





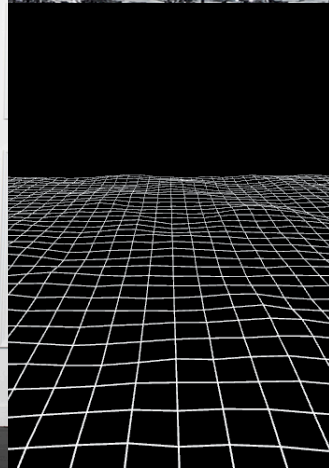


# Target Market



- \$\$\$\$
- Girly
- Women aged 18-25
- Minimalism
- Women's Clothing
- Tops, Bottoms, Outerwear, Shoes, Accessories.







# Target Market



- \$\$\$\$
- Cyberpunk
- Dark
- Women and Men aged 18-30
- Minimalism
- Women's and Men's
- Tops, Bottoms, Outerwear, Shoes, Accessories.

# Brand Logo

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.