



8.30.19

To Whomever it may concern,

I am writing this letter in recommendation of Azai Studios, who we used to rebrand and create a new website for our business. Creativity, responsiveness and value were our criteria for success; and Azai delivered in spades. Harji understood our vision from day 1 and brought it to life in a way that frankly exceeded our expectations. The team at Azai made sure that every step was collaborative and I felt they really heard our point of view, but weren't afraid to challenge us when appropriate. I can't tell you how many compliments I get on our branding (a lot). Beyond the the product itself, the process was seamless. I got immediate responses whenever we had a problem or a new idea. Deadlines were met consistently, and they made sure to follow up on our internal action items to ensure the project pushed forward.

We consider Harji and team as part of the Urban Standard family and plan to work with them for many years to come. I would strongly recommend Azai and hope you hire them.

Best,
Benjamin Barasch