

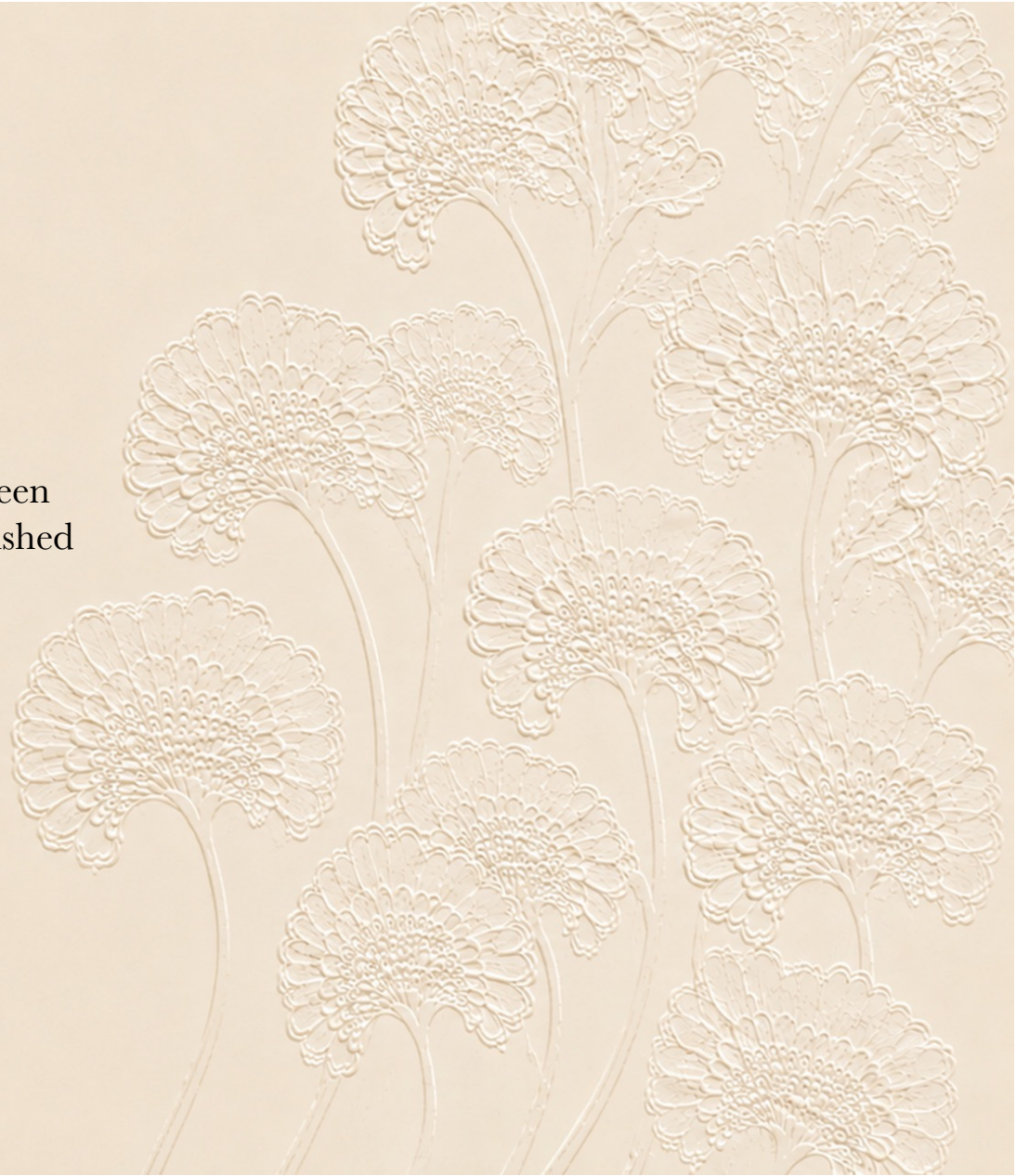


Florence Broadhurst™
BOLD. ORIGINAL. ENDURING

A Defining Moment

For almost twenty years, Florence Broadhurst™ has been represented through licensed products from the established archive around the world.

Today begins the next chapter.
The archive remains unchanged.
Florence returns to the centre of the story.



