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QLO Agency Unveils CGI-Driven Capsule Showcase at London Design Festival 2025

Los Angeles, CA — September 2025 —

QLO Agency, an independent Los Angeles-based design studio, presents a bold new vision of brand experience at this year's London Design Festival. Titled Esquire Capsule, the studio's digital presentation explores how motion and CGI can redefine identity systems for luxury and mobility brands.

Developed under the creative direction of Matvei Lisitsa (Art Director) and brought to life by Oleg Rumyantsev (CGI & Motion Designer), Esquire Capsule imagines a modular brand and design system for Range Rover — blending cinematic storytelling, visual identity, and product innovation into one seamless narrative.

“In today's world, static branding is no longer enough,” says Lisitsa. “We believe that brands must move, adapt, and tell stories across surfaces, platforms, and experiences — and CGI is the language of that future.”

The studio's work bridges the gap between branding and motion, with clients across luxury, e-commerce, SaaS, and mobility sectors. Their portfolio includes campaigns, identity systems, and motion pieces recognized by Motion Design Awards, STASH, and Behance features.

The Esquire Capsule video is now live as part of LDF's digital programme.

To experience the work and learn more about QLO's process, visit qlo.agency.