


*The detail: Générationnel's handwritten signature.*

# Générationnel

An agency launched with the confidence of an established house.

Hospitality, luxury and lifestyle · Identity and bilingual website

# The client and the knot

Générationnel is a hospitality, luxury and lifestyle marketing agency founded by Vladia Innocent.

Everything started from zero: no brand, no website. An agency promising image to luxury houses first needed its own.

# Our choices

1

### A manifesto

“Some brands are seen. Others mark their generation.”

2

### Images in the text

Photography and type on the same line, as in a magazine.

3

### Two languages from day one

French and English designed together, for a clientele that travels.

# Three details




*The detail: the handwritten signature.*




*The detail: an image set into the text.*




*The detail: Montreal's GPS coordinates, as a signature.*

> *“Déclic translated exactly the experience we want to offer our clients. From the very first visit, the site conveys the trust and refinement a luxury clientele deserves.”*
>
> Vladia Innocent, Founder, Générationnel

## Project details

| | |
|---|---|
| Mandate | Brand identity and website |
| Languages | French and English |
| Year | 2026 |
| Site | generationnel.ca |

Let’s talk about your house.

info@agencedeclic.ca · (514) 518-4878