



Designing
New
Experiences

INTERIOR DESIGN

BRANDING

CONSULTING

Restaurants - Travel Retail - Hotels



“ We create timeless places that tell a story. ”

AGENCE DÉMODÉ

*You will be cool as a cucumber with
Démodé at your side!*

Démodé supports international hospitality and foodservice projects with a comprehensive range of creative and consulting services.

Tell your story with a strong visual identity

We engage with you to imagine and develop your story, from the creation of its graphic identity to its architectural design.

Strengthen your team when and where you need it

We also stand ready to lend a hand with: brand strategy, responses to RFPs, business development in Travel Retail locations, design, space optimization and management.





Alexandrine with pastry chef Claire Heitzler

AGENCE DÉMODÉ

During her years as Business Development Director at Be Gourmet group, a Food & Beverage company specialized in Travel Retail, **Alexandrine Veillet was an early participant in the movement to significantly upgrade travel dining and retail, introducing Michelin-starred chefs and upscale boutiques in airports and train stations.**

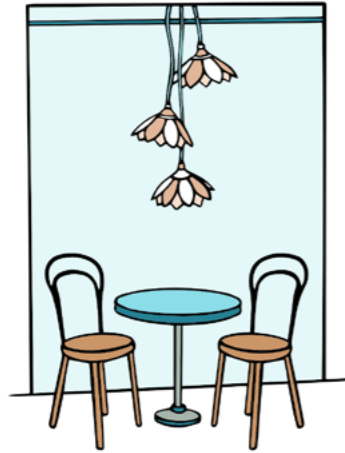
While responding to tenders and creating new food brands, Alexandrine realized that there was a growing opportunity to serve the travel dining market. Her idea : to offer a comprehensive range of services that would help restaurateurs to build a strong visual identity and to be able to get into the Travel Retail business.

Alexandrine founded Démodé in 2018 with a comprehensive suite of turnkey services : artistic direction, interior design, graphic identity and specialized consulting for restaurants and their development in Travel Retail areas.

So far, Démodé has supported the growth and success of more than 45 brands around the world. The agency works in collaboration with trusted partners such as graphic designers, architects, builders, chefs, and communication agencies to offer turn-key support and solutions.

OUR 3 AREAS OF EXPERTISE

We are a bunch of smart cookies dedicated to delivering top-notch services!



INTERIOR DESIGN

- Creation of the concept
- Layouts & interior design
- Brandbook for expansion to other sites
- Worksite supervision



BRANDING

- Brand strategy and positioning
- Name, baseline, logo, graphic charter
- Menuboard, communication supports
- Website design



CONSULTING

- Business development strategy in Travel Retail
- Responses to RFPs
- Brand repositioning
- Artistic direction

A single intermediary for a turnkey solution

INTERIOR DESIGN

Visual atmosphere definition

Inspirational ideation process

Research and benchmarking

Moodboards and materials board

Interior design

Layout

Detailed plans, sections, elevations, sketches

Furniture, lighting and coverings sourcing

3D views

Implementation

CAPEX estimation

Tender documents for builders

Project management and worksite supervision

Comprehensive brandbook for expansion to other sites

Creation of a charter gathering all the elements for replication of the concept at multiple sites : backbone layout, detailed plans, furniture & coverings references, custom-made joinery, facades, signs, etc....



BRANDING

Brand creation or brand repositioning

Inspiring workshops to support you in refreshing your brand

Competitive analysis

Name and baseline research

Conceptual storytelling, tone and positioning

Graphic identity

Logo and graphic charter

Communication supports, menuboard

Website design guidelines

Brand pitch

Brand pitch creation to present the brand in an engaging way to your stakeholders and win tenders

Brand codification

Brandbook creation with all the information needed for operations, marketing and commercial application



CONSULTING

Project management

Meeting facilitation, preparation and editing of the minutes, follow-up coordination with project stakeholders

Project management for Travel Retail locations

Reading, analysis and synthesis of RFP documents

Review of briefs for stakeholders

Organization and facilitation of meetings

Supervision of tender book redaction and proofreading

One-off consulting

Brand identity audit (graphics, architecture, etc.)

Business Development strategy in Travel Retail areas

Facilitation and/or participation in workshops

Team reinforcement on any topic related to branding and design

Artistic direction for creation, refinement or expansion of a concept



DÉMODÉ GIRLS

The cream of the crop



Alexandrine

THE CREATOR

9 years of designing restaurant concepts.

After creating food concepts for 4 years as the Business Development Director of Be Gourmet group, and 1 year in Marketing within Maison Cartier, Alexandrine founded Démodé in March 2018.

She pilots projects and supervizes interior design. You are in contact with her during the whole project.



Amandine

THE MIXOLOGIST

9 years of branding and portfolio management of brands, specializing in Travel Retail.

After 9 years of marketing, strategy & brand portfolio management, including 5 years at Lagardère Travel Retail in catering as well as experience at Carré Noir - Publicis Group, Amandine joined Démodé in September 2023.

She's the master in branding strategy and in Travel Retail. She helps you in your responses to RFPs.



Thais

THE ARTIST

4 years in communication, graphic arts and interior design, 2 years of sophrology.

Following extensive studies in graphic arts & design, Thais joined Démodé in October 2018, while developing her own graphic design activity.

She brings your project to life, from design specification to creation of all the graphic documents.

THEY TRUST US
Our gingerbreads



PROJECTS

To see the whole [menu](#)

GELATERIA GIROTTI

Paris 6th

Brand identity and interior design

Creation of an Italian café concept offering a unique experience, taking customers on a journey into the western world of the famous actor Terence Hill, whose real name is Mario Girotti. The story : his family runs a Gelateria Girotti in Italy, and wanted to expand the brand in Paris!



