

BRAND REPOSITIONING PROJECT

