



BRAND KIT - 2018



WHAT WE DO

Holland is an independent creative studio based in Los Angeles

BRANDING

Brand Identity
Cultural Analysis
Digital Strategy
Messaging + Voice

CREATIVE

Content Creation
Creative Direction
Film + Photography
Production

EXPERIENCE

Art + Photography Shows
Product Launches
Intimate Dinners
Secrets Gigs

CREATIVES

Brand Partnerships
Community Building
Non-profit Programs
Product Gifting



ABOUT

We crave transparency.

We want to interact and know we're buying from real humans. We want to be friends.

Real is a complex word but we need it now more than ever.

Remember pre-Internet romance? We do. Anything worthwhile takes longer.

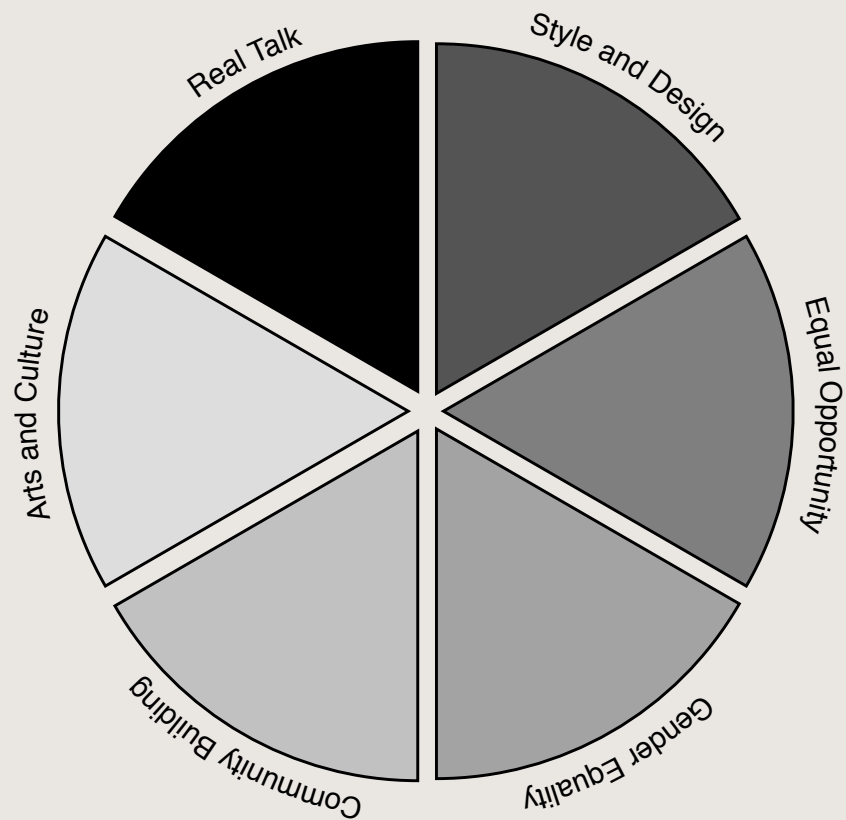
Our cultural approach connects to community, the next generation of leading voices in style, creativity and depth.

Time to contribute to the movement.

Our contradictoriness, our complexity, our strangeness, our possibility.

Kate + Glori

WHAT WE CARE ABOUT



CREATIVE NETWORK

We have direct relationships with creatives, a community of social entrepreneurs, artists and activists who want to collaborate with likeminded brands through meaningful storytelling and real experiences. Meet a few of our friends who inspire us daily...

MODERN CREATIVE WOMEN



Abrielle Stedman
[@abriellestedman](#)



Azie Tesfai
[@azietesfai](#)



Delilah Parillo
[@lilahsummer](#)



Djuna Bel
[@djunabel](#)



Eliana Gil Rodriguez
[@elianagilrodriguez](#)



Lera Pentelute
[@lerapen](#)

ARTISTS + DIRECTORS + PHOTOGRAPHERS



Alex Karpovsky
[@alex.karpovsky](#)



Braina Laviena
[@brainalaviena](#)



Andru Sisson
[@andrusisson](#)



Gia Coppola
[@mastergia](#)



Janell Shirtcliff
[@janellshirtcliff](#)



Edgar Obrand
[@eddie_obrand](#)

MUSICIANS



Allah-Las
[@allahlas](#)



Haim
[@haimtheband](#)



Io Echo
[@ioecho](#)



The Last Shadow Puppets
[@thelastshadowpuppets](#)



Maroon 5
[@maroon5](#)



Say Lou Lou
[@saylouloumusic](#)

SURF + SKATE



Annie McGinty
[@annie.mick](#)



Austyn Gillette
[@austyngillette](#)



Brook Power
[@brookpower](#)



Cam Richards
[@camrichards](#)



Craig Anderson
[@craig_anderson](#)



Daryl Angel
[@darylangel](#)



CASE STUDY I REBRAND

Iconic One-for-One brand TOMS tasked Holland to reinvigorate the US creative community that once embraced the brand's early roots.

Inspired by creative director John Whitledge who said "It's important to showcase where we came from, how far we have come and where it is we are going" Holland focused on US giving partners like LA's Best and The Downtown Women's Shelter to highlight local giving stories that were otherwise unknown to this audience.

Last Spring Holland invited a group of six LA-based creatives on a road trip to Morongo Valley to experience shoe giving, education and community building at a local elementary school. Post giving, Holland hosted a special dinner and fireside chat asking the group to share how they give, why they give, and one thing we can all do better.