A Legacy Recognised Around the World

For decades, Florence Broadhurst™ has become synonymous with exceptional design. Her archive has travelled the world through wallpaper, textiles, fashion, furniture, homewares, artwork and internationally licensed collections. Countless people first encountered Florence through these creations, each beginning a personal connection with the brand.

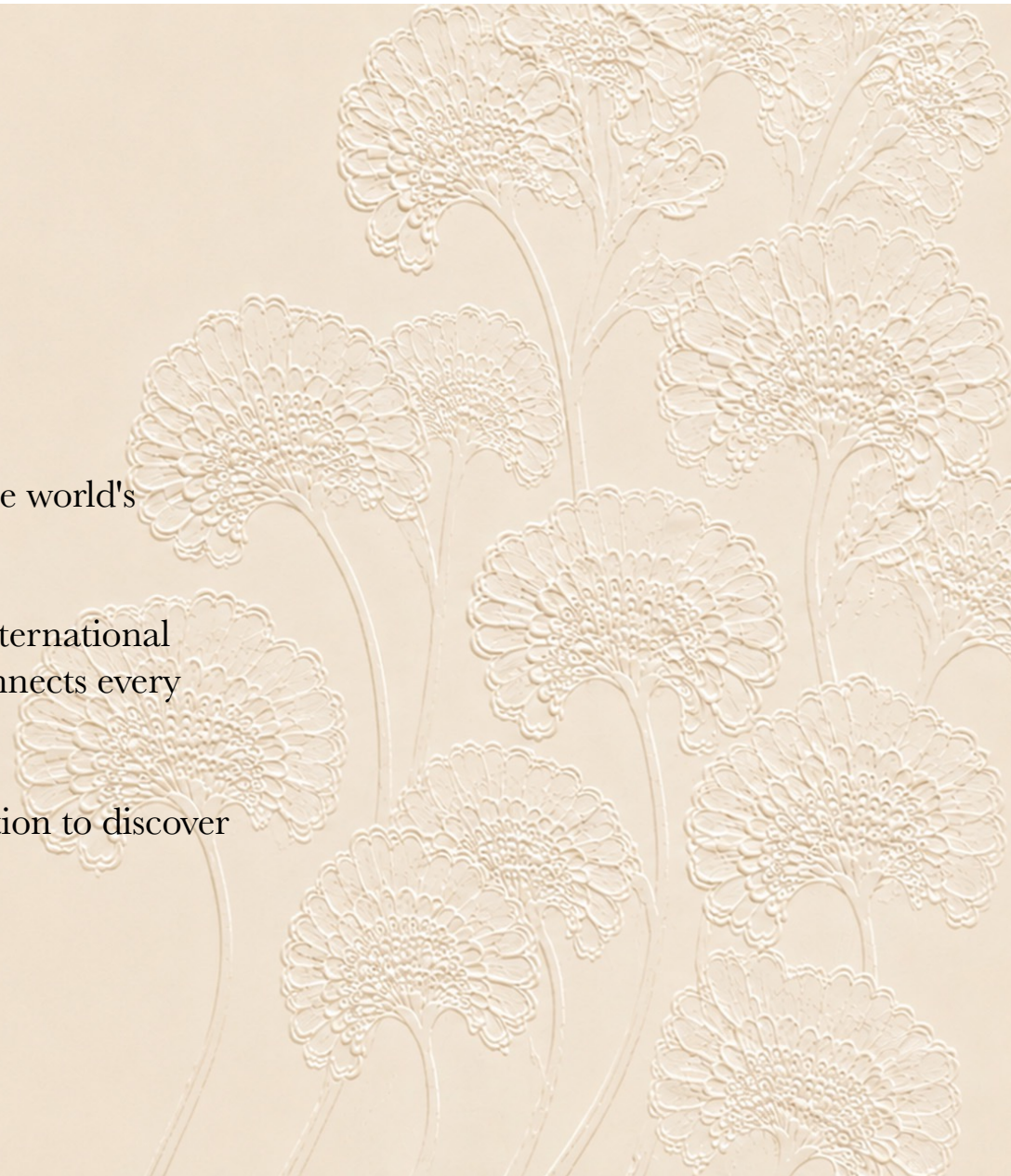
The next chapter invites the world to discover the remarkable creative mind behind those designs.

