BON APPÉTIT





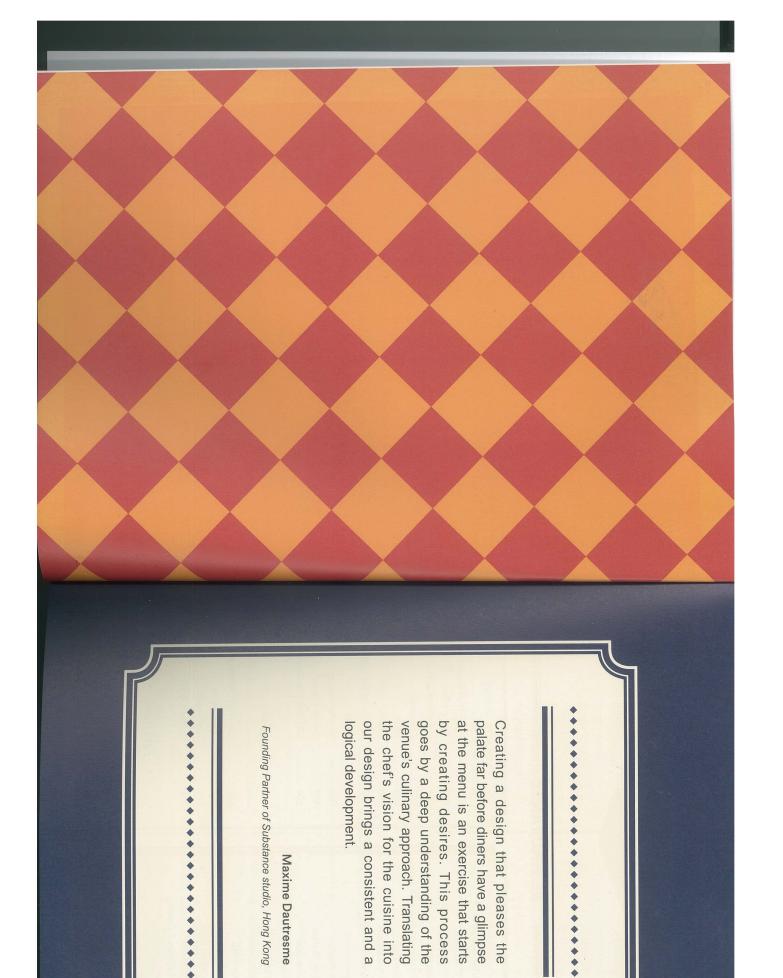








Complete Branding for Restaurants, Cafés and Bakeries



Hotshot

The brand identity and interior design are direct reflections of fearless low-rider graffiti lifestyle of Hotshot. The restaurant's hangar interior is modeled around a lifeguard station, with iconic surfboards adorning the walls, vintage comics and classic beer crates. The materials used were chosen to reflect the easy-going aesthetic, incorporating sun-bleached wood, industrial corrugated steel surfaces, a bigass fan and bright neon signage. Every last detail, from the Airstream catering trailer to the comics on the menu, was custom-made and painstakingly crafted to transport customers back to a simpler, groovier time.









Shop 114, 28 Beach Rd, Repulse Bay, Hong Kong







