



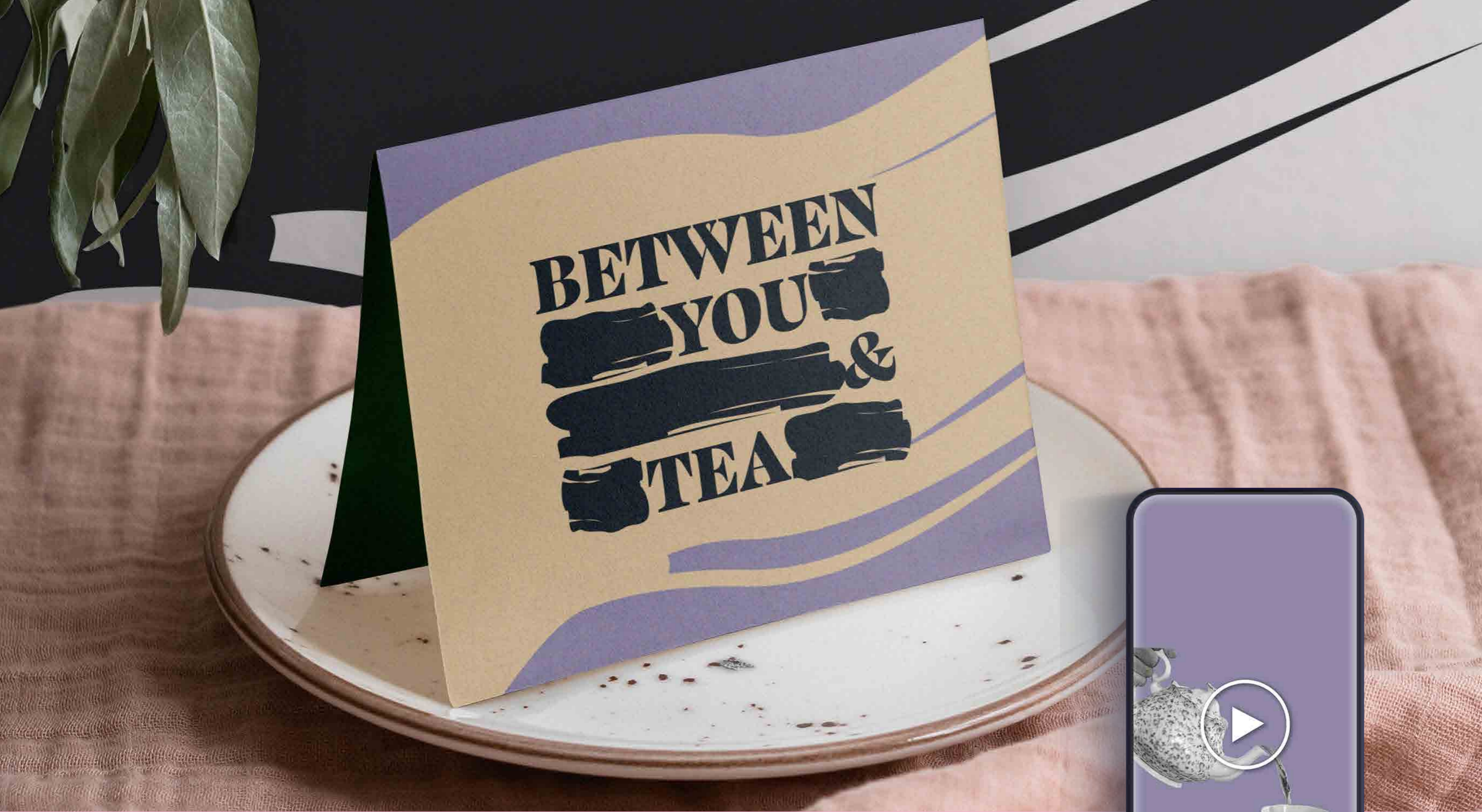
**Say Hello!**

**@estelleknowlesdesign**  
**estelleknowles.cargo.site**

**e.stellemarie@hotmail.com**  
**07963276032**

# Estelle Knowles Portfolio

**big on playful branding and well-considered copy writing**



Concept for a unique boozy London tea room, where guests can enjoy scandalously infused tea while anonymously submitting confessional anecdotes prompted by suitable themes like “Guil-tea Pleasures” and “What Do the Tea Leaves Say?” Submissions are then read aloud at live ticketed events by captivating storytellers.

