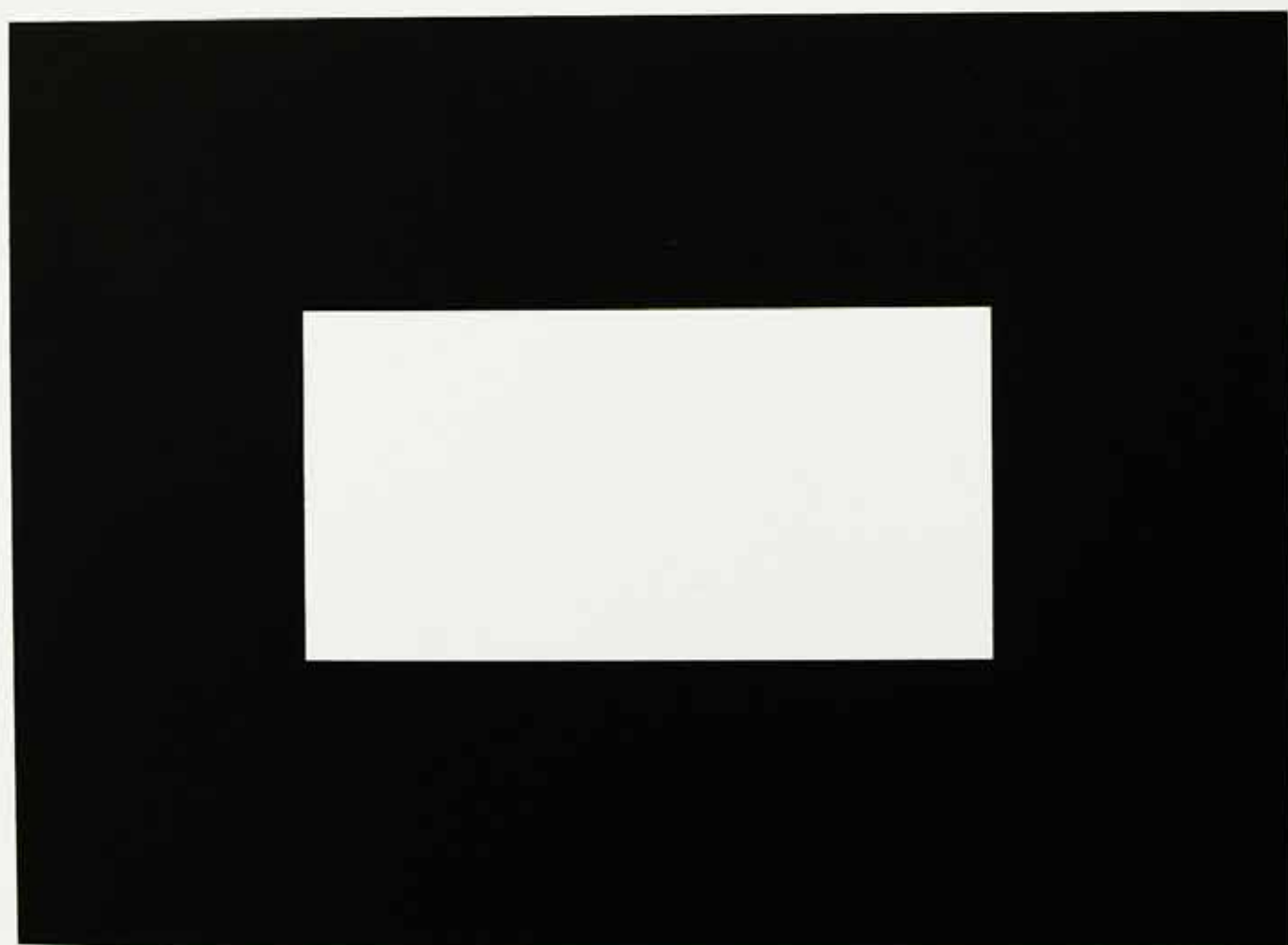


Liz Farrelly

# Designers' Identities



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# STILETTO

Stiletto NYC

Stefanie Barth and Julie Hirschfeld

New York City, NY, USA and Milan, Italy

www.stilettonyc.com

Stefanie Barth and Julie Hirschfeld are Stiletto nyc, a design studio based in New York and Milan. 'We think of the company as one place that happens to have two offices,' explains Julie. That duality goes deeper, though, reflecting the partners' backgrounds and the variety of projects that pass through their studio.

Stefanie studied design in Germany, while Julie studied painting and Russian in the United States. After college, Stefanie designed for print and Julie worked in motion graphics; now the studio applies their wide-ranging skills to projects in both fields, and for clients in media, publishing and fashion.

'We always approach work from a conceptual basis rather than being media-specific,' explains Julie. 'We start by brainstorming an idea, then work individually, but passing the project back and forth until it's done. In that way, it's more "Stiletto" than personal, and it's especially interesting to add print knowledge to our motion work, which ends up being more editorial and textural rather than overly technical.'

Stiletto nyc's identity mirrors that dual approach, with images appearing both on screen and in print, and stationery that includes textures ranging from smooth white to glossy purple and raw greyboard.

And the name? 'It means both a knife and a high heel. We liked the double meaning - it's feminine with an attitude,' suggests Julie. Realized as a hand-drawn logotype and bespoke typeface, the slimline 'Stiletto' often appears in purple foil block, adding a hint of flash to an otherwise understated aesthetic.

**Letterhead** (opposite page)  
1/8" purple, on white stock.

Stiletto NYC

**Business Card and  
Compliments Card** (below)  
1/8" purple, on white stock, duplexed.

**CD, Envelope and Sticker** (top right)  
1/8" purple, on white sticker stock for  
the disk and on white card envelope.



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**Presentation Folder (1970)**  
Folds for stock, air conditioning  
and various parts of Zetoc-Land  
(London, 1970)

**Folded Poster and Real Title (1970)**  
Air photograph photograph of building  
through balloons with a primary blue  
ink on the left side. Ink of Zetoc's  
contribution of air conditioning is visible.  
The Zetoc's name is changed to a  
and folded for mailing.

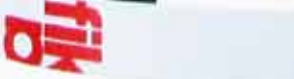


**Reel Skills** (below)  
The hollow, fun costumes...

**Website** (bottom)  
www.studio94a.com  
A pattern-led format, with images  
cropped left on a white screen,  
resembles an editorial magazine page.  
Click on an image to access the project.  
& 'Mail style' pull-down menu offers  
alternative navigation.



STUDIO 94A  
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