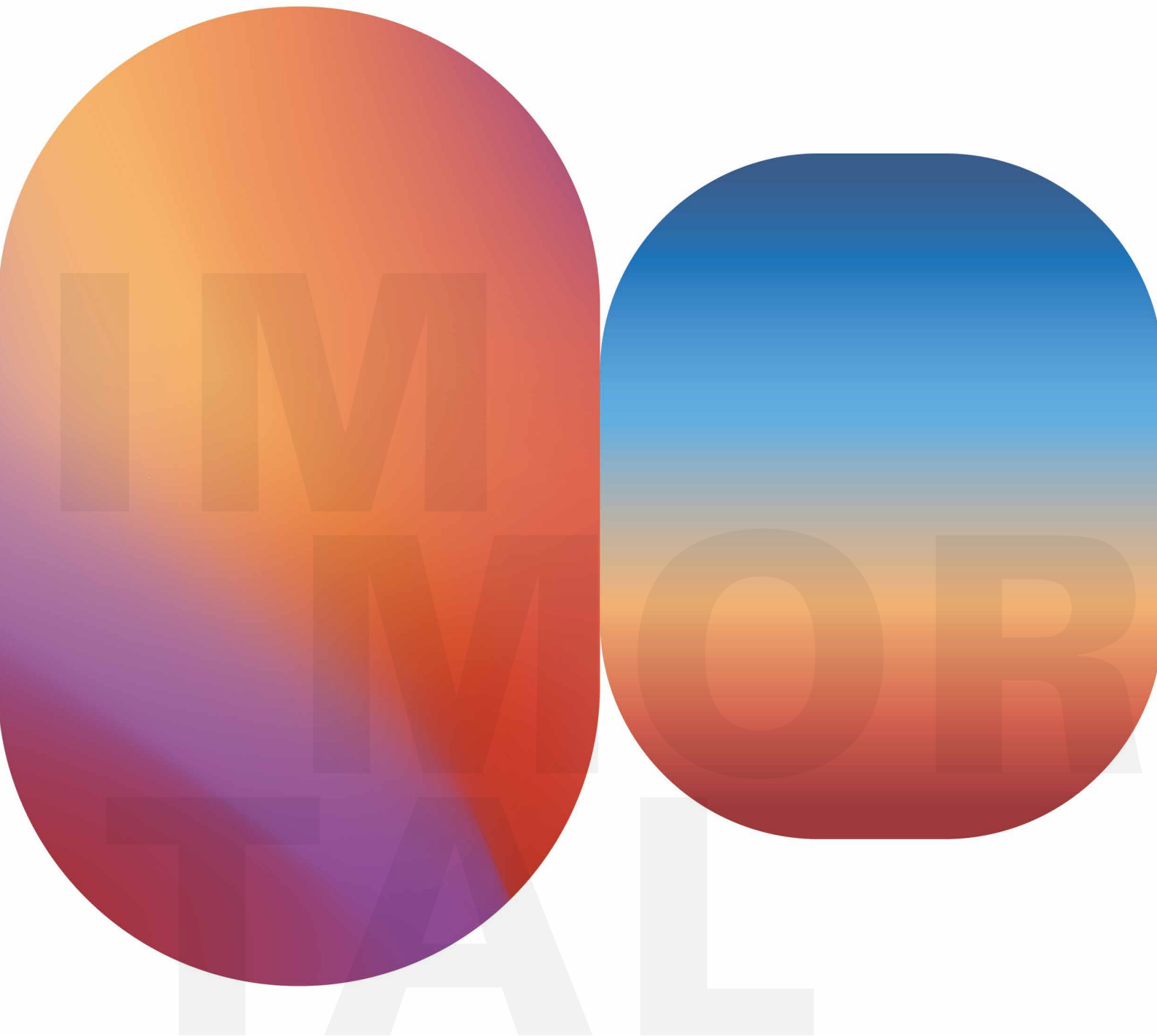
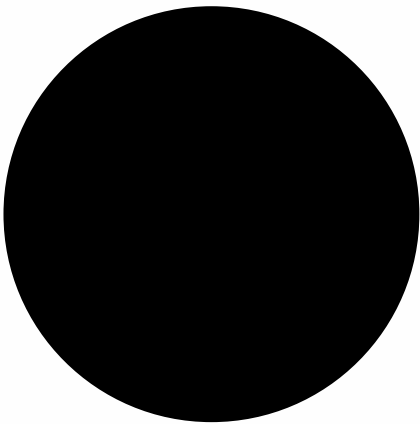
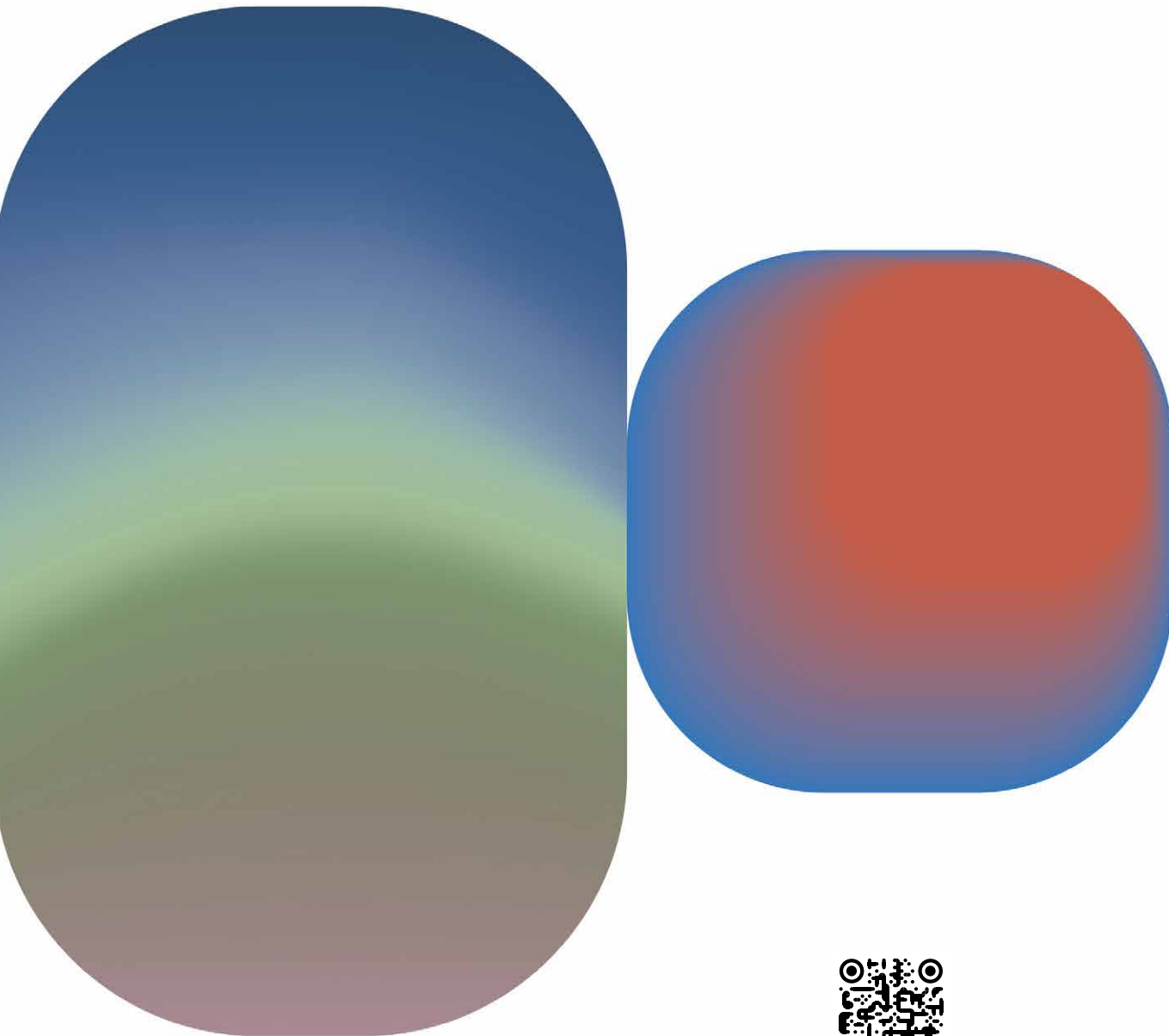


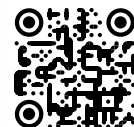
IMMORTAL
Brand Engagement



The Sun, the Moon, and the Earth are our constant witnesses, cosmic beings that outlast every age. Together, they weave the rhythm of immortality — a cycle that never breaks, only evolves.



immortal.com.sg



Strategic Thinking to Transform Brands

We are an award-winning brand engagement and environmental wayfinding consultancy. The firm was founded in 1990 and counts a portfolio of clients spanning the fields of hospitality, retail, F&B, residential, healthcare, civic and commercial development, info-tech offerings, and more.

