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Soul Sisters. ⁰⁵

New York design studio *Stiletto* has created a dynamic new series of channel idents for *VH1 Soul*. The multi-talented *Stiletto* ladies are responsible for the whole soul plate, from concept to design, music and animation. "This is a pretty new digital soul music channel," says *Stiletto*'s Stefanie Barth. "The world of soul is heavily branded by clichéd visuals so we tried to work on it from a very different angle. We translated metallic colours into RGB tones and created a new font." She and partner Julie Hirschfield have created visuals that combine photography and hand-drawn elements in a collage style, mixing some unusual imagery that you wouldn't expect for a soul identity—from birds' nests to jewels—but which captures an independent spirit and punchy style all finely crafted into smooth-flowing, soulful animations.