

Luxury Kitchen retailer Tsunami UK appoints FOUR IV

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Luxury kitchen retailer **Tsunami UK** have appointed London based design agency **FOUR IV** to undertake a brand overhaul as it targets a wider customer base. The project will include all elements of brand communication from store signage through to a new website.

Andy Bone of **FOUR IV** commented “We are working with the Tsunami team to refresh the brand communications to better reflect the exceptional level of service and product that is available at Tsunami.”

“We have developed a tone of voice that matches the sleek, minimal design approach that is intrinsic to a Tsunami kitchen and this will now be reflected across all points of contact with the brand.”

Neil Smith, Head of Design at Tsunami commented, “We have wanted to upgrade the Tsunami brand image for some time to bring it in line with our existing and planned new product ranges. I was aware of the work completed by FOUR IV; in particular in the luxury retail market and they were ideally placed to undertake this project. I am delighted with the results so far.”