



VICE

Pool Club





Logo (Ideas & Motifs)

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Colour Palette

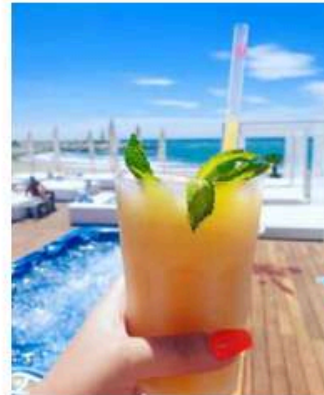


Typography Style

DAWN
THOSE
GRAFFITI
KIDS!
(BUT THEY HAVE
SUCH NICE
HANDWRITING)

IN MY AREA
ladies' room
MENU

Photography Style

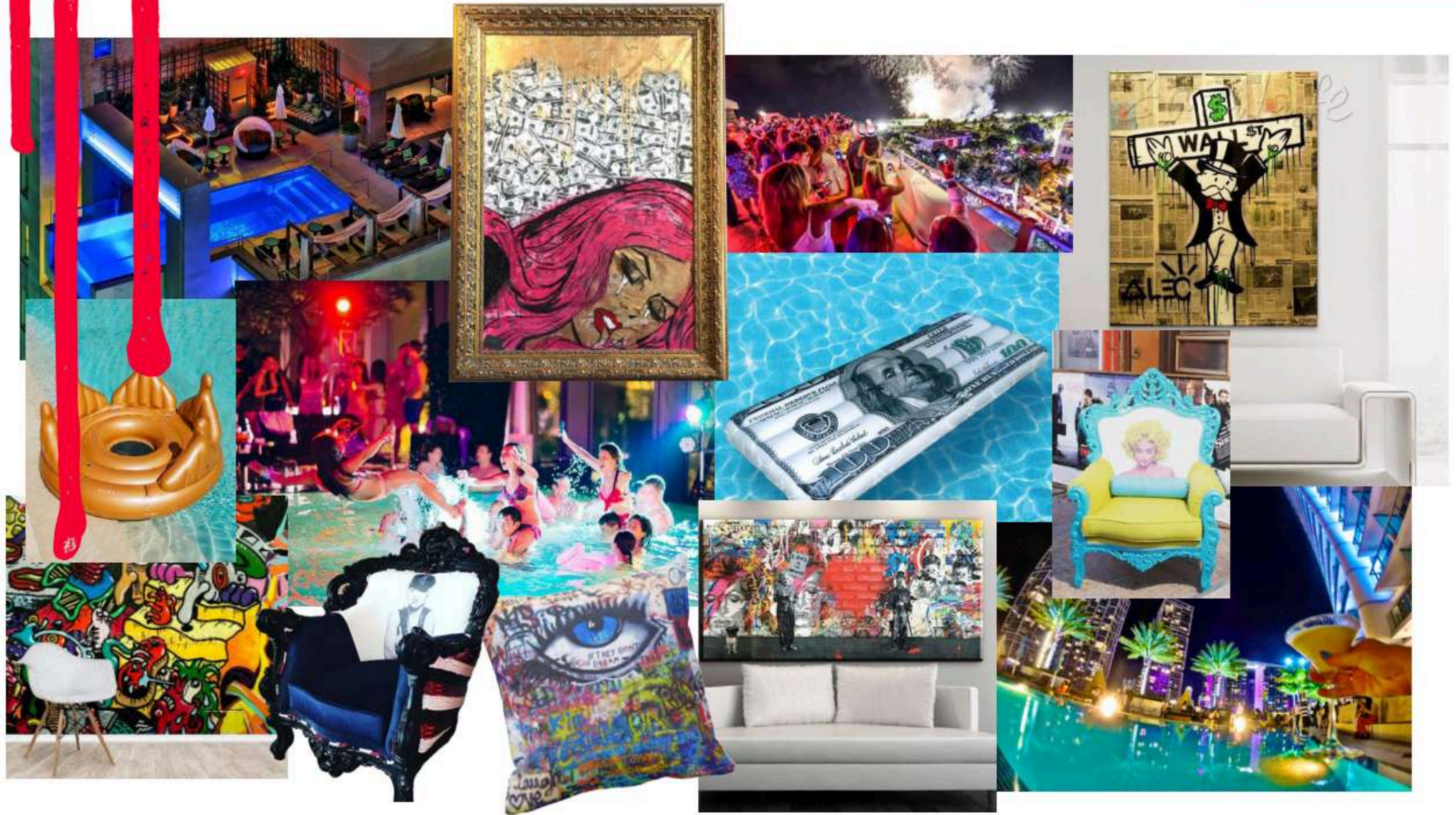


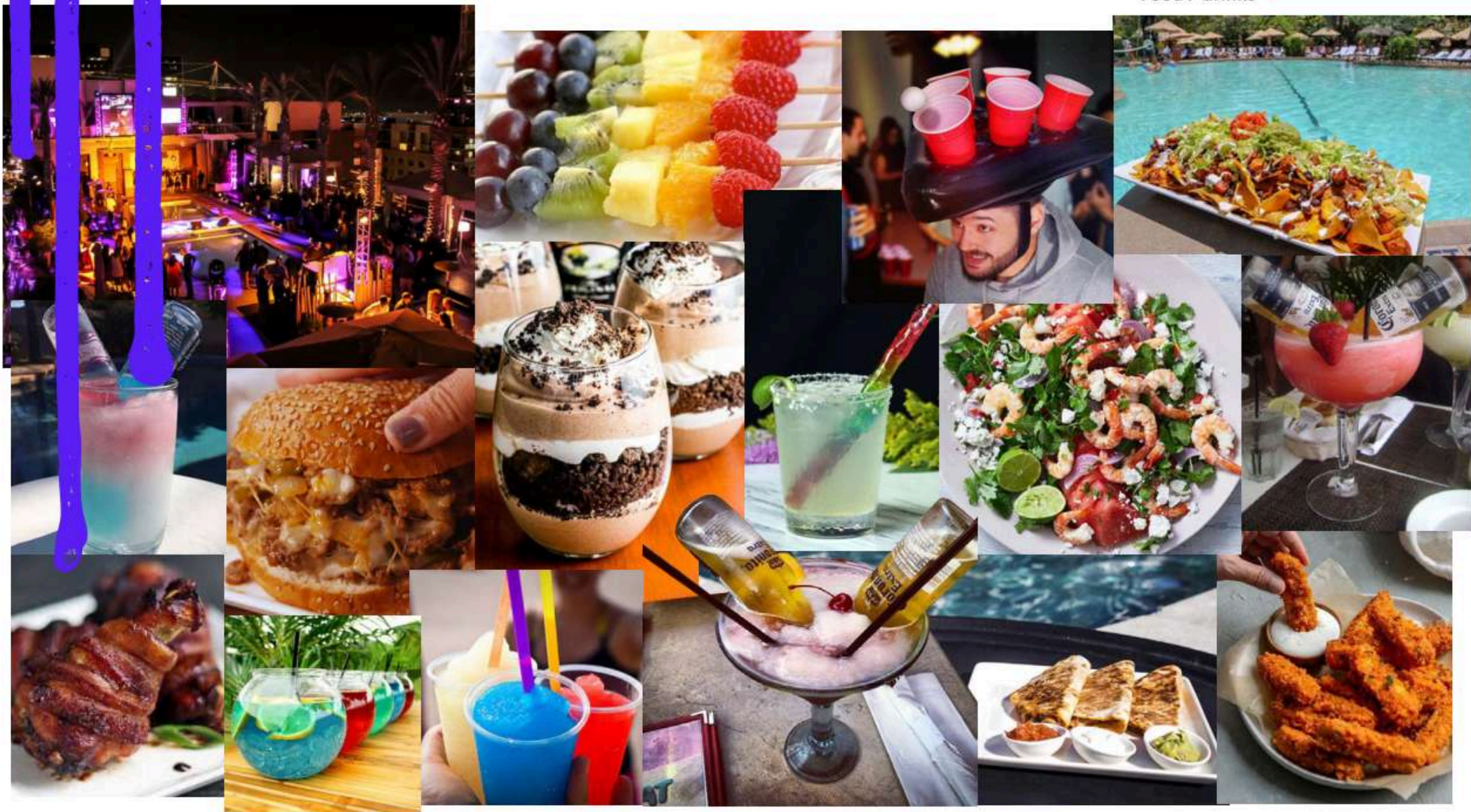
Brand concept

CONTEMPORARY
STYLE MEETS
UNCONVENTIONAL
GRAFFITI

Recognizing the **art** that speaks
the **language** of popular and mass-
culture from the **streets** and giving
it a modern home.

Portraying a hip-feel to a present-day
contemporary space and providing
an elevated experience to modern
day parties and dining.





They are well-dressed
and drive nice cars.
Think party-lovers, tattoos,
the Richie rich & art-lovers.

It is the real hotspot for day
parties mainly for its rooftop
views and proximity
to residential.

Break-free from the city realism
among unique art pieces,
floaties in the pool and your
favourite slush flavour your
hand.

Candy Pants DXB will bring you
the best day pool parties with
a combination of finest music,
exciting challenges and amazing
ladies and lads packages.





Vice Pool Club delivers a unique and dynamic way of living it up and dining.

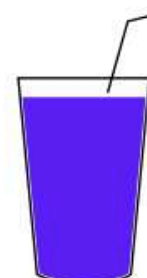
This is Scott Disick combining his love for the riches, art and partying into a venue.

It is more than just a pool bar, it's a culture.

Vice pool club is for the youth. The lovers of the street-art culture who also enjoy the comforts of modern day contemporary luxuries. It is an elevated experience to escapism.

MENU

DRINKS



Skinny dip



Pop my cherry

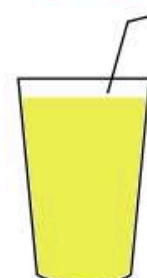


Sex on the beach



MILF

99 problems



Ice & Fire

Peach, please!

Absolut currant



ALCOHOLIC SLUSHY MACHINE



HOSPITALITY MANAGEMENT
SERVICE BY:



Hospitality Management

CREATIVE & MARKETING BY:

