



GIN LANE



Who We Are

Our Story

Gin Lane is a full service agency located in Downtown New York City. We are a team of young and innovative thinkers. We started Gin Lane to help artists and creatives we believed in. Our business has expanded since our humble beginnings but our love for art and working with passionate people is as strong as ever.

Our Model

We partner with each individual and each company to create simple and sustainable campaigns that connect people. Our clients are cultural producers and purveyors of culture. Working on both sides has allowed us to develop a business model where art and commerce work hand in hand.

Our Team

Gin Lane was founded in 2007 by Emmett Shine & Henry Lihn. Today, Gin Lane consists of over twenty professionals. We are a team of passionate and creative thinkers, designers, and developers. Our staff hails from five separate continents. They speak over ten languages.

What We Do

As a full service agency we use a variety of mediums and messages to creatively tell the story of our clients' brands.

Strategy

Gin Lane specializes in comprehensive research, analysis, and white paper strategy presentations.

Design & Branding

Gin Lane's award-winning design is heavily influenced by our close relationship with the art and design world.

Web Design & Development

Our websites are developed to be sustainable digital platforms. They are made to accommodate multiple languages and work on multiple platforms including our own custom Content Management System (CMS).

Social Media Marketing

Social Media Marketing (SMM) consists of speaking with online communities who share and discuss news, videos, images, opinions, and information. SMM helps connect users with your brand.

Outdoor & Event Marketing

Gin Lane specializes in creating comprehensive Full Circle campaigns that feature outdoor strategies with online tie-ins to provide trackable returns. From art shows to pop-up galleries to charity events, Gin Lane brings together diverse and exciting groups of people.

Photo & Video Production

Gin Lane works closely with leading photographers and video talent, production houses and rental studios to create effective and original content for our clients.



Collaboration

Gin Lane works intimately with influential artists. They are our clients and our inspiration. Here are some favorites:

Max Barbaria

Tim Barber

Vanessa Packer

Weil Studio

Sara Glick

Lindsey Thornburg

Neistat Brothers

Justice

Heavy Roc Music

Cinema59

Olasul

Allido Records

Music Unites

Girl Soldier

Tripoli Patterson

Catherine Rapetti

Veda

One Size Fits All Project

Apostate Partners

Jules Aarons

Ben Fink Shapiro

K&M Camera

The Black Buoy

LOLA New York

ROCAWEAR

Rocawear

Gin Lane and Rocawear's relationship began with photography. In 2008 we envisioned the creation of a digital platform to connect their worldwide audience. That idea became Roc4Life—an industry-leading online community.

www.roc4life.com

<i>Design</i>	<i>4,000,000+ Impressions per Month</i>
<i>Strategy</i>	<i>1,000,000+ Followers on Twitter</i>
<i>Web Development</i>	<i>1,000,000+ Page Views a Month</i>
<i>Social Media Marketing</i>	<i>20,000+ Active Members</i>
<i>Photography</i>	<i>A "Top 100 Hip Hop Website" by XXL Mag</i>



stella mccartney

adidas by Stella McCartney

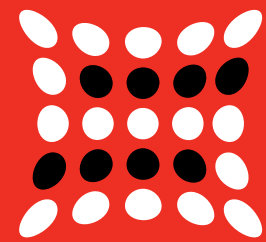
Along with teams from six other countries, Gin Lane is overseeing the 2010 online campaign for adidas by Stella McCartney.

Web Design & Development

Launching January 2010

Flash Development

Social Media Marketing



SeamlessWeb®

SeamlessWeb

SeamlessWeb is the leading online food ordering service in America. It is also Gin Lane's longest running client. For two years, we have managed their outdoor marketing, social media marketing, and online development.

www.seamlessweb.com

Research

200,000+ Fliers Distributed

Strategy

50,000+ Magnets Distributed

Outdoor Marketing

10,000+ Photos Taken

Photography

5,000+ New Facebook Members

TIM BARBER

tinyvices

Tim Barber & tinyvices

Tim Barber partnered with Gin Lane to relaunch his influential photography website tinyvices.com, and his personal portfolio site tim-barber.com. Each sites' layout and navigation were streamlined over six months of testing.

www.tinyvices.com

www.tim-barber.com

Strategy

Web Design & Development

CMS Solution

250+ Online Mentions upon Launch

60,000+ Unique Monthly Visitors

QBN Editor's Choice

Featured Site of Spike Jonze's blog,

www.weloveyouso.com

Sam Edelman

Sam Edelman

Gin Lane is currently designing and developing the digital campaign for the Sam Edelman & Libby Edleman brands for 2010.

Strategy

Launching 2010

Web Design & Development

Social Media Marketing

Media Buy

CMS Solution

Video Production

Influencer Marketing

Community Development

AR!NY

Art Rocks New York

Through our design, online marketing, and event production, Gin Lane helped transform Art Rocks into one of New York's leading Downtown charity events. Held at the Bowery Hotel for the last two years, the event has raised over \$200,000 for the Naomi Berrie Diabetes Center at Columbia University.

www.artrocksnewyork.com

Design & Branding

Web Design & Development

Event Marketing

Influencer Marketing

Charity Sponsorship

\$200,000+ Raised for the NBDC

Most Attended Event at Bowery in 2009

*Coverage by Vanity Fair, Vogue, Interview,
and 50+ press outlets*



Contact Us

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An abstract, textured background featuring vertical bands of color. From left to right, the colors transition through shades of red, pink, orange, yellow, green, and blue, ending in a dark, almost black area on the far right. The texture is grainy and resembles a watercolor or ink wash effect.