PROJECTS

To see the whole menu

CLAIRE HEITZLER'S PASTRY SHOP

Levallois-Perret

Interior design

Creation of a click & collect shop for the iconic pastry Chef Claire Heitzler. The concept : seasonal pastries made on demand, with no extra stock, in respect of the environment and the producers. The design : a cosy place with natural colors & materials.



PROJECTS

To see the whole menu

AURELIEN COHEN PASTRY SHOP

Asnières-sur-Seine

Brand identity and interior design

Aurélien is a young pastry Chef who settled next to Paris. Démodé worked on the refurbishment of his shop and on the construction of his new chocolate atelier. The design : elegance, authenticity, and references to the brand's logo, a kalamansi fruit.



PROJECTS

To see the whole menu

LE JARDIN SUCRÉ

Paris 17th

Interior design and decoration

Mélanie and Arnaud Mathez are a couple of self-made pastry Chefs, who won the French Macarons Championship and opened their own boutique in Paris. Démodé worked on its refurbishment while creating a whole new design, expressing poetry & the garden theme («jardin»).



PROJECTS

To see the whole menu

ROSÉ RESTAURANT

Novotel Porte de Versailles Hotel

Tableware scenography & decoration sourcing

Rosé is a mediterranean restaurant welcoming business men & women, located right next to a big exhibition center. The idea : bring a little bit of South of France to Paris, with natural tones and warm materials.



PROJECTS

To see the whole menu

BATMAN ESCAPE LOUNGE BAR

«Boum Boum Villettes» Mall, Paris

Storytelling, interior design, scenography, furniture design

In collaboration with Warner Bros and a French escape game company, Démodé imagined an immersive 250 sqm (3000 sqft) lounge bar on the theme of The Batman and Gotham City. Démodé worked on a strong storytelling with a different vibe in each room, and designed the furniture.



PROJECTS

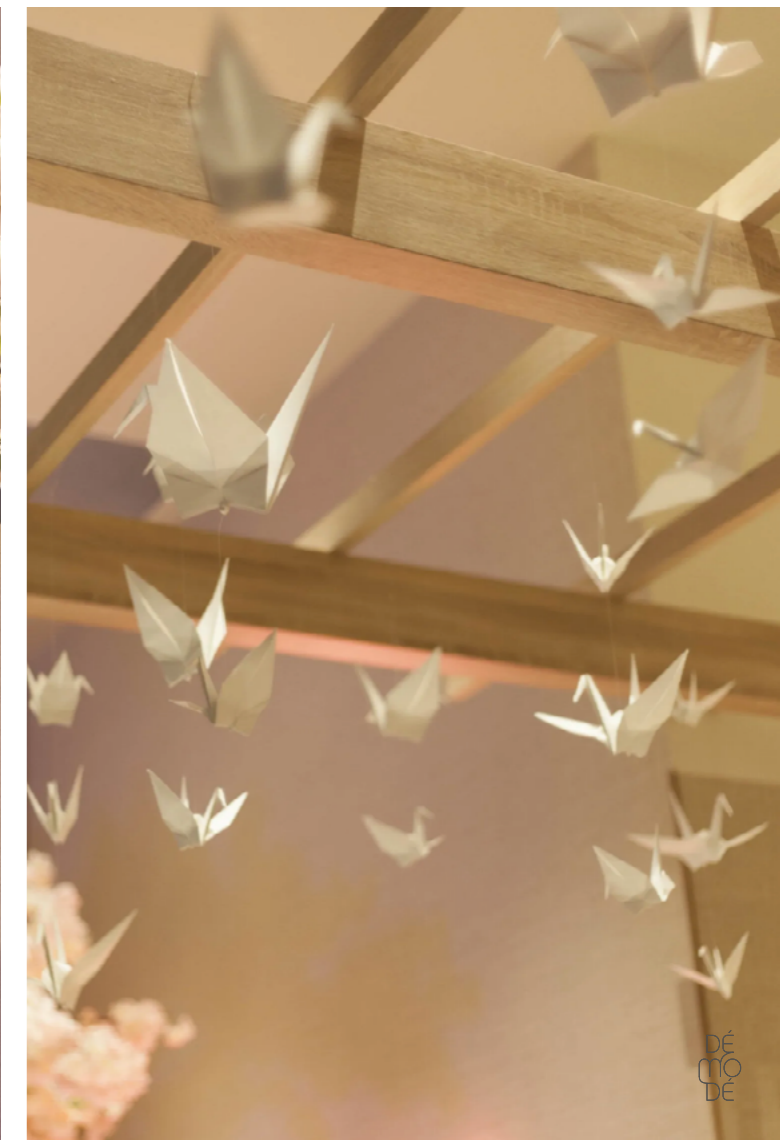
To see the whole menu

MABENTO

«Les 4 Temps» Mall, La Défense

Brand identity, interior design

Mabento is a Japanese brand dedicated to bentos. Démodé worked on the whole graphic identity and on the interior design of a 120 sqm (1300 sqft) restaurant, located in a business district next to Paris.



PROJECTS

To see the whole menu

MABENTO

Val d'Europe Mall

Interior design, consulting in response to RFP

For its expansion, Mabento asked Démodé to work on the response to a RFP by an iconic mall next to Disneyland Paris, and won. Démodé then designed the whole kiosk 40 sqm (450 sqft).



PROJECTS

To see the whole menu

MAISON DIMANCHE

Paris 17th

Interior design

Maison Dimanche is a Parisian bakery & coffee shop, famous for its amazing brunches. Démodé helped the brand in the interior design of its third site; a warm and cosy atmosphere, with vintage furniture and a countryside vibe.





Designing
New
Experiences

Made with sugar and spice by

DÉMODÉ GIRLS



contact@agencedemode.com