

How To Win Better Clients Without a Word: Shape Brand Perception

Tosin Odugbemi Hoskins, AIA

Tosin Odugbemi Hoskins is a brand strategist and design consultant, helping architecture firms and creative businesses win better-fit clients, customers, and partnerships by shaping how their work is perceived — visually, verbally, and experientially. As founder of Atelier Oluwatosin, she brings a decade of experience blending luxury branding principles with spatial storytelling to help practices communicate value before the first conversation.

Rooted in the philosophy of Gesamtkunstwerk — the total work of art — her approach integrates strategy, narrative, and environment into cohesive brand ecosystems that resonate with the right clients and command stronger fees. With a Master of Architecture from Harvard GSD, business training from MIT Sloan, and a background spanning architecture, marketing, and behavioral economics, she equips firm leaders to align their presence with the caliber of work they already do.

Her work has supported both heritage brands and growing practices in elevating their market position, building trust faster, and creating the conditions for more fulfilling, higher-value projects.