

Award-winning VERO MODA brand book created in record time

The committee for 2020 Best Book Workmanship of the Year selected VERO MODA's 2020 brand book as an "example of good book workmanship" in the "Catalogues" category. The award is presented by the Danish Association of Book Crafts ("Forening for Boghaandværk").

We had the pleasure of producing the beautiful and inspiring brand book. We landed the job right up to the deadline, so there was no time to waste:

"When VERO MODA contacted us, the task was extremely urgent – the brand book had to be produced and delivered the following week. However, VERO MODA was not quite clear on what the final result should look like. So, with quick and knowledgeable discussions and our expertise, we managed to get the creative ideas, and get the book produced," says Key Account Manager at Rosendahls, Lars Kristiansen.

Of course, Stibo Complete is proud to be able to help VERO MODA create and produce a brand book that has been nominated for such a prestigious award.

The committee's description of VERO MODA's brand book

"At first glance, it looks like an ordinary hardcover book with white embossing. When opened, it is four-fold with an inner lining in 225 g KraftPak, on which two booklets with cardboard covers have been glued. (...)

The two glued booklets are printed in 4-colour inkjet, and the covers embossed with white foil, just like the binding. A nice detail is that the booklets are machine sewn. The covers each have a delicate pink and light yellow colour, which contrasts well with the raw, light brown kraft endpaper.

The endpaper is beautifully defined by the matching sand colour of the BrilliantA 4192 folded cover. The two booklets have beautiful and varied layouts, both within each booklet, but also between the booklets. Four days of beautiful work, not least by the bookbinder who had to pull all-nighters to meet the deadline," – From Best Book Workmanship of the Year 20, p. 108.

