

Brunette's
Closet

**"You can have
anything you want
in life if you dress
for it."**

—EDITH HEAD



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Introduction

Brunette's Closet is a casual trendy women clothing brand. It started from a dream in a country called Dominican Republic.

This brand was born from the vision of a Latin America girl who wants to see young women comfortable and on trend with every piece of clothes they wear.



Brand Positioning Statement

Our brand its position as a value brand within the low price range. We position our brand to young women within the ages of 15-25 years old who like trendy and comfortable clothe with quality in an affordable price.



Mission

The brand's mission is to make young independent women feel themselves in our fashionable yet economical clothes. To make them feel happy and that every piece was meant to be for her. To satisfy their necessities in this changing and fashionable world.



Vision

To be one of the most successful price conscious clothing brand for young independent women, with quality and variety.



Value Statements

Quality
Punctual Delivery
Responsibility
Honesty



Comparison of Brand Narrative



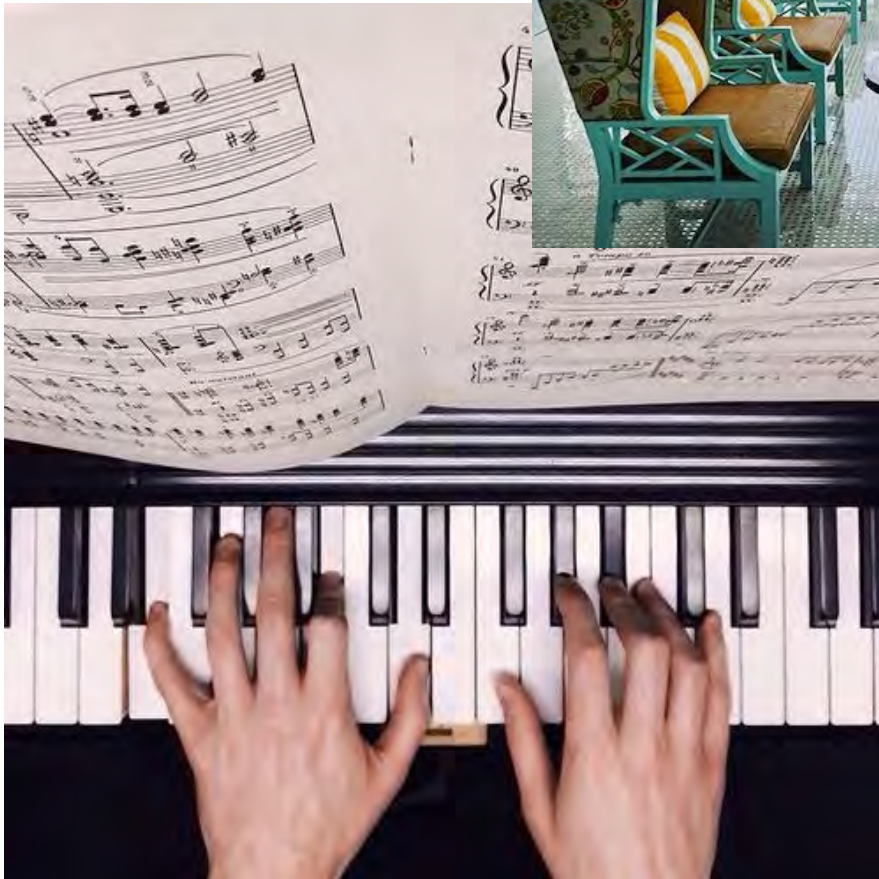
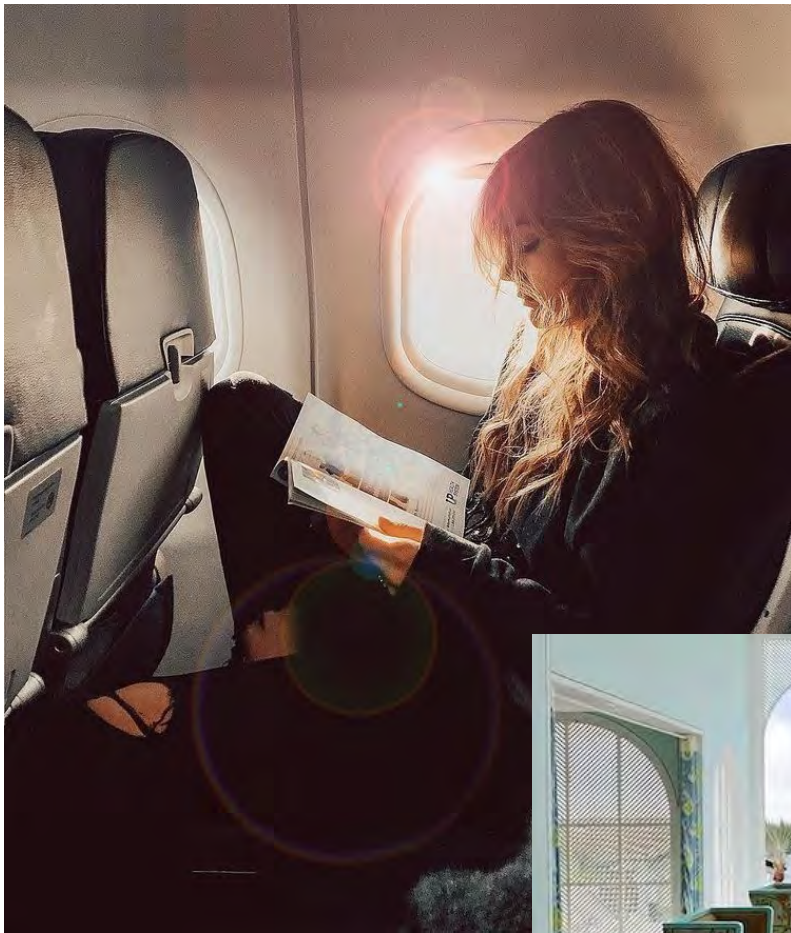
Territory	Dominican Republic	Sweden	Canada
Platform	Cheerful	Classic	Simple
Product	Quality	Fast Fashion	Trendy
Essence	Caribbean	Casual	Edgy







