



creative.
by Laila

CASE STUDY

How Creative by Laila helped Absolute Apparel attract ideal-fit clients

Since the rebrand, Absolute Apparel have had signed up their **ideal client** – including a high-volume national account with 20+ sites.



CASE STUDY SNAPSHOT



THE CLIENT

Absolute Apparel is a Gold Coast based uniform supplier with over 21 years of experience, known for delivering stylish, modern uniforms that help businesses make a strong first impression.

They pride themselves on exceptional customer service, tailoring every order to reflect the unique identity of their clients.

THE CHALLENGE

Absolute Apparel's branding felt dated and didn't reflect the modern, stylish uniforms they were known for – leading to missed opportunities with their ideal clients.

THE SOLUTION

Creative by Laila delivered a strategy-led rebrand, grounded in deep discovery and collaborative design, to align the business's visual identity with its real-world impact.

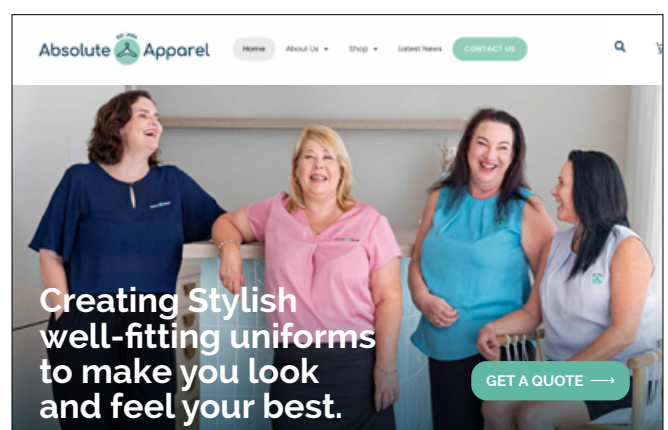
THE RESULTS

The refreshed branding helped Absolute Apparel attract high-value clients – including a national account with 20 sites – and reignited internal confidence in their market presence.

ORIGINAL BRANDING



NEW BRANDING



The Challenge

Absolute Apparel has been a trusted uniform supplier on the Gold Coast for over 21 years. Their uniforms are known for being sharp, modern, and stylish – and yet owner Sharon Gatty realised their own visual identity felt a little too traditional.

Sharon wanted the brand to reflect the dynamic modern business they had become. She turned to Creative by Laila for a full rebrand – and the results blew her away.

“We pride ourselves on looking after our customers and making sure they look their best – to give them a winning first impression for their business.”

“So it’s really important that our branding looks nice and fresh, is really on trend, and reflects who we are.”

“I liked our previous branding, but it felt a little bit traditional. We wanted to freshen it up and help it look more modern.”

The disconnect between brand and product started niggling at Sharon.

Sharon knew if they didn’t evolve the branding, they’d risk missing out on the kind of clients they were built to serve.

“When people are searching for you online, maybe they’ve heard about you, maybe they go to your website, maybe they go to your social pages. If you look a bit traditional, then the impression would be that the uniforms that you supply, the service that you supply, is all a bit traditional.”



The Solution

After two decades in business, Sharon Gatty from Absolute Apparel, had crossed paths with many graphic designers.

But there was only one she trusted with her branding project: Laila Ambour, from Creative By Laila.

“We decided to engage Laila for our rebrand because she’s worked with lots of big, great-looking brands that have lots of unique branding recognition. So from that alone, I was quite confident that Laila could deliver what we were looking for.

From our first conversation, I realised that **Laila had a great knowledge of what she was doing, and so I immediately felt comfortable** with putting our rebrand in her hands.”



From that first meeting, the tone was set.

“She asked me a lot of questions, which I wasn’t expecting. She was really trying to get a feel for who we are, what we did best, what makes us different from our competitors.”



The Solution

That deep dive into Absolute Apparel laid the groundwork for a rebrand that reflected the business underneath – sharp, reliable, dynamic and ahead of the curve.

“Laila put timelines forward for when everything would be done. So there were never any questions, because Laila addressed everything from the very first meeting.”

That clarity extended into the creative process.

“Laila supplied a selection of fonts, mood boards, logo layouts and styles for us to choose from. We tweaked a few things – we liked the font from one logo, the imagery from another.”



Behind the scenes, the process was seamless.

“Communication with Laila was fabulous from our very first meeting.

“Every step of the way, she let you know how long it would take until she would be back to you. So communication was just perfect the whole way through.”



Nothing was cookie-cutter or rushed. Each step was about making sure the final result was perfect.

The Results



“Since the rebrand, we’ve had a couple of what we would call **our ideal clients** come on board”.



“They have multiple sites. In one case, they have 20 different sites all over Australia, and we have been able to supply them all with sizing samples.”

That’s the type of client Absolute Apparel wanted. High-volume, multi-site, brand-conscious businesses.



“They themselves are doing a rebrand, and so we’ve been able to roll out their new uniforms as part of that.”

It’s proof that good branding isn’t just about looking sharp – it’s about being seen as a peer by the clients you want to attract.



“I think **our new branding helps attract more clients** because it’s clean, it’s fresh, it’s modern. So instantly, when people are finding us online, looking for our business, that’s the image we’re portraying to them.”

The Impact

Thanks to a thoughtful, insight-driven rebrand, Absolute Apparel:



Shifted their branding from traditional to a more modern identity



Rolled out a cohesive identity across signage, social, email, website, and more



Sparked a new surge of internal pride and confidence in the business



Attracted new, high-value clients, including one with 20 sites across Australia

Not only is the new branding helping Absolute Apparel attract more ideal clients, it's changed the way Sharon feels about her business.

““It's like getting a brand-new car. You love it, you feel fantastic. You want to drive it everywhere. We want to put our new branding everywhere.”

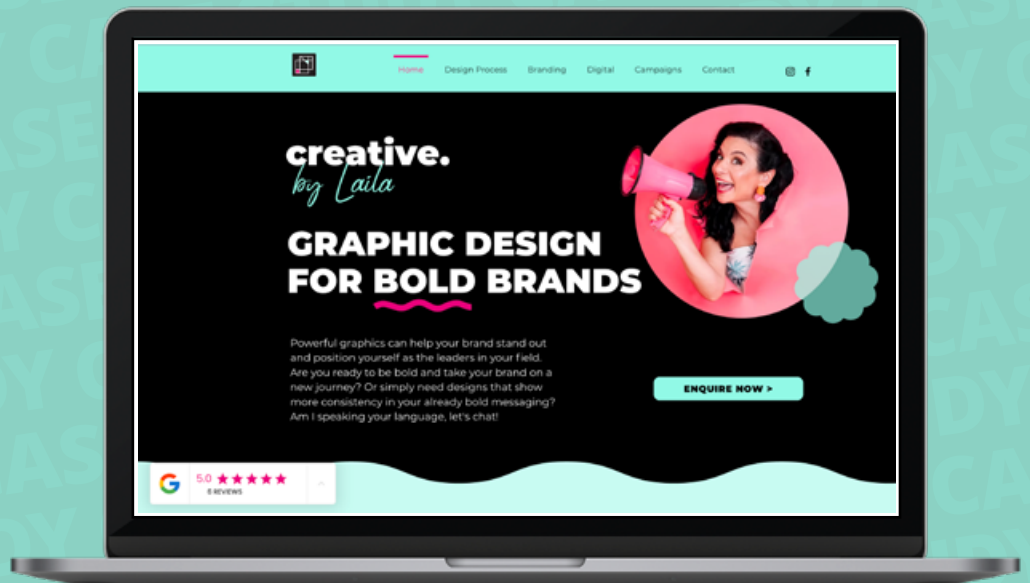
Sharon describes her experience with Creative By Laila as “exceptional”.



Looking to reposition your business and attract the right clients?

Creative by Laila helps people see
what you're truly capable of.

Reach out to see what's possible
when your branding finally gets
the attention it deserves.



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