The Master Brand

The Florence Broadhurst™ master brand becomes the world's introduction to Florence.

It celebrates the archive, tells the story, supports the international licensing network and creates a single identity that connects every collection, collaboration and future opportunity.

For the first time, Florence herself becomes the invitation to discover the archive she created.

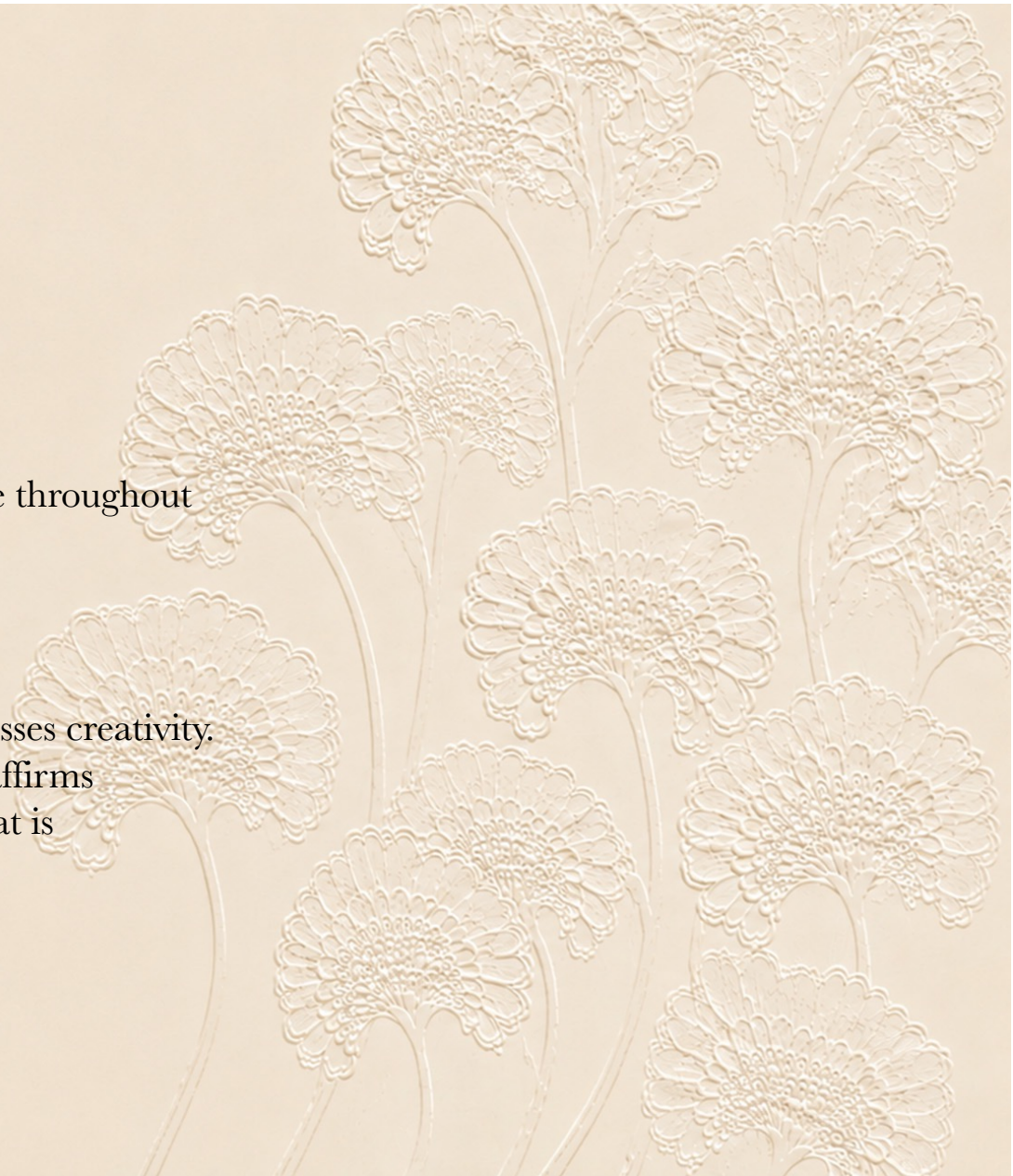


The Creative Direction

The identity reflects the qualities that defined Florence throughout her life.

