# PRECIOUS PIECES of THE COLCHIS COLLECTIONS

THE COLCHIS Gold

THE COLCHIS Silver

THE COLCHIS Bronze

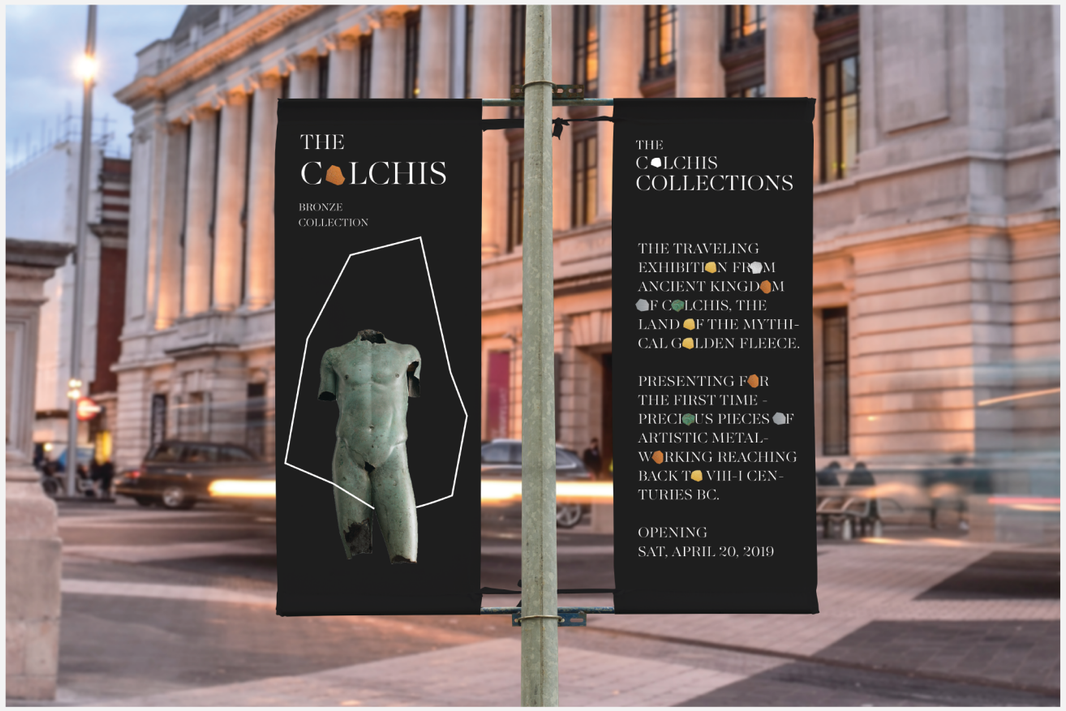
THE COLCHIS Iron

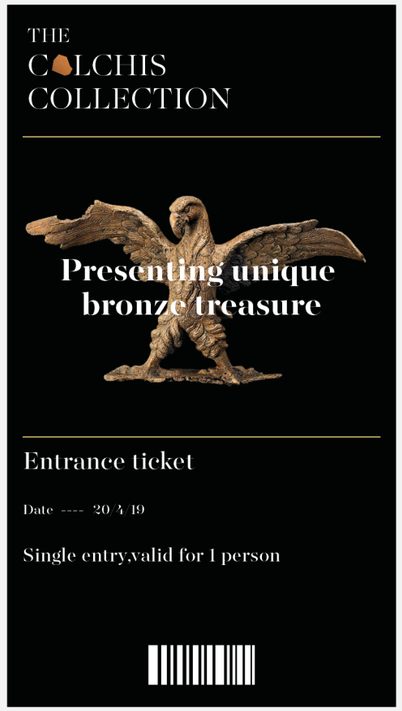
THE COLCHIS Ceramic

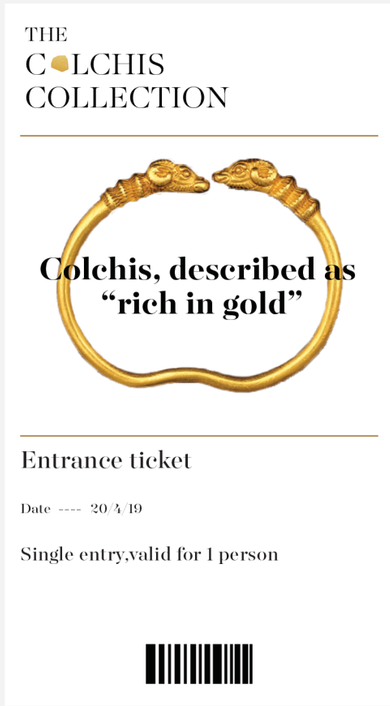
## Brand Identity

The name of ancient Colchis bears rich history and is easily recognizable. So, to capture the essence of 'rich in gold' collections of a remarkable classical civilization, we play with the "Colchis" wordmark.

**The brand identity takes inspiration from the wealth of natural resources masterfully used by ancient Colchis to craft precious pieces of metalwork.** The design work follows in the same spirit, using original shapes of precious and natural metals to craft unique and memorable visual style. Combining a serif typeface with these metal shapes presents an academic, yet catchy and modern visual language.




## COLCHIS in Pop Culture

**While the brand identity celebrates antique culture, the brand should claim a place among modern pop culture.**

To promote Georgian heritage to Western civilization we first collaborate with Demna Gvasalia of Vetements, who already does it best, but will contribute to the cause with a special Colchis x Vetements Collection of his own.

Additionally, rather playful use of Colchis brand marks allows for a Candy Crash Saga spin-off, as we invite the users to find out more.