



PANACHE

How do we evoke wanderlust?

Panache, a nine year old travel consultancy, was created with the vision of changing the way people travel. Away from the beaten track and run-of-the-mill packaged tours, Panache specialized in experiential travel within India and abroad.

Panache wished to reach out to the right kind of people who would be open to this unique concept that was still in its nascent stage in India. The client also wanted an interface that would address the domestic and international markets as well as uber luxury travelers.

Seventh helped chalk out the way forward for Panache by developing a multi-brand architecture that included properties for the World and India Traveler and Travelati for the discerning luxury traveler.

Additionally, we also created the brand identities and websites that helped Panache carve out a niche for itself.

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