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Every decision serves a purpose. The illustration expresses creativity. Japanese Floral celebrates the archive. The signature affirms authenticity. Together they create a visual language that is unmistakably Florence Broadhurst™.

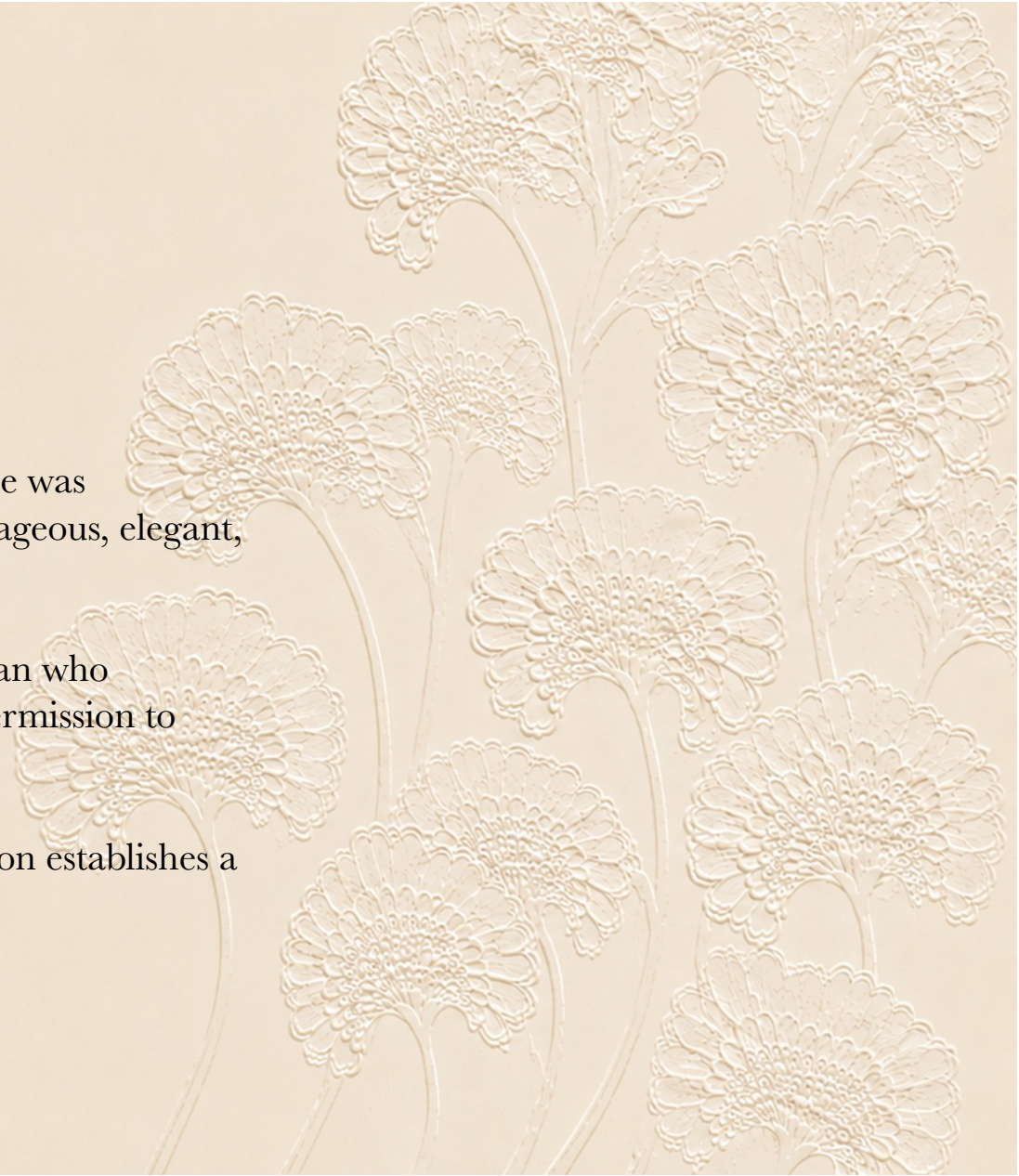


Florence

The illustration captures the essence of Florence as she was remembered by those who knew her - confident, courageous, elegant, flamboyant and entirely original.