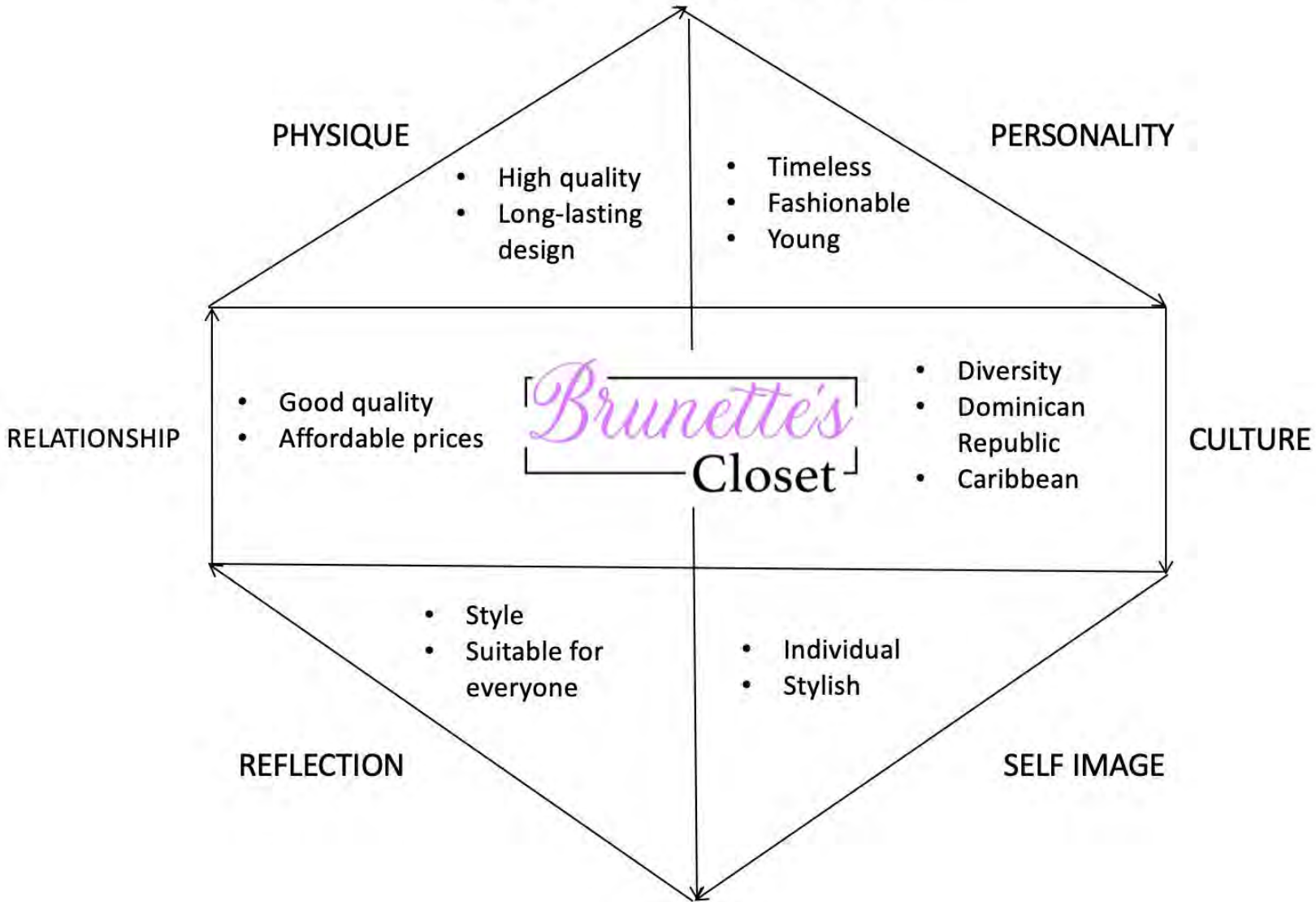








BRAND PRISM





Target Consumer

Her name is Hannah, she is a **young** women of 19 years old, a fashion student, aspiring to build her own business and become more **independent**. She works at a coffee shop, which she likes.

She doesn't want to be noticed even though she is.

Everyone wants to be around her because she spreads **happiness**. She believes the sky is the limit and isn't afraid to reach it. Hannah is **kind**; **delicate** as a flower but **strong** as a rock. Always stay **true to herself**.

Stereotypes have never been able to catalog her, she doesn't belong to the herd, she makes her own path.

Art is part of her soul, they are one. She's full of colours music, poetry...a true work of art. **Passion** runs through her veins and everything she does is impregnated with it. She likes to dream big: a big family in a big house, maybe back at home, in the **Caribbean**, or somewhere more exotic. She loves creating clothes, shopping, hanging out with friends, that's what's life for her.



Logo and Brand Colours

Brunette's
Closet

Brunette's
Closet

Brunette's

Logo



Colors

Daytonia

Athelas

Fonts