With Singapore as our base, we take pride in offering clients insights from an Asian perspective, reflecting a strategic understanding of the cultures that make up the region. This knowledge also hones our design sensibilities and aesthetics, inspiring us to craft brand identities that often reflect elements of heritage.

Let's Discover Brand Engagement

Growing
Audiences.

Crafting
Environments.



What's your brand appeal?

A strong brand strategy communicates your unique selling point.



Let's write your brand story

We are enriched by narratives.
Your story is the foundation
upon which a brand identity
and experience is created.

BRAND STORY

Audit & Research
Conceptualisation
Strategy

BRAND DESIGN

Identity Creation
Visual Expression
Blueprint

BRAND EXPERIENCE

Applications
MarComms
User Journeys



Securing the future

We aim to build timeless brand identities that resonate across generations.



What we can do for you

Market Research & Analysis

Brand Assessment & Audit

Brand Ideation & Design

Naming

Brand Application

Brand Identity

Environmental Wayfinding

Interior Branding

Visual Identity Blueprint

Brand Management

Marcomms

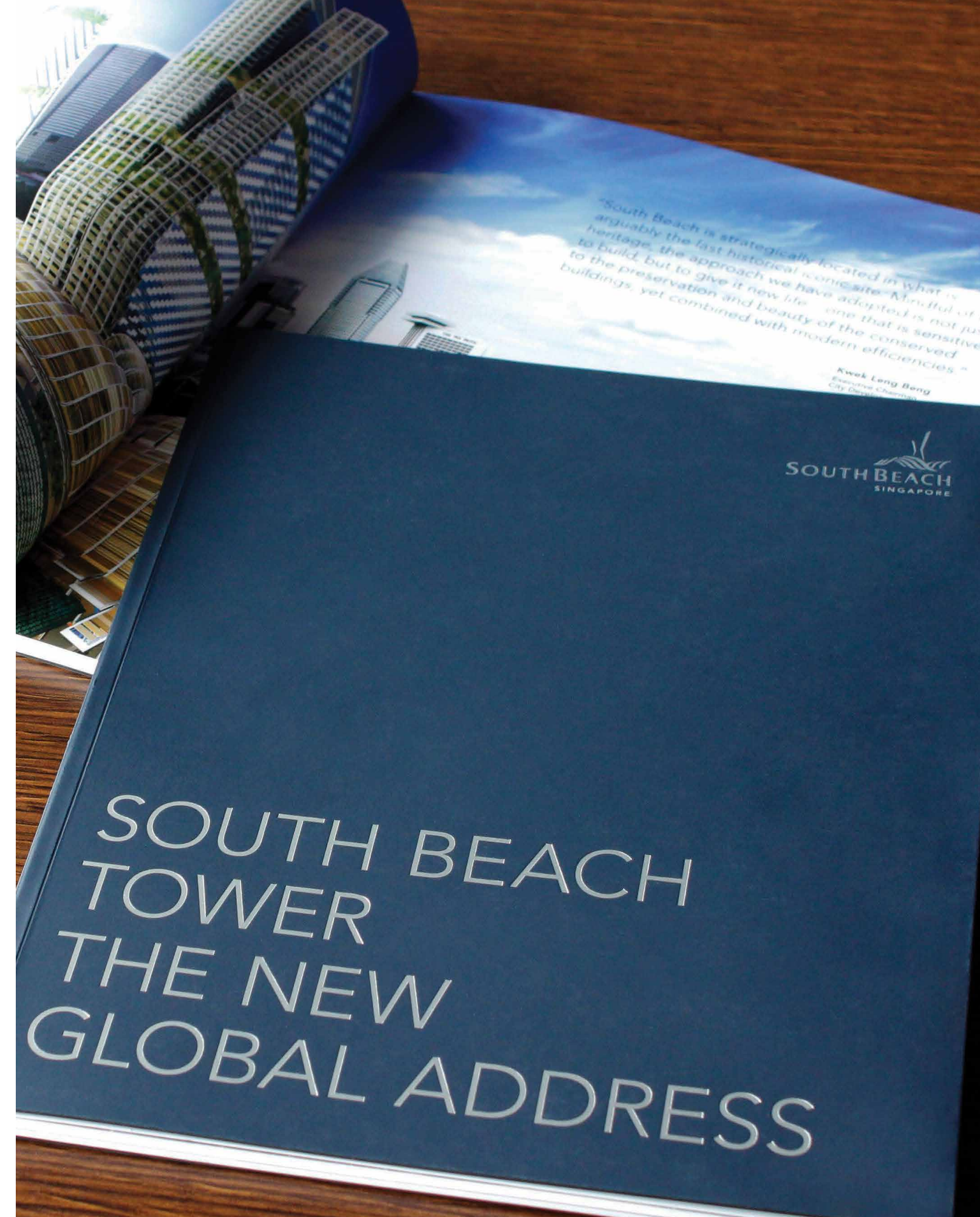
Corporate Gifting

Digital Branding Solutions



Creating lasting brands for every need

Through consistent messaging, building connections, and delivering authentic experiences, brands can achieve immortality and secure a place in the hearts and minds of their audience.



“The idea
is not to
live forever,
it is to create
something
that will.”

- Andy Warhol



Hospitality

*Empowering seamless
stay experiences*

Hotels and resorts require deep insight to define their brand appeal and market position. This is crucial in attracting and retaining their desired audience or guests in today’s competitive market. As advocates of refined living, we’ve worked with hospitality purveyors of every scale to realise cohesive and seamless guest experiences.

Developed by luxury real estate specialist KOP Properties, Montigo Resorts in Nongsa, Batam features a “three stepping stones” brand icon alluding to both the resort’s proximity to Singapore and Asians’ multi-generational living structure, which is easily accommodated in the family villas.



Retail

*Activating the third space
for every community*

Today's challenging retail landscape calls for mall spaces to be flexible: brands no longer sell products, but must deliver immersive, omnichannel engagement that is attuned to the needs of the communities they serve.

West Mall in Bukit Batok, Singapore, is a hub that caters to the needs of residents in its vicinity. Owned by Singapore Land Group, the mall's landmark fuses the letters "W" and "M" into an icon symbolising connectedness and vibrancy.





Healthcare

Setting standards of care, for life

Healthcare brands must communicate dedication, trustworthiness, and excellence. These attributes also form a cornerstone of successful brand stories, empowering our clients to scale greater heights.

Through extensive consultations and an iterative development process, the Parkway Holdings Board selected "ParkwayHealth" as the brand's master name for easy recognition. A monolithic brand architecture was implemented, unifying all the brand's entities.