Her profile looks towards the future, reflecting a woman who continually reinvented herself and never waited for permission to pursue the next chapter of her life.

Created exclusively for the master brand, the illustration establishes a distinctive identity across global communications.



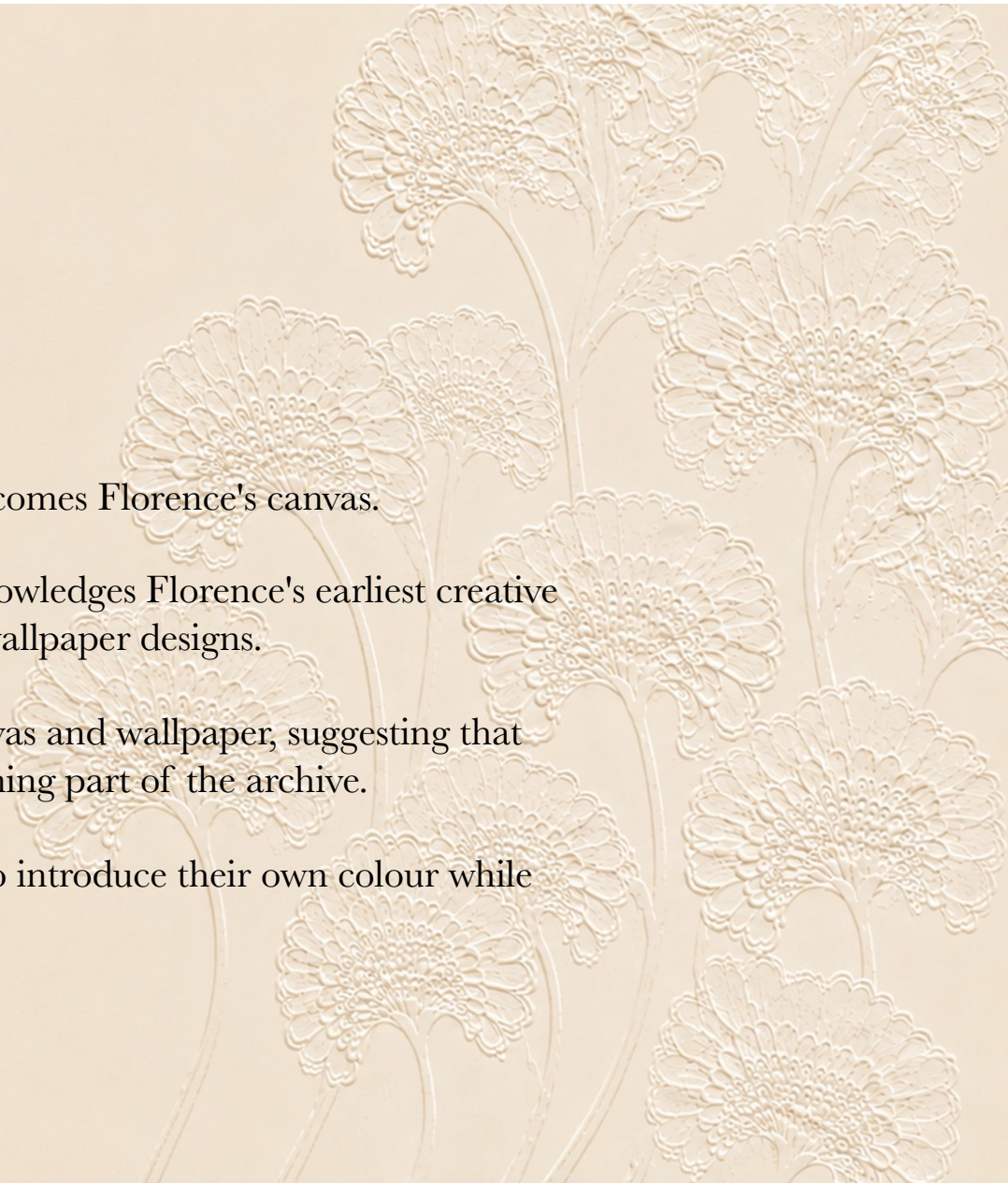
Japanese Floral

Japanese Floral becomes more than a wallpaper. It becomes Florence's canvas.

