

ROOM SERVICE

Brand Name: Room Service

Industry: Sleepwear & Lifestyle

Location: New York City

Style: Hotel-inspired, playful, nostalgic, fashion-led

Meet your client:

Room Service is a contemporary sleepwear brand inspired by the irresistible feeling of checking into a great hotel, slipping into pyjamas, and having absolutely nowhere to be.

Creating elevated pyjama sets, robes, and sleep accessories, the brand takes cues from boutique hotel culture and reimagines them through a playful, fashion-forward lens. Think striped sheets, room keys, breakfast in bed, Do Not Disturb signs, late-night snacks, and freshly pressed cotton.

Designed for a style-conscious audience, Room Service should feel effortlessly cool, nostalgic, and a little cheeky. The identity should blur the line between fashion brand and hotel experience, creating a world customers want to check into.

Brand Keywords:

Playful · Nostalgic · Fashion-led · Editorial · Effortless

Deliverables (choose any):

- Logo + Submark
- Pyjama labels, tags or garment packaging
- Hotel key card / Do Not Disturb hanger
- Room service menu-inspired campaign piece
- Website homepage concept



Have fun!