



for what's next ▶
Look to Michigan

CASE NOMINATION
Design: Specialty Pieces





THE FINISHED SCARF & TIE



PACKAGING

Custom, luxury packaging complete with branded ribbon and hand-written note.





President Santa Ono and Executive Director of Stewardship Maureen Schafer present this custom gift set to Catalyst donors



DETAILS

The design of this luxury, fanciful scarf drew inspiration from U-M's rich heritage and features iconic imagery. In it, you'll find the layout mimicks the unique walkways on campus we call The Diag. Buildings from across all campuses are featured, speaking to the unity of The University of Michigan. There are countless colorful, extraordinary architectural and ornamental details to be seen throughout campus that have withstood the test of time; highlighting these in this particular design was of key importance. Our beautiful, rich history intertwines with the bold, vivid, and hopeful outlook of today and tomorrow. This innovative, wearable art piece is a testament to the impact of our Catalyst donor group.

DETAILS

Our campaign brand mantra is prominently featured on the scarf. This speaks to the heart and tone of the Look to Michigan campaign, thus ardently placed in the center of this complex design.

