

WORK TASK MANAGEMENT FINAL PROJECT
LaSalle College Jakarta
Summer 2021

Nethania Andreana

AMOUR



AMOUR is a luxury clothing brand that operates at the intersection between ready-to-wear and couture.

AMOUR comes from the French word, which means love. Inspired by the city of love, Paris, AMOUR is targeting everyone who wears the brand to have the experience to feel warmly loved.

The color palette is a combination of neutral colors such as black, gray, and cream with a splash of red colors. The Red color reminds the color of love, passion, and romance.

Representing voluminous silhouettes with a touch of cottage core vibes and a feminine character, AMOUR aims to craft modern, romantic clothes with combinations of softness, structure, minimal and bold.

The “A” signature logo of AMOUR symbolizes elegance and luxury to the brand.



**Bonjour
Madame**



Logo Development

Amour

Amour

AMOUR

AMOUR

———— Chosen Logo



#oDoDoD

#7o645B

#CoBEB2

#F4F1E9

#AA1F23

#751415

Font Development

Athelas

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!?

Avenir

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!?

Didot

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!?

Colateral Design

Business Card



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Colateral Design

Packaging



Colateral Design

Hang Tag



Website Layout



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