

## FusionDesign's foxy new account

FusionDesign Woodstock have gained the account to develop the name, identity, packaging, print advertising and point of sale material for Vixen, a Cape-based specialist biker boot manufacturer started up by the founders of Buccaneer shoes.

The target market for the sexy biker boots are both serious and casual bikers therefore the style of advertising has to meet the standards of fanatic bikers as well as those who transform into serious bikers over the weekend.

Carmen Lerm MD FusionDesign Woodstock says, "We have been researching this market over a period of seven months by visiting all of the Western Cape biker clubs as well as attending overseas trade shows. This knowledge helps to ensure that the advertising and promotional material will show the class and perfection of the boot whilst still appealing to the biker's lifestyle of wild adventures on the open road. "

For more, visit: <https://www.bizcommunity.com>