

## 55DSL

### The Brief:

To produce a magazine to be distribute at festivals and inserted into various magazines during the festival season

### The Solution:

We produced a fanzine, which enabled us to keep the content short, acting more like a notice board, with useful info as well as conversation starters.

The art direction had a handmade naive feel, allowing 55DSL to feel like a small niche brand (rather than Diesel)

## WHAT THE CLIENT SAID

“ Marmalade produced a high quality 55DSL fanzine with original content that engaged the readers in a cool - humorous - but most importantly Relevant tone. This LIMiTEd edition brand publication proved incredibly popular and a must keep item! ”

*Billie De Voil,  
UK Press and Marketing Manager*



