



MAYDAY



Mayday is making everything
for the Fashion & Beauty industry

Mayday is a full-service creative agency in New York,
combining design, technology, business & culture to craft
effective brand systems and beautiful user experiences.

CAPABILITIES



TECHNOLOGY

Websites & eCommerce
Software & Web Applications
Mobile Applications
Interactive Installations



BRANDING

Logo & Identity Design
Graphic Systems
Art Direction
Creative Direction



MEDIA & CONTENT

Photography
Video Production
Illustrations
Copywriting



STRATEGY

Product Definition
Business Strategy
Brand Messaging
Product Rollout



COMMUNICATIONS

Social Media
Marketing Collateral
Narrative Development
Internal Training



USER EXPERIENCE

Information Architecture
Wireframing
Prototyping
User Interface Design

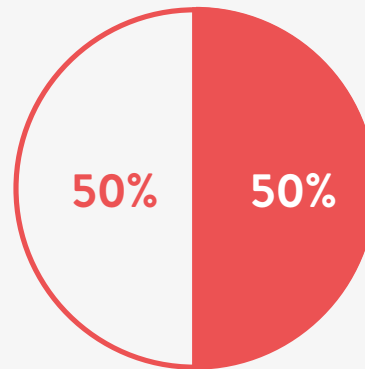
CLIENTS

By working with Fortune 500s, early-stage companies, and everyone in between, we make sure we bring a start-up's nimbleness to major corporations looking for innovation, and big company due diligence to fast-moving start-ups.



SELECTED EARLY-STAGE COMPANIES

GrownOcean	Lee Savage
SocialAlpha	Common
The Hourly Nerd	Fluent City
The Vision Lab	FinTech Collective
MoneyLion	Trumid Financial



We roughly split our time between early-stage and large companies to draw inspiration and process from each.



SELECTED LARGE COMPANIES

Marriott	Olympics
Viacom	Facebook
Nescafe	Yahoo!
Google	Levi's
P&G	Unilever

CLIENTS

Mayday works across most verticals, drawing inspiration and insight from organizations across the board.



FINANCIAL SERVICES

Social Alpha
Money Lion
Trumid
FinTech Collective
Advizr



EDUCATION

Fluent City
Three Ring
Kidhoo
CCSE



REAL ESTATE

Common
Douglas Elliman
Broadstone Court
The Haynes House
RealtyMaps
Anbau



HOTEL & HOSPITALITY

Loews
Autograph Collection
Lifestyle Collection
Algonquin Hotel
The Mayflower Hotel
The Essex House
RLounge



FASHION & BEAUTY

Levi's
TopShelf
The Row
Carrie Parry
Emily Driscoll
Lee Savage
Shiseido
JC Penny



CONSUMER PACKAGED GOODS

UbyKotex
Funyunis
St. Ives



CONSUMER TECHNOLOGY

Tumblr for Brands
Tumblr Roadshow
Yahoo! Advertising
Google Photos
Microsoft
Instagram



ARTS & CULTURE

Arts Council of Princeton
NoMad Alliance



MEDIA & ENTERTAINMENT

MTV - Shannara
The Daily Show
BroadCity
Workaholics
SyFy - The Magicians
Entertainment Tonight
True.ink



