

# **Twisted X: Reserve Collection and The Circular Project**

Two brand initiatives I am especially proud of

Director of Marketing: Amber Hood



# THE RESERVE COLLECTION

Introducing a new collection of artfully crafted footwear created with premium leathers, expert precision to detail and unbeatable comfort technology from Twisted X.

# THE ART OF CRAFTSMANSHIP

Twisted X has mastered that art of boot making. The proof is in the details. From using only the most luxurious leathers to perfecting stitch counts to engineering an unparalleled comfort system, every pair of the Reserve Collection is a walking reflection of superior quality and craftsmanship.







# HONORING THOSE WHO'VE MASTERED THEIR CRAFT

In honor of the launch of our new Reserve Collection, Twisted X would like to partner with other artists and tradesman who have mastered their craft, shining a light on those achieved a level of expertise and skill that goes beyond mere proficiency.

It takes time, talent, effort, patience, and passion to continuously improve, refine your abilities, and a commitment to lifelong learning. It is a journey of self-discipline, resilience, and the relentless pursuit to push one's self for their craft.





TWISTED X<sup>®</sup>

PRESENTS

COMFORT  
& CRAFTSMANSHIP



# Packaging System: The Reserve Collection

PACKAGING SYSTEM 2



Packaging System

**TWISTED X**  
THE RESERVE COLLECTION

Collaborated with our Creative Director and graphic designer through hands-on concept reviews, physically evaluating box structures, materials, and finishes on the table before the team chose a final direction together. Final artwork and design execution led by the creative team.



# Reserve Collection: Label System

## LABEL SYSTEM



Packaging System

**TWISTED X**  
THE RESERVE COLLECTION





**TWISTED X<sup>®</sup>**

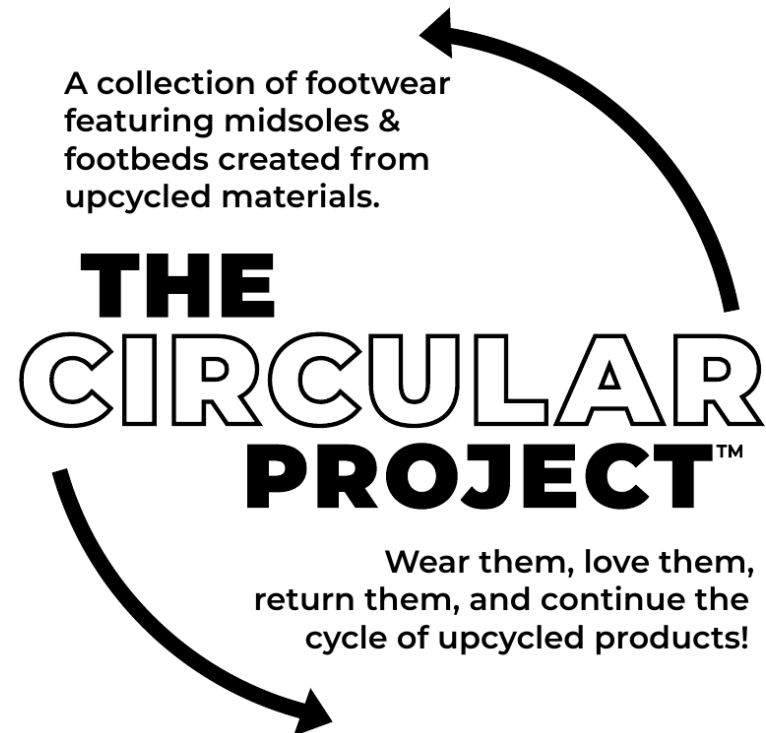
**THE CIRCULAR PROJECT**

**Brand Assets**

Logo / Catalog Icon / Footwear Icon

Footbed Art / Hang Tag / Box Dies / Footwear Art

Initiative Lock Up  
(Consumer Messaging)



Catalog Icon

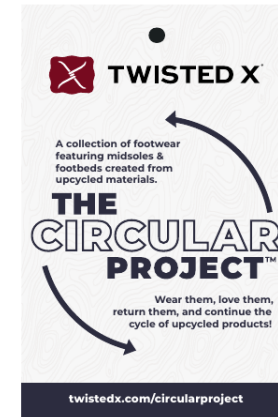




# The Circular Project: Product & Packaging



**THE  
CIRCULAR  
PROJECT**  
Wear them, love them, & return them to us  
after use to continue their circular journey!



*Finished footwear, upcycled materials*

*Packaging box system*

*Hang tag: how it works*

Named The Circular Project and partnered with Product Development to translate the sustainability technology and materials into clear, customer-facing language. Contributed to page content and served as proofreader and editor across the brand system, in a highly collaborative process with the creative team.