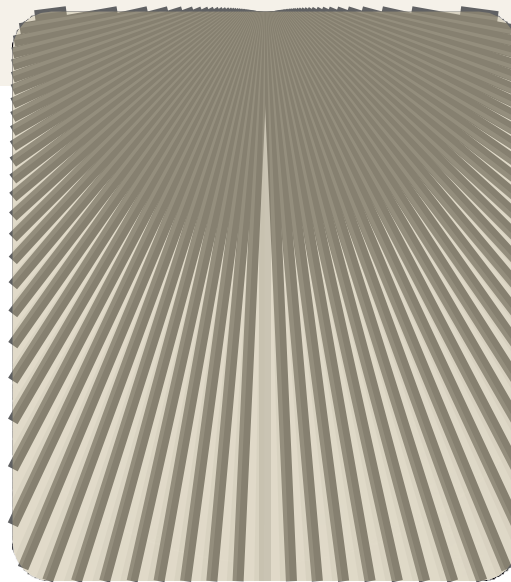
TARGETED APPEAL

Brand Motifs

BEEES & NATURE



TEXTURES & PATTERNS



CELESTIAL



FLORAL



Brand Colours

Our colour palette is very much inspired by our British aesthetic and the places, sights and things that inspire an Olivia Burton design.

This palette of neutral tones inspired by Dover White will be used alongside accent colours allowing our product and campaign imagery to take centre stage.

PRIMARY BRAND COLOUR DOVER WHITE

Think white cliffs of Dover, crisp cotton sheets and cosy jumpers.

Classic, contemporary and warm.

SECONDARY BRAND COLOURS

Including Raven Black, Portobello Mushroom and Sherwood Forest Green are equally inspired by everything British.

Nature-loving, elegant and luxurious.