Rendered with the softness of an artist's brush, it acknowledges Florence's earliest creative years before becoming one of her most recognisable wallpaper designs.

Positioned quietly behind Florence, it recalls both canvas and wallpaper, suggesting that every great idea begins with imagination before becoming part of the archive.

The restrained presentation allows future collections to introduce their own colour while maintaining a consistent master identity.

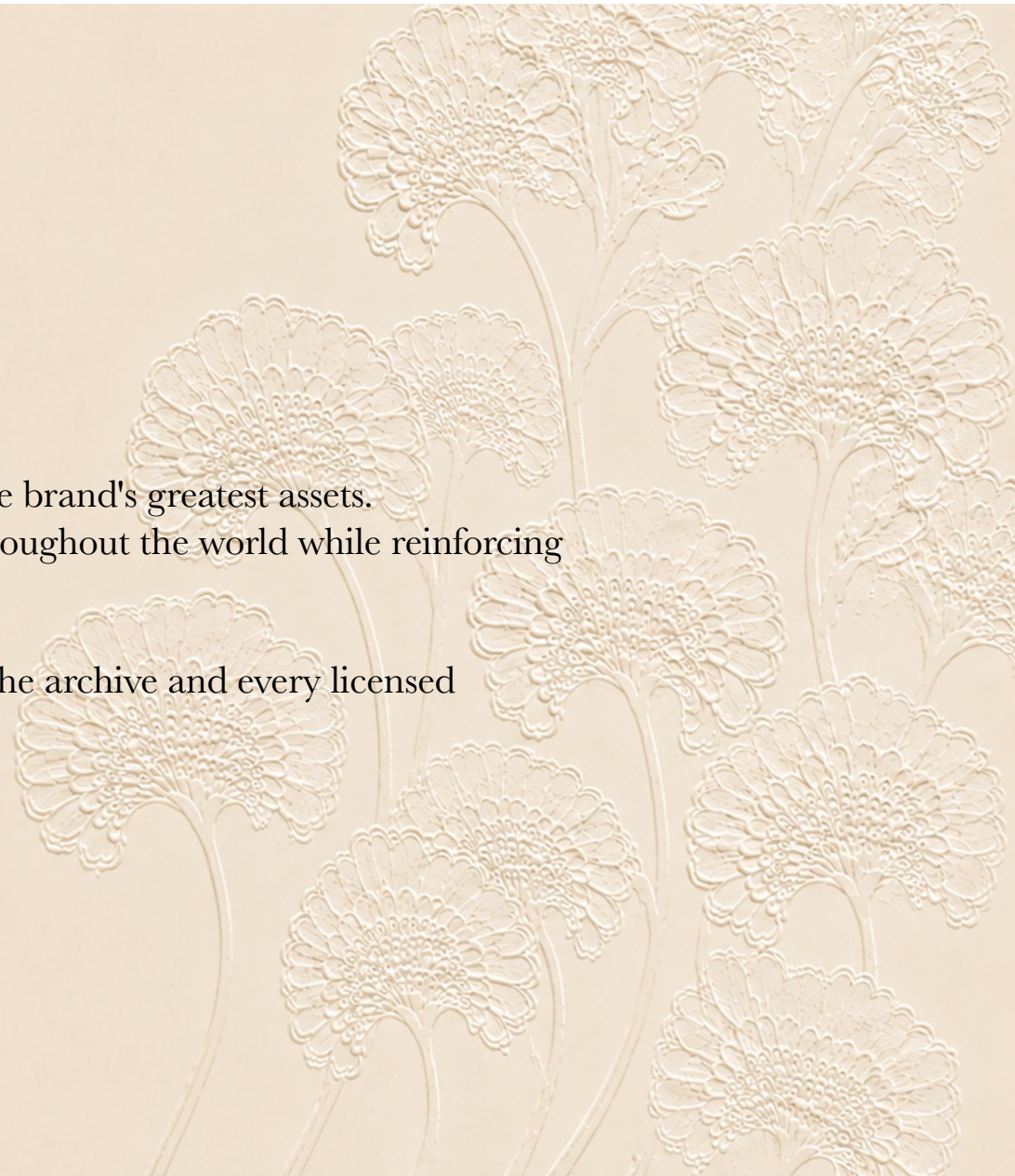


The Signature

The Florence Broadhurst signature remains one of the brand's greatest assets. It continues to identify authentic licensed products throughout the world while reinforcing authenticity, provenance and trust.

