

# Brand Logo



### Target Market



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- Girly

- Women aged 18-25
- Minimilism
- Women's Clothing
- Tops, Bottoms, Outerwear, Shoes, Accessories.

#### Brand Personality

From this brand I developed nudes, pinks, whites as my colours because I wanted to reflect a girly yet minimalist attitude towards the brand. The personality of my brand is mainly characterized by the way the clothing is cut attention to detail and high quality material.



## Target Market



- \$\$\$
- Cyberpunk
- Dark
- Women and Men aged 18-30
- Minimilism
- Women's and Men's
- Tops, Bottoms, Outerwear,

Shoes, Accessories.



# greyfifthave

#### Brand Personality

From this brand I want the affective component to be focused on the dark elements to show a dark attitude and for the viewer to feel powerful wearing the clothes and being sexy at the same time. I want the personality of the clothes to reflect on the person wearing it.