



### [About Little Fury](#)

Little Fury is a small independent design studio. The firm is owned by Tina Chang and Esther Mun.

Clean, simple, functional marks the fury way of design. We may be little but the impressions we create are big. Whether it's our designs, collections, or product line, in the house of fury, pretty things are always made simple. We believe in designs that are appropriate, distinctive, and engaging. Little Fury focuses on smart concept with compelling design with the belief that ideas make the design distinctive.

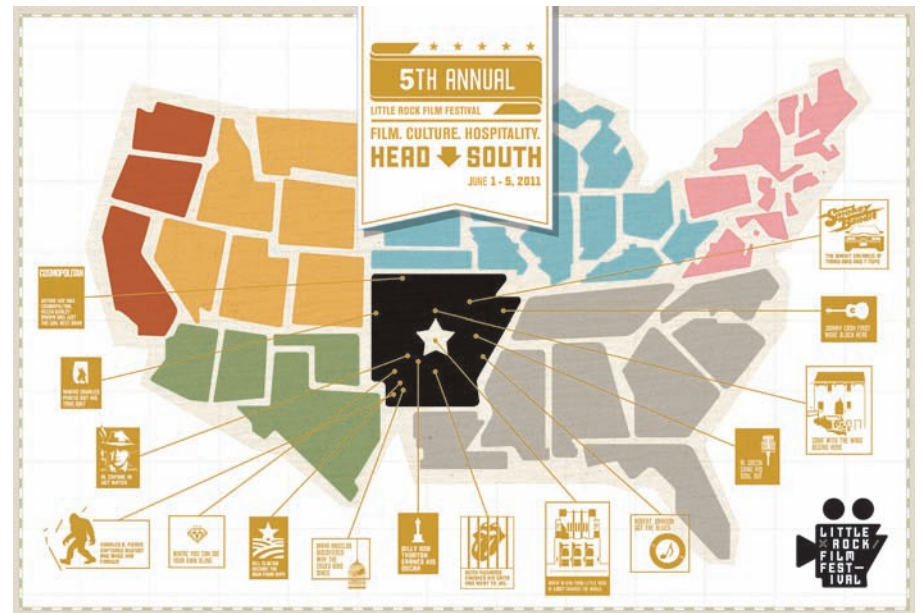
[42 Bond Street 6th fl. New York, NY 10012](#) T: [646.519.4466](#)  
[startheremart.com](#) | [littlefury.com](#)



The Little Rock Film Festival is an annual event held in Little Rock, Arkansas to showcase the best in narrative, documentary, and short films from around the world. On their 5th anniversary, they asked us to create an identity and brand that reflects their Southern pride and commitment to bringing film, culture, and hospitality to the big screen.



\*Website, Program, Iphone app, Film passes, Poster



# help™

Help Remedies represents a new brand of over-the-counter health-care products. We created a custom logotype and a friendly, straight-forward, color-coded packaging system to ensure each product line reflects its mission to make health issues simple.

\*six packages in POS, help I've cut myself package front/back

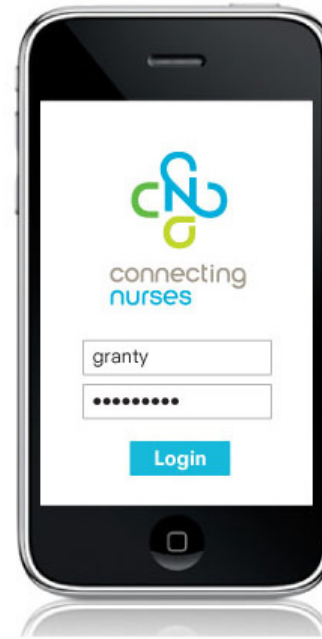




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Connecting Nurses champions nurses from around the world, bringing them together online and in the real world, providing platforms to share ideas and to find support. The new identity highlights this global initiative by creating an international brand that speaks to the professionalism and heart of the nursing community. The Information Shareapy and Care Challenge identities invoke the shared connections found in the main Connecting Nurses brand, while creating unique marks that communicate their own specific purposes.

\*Connecting Nurses iphone app,  
Sub-division iphone logos



# REMBRANDT

ORAL HEALTH AND BEAUTY



Rembrandt represents the oral and beauty care brand by Johnson and Johnson. Aimed to redefine the oral care category with a complete rebranding and repackaging goal, we helped break from the expected and rejuvenated their share of the tooth whitening market with a more premium, simple, minimal design.

\*Toothpaste line, Whitening care line, Rip-n-ship package, In-store display





## PRINT 4 CHANGE

WHERE YOU PRINT MATTERS.

