

Design Brief

A different approach was taken for this corporate identity as both the client and company were from a new upstart. Apart from creating a new logo and identity from scratch, a marketing and promotional strategy was also needed and put into place to build up the client's brand within the local market.

With the client's business plan of creating a one stop shopping solution for busy female professionals where time is a luxury to them. The client wanted a classy magazine/boutique style to the design and brand to attract this target group.

Promotional strategies include online promotional activities on social websites like Facebook and Twitter. Offline activities including flea markets; pop-up stores and consignments with shops will be used to increase brand awareness.

Lastly, a blogshop shall be used as its main source to showcase and sell their products.

Development



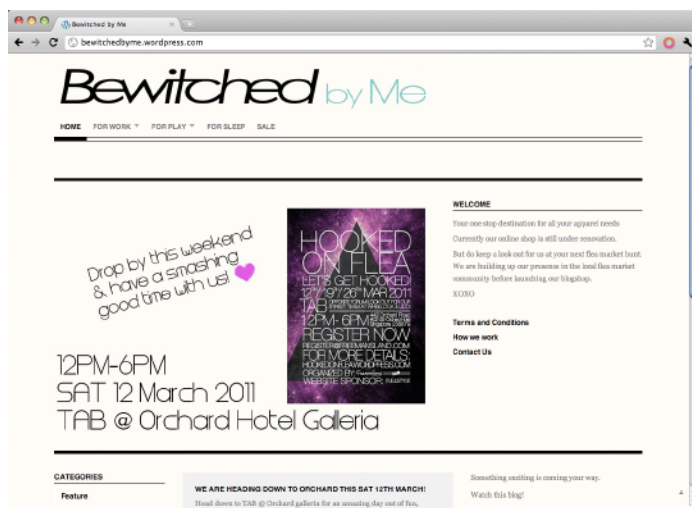
Initial draft

Client feedback

Final design

Promotional Designs

Blogshop



Facebook



Flea market