Its place within the master brand connects Florence, the archive and every licensed expression through one enduring signature.

Florence Broadhurst™

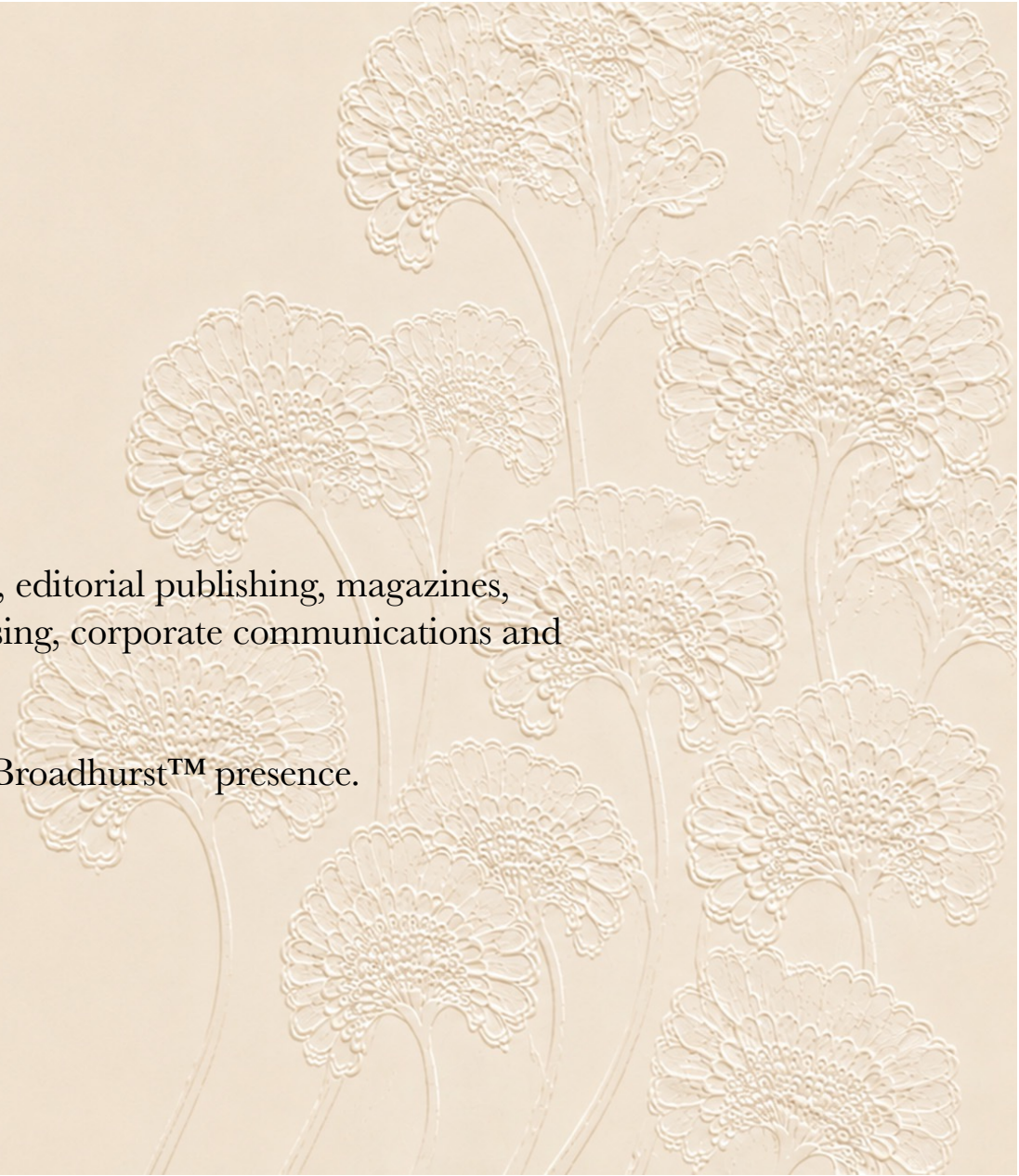


One Global Identity

The website introduces the identity.