Inspired by the alleged love affairs of our 1830s prime minister, Charles Grey, this concept is boiled over with scandal and gossip. The brand identity employs a playful combination of double entendre copy writing and intriguing design elements, including redacted type and 19th-century imagery with a repeated strike-through technique, obscuring identities.



*secrets* brewed  
by you, and *spilled*  
by us...



“so tell me,  
what’s your  
guil-tea  
pleasure?”

“don’t tell,  
but I like  
to put the  
milk first.”

visit our tearooms for a boozy teatime tippie,  
and anonymously *spill scandal* for all to hear  
at our live story telling events

find out more at [betweenyouandtea.com](http://betweenyouandtea.com)

BETWEEN  
YOU  
&  
TEA



“hey, what  
do the tea  
leaves say?”

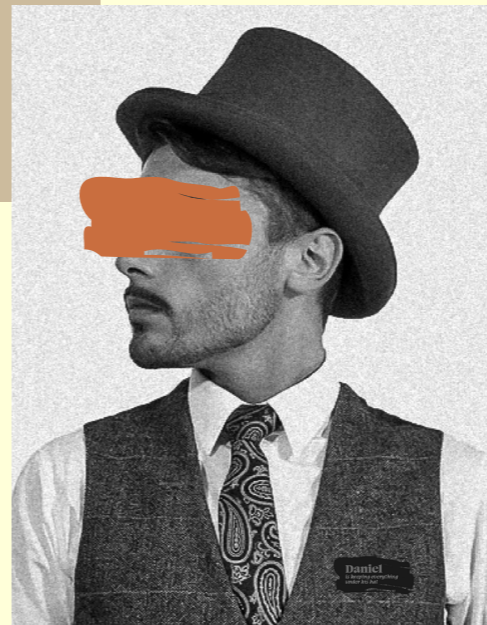
“that the  
nice jug  
from the  
cafe is in  
my bag.”

*secrets*  
brewed  
by you,  
and *spilled*  
by us...

visit our tearooms for a boozy teatime tippie,  
and anonymously *spill scandal* for all to hear  
at our live story telling events

find out more at [betweenyouandtea.com](http://betweenyouandtea.com)

