



Specs
Who Pum Lefebure, co-founder, CCO; Jake Lefebure, co-founder, CEO
What Creative agency
Where Washington, D.C.
1 The "Never Stand Still" campaign for Hong Kong Ballet's 2018-19 season gave ballet a cool spin.
2 A filmed search for Karl Lagerfeld's cat, Choupette, was part of the designer and Jaspal's "Paris to Bangkok" campaign. The collection nearly sold out three days after launch.
3 A narrative about a family business that can be expanded over the years was developed for Georgetown Optician.



AGENCY

Storyboard Corps

THIS D.C. CREATIVE AGENCY OVERLAYS THE SERIOUS MESSAGES OF ITS CLIENTS WITH TOUCHES OF WHIMSY. **BY JANET STILSON**

Arresting imagery with a playful sensibility runs through much of the work from Design Army. The Washington, D.C., creative firm was co-founded by wife-and-husband team Pum and Jake Lefebure, who met at another agency in the '90s and embarked on their own shop adventure eight years later. Pum Lefebure, who serves as CCO, said their army of 25 staffers is very much an image-oriented team. "Everything that we do is storyboarded," she said. "We sketch out an idea and really work through the visual language that will speak to a particular audience." Among Design Army's more riveting work is a campaign for Thailand's Jaspal fashion retailer and Karl Lagerfeld, which featured a filmed search for Lagerfeld's lost cat, Choupette. "Three days after launch, the product was 90 percent sold out," Pum Lefebure said. "People went crazy." The shop, which is currently working on a global campaign for The Ritz-Carlton and packaging systems for PepsiCo, is picky about choosing clients with projects that get the team excited. "I don't want to work on something that's not going to get us to the next level," she said. "The work we are doing now will set the tone for the work we're going to be doing tomorrow."

COURTESY OF DESIGN ARMY