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COMMUNICATIONS



UX



TECHNOLOGY



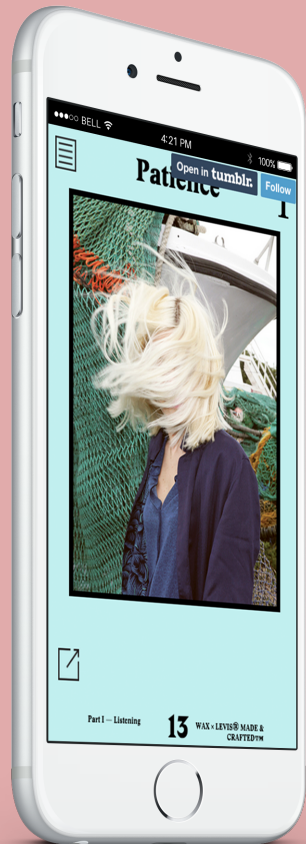
BRANDING



MEDIA & CONTENT



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VINTAGE CLOTHING



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MADE & CRAFTED™
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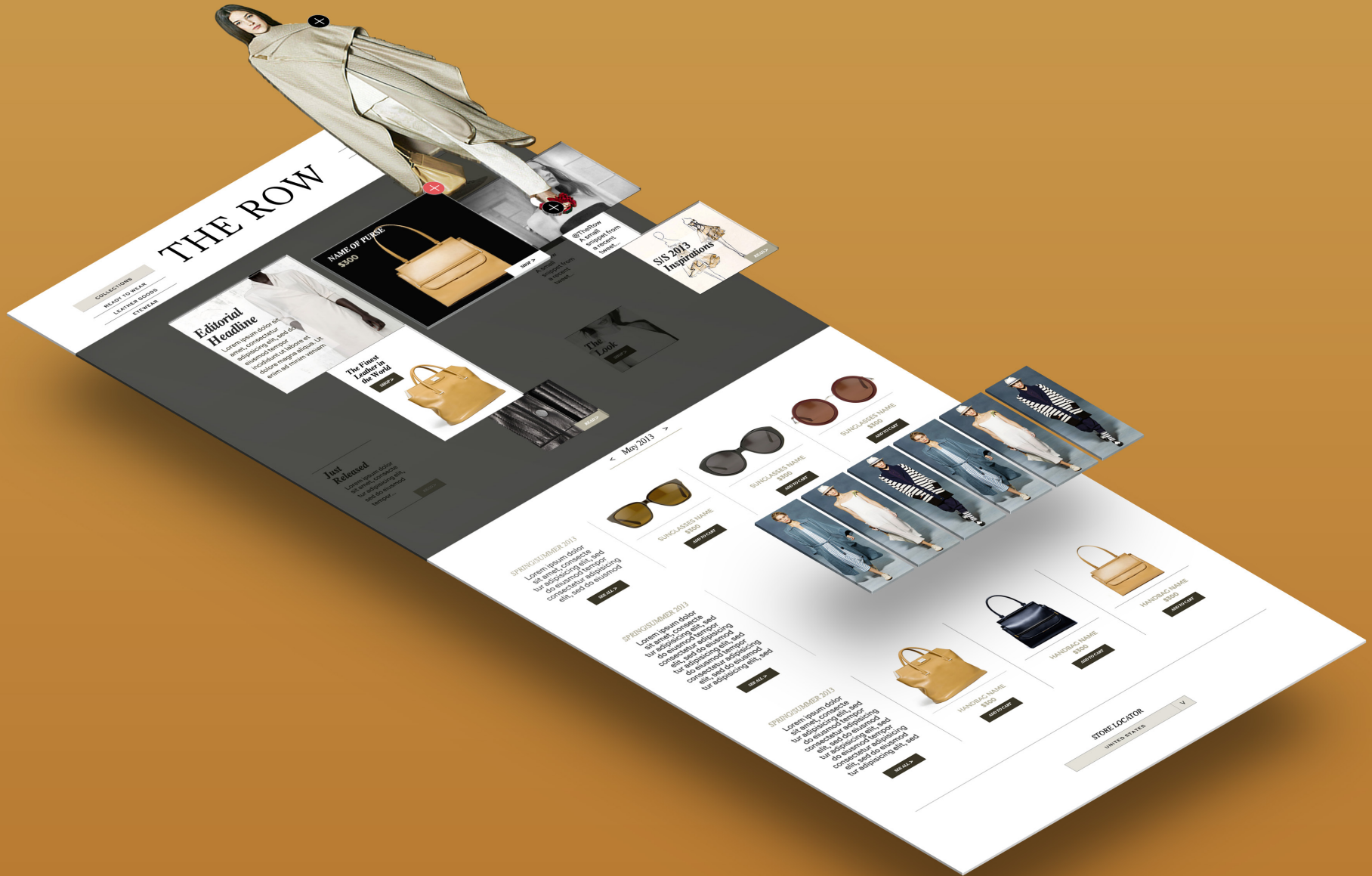
TECHNOLOGY



BRANDING



MEDIA & CONTENT



THE ROW

COLLECTIONS
READY TO WEAR
LEATHER GOODS
FITNESS

Editorial Headline

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The Finest Leather in the World



Just Released

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SPRING SUMMER 2013

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SUNGLASSES NAME
\$100
BUY



SUNGLASSES NAME
\$100
BUY



SUNGLASSES NAME
\$100
BUY



HANDBAG NAME
\$100
BUY



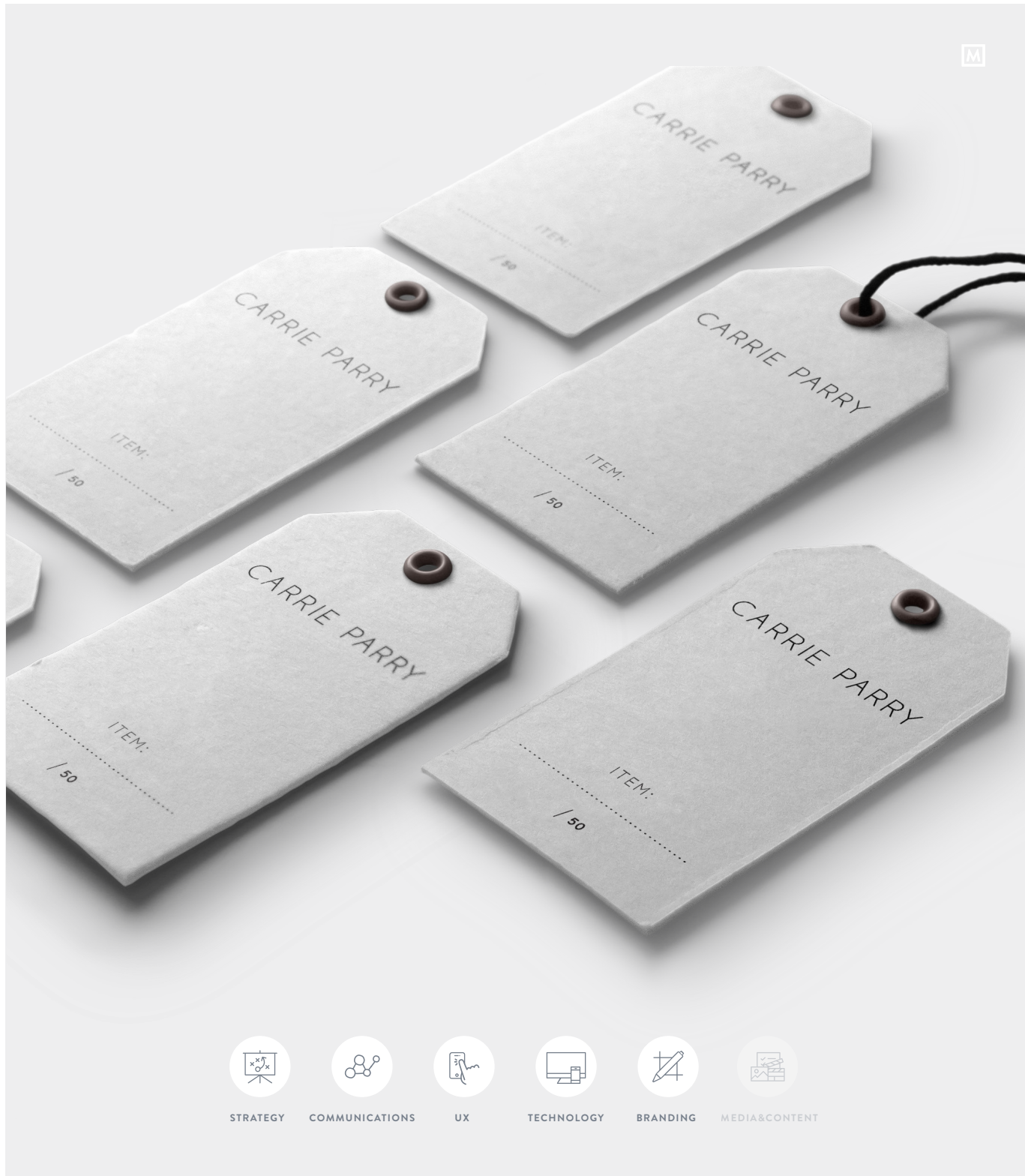
HANDBAG NAME
\$100
BUY



HANDBAG NAME
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BUY

STORE LOCATOR

UNIVERSITY



C								

CARRIE PARRY



CARRIE PARRY

SHIRTS PAINTS


A PLACE FOR A LARGE STATEMENT GOES H



	XS	S
Size	0-2	0-5
Bust	31-33	31-33
Waist	23-25	23-25
Hips	33-35	33-35

CARRIE PARRY


A PLACE FOR A LARGE OVERARCHING BRAND STATEMENT GOES H



A FICTIONAL HAT

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CARRIE PARRY PRODUCTS ABOUT HELP/FAQ STORIES



SHEER TUNIC

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Color:

Size (see fit chart):

Quantity:

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Fit & Size Guide



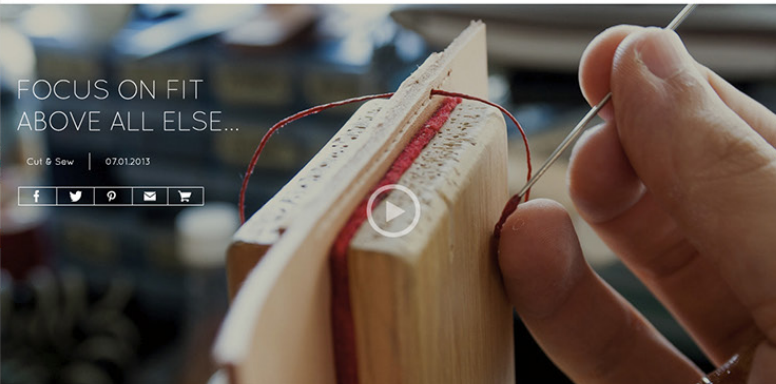
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Care Guide

FOCUS ON FIT ABOVE ALL ELSE...

Cut & Sew | 07012013




HELP/FAQ STORIES



A FICTIONAL HAT

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A FICTIONAL HAT

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HELP/FAQ STORIES

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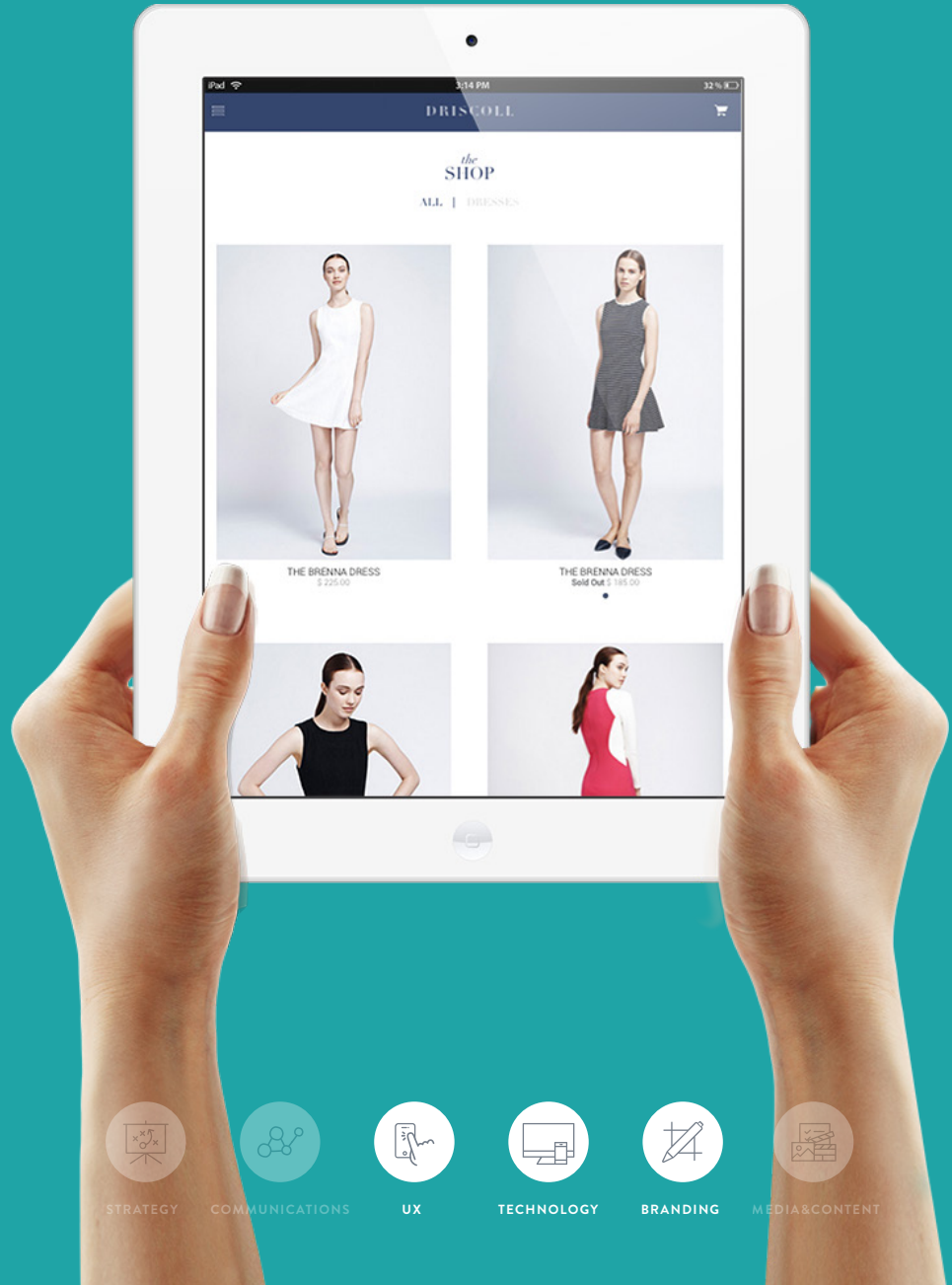
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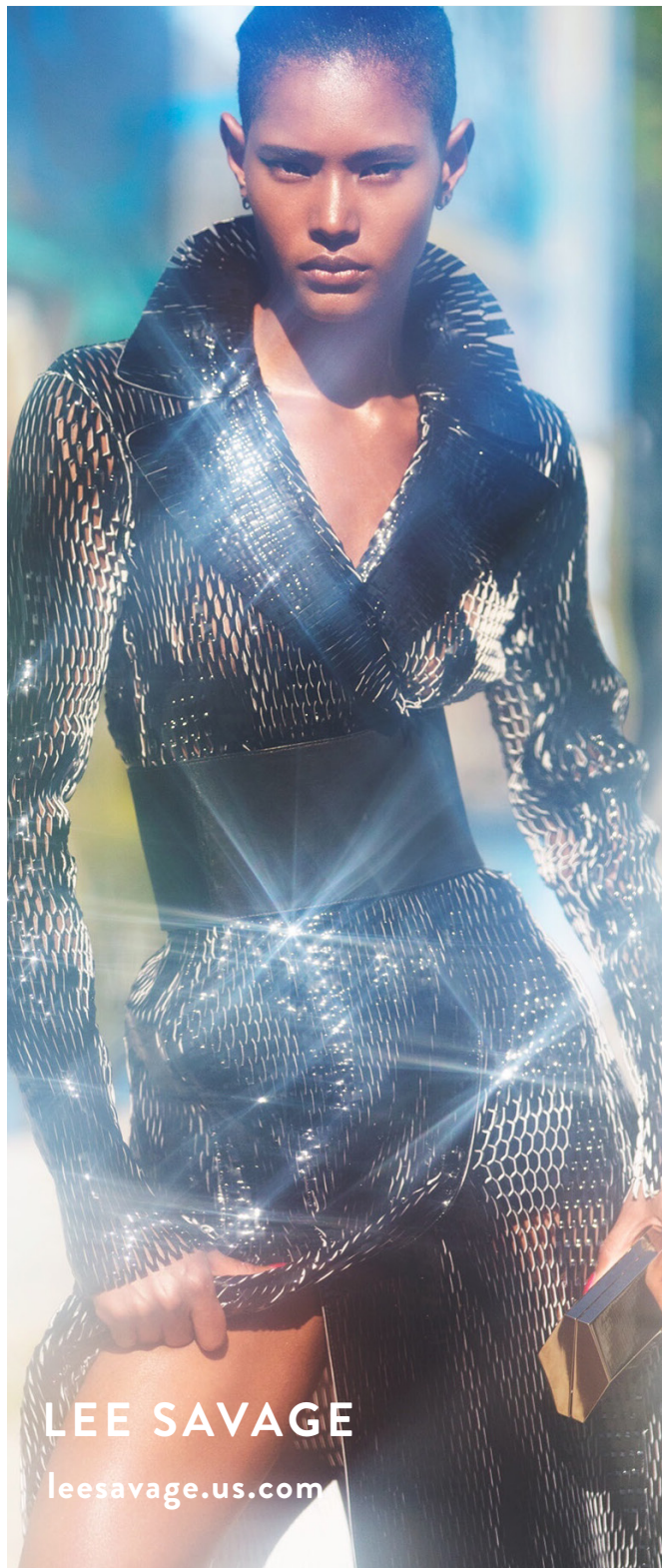
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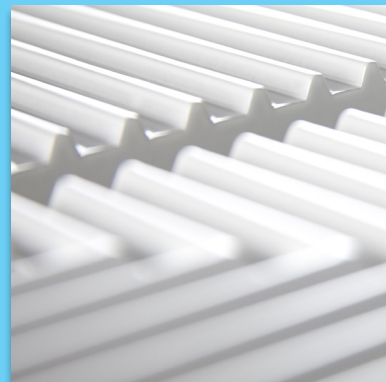
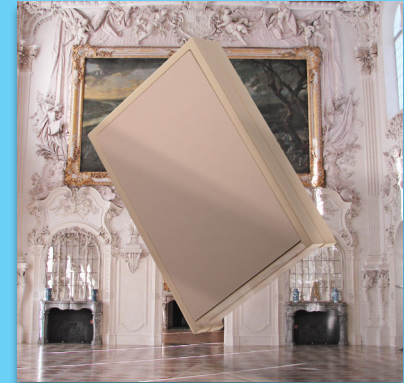


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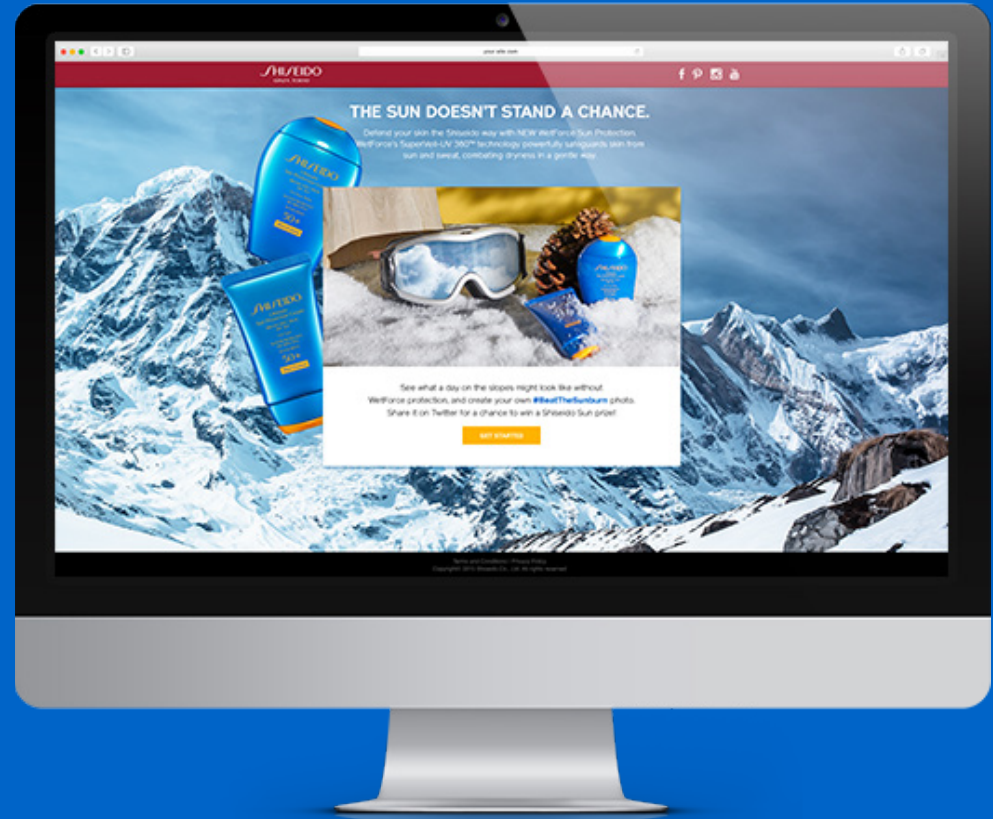






SHISEIDO

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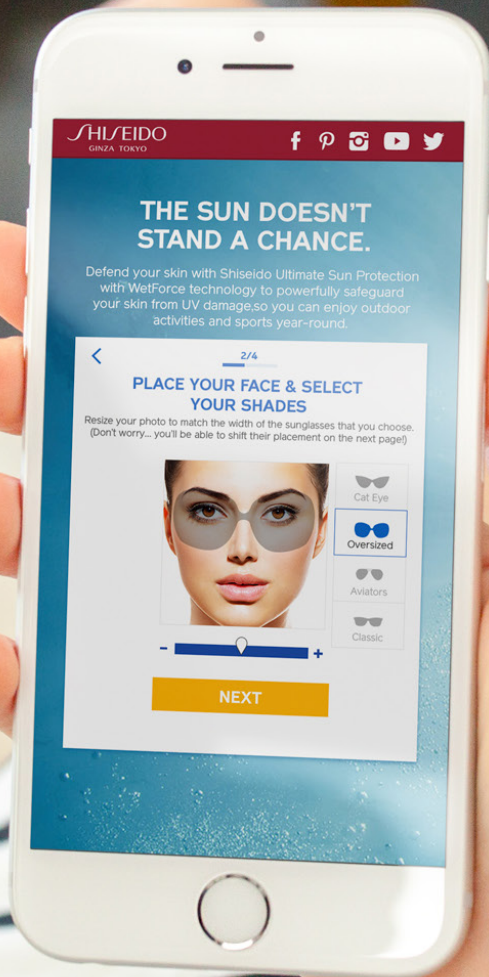
TECHNOLOGY



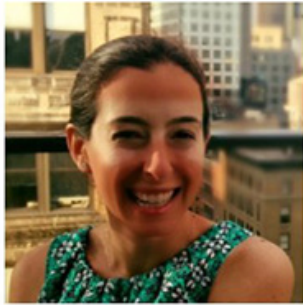
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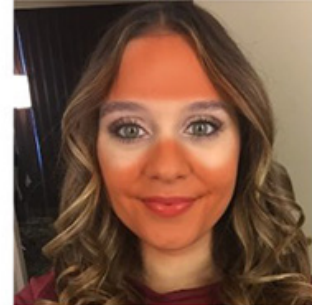
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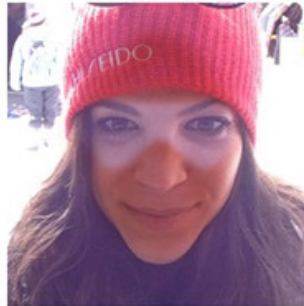
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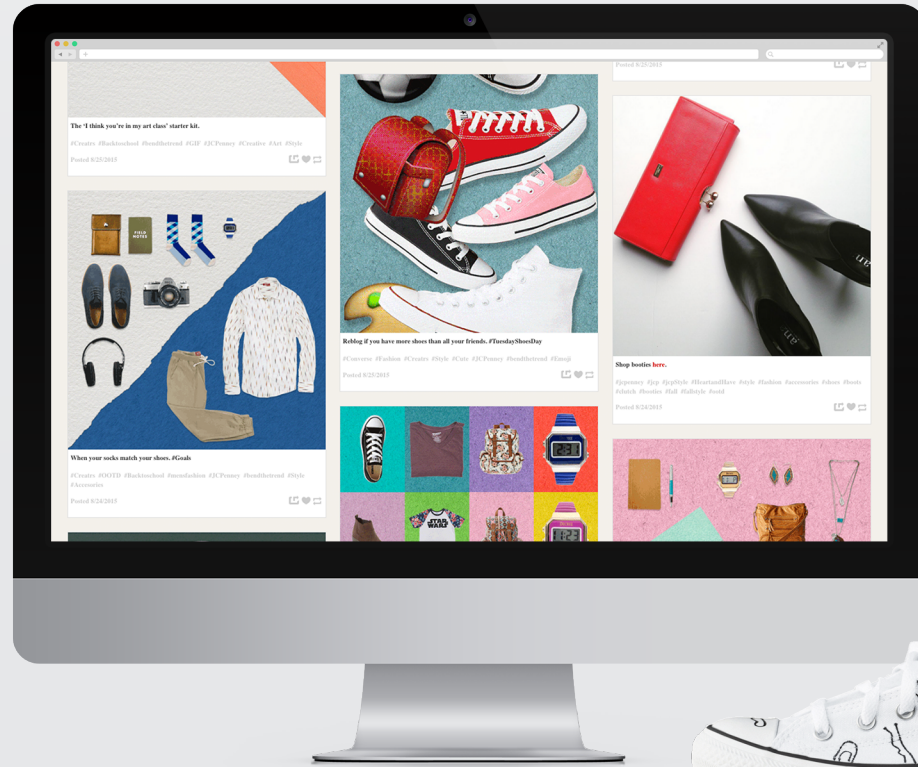
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JCPenny
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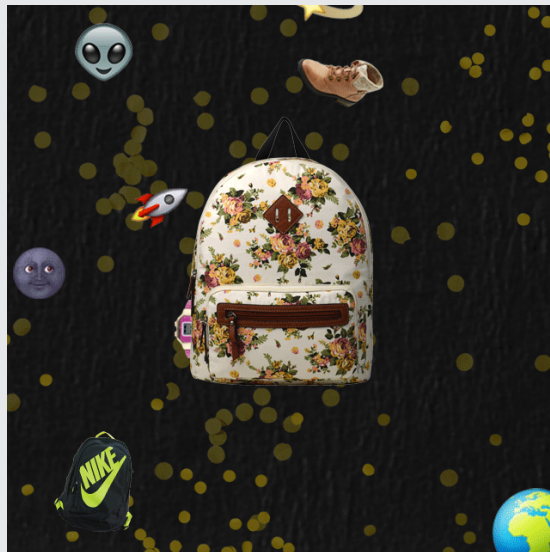
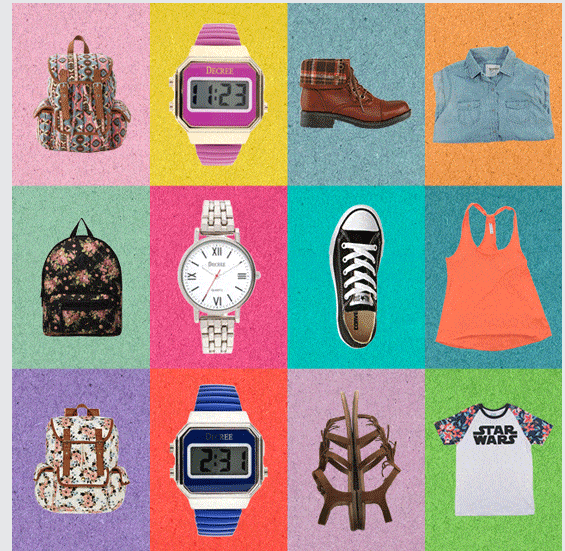
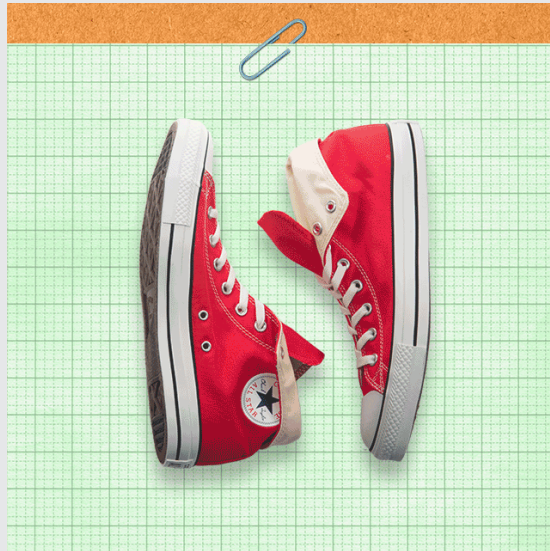
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THANK YOU