BETWEEN  
YOU  
&  
TEA



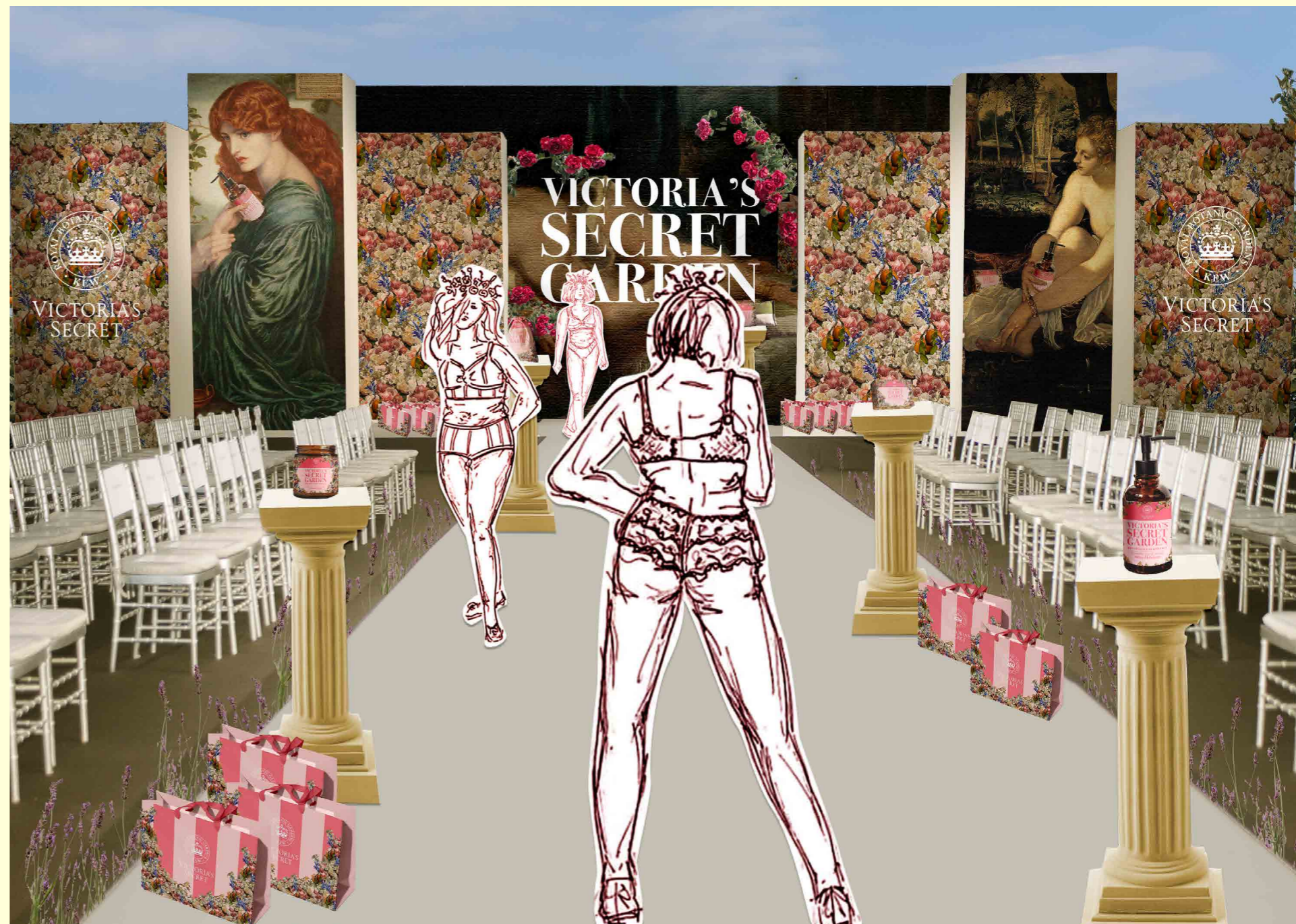
A painting of a garden scene, possibly a still life or a landscape, featuring a large, textured, light-colored object (possibly a sculpture or a large vase) in the foreground, and a garden path leading towards a building in the background. The scene is rendered in a soft, painterly style with warm tones. A large, white, serif title is overlaid on the center of the image.

# VICTORIA'S SECRET GARDEN

One in two women experience low libido due to menopause symptoms. Victoria's Secret Garden (VSG) is a collaboration with Kew Gardens and Victoria's Secret. Its mission is to help women redefine their menopause by embracing their sexual desires with confidence and comfort.

The Renaissance of Romance Set is a playful, yet understated and elegant collection of intimate products. The collaboration radiates desire and beauty through intertwining raunchy Renaissance imagery with divine floral patterns inspired by Liberty London.







“God Save The Zine” is a bookshop providing an immersive, unique experience for the punk audience. Embracing DIY culture, this dynamic space features workshops and an interactive graffiti wall, encouraging customers to contribute their thoughts and creativity.

Vibrant colours and loud patterns amplify the aesthetic. The sharp, book-shaped logo serves as both a striking design element and a functional directional marker for seamless way-finding. Aligning with the rebellious punk ethos and satirical name of the shop, conventional views of authority are subverted by offbeat, collage-style images and captivating mismatched headlines about the royal family.



BUILDHOLLYWOOD

Palace in turmoil over  
new **BOOK STORE**

**GOD SAVE  
THE ZINE**



**GOD SAVE  
THE ZINE**



**GOD SAVE  
THE ZINE**



[godsavethezine.co.uk](http://godsavethezine.co.uk)

7003 03