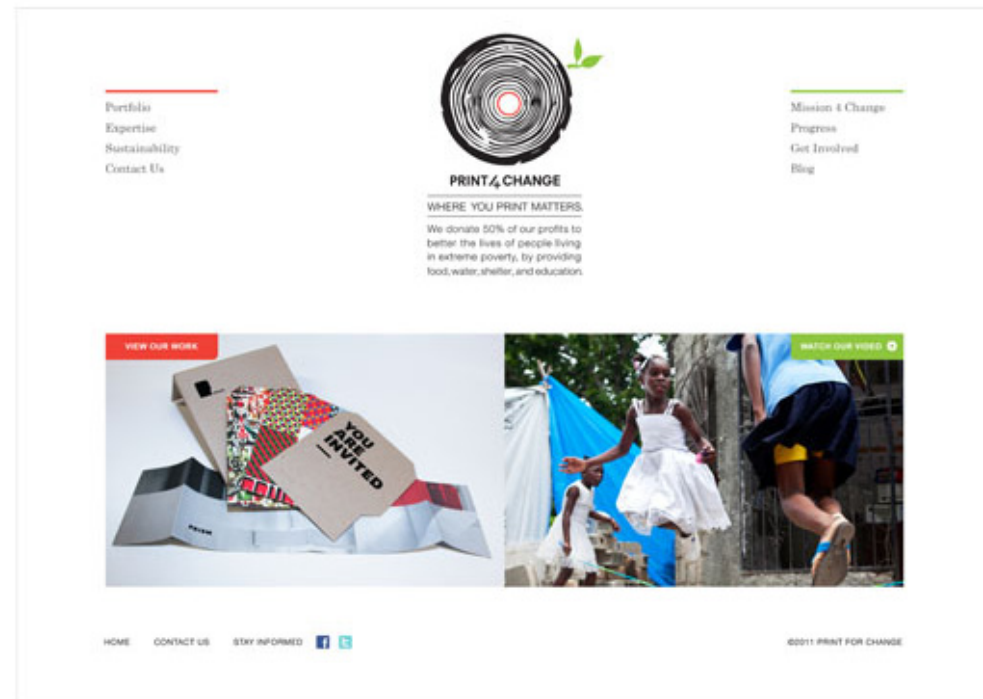
We donate 50% of our profits to better the lives of people living in extreme poverty, by providing food, water, shelter, and education.

[www.print4change.com](http://www.print4change.com)



Print 4 Change is a printing company with a mission. Not only are they committed to providing high quality prints, Print 4 Change donates 50% of their profits to provide food, water, shelter and education to people living in poverty. We wanted to create an identity that spoke to their excellent service, but also echoed their inspiring mission.

\*Business card, Website





Good Play introduces a new publication aimed at developing a lifestyle that expands the FAO Schwarz experience from the toy store and to the home.

\*Magazine spreads

Good **Play** ISSUE 1 WINTER 2008  
How Kids Discover the World

"No, you can't open your gifts yet!"

14 Katherine Commale gives with all her heart. And your kid can, too!

PRESENTED BY FAO-SCHWARZ

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quick plays This winter, the Santas are green and the snowmen are edible

play with your food Cracking, sprinkling and stunting with super-chef Malte Katzen

gifts to grow on 10 gifts that stand the tests of time—and attention span

18 22 27

cool kids of winter What all the WARM kids will be wearing

passion play Raising little people who give BIG

play free Coloring outside the lines with Taro Gomi

Visit fao.com for more Good Play

**Fashion captions : 64**  
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**Fashion captions : 64**  
This is dummy copy, only for look and feel. This will be replaced once text is finalized and returned

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THYMES



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Thymes Filigree offers a high-end bath and body line that features premium natural fragrances. The symbols, patterns, and details created for each packaging group reflects the unique scent of each line of fragrance.

\*Body cream



# 3COM



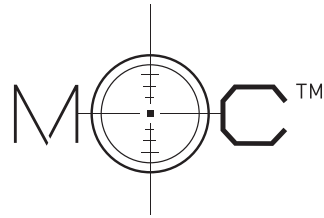
3COM a leading technology company at the forefront of bring home and business networking systems to the retail market. The packaging takes the user manual typically found inside the package and wrapped it as the outer package, simplifying the technology to the everyday consumer who are not tech savvy.

\*PC Card and Modem package.

Note: Logo not shown since it wasn't part of the project



# MISSIONCONTROL™



Mission Control combines the latest in shapewear technology with luxurious, sexy design. We created a brand identity and packaging to echo this balance with sleek photography and technical graphics that accentuate innovation and the independent strength of the female.

\*Secondary icon, Hangtag, Package,





start here™

A.K.A.  
LIL' FURY



### About Little Fury Partners

**Tina Chang** studied at the School of Visual Arts in New York before beginning her graphic design career at Pentagram. After Pentagram, she continued to expand her range working as a senior designer at MTV, a consultant at The Public Theater, and a senior art director at Martha Stewart. Working with clients including Asia Society, Citibank, Duke Theater, Herman Miller, Symphony Space, Morimoto, New 42nd Street, The Public Theater, Estee Lauder, Random House Publishing, Time-Warner, and Time Life Inc. Her design has been recognized in 365 AIGA, Communication Arts, Graphis, as well as the Tokyo Type Directors Club. She has had the honor of being a AIGA/NY board member, and have taught design at SVA and is currently teaching advanced package design at Parsons.

**Esther Mun** was born in South Korea, raised in California and graduated with honors in design from the School of Visual Arts. She first practiced design at Pentagram before becoming an integral member of the Duffy + Partners design team. Esther has developed work for Bloomberg, Citibank, Cohen, Detroit Symphony, Madison Square Park, Jazz at Lincoln Center, The Public Theater, Coca-Cola, The Islands of the Bahamas, Susan G. Komen Breast Cancer Foundation, Singapore resorts, Thymes, and Toyota. She has received numerous design honors, including recognition from AIGA, Art Directors Club, Graphis, One Show, and Type Directors Club.

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Shop [StartHereMart.com](http://StartHereMart.com) or view  
our work at [LittleFury.com](http://LittleFury.com)

(esther or tina)@littlefury.com

## List of Clients

Johnson and Johnson (Rembrandt)

Help Remedies

Little Rock Film Festival

Next Jump

Sanofi Aventis

Target

Print 4 Change

F.A.O Schwartz

Astrum Solar

Martha Stewart

Starwood Hotels

Fekkai

Pepsi

Coca-Cola

Sapa Restaurant

Skinny Cow

Odea Restaurant

Morimoto

The Public Theater

Thymes

Bahamas

Mokara

Time Inc.

New 42nd Street Studios

Symphony Space

New York Botanical Gardens

Jazz at Lincoln Center

Bloomberg Headquarters

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