



identity driven brand building®

## **PRESS RELEASE**

**1 April 2010**

**PB 100233**

### **I LOVE: new brand for new living concept *Brand strategy and logo built by Brandhome***

**I LOVE is a new brand with a new vision of living and lifestyle that Serge Hannecart will use to take property development to a new level: I LOVE is a total concept for living. Living is more than a home, it is a whole way of life, taking in interior design, lifestyle, fashion and art. Brandhome developed the brand strategy and logo for I LOVE.**

Serge Hannecart's two decades of experience as a property developer told him that the current offering could definitely be improved. That's why he and his business partner Rosen Jacobson came up with I LOVE. Serge Hannecart: 'I wanted to be able to offer our clients a complete lifestyle, with the home as its centre. Developing that idea has been a fantastic process. I'm really enthusiastic about the result.'

Erik Saelens is delighted with the new brand too: 'We worked with Serge Hannecart to build a brand and brand strategy. What made it special, was that it had to be a brand that embodies more than property development alone. The result is a brand that goes further – a brand that embraces living: I LOVE.'

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

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*Note for editors, not for publication:*

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