

# New rebranded Unframed Ice Cream store opens at the V&A

Cape Town ice cream company Unframed Ice Cream has revealed a new inviting retail space at the popular V&A Food Market at the Waterfront. The opening is the first big announcement in the company's new branding rollout, and follows shortly after the release of their 24 new dairy and vegan-friendly summer flavours.



Unframed is known for its artisanal, locally produced ice cream, with vegan offerings that have drawn international recognition. It's also known for eschewing traditional ice cream parlour design formats like dripping ice cream cone statues or 1950's era candy-striped uniforms.

The business's new branding was created in partnership with Cape Town design group Studio Muti, a South African studio known in the international graphic scene. Its team of illustrators and designers produce original artwork – from lettering to icons, digital painting to animation – for clients including Nike, Google and Forbes, and now Unframed Ice Cream.

The V&A store has been designed to offer a refreshing and eye-catching look in the market, with colourful African prints and wild ice cream-esque shapes, exotic fruits and African animals.

"We want our customers to have a warm and fun welcoming this season, and the new store design reflects our African

identity with a colourful, vibey, and modern flair. As we entertain customers from all over the world this season, we want to make it clear we're putting South African ice cream on the global map," says Yann Rey, owner of Unframed.

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