

# A New Direction

## **Project Goal**

StockX is an online marketplace specializing in sneakers, apparel, collectibles, and other luxury goods. The company was founded in 2016, and reached an official valuation of \$3.8 billion USD in 2021. In anticipation of its 5th anniversary—and to support ambitious plans for growth—StockX sought an agency to update the brand’s visual identity and voice. In late 2020, I was asked to join a team of world-class creatives to help reimagine StockX. We set out on developing a refreshed brand that spoke to the company’s ever-widening audience, created a cohesive narrative across multiple touchpoints, and established StockX as a premier brand on a global stage.

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## Solution

Following a thorough brand audit, we presented three potential directions for the brand to consider for its refreshed aesthetics and voice. The direction ultimately chosen acknowledged StockX's growing prominence and relevance, while maintaining the unique elements of the brand that helped it disrupt a staid industry. To accompany the refreshed visuals, we developed a completely revamped set of voice guidelines for the brand, including an updated brand story, tone considerations, and writing best practices.

