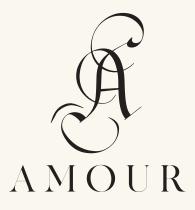
WORK TASK MANAGEMENT FINAL PROJECT LaSalle College Jakarta Summer 2021

Nethania Andreana





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.

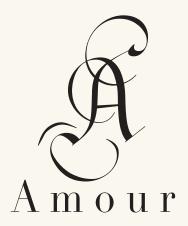
Representing voluminous silhouettes with a touch of cottage core vibes and a feminine character, AMOUR aims to craft modern, romantic clothes with combinations of softness, structure, minimal and bold.

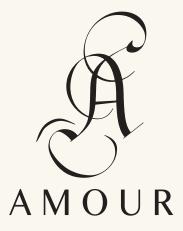
The "A" signature logo of AMOUR symbolizes elegance and luxury to the brand.

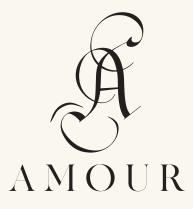


Logo Development









— Choosen Logo



Font Development

Athelas

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Avenir

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Colateral Design Business Card



Nethania Andreana Fashion Designer

@AmourOfficial www.AmourOfficial.com +62 8900 5544

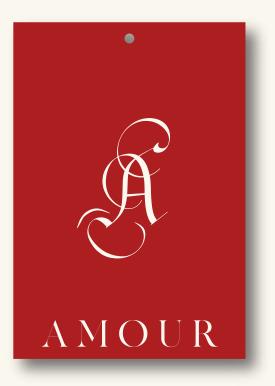
Amour Studio Jl. Wijaya, Melawai, Kby. Baru, Kota Jakarta Selatan, DKI Jakarta 12160, Indonesia A

Colateral Design Packaging



Colateral Design Hang Tag





Website Layout



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