The same visual language extends across social media, editorial publishing, magazines, licensing proposals, presentations, exhibitions, advertising, corporate communications and international partnerships.

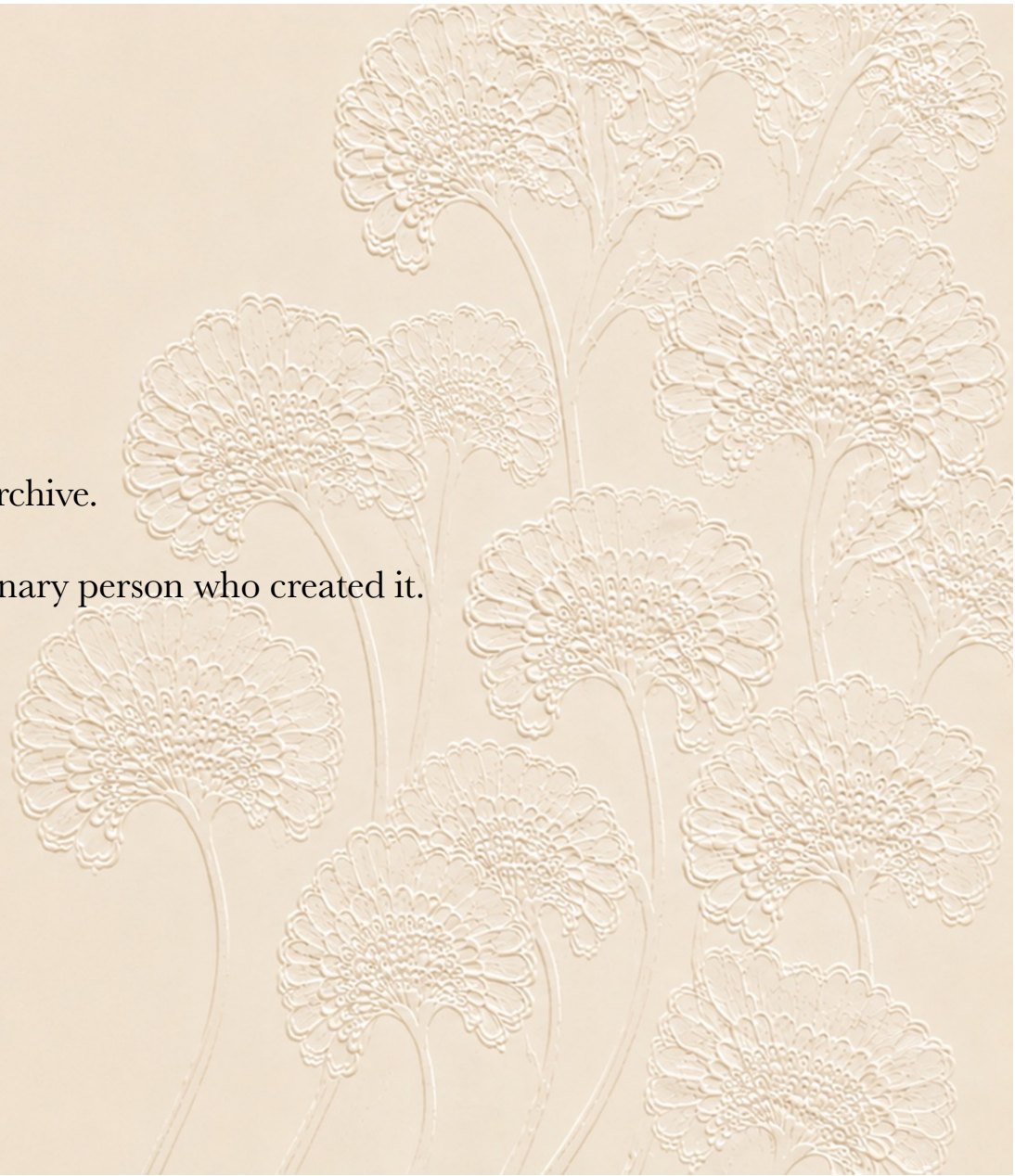
Every encounter strengthens one consistent Florence Broadhurst™ presence.



Looking Forward

Florence Broadhurst left the world an extraordinary archive.

This identity ensures the world discovers the extraordinary person who created it.







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