



Charlotte Bobcats 3D Cufflinks

Distributor: Jack Nadel, Inc.

Objective: To design and produce unique cufflinks incorporating a 3-dimensional rendition of the Charlotte Bobcats logo for holiday gifts to VIPs.

Libby DuBay of Jack Nadel, Inc. was asked by the NBA's Charlotte Bobcats to create a cufflink design incorporating a 3-dimensional rendition of its logo which features the head of its Bobcat mascot. Libby challenged our designers and toolmakers to create a highly detailed 3D design. We experimented with several CAD designs until we produced one that really built in the 3D properties Libby and her client were envisioning. The client loved the 3D CAD designs and Bobcat management ordered sets in both silver and gold finishes to give as holiday gifts to VIPs.