Technology

A big plus for the environment

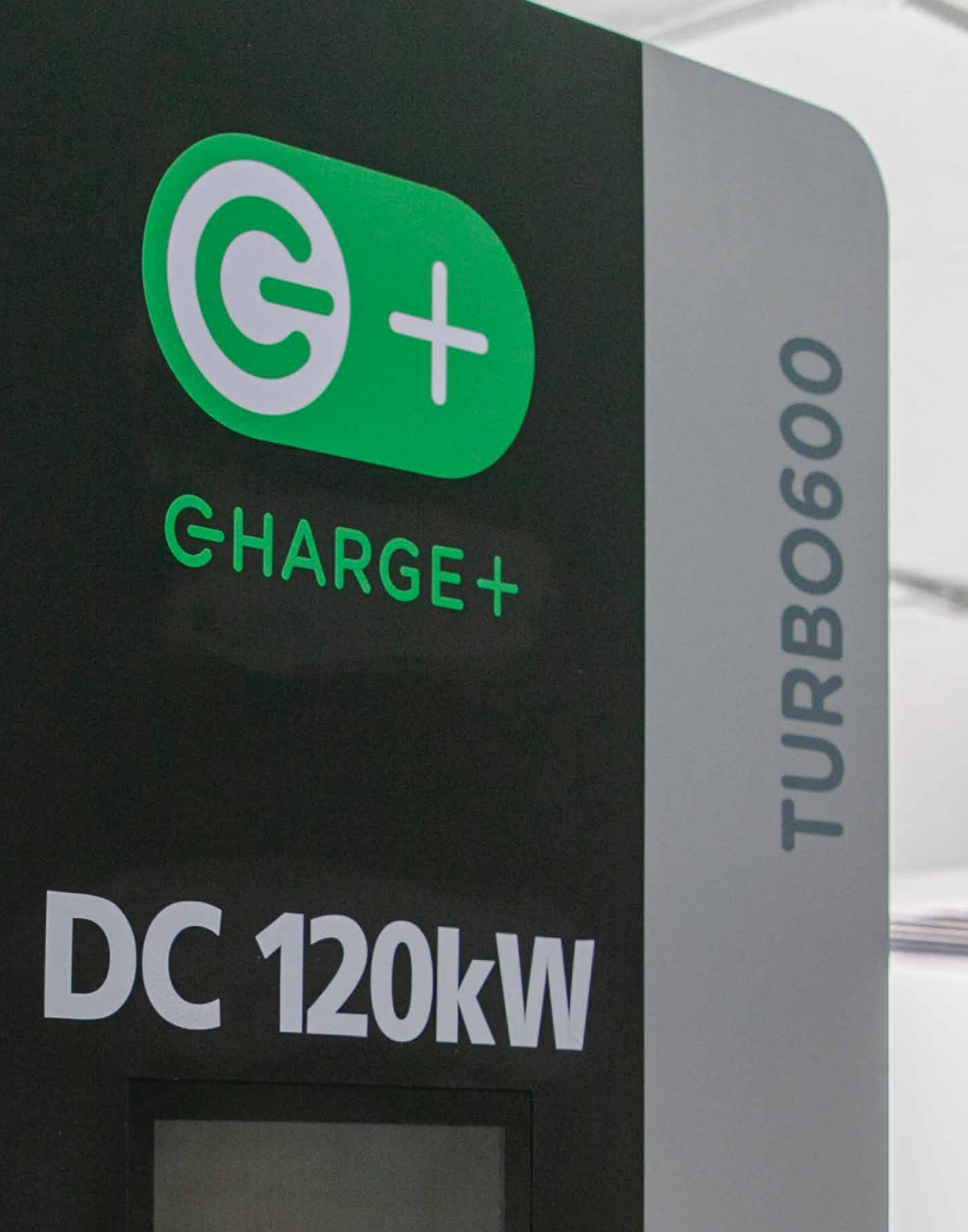
Innovation, agility, and sustainability underpin the qualities of technology providers. Over and above hardware and software, successful technology brands understand the importance of delivering heartware by building bonds with their users.

A rapidly growing EV charging solutions provider, the Charge+ brandmark takes inspiration from the universal "power on" icon commonly found on electrical appliances. The green shade alludes to the brand's appeal of simplicity, sustainability, and clarity.



CHARGE+

CHARGE+





Lifestyle

Elevating urbane living

Lifestyle destinations call for holistic brand strategies that translate into effective market messaging. This ensures a clearly defined brand appeal that speaks to the targeted demographics. We've worked with developers, property managers and owners to create seamless brand experiences across various built environment typologies.

China Place comprises a mix of conserved century-old shophouses, modern office towers, and hotels. The project involved developing a harmonious precinct experience for three stakeholders: Far East Organization, Great Eastern, and Frasers Property.

The iconic Marina Bay Sands is a luxury lifestyle destination like no other. Extensive research and stakeholder engagement programmes addressed the resort's brand strategy and promise. Brand identities and applications were created for the Paiza Club and the F&B offerings including themed dining concepts, celebrity chef restaurants, the patisserie and gift shop.



CHINA PLACE



BRA
NDI
NG



Commerce

*Crafting city centre
business districts*

Corporations walk a tightrope as they need to be both personable while projecting prestige. Clients and employees alike are drawn to addresses that reflect sophistication and elegance: qualities that are amplified by a strong and consistent brand experience.

BRA
NDI
NG

A premier mixed-use development in Singapore, South Beach is positioned as a progressive global address. It is managed by City Developments Limited and IOI Group, and features architecture by Foster + Partners.



Placemaking is
the art of
weaving people
into place.

Environmental branding combines intuition, strategy, and the unexpected “wow” moment. Through our step-by-step research, audit, and analyses, we ensure seamless navigating experiences across every typology, from offices to hotels, malls to mixed-use developments, precincts, and community spaces.

Destination

Instilling spatial cohesion

Destinations must offer spaces where people want to spend time and build collective memories, so that they are woven into an area's culture and history. A comprehensive visual identity system with icons, colourways, and graphic motifs creates a seamless spatial narrative.

Rochester Commons by Capitaland is a campus-style integrated development that consists of a mid-range hotel, office tower, and 12 heritage bungalows. The precinct utilises both environmental and digital wayfinding cues to guide users across the different amenities.



Campus

Inspiring the learning experience

As institutes of learning, campuses must spark curiosity and inspiration while being simple and intuitive to navigate. They serve not only as centres of education, but double as social and networking hubs where users connect over common interests.

The wayfinding strategy for the BCA Braddell Campus called for modernising its signage system while enhancing the overall visitor experience. The project involved developing a cohesive vehicular and pedestrian wayfinding system, unified under a branding strategy that reflects the BCA's identity and vision.

Applying nuances that connect Curtin University's Singapore campus to its parent campus in Australia meant that its interiors, place-making, and wayfinding elements play enhanced roles to provide undergraduates with a better user experience. Murals and wall graphics that reference both countries serve as visual reference points and communicate a well-defined brand identity.



Hospitality

Harmonising strategy and context

With guests from diverse walks of life, today's hospitality brands must exude dynamism by design. We collaborate with our partners on wayfinding and placemaking for their properties.

Ascott Tay Ho Hanoi in Vietnam is owned by the Sun Group. A wayfinding strategy was developed for the site masterplan, culminating in the delivery of a new visual identity for all wayfinding graphics and signs, closely aligned with the appealing waterfront context of the location.



Transit

Connecting spaces and places

Transit lounges are a welcome respite for the travel weary, and an opportunity for airports and airlines alike to showcase their brand narrative as interior designs, artfully integrating elements of luxury with sensorial delights and cultural nuance.

Working with the interiors team, Singapore Airlines' signature batik motif is writ large across various materials in their transit lounges around the world. This is complemented by an elegant signage system that enhances the passenger experience.



Community

Linking the past and present

Community spaces are opportunities for meaningful placemaking, be these in the form of exhibits or signage that emphasise a district's identity.

The RGE Community Centre in Riau is an inclusive and sustainable hub. Its wayfinding strategy weaves modern, architecture-inspired motifs into spatial navigation and place-making features. Besides healthcare services, a library and other facilities, a Milestones Gallery offers a curated narrative of the township's development through the years.

The Kallang Park Connector serves as a commuter and cycling route from central Singapore to the south. A placemaking and environmental branding exercise for the underpasses resulted in murals that reference the history of the Kallang River.



Commercial

Where design enhances function

As nexus for social and fiscal exchange, commercial centres must be designed to enable swift and simple circulation. This can include zoning strategies to enhance navigation and inject cohesion across each development.

UOL undertook an asset enhancement initiative and redeveloped Odeon, adding a standalone seven-storey office building with a 50-metre frontage along North Bridge Road, Singapore. By integrating clear identification signs and digital directories at strategic locations, the wayfinding approach ensures seamless movement for both pedestrians and drivers while reflecting the building's contemporary identity.

Marina One is an award-winning integrated development located at the Marina Bay financial district which includes The Heart, a retail podium. This comprises four zones - East, West, Park, and Garden - denoted in distinct colours for easy wayfinding, with an interior scheme that complements the building's organic visual design.