These real emotional connections translated to organic social media posts that helped elevate the brand forward. Holland plans to continue to re-create focus and enthusiasm through future giving trips in other major US cities including New York, Chicago and Austin.



CASE STUDY I CAMPAIGN CREATIVE DIRECTION + PRODUCTION

Women's fashion brand Theory introduced Theory 2.0 this past fall as a capsule collection of easy knits, day-to-night tops and basic bottoms aimed towards a young professional consumer.

Recognizing Holland as an embodiment of this new era of no-fuss modern minimalism, they were commissioned to creative direct and produce the 2017 holiday campaign; scope of work involved casting, location scouting, photography, styling and editing. Global usage included web, email and social media.





CASE STUDY I PRODUCT LAUNCH

Founded at the center of Seattle's cultural revolution in 1993, Rudy's was always more than a barbershop, offering quality cuts in a creative environment bringing people from all walks of life.

In 2017, Holland led the marketing strategy for Rudy's 1-2-3 product line launch including the collaboration with The It Gets Better Project where for every purchase, Rudy's donated a week's worth of the same product to a shelter that serves LGBTQ youth. To celebrate the launch, Holland produced a cocktail party in partnership with the ACE New York attended by a diverse group of changemakers ranging from LGBTQ blogger Joel Moore to film director Julian Klincewicz and stylist Patty Lu.

To amplify brand awareness and enter new markets, specifically in surf + skate and women's fashion, Holland produced a unique comedic video featuring pro-skater Austyn Gillette and model Jordan Rebello which was pushed out to multiple social channels.

[Vanity Fair: Rudy's Provides Products for LGBTQ and Homeless Youth](#)
[1-2-3 Product Launch Influencer Video](#)

MEET HOLLAND

GLORI REANTASO

Glori Reantaso is a creative director and brand strategist living and working in Los Angeles. She approaches branding with a cultural anthropological lens, deep driving into the why and how that makes a community adapt routines and embrace trends.

Glori started at Libre Design, building the creative agency's eyewear brand RAEN from the ground up, introducing them to a strong community of artists, filmmakers and photographers in Southern California.

She went on to conceptualize and develop three private labels for Revolve and worked with Reformation to reimagine retail windows as visual brand stories. She recently re-branded BB Dakota by highlighting and partnering with disruptive women in the arts — creating a three-day all female film festival featuring diverse filmmakers and panelists such as Rowan Blanchard and Chloe Sevigny.

Glori is currently working on a 35mm portrait series of strong asian women who challenge the status-quo. She also has an affinity for colonial architecture and 70s modern design.

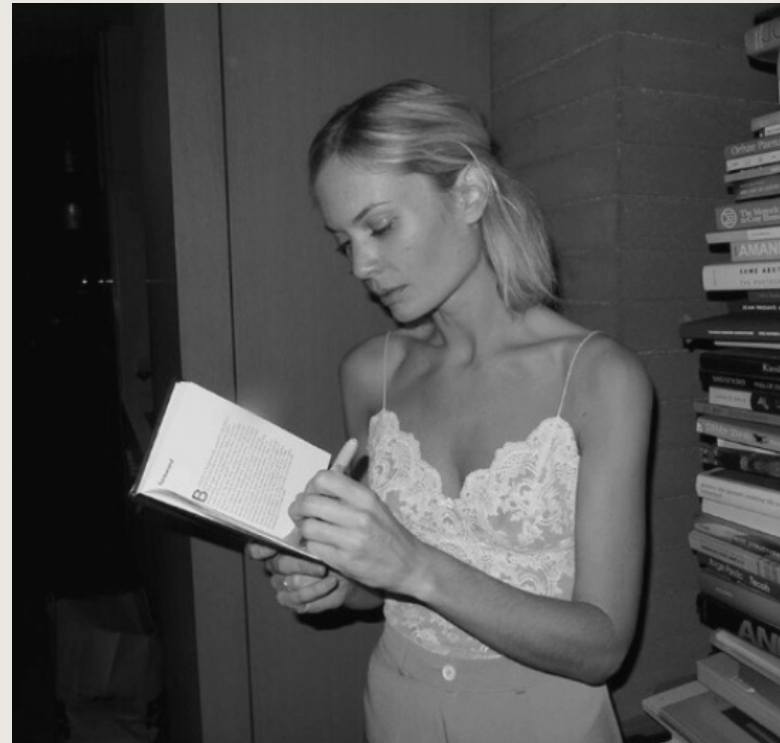


KATE PARFET

Kate Parfet was born and raised in New York, spending formative years as an Elite model, building meaningful relationships with creatives in fashion and art. In 2008 she moved to Venice, CA to build the marketing strategy for TOMS and its' mission to improve lives through business. She also traveled to Latin and South America with giving partners to help provide health, education and community development to people in need.

After a near tenure at TOMS, she transitioned to independent branding, spending substantial time in Japan to launch lifestyle brand Colony 2139. She brings her portfolio of recent clients including Catherine Quin and TOMS to Holland Studio LA.

Now a Highland Park resident, Kate sporadically models for friends like Sophie Buhai and Staud, spending free time shooting film photography and volunteering for La4Choice. This January she published her first book of poetry, *Mirror Domme*, available for sale in select book stores in Los Angeles, New York, London and Paris.



let's be friends



Glori Reantaso | Co-founder & Creative Director
glori@hollandstudiola.com

Kate Parfet | Co-founder & Brand Director
kate@hollandstudiola.com