

*We approached The Yard Creative when we won a prime position to open a kiosk in Westfield Stratford City about a year ago. We had been trading as 'la bottega del gelato' (the ice cream shop) for over 40 years and had decided to re brand back to our original family name of 'Fentons'. As well as changing our name we wanted to change our whole concept and character, as over the last ten years London has been over run by so called authentic Italian ice cream parlours. We basically wanted to bring the fun back to ice cream. We thought that 'gelato' had become far too serious, far too fussy and far too expensive. Our brief was simple, fun fun fun.*

*After speaking with a number of design companies we met Steve and his team and immediately clicked. He seemed to know exactly where we were coming from, and even at our very first meeting began to form the basic ideas that were to become 'Fentons Ice Cream'*

*Over the next few months, our concept designer Tesh and our graphic designer Carlyne threw fantastic ideas at us. Some we liked more than others of course, but what really impressed us the most was that we never felt afraid to tell them when something wasn't quite right, they just grabbed the things we did like with even more enthusiasm and continued to innovate.*

*We owe them a lot. They have given us a whole new lease of life, and the whole concept, including the kiosk design has won a great deal of praise and admiration, as well as a few jealous looks from other retailers. We feel like a new company, although we look like a company that's been around forever, a perfect combination.*

*Thanks Guys!*

*Russell & Jim*