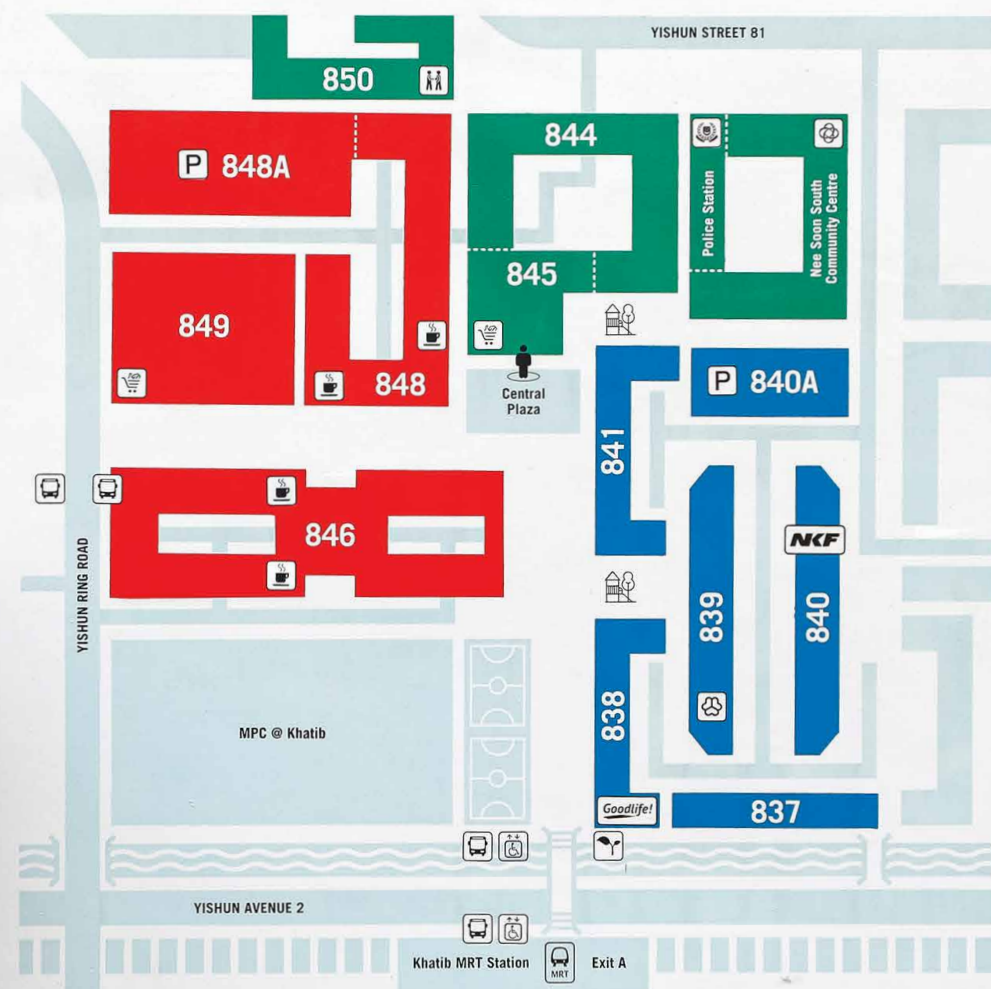


Township

Uplifting lives

Successful townships cater to the varied needs of their communities. This means placemaking and wayfinding features that adhere to the principles of universal design, with navigating solutions that allow users with limited or diminished cognitive ability to locate their destinations with ease.

Khatib Central and Chong Pang City sport a multi-award-winning wayfinding system to support the growing demographic of dementia afflicted and elderly residents in navigating their neighbourhood safely and independently. This involved site research to zone areas by colour and symbol, alongside super-sized graphics and directional elements. This wayfinding strategy has since been applied to Ang Mo Kio Town.



**KHATIB
CENTRAL**

LEGEND

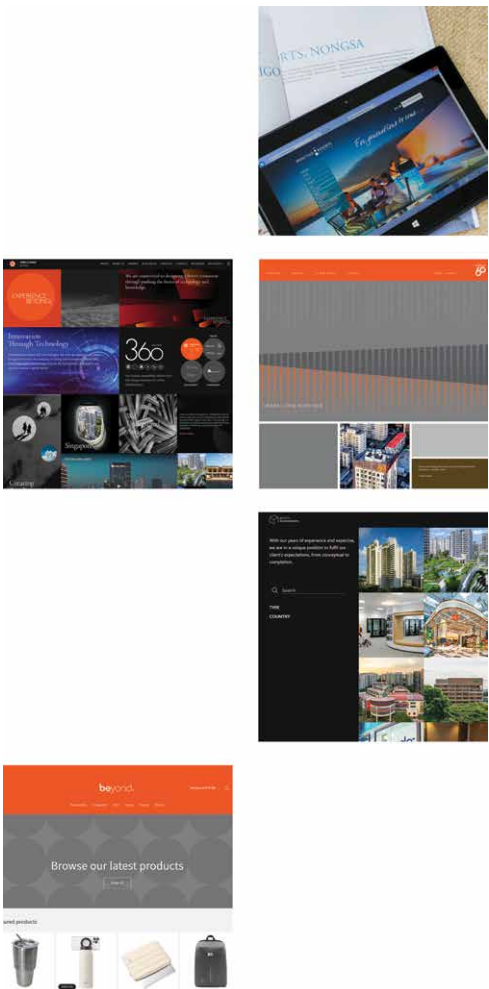


Delivering
seamless
brand
experiences

Our range of brand touchpoints span analog and digital formats, empowering and communicating singular and distinctive brand identities.

Website Design For Growing Brands

Effective website designs enable our clients to translate brand positioning into comprehensive digital experiences. An appealing website reinforces a brand's identity. Integrated within our holistic brand services, this offering ensures continuity from identity creation to digital execution, following structured UI and UX methodologies to ensure alignment between user needs and business objectives.

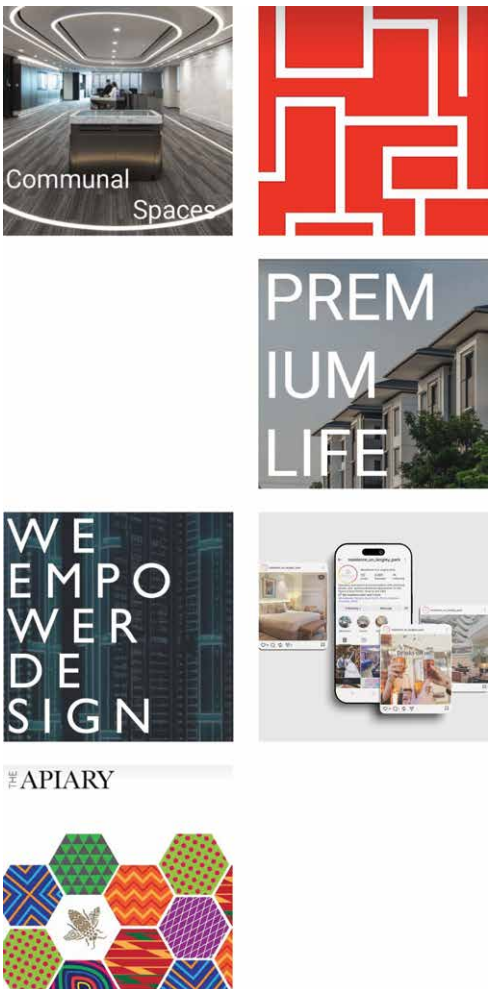
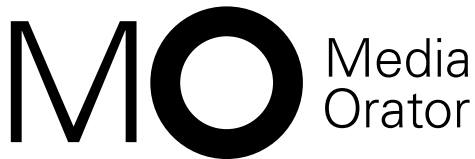


Social Media by Media Orator

Media Orator (MO) by IMMORTAL is a digital marketing initiative designed to empower startups and SMEs with professional social media content at accessible rates.

We achieve this by embracing the efficiencies of AI-generated content melded with the talent and creativity of emerging content creators.

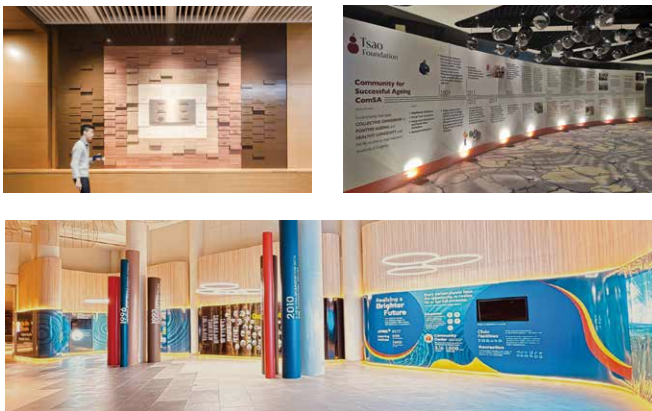
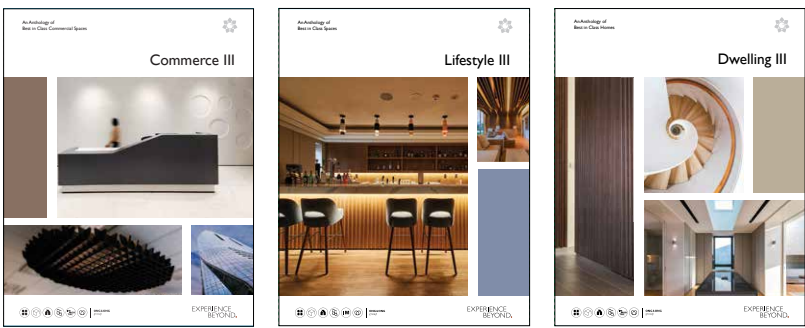
When integrated with IMMORTAL's brand expertise, MO delivers curated campaigns that help growing businesses engage audiences without the hefty fees of conventional agencies.



Corp Comms & Marcomms Services

Unlock your brand's full potential through a comprehensive suite of tailored communications content and services.

We develop applications including publications, point-of-sale setups, events, exhibitions and showcases, and digital programmes.



Corporate Gifting

We customise merchandise with high appeal for our clients. Our curated selection of products reflect an ethos of functionality, quality, and understated elegance.

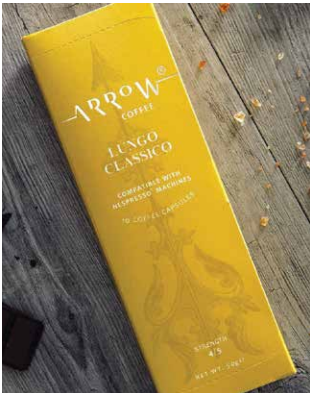
By blending aesthetics and functionality, these merchandise offerings complement each brand's experiential touchpoints.



BRAND
EXPRES
SION

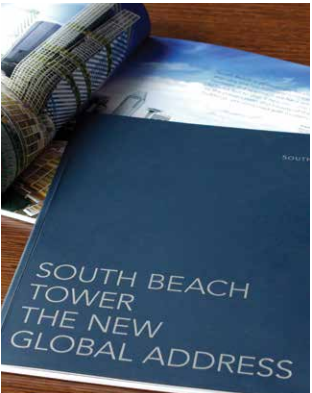
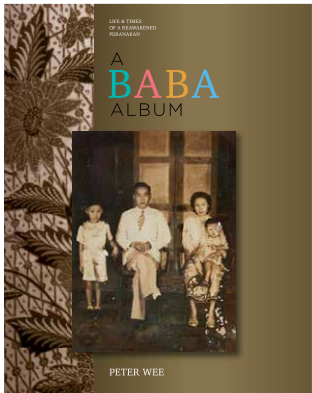
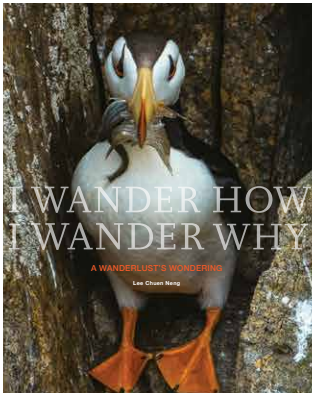
Packaging

From FMCG products to luxury goods, we design packaging that allows brands to communicate their values, capture customer attention, and stoke desire.



Print

A welcome foil to digital content, hard copy makes an engaging and tangible brand touchpoint. Whether to commemorate anniversaries, document milestones, or as a marketing and PR application, the tactility of print is certain to make a firm impression.



Brand
experiences
go global

From Asia to Africa, Australia, and beyond, we are proud to have worked with brands around the world in defining their stories and identities.

JAPAN

Quiet elegance speaks volumes

TSAO HIBIYA

Designed by Tsao & McKown, TSAO's new Tokyo premises are complemented by an upgraded logo and marketing collateral that conveys the firm's essence - an advanced, modern operation with the soul of a family-run business.



KASARA TOWNHOUSE & NISEKO VILLAGE

YTL Land and Hotels teamed up to deliver residences that embody the contemporary style and luxury of the Kasara brand. Brochures and marketing materials capture the spirit of Niseko, showcasing its unbeatable combination of location, culture, and timeless appeal.



AUSTRALIA

Branding the digital sphere



RESIDENCE ON LANGLEY PARK

Breathing fresh life into Perth is Residence on Langley Park, a premium serviced accommodation by Tuan Sing Holdings. To boost visibility, a new website was designed, along with social media marketing campaigns across Facebook, Instagram and LinkedIn.

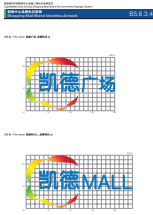
Other hospitality programmes
HARBOUR ROCKS SYDNEY

CHINA

Refining the retail experience

KAIDE MALL

A brand blueprint was created for CapitaMall Asia's 59 shopping malls across China. After an extensive process, the name Kaide was chosen. Inspired by traditional Chinese ribbon dance, the unifying, monolithe brand identity incorporates a twisting ribbon graphic that captures the vitality of retail trade.



QPQ URBAN MARKET

QPQ is an acronym for "quid pro quo" which means an exchange of services in Latin. The modernand whimsical quality of this brand, targeted at young urbanites, comes through in its eclectic combination of letters. Secondary graphics depict the letters in varied forms of food and craft to illustrate the brand promise of "Heartmade Goodness".



CRYSTAL GALLERIA

As Shanghai's flagship for trends and fashion, Crystal Galleria promises vibrant retail experiences. The brandmark is inspired by the prismatic effects of a kaleidoscope, reflecting the multi-faceted retail offerings within the mall. Eye-catching visual graphics underscore its identity on place-making installations and signage.



THAILAND

Cosmopolitan positioning
in the Land of Smiles

THE COLLECTION

The Collection in Sukhumvit, Bangkok, comprises 433 luxurious apartments developed by Siamese Asset. The messaging strategy subverts the expected focus of marketing, turning the focus on the target audience. This gave rise to four personality profiles: The Collector, The Trendsetter, The Traveller, and The Thinker.



THE
COLLECTION

TOOMATO

Toomato is a Bangkok-based fast casual dining concept offering hearty Italian dishes. The portmanteau name melds the humble tomato, a staple of Italian dishes, with the brand message, "Almost too good to be true".



SEXY COW

A sophisticated yet cheeky steak and seafood concept in Bangkok, the Sexy Cow brand icon wittily melds a cow's head with a lobster. A smoky palette of grey, taupe and charcoal evokes a sense of mystique and seduction.



Other hospitality programmes
HARD ROCK HOTEL PATTAYA
PHUKET CABANA

UNITED KINGDOM

Invested in great living

CLIVELAND HOUSE

A developer's hotspot, Birmingham is being reinvented as an education and lifestyle hub. Cliveland House is a canalside boutique development comprising furnished one- and two-bedder units aimed at investors. A timeless brand identity with simple graphics accents that reference the building's brickwork was designed and applied across a selection of marketing material.

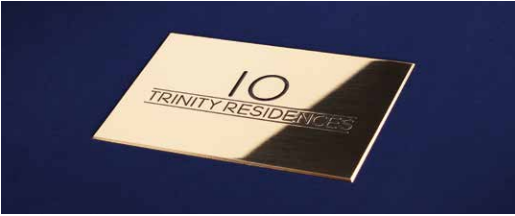


Cliveland House
BIRMINGHAM

10 TRINITY SQUARE

Celebrating a heritage of prestige, 10 Trinity Square occupies a Grade II listed building in the heart of London. It is the former headquarters of the Port of London Authority and was reconceived as a luxury hotel with selected residential units and a private members' club.

An elegant logotype befitting of the address was created, along with a hard cover marketing brochure to draw the attention of potential buyers and hospitality brands. The property is currently home to the Four Seasons Hotel.



INDONESIA

Holiday havens perfected

MONTIGO RESORTS

Luxury real estate specialists, KOP Properties developed this exquisite collection of beachside residences. A ‘three skipping stones’ visual hallmark was created, alluding to both the resort’s stone’s throw from Singapore and the multi-generation family living structure familiar to Asians.



THE TRANS AND TRANS STUDIO MALL

A flagship development by CT Corp for Bandung, the Trans announced the city’s world class aspirations.

To signify opulence, gold tones were applied in a sophisticated brushed metallic finish for the Trans’ environmental wayfinding system, which incorporates a motif derived from traditional Indonesian headpieces.

The adjoining retail podium, Trans Studio Mall, features a pop-art style butterfly graphic as its visual icon, as it is a symbol of welcome in Indonesian culture.



Other hospitality programmes
SEDONA HOTEL BINTAN
MAYANG SARI BEACH RESORT BINTAN

FOUR SEASONS BALI AT SAYAN

The Four Seasons Sayan is a luxurious hideaway in Bali’s ethereal highlands. The island’s indigenous dragonfly and frog are immortalised as the resort’s signature motifs. They adorn guest compendiums, F&B menus, the wayfinding system, and a slew of collateral.



HARD ROCK HOTEL BALI

World-renowned lifestyle brand, Hard Rock, selected Bali as the spot for its first beach resort. Signage design and zoning names were inspired from the brand’s Rock ‘N’ Roll essence. A variety of collateral further complements the Hard Rock guest experience.



CAMBODIA

Building authentic connections

TREELINE URBAN RESORT

The holistic brand promise of this Siem Reap boutique hotel offers guests elevated Khmer hospitality with a focus on sustainability as emphasised by the colour accent of its logo. Guests can partake in community engagement programmes, while employees are offered further education and career development opportunities.



MALAYSIA

Taking integrated living to new heights

THE AVENUE

The Avenue is an exclusive gated community of luxury residences within the rolling greens of a golf course in Bintang Indah in Johor, Malaysia. Inspired by the image of an avenue lined with dense woods, the Avenue’s visual identity features brown tones and a prominent graphic motif that reflects tree trunks.



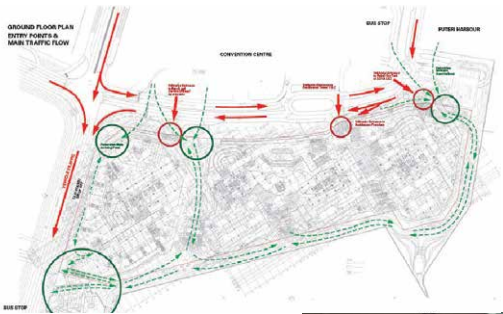
RADIA

Developed by UEM Sunrise Berhad, Radia at Bukit Jelutong comprises residential, retail, and commercial offerings. A wayfinding strategy was implemented to guide footfall and vehicular traffic. The design underscores vibrancy and liveliness, with curved stainless steel cladding imparting a smooth-flowing user experience.



SOUTHERN MARINA

Southern Marina is a five-hectare commercial hub in Nusajaya, Johor. An environmental wayfinding strategy enables visitors to move around the development intuitively, creating a number of focal points that double as convenient meeting spots across the site.



STARHILL GALLERY

Located in the prime district of Bukit Bintang in Kuala Lumpur, Malaysia, the revamped Starhill Gallery sports a design by Stephen Pimbley.

A deck was assembled to highlight the mall’s new concept to potential tenants, including target audience statistics and floor-by-floor details.



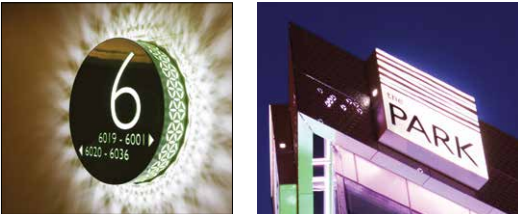
Other hospitality programmes
THE RITZ-CARLTON KUALA LUMPUR
PANGKOR LAUT RESORT
IMPIANA KUALA LUMPUR

INDIA

Expressing a true gem

THE PARK HYDERABAD

Designed by Skidmore, Owing & Merrill (SOM) New York, Park Hyderabad was inspired by the city's heritage of jewellery craftsmanship. Its facade features a perforated screen with a geometric star motif derived from a Nizam design. The same motif is incorporated into the wayfinding system to add cohesion and visual resonance to the stay experience.



MALDIVES

Crafting your next getaway

CANAREEF RESORT MALDIVES

Located at the southernmost tip of the Maldives, Canareef is an affordable luxury getaway. Occupying a lanky island, the resort required a colour-coded zoning system to help guests navigate between their villas and the myriad facilities.



Other hospitality programmes

- KUDA HURRA RESORT
- HILTON RESORT
- COCOPALM RESORT
- MAKUNUDU RESORT

RWANDA

Packaged for the world



THE APIARY™

THE APIARY

Founded by a Singaporean entrepreneur, The Apiary is a social enterprise that aims to uplift the lives of Rwandan beekeepers. Eye-catching visual graphics were derived from motifs of bees, botany and African culture, and applied across labels, the website, and marketing collateral.

UNITED STATES OF AMERICA

Audience-centric design

BEE LUAN GRANNY'S CURRY POWDER

A proudly Singaporean brand, Bee Luan derives its appeal from authentic Asian heritage. The brand icon includes a photo of the originator, Mdm Tan Bee Luan, while cereal-box style packaging speaks to the American audience.



PHILIPPINES

Seamless Placemaking

CRIMSON CLARK HOTEL

Developed by the Filinvest Group, the luxury Crimson Clark Hotel promises guests a seamless and modern experience, supported by a wayfinding strategy with signage in premium finishes and nature-inspired graphic motifs.

VIETNAM

Augmenting aspirational lifestyles

ASCOTT TAY HO HANOI

Ascott Tay Ho Hanoi, which includes Ascott, Crest Collection and Citadines, is set to rejuvenate the waterfront district. A wayfinding strategy was developed while sleek satin metal finishes reflect the sophistication of the development's positioning.

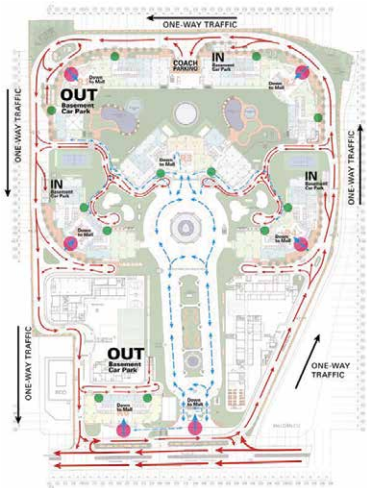


ASCOTT
citadines

VINCOM MEGA MALL

ROYAL CITY

One of Vietnam's largest shopping centres, this mall integrates retail, residential, and leisure spaces. The complex floor plates required an intricate wayfinding strategy, addressing circulation for vehicles and pedestrians.



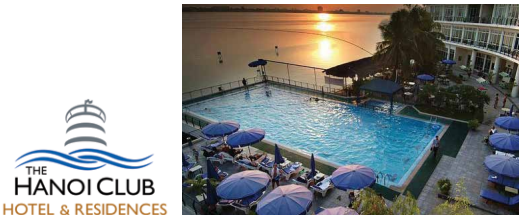
sofic

SOFIC

Part of a township, Sala by Thadico sits across the Saigon River from Ho Chi Minh City. The brand identity for its mall and office tower, Sofic, features a "C" icon inspired by a 360-radar scan, reflecting the well-rounded outlook of modern commerce.

THE HANOI CLUB

A collaboration with the Haki Group resulted in a contemporary brand identity and positioning for the Hanoi Club on the shore of West Lake, comprising a members club, hotel, and serviced residences.



MONGOLIA

Next gen city living

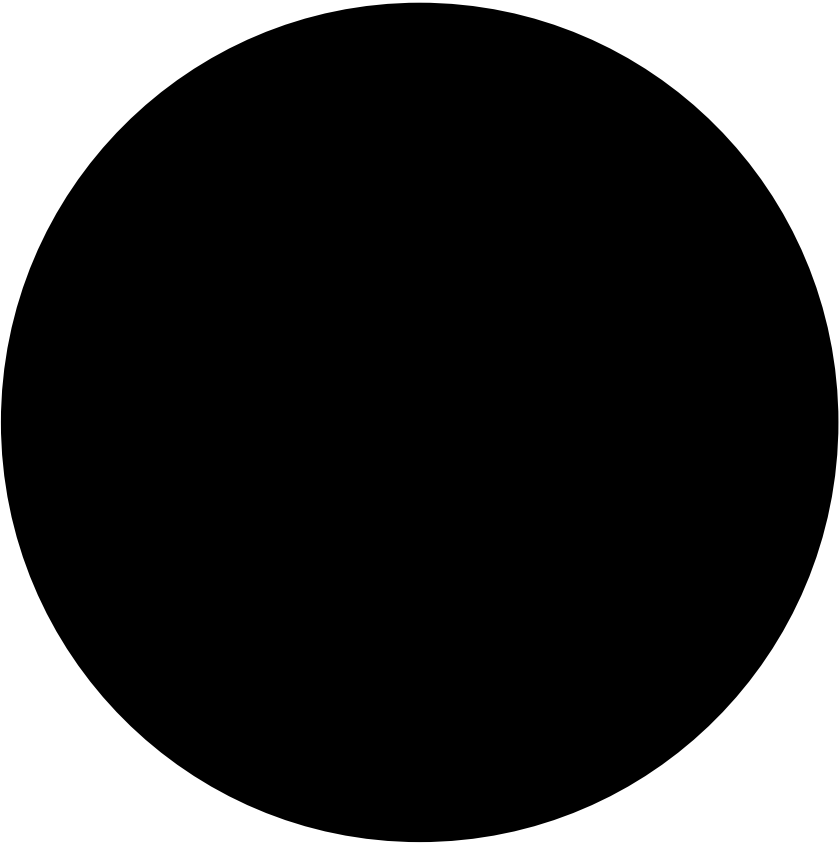
RESIDENCE 60

Located in Ulaanbaatar, Residence 60 is a premium 15-storey tower with SOHO-inspired apartments. The landmark expresses an upwardly mobile outlook, while a simple colour palette lends modernity and elegance.



IMMORTAL Roundtable

Amsterdam
Copenhagen
London
Paris
New York
Singapore



IMMORTAL’s group of thought leaders, each one a specialist in their respective fields, spans a wide array of industries—from arts and design to lifestyle, marketing, technology, and beyond. By harnessing the collective knowledge and diverse perspectives of these global professionals, we can offer our clients unparalleled insights that go beyond conventional thinking.

This strategic initiative allows us to blend the art of design with the science of communication, ensuring that every project is aligned with both creative excellence and business goals. The Roundtable empowers clients to navigate the complexities of brand messaging and audience targeting with precision, helping them connect with their audiences on a deeper, more meaningful level.

Our Curated Panel of International Experts

Let us assemble a panel for your ideation and strategy sessions.

Yew Kee Chung
Retail Consultant
Amsterdam

Yew Kee Chung has built a career in shaping brands to captivate and convert audiences. As the Founder and Creative Director of Matte, Yew Kee leads an impact-driven team specialising in brand strategy, retail environments, and retail activation. Matte’s work focuses on transforming brand and marketing messages into compelling, audience-specific stories and experiences that drive consumer loyalty. The firm partners with both iconic brands like Nike, Starbucks, Levi’s, and Under Armour, as well as emerging startups. Based in Amsterdam, Yew Kee has earned recognition as a four-time jury member for the ADCN Dutch annual design awards.

Flemming Ljorring
Creative Consultant
Copenhagen

Mr Ljorring runs Copenhagen-based practice, Flemming Ljorring International Creative Design+Art. He has over 55 years of experience in the field of design, having worked with clients across the sectors of retail, lifestyle, commerce, government, and the arts.

He previously served as President of Icoграда: ico-D / The International Council of Design, a worldwide network of national entities including professional design associations, design promotion bodies and design education institutions. The council has over 120 member bodies from over 50 countries.

Grace Leo
Hospitality Consultant
London, Paris

An international hotel developer and brand strategist with over 30 years of experience in luxury hospitality, Ms Leo creates innovative solutions and distinctive branding across industries and borders. Her skills include conducting analyses to recognise lucrative business opportunities. She is renowned for holistic leadership on high-end renovation projects across Europe and the USA. She is also an experienced board member with refined negotiation skills and an astute understanding of governance and compliance.

Calvin Tsao
Built Environment Consultant
New York

Calvin Tsao is a leading voice in contemporary architecture. He serves as Chair on the Board of the American Academy in Rome, and is an active board member and President Emeritus of The Architectural League of New York. His firm, Tsao & McKown designed the Sangha community in Suzhou, China, and conceptualised the layout of buildings for Suntec City in Singapore.

In 2012, Tsao received a Museum of Chinese in America (MOCA) Legacy Award and in 2009 the Cooper Hewitt Smithsonian National Design Award for Interior Design. A Fellow of the American Institute of Architects, he has taught at the Harvard Graduate School of Design, the Cooper Union, Syracuse University, and at Parsons The New School for Design, amongst others.

Voon Wong
Design Consultant
United Kingdom

Voon Wong trained at the Architectural Association in London, UK, and worked in the offices of Rick Mather Architects, Zaha Hadid, and C.F. Moller. Since 1997, Voon has worked on architectural, interiors and product design projects and is a director at Viewport Studio, based in London and Singapore.

His clients include Virgin Atlantic Airways, Virgin Galactic, Royal Garden Hotel (London), Amaya Homes (India), and The Goodwood Hotel Group (Singapore). Voon’s furniture range, Essential, won Dezeen’s Furniture Design of the Year 2020 and he is the recipient of the President’s Design Award: Designer of the Year 2012 (Singapore).

Tina Tan Leo
Luxury Retail Consultant
Singapore

Best known for The Link group of stores, Versace labels, and the Alldressedup label, Tina Tan Leo has 40 years of experience in Singapore’s fashion sphere, and has represented more than 70 international brands regionally. Over the past decade, she has focused her discerning eye for style and trends on Privato, a luxury concierge service celebrating some of the world’s most exceptional brands and couturiers. Tan Leo’s sartorial legacy is about opening Southeast Asia’s fashion doors to the world, a commitment that will continue to evolve in tandem with her role as consultant for the Singapore Fashion Council.

Our Clients

Corporate Brands

AFA, Singapore
AIM Biotech, Singapore
Asian Civilisations Museum, Singapore
Ascendas, Singapore
BCA, Singapore
Blackletter, Singapore
Capitaland Limited, Singapore
Ciputra Group, Indonesia
City Developments Limited, Singapore
Civil Aviation Authority of Singapore
Crescendas Group, Singapore
DBS Bank, Singapore
Eng Wah Global, Singapore
Ernst & Young, Singapore
Far East Organization, Singapore
Guocoland, Singapore
H2MO, Singapore
Hitachi Asia Ltd, Singapore
Ho Bee Land, Singapore
INSEAD, Singapore
Jilin Logistics Park, China
KAIA Group, China
Kim Eng Holdings, Singapore
KOP Group, Singapore
MOH Holdings, Singapore
National Arts Council, Singapore
NKF, Singapore
NTU, Singapore
NUS, Singapore
Perennial Holdings, Singapore
Pontiac Marina, Singapore
Rajah & Tann, Singapore
Republic Engineers, Singapore
Satoria World, Indonesia
Siamese Asset, Thailand
Singapore Disability Sports Council, Singapore
Singapore Land Group Limited
Singhealth, Singapore
Swire Pacific Offshore, Singapore
Symphony Asia Holdings, Singapore
Tsao Hibiya, Japan
Tsao Foundation, Singapore
UOL Group Limited, Singapore
YTL Hotels & Properties, Malaysia

Retail Brands

321 Clementi Mall, Singapore
ALT Concept Store, Singapore
Barang Barang, Singapore
Bezel Watch, Singapore
BHG Department Store, Singapore
Caltex House & Hitachi Tower, Singapore
China Place, Singapore
CK Tang & Tangs Studio, Singapore
Collectors Contemporary, Singapore
Crystal Galleria Shanghai, China
Fine Wine & Co, China
Hashida Sushi, Singapore
Island Juice & Java, Singapore
International Plaza, Singapore
ION Orchard, Singapore
Junction 8, Singapore
Kaide Mall, China
Mandarin Gallery, Singapore
Marina Square, Singapore
Mirror Image Academy, Singapore
Nex Shopping Mall, Singapore
New Tech Park, Singapore
Odeon Tower, Singapore
Paragon Shopping Centre, Singapore
Pho Stop, Singapore
QPQ The Urban Market, China
Rang Mahal Pavilion, Singapore
Sexy Cow, Thailand
Senze Boutique Spa, Singapore
Sincere Watch, Singapore
Supermal, Indonesia
The Body Shop, Singapore
The Exchange Mall, China
The Link, Singapore
The Private Museum, Singapore
The Riverwalk Shopping Centre, Singapore
Trans Studio Mall, Indonesia
Valu\$, Singapore
WE Cinema, Singapore
Welcia-BHG, Singapore
West Mall, Singapore

Hospitality Brands

Aarya, Singapore
Aqueen Hotel, Singapore
Bintan Resort Ferries, Singapore
Canareef Resort, Maldives
Citadines, Singapore
Cocoon Resort, Maldives
Dorsett Hotel, Singapore
Dusit Deverana, Thailand
Four Seasons at Sayan, Bali, Indonesia
Four Seasons at Kuda Huraa, Maldives
Four Seasons Hotel, Singapore
Goodwood Park Hotel, Singapore
Hard Rock Hotel Bali, Indonesia
Hard Rock Hotel Pattaya, Thailand
Holiday Inn Malé, Maldives
Hotel G Beijing, China
Hotel Nikko Tianjin, China
JW Marriott South Beach, Singapore
M Social, Singapore
Mandarin Oriental, Jakarta, Indonesia
Mandarin Oriental, Singapore
Marina Bay Sands, Singapore
Mayang Sari Beach Resort, Indonesia
Meritus Mandarin Singapore
Montigo Resorts Nongsa, Indonesia
One*15, Singapore
Pearl Continental Hotels, Pakistan
Rasa Sayang Resort & Spa, Malaysia
Raffles Town Club, Singapore
Restyle International, Indonesia
Ritz-Carlton Millenia, Singapore
Sedona Hotel, Indonesia
Singapore Airlines, Singapore
South Beach, Singapore
The Beaufort Sentosa, Singapore
The Hanoi Club, Vietnam
The Park Hyderabad, India
The Trans Luxury Hotel, Indonesia
Treeline Resort, Cambodia

Consumer Brands

ABC President, Indonesia
Angles World, Singapore
Arrow Coffee, Singapore
Bon Vivant, Singapore
Camden Medical Centre, Singapore
Corelle, Singapore
Danone, Indonesia
David Loh Surgery, Singapore
Deli France, Singapore
Earthpacs, Singapore
Gopher Plus, Singapore
Harvest Fields, Singapore
Heinz ABC, Indonesia
Kao, Singapore
Khong Guan, Singapore
Kimberly Clarke, Singapore
Kingfisher, Singapore
Lam Soon, Malaysia
La Salle Food, Indonesia
Marigold, Singapore
Master Foods Asia Pacific, Singapore
Motorola, Sinagpore
Nature Spring, Singapore
NTUC Fairprice, Singapore
Nutrimea, Indonesia
Paragon Medical Centre, Singapore
ParkwayHealth, Singapore
Premier Rent A Car, Singapore
Rager, Singapore
SoGood Food, Indonesia
Sony, Singapore
Swatch, Singapore
World Kitchen, Singapore



We are PMC
(Practising Management
Consultant) certified by the
Singapore Business Advisors
& Consultants Council.

Awards & Commendations

We are committed to excellence in brand engagement. Each award underscores our dedication to crafting memorable, impactful experiences that connect brands with their audiences seamlessly. Our work in wayfinding, environmental graphics, and brand identity goes beyond aesthetics—it’s about creating intuitive, immersive journeys that foster meaningful connections between people, process, and spaces.

We pride ourselves on elevating branding and wayfinding through creativity, precision, and a relentless pursuit of quality.

A selection of our awards.



SINGAPORE
GOOD
DESIGN



**With eyes on the future,
we take pride in nurturing
young talents by
providing opportunities
and guidance to enhance
their development.
By giving back, we enable
the next generation to
further improve society.**

We are proud to have nurtured numerous design talents since the 1990s. Many of our alumnus have achieved national and global recognition for their works, including Michael Ng aka Mindflyer, Aik Beng Chua aka ABC, Choo Chin Nian, and more.

IMMORTAL has also applied our expertise in giving back to society through our branding and design works for non-profit organisations including Action for AIDS (AFA), Jacob Ballas, NKF, and TSAO Foundation.

Next Gen Insights

TO
MOR
ROW

We believe that Generation Alpha, born from 2010 to 2025, will be one of the most influential generations. Nearly two billion strong, Gen Alpha is highly digital-savvy and environmentally conscious. As they grow up, they are shaping the way brands approach sustainability and personalisation.

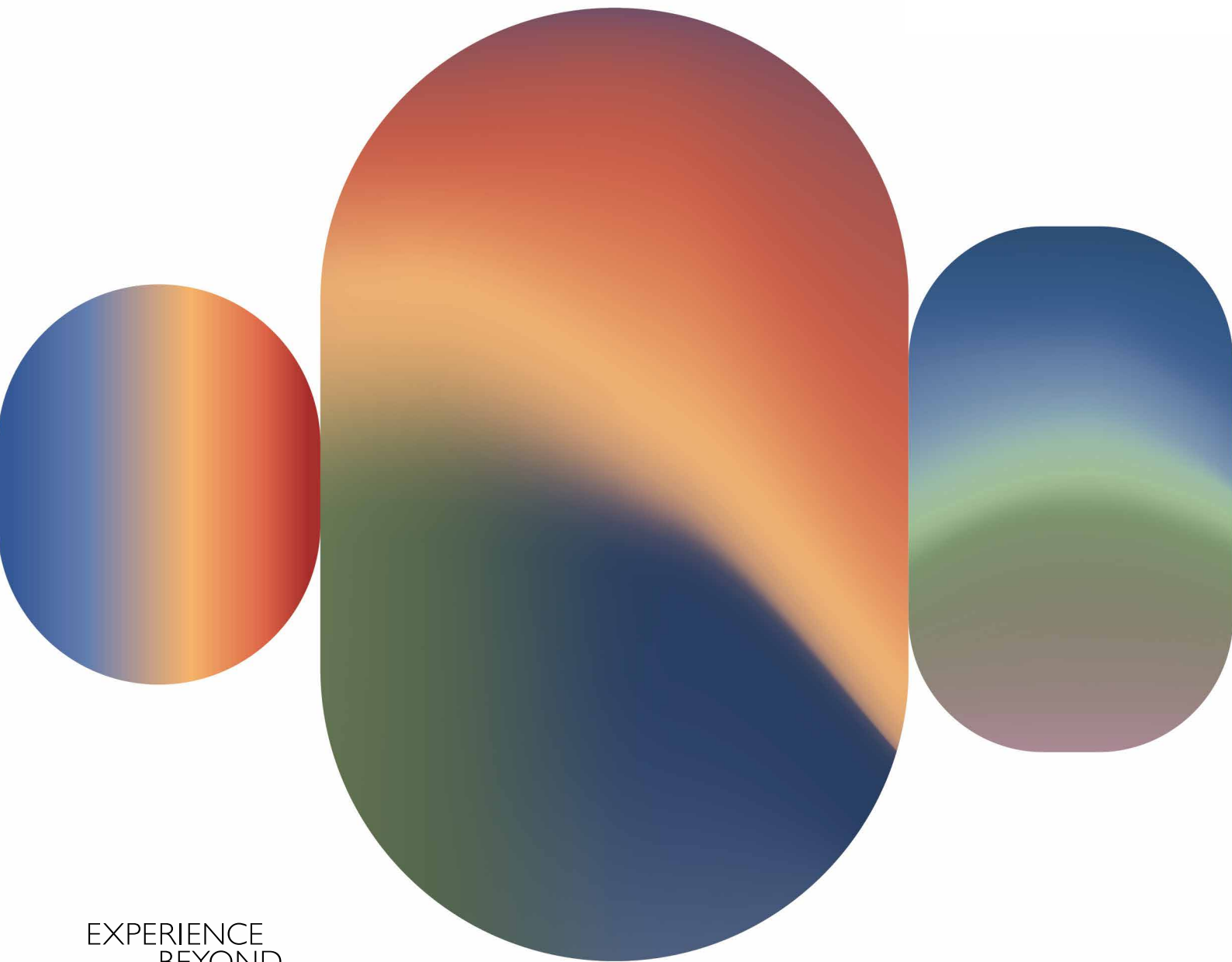
Gen Alpha's strong connection to technology and global awareness is leading to a demand for seamless, tech-integrated experiences, such as AI-driven services and virtual reality, while also pushing for environmental responsibility. Brands across every industry are aligning their offerings with these preferences, focusing on eco-friendly initiatives, reducing plastic use, and utilising renewable energy sources.

Brands of the future must deliver tailored experiences.

Holistic Branding & Wayfinding Solutions

We create successful brands for every need. Our approach amplifies your brand promise and empowers authentic connections with audiences.

With a strategic blend of design and messaging, IMMORTAL ensures that every touchpoint and user experience propels brand success.



EXPERIENCE
BEYOND.