

monopo london
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monopo

About monopo

monopo was founded in Tokyo in 2011 as a creative design agency. Yoshi (Yoshiyuki Sasaki, CEO) and Shun (Shun Okada, COO) – two Japanese musicians – felt that the digital space was losing its groove. It was creating characterless brands. Anonymous businesses. A sea of sameness. Together with a collective of artists and engineers, they set up monopo to bring personality back to brands. Since then, **monopo** has grown beyond digital and beyond Japan, but their focus remains unchanged: help brands and businesses be their most inspiring selves. Own their quirks - their edge - their culture.

monopo describes itself as **a brand of collective creativity**. The agency keeps a core team of multidisciplinary talent internally while nurturing a wide network of independent specialised creators and partners. This way, monopo ensures consistent strategic, creative and production direction while leveraging the power of diversity in the community.

Today, monopo counts 30 people in Tokyo, 11 people in London and 3 people in New York. The agency works across brand identity (brand strategy and visual identity), communications (advertising, social media, content production) and digital experience design (web design, digital brand experiences, installations).

monopo set up its London office in March 2019 under the direction of **Mélanie Hubert-Crozet** (Creative Director) and **Mattijs Devroedt** (Managing Director). Clients include Canada Goose, onefinestay, Yamaha music, Shiseido and Yonex.

About the monopo london founders

Mattijs Devroedt has a track record of helping brands find their feet in markets that aren't their own. Previous to monopo london, his role of Strategic Planning Director at Wieden+Kennedy Tokyo saw him collaborate with brands such as *Nike Japan & South-Korea*, *Audi Japan*, *IKEA Japan*, *Airbnb Japan* and *Shiseido WASO*. Before moving to Tokyo, Mattijs worked as a strategist in London for five years, at *adam&eveDDB* and *Ogilvy*. Mattijs's work has been recognized with a Cannes Lions Effectiveness Award, IPA Effectiveness Award, Gold Euro EFFIE and Marketing Society Award.

Mélanie Hubert-Crozet has a strong pedigree in digital design and art direction, having spent years at *UNIT9 London* and *HUGE London* on brands like *20th Century FOX*, *Bulgari*, *Google* and *Pixar*, before joining monopo in Tokyo in 2016 to work on established brands like *Yamaha*, *Shiseido*, *NatureLab* and new-born brands like *COMP* and *Maison Special*. Mélanie has received a string of awards for her work, including several FWA SiteOfTheDay, Awwwards and CSS Design Awards. In 2018, Mélanie won the Japanese Young Cannes Lions competition to represent Japan in Cannes in the Media category.

For further questions and enquiries

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Portfolio monopo london: <https://monopo.london/>

Instagram: https://www.instagram.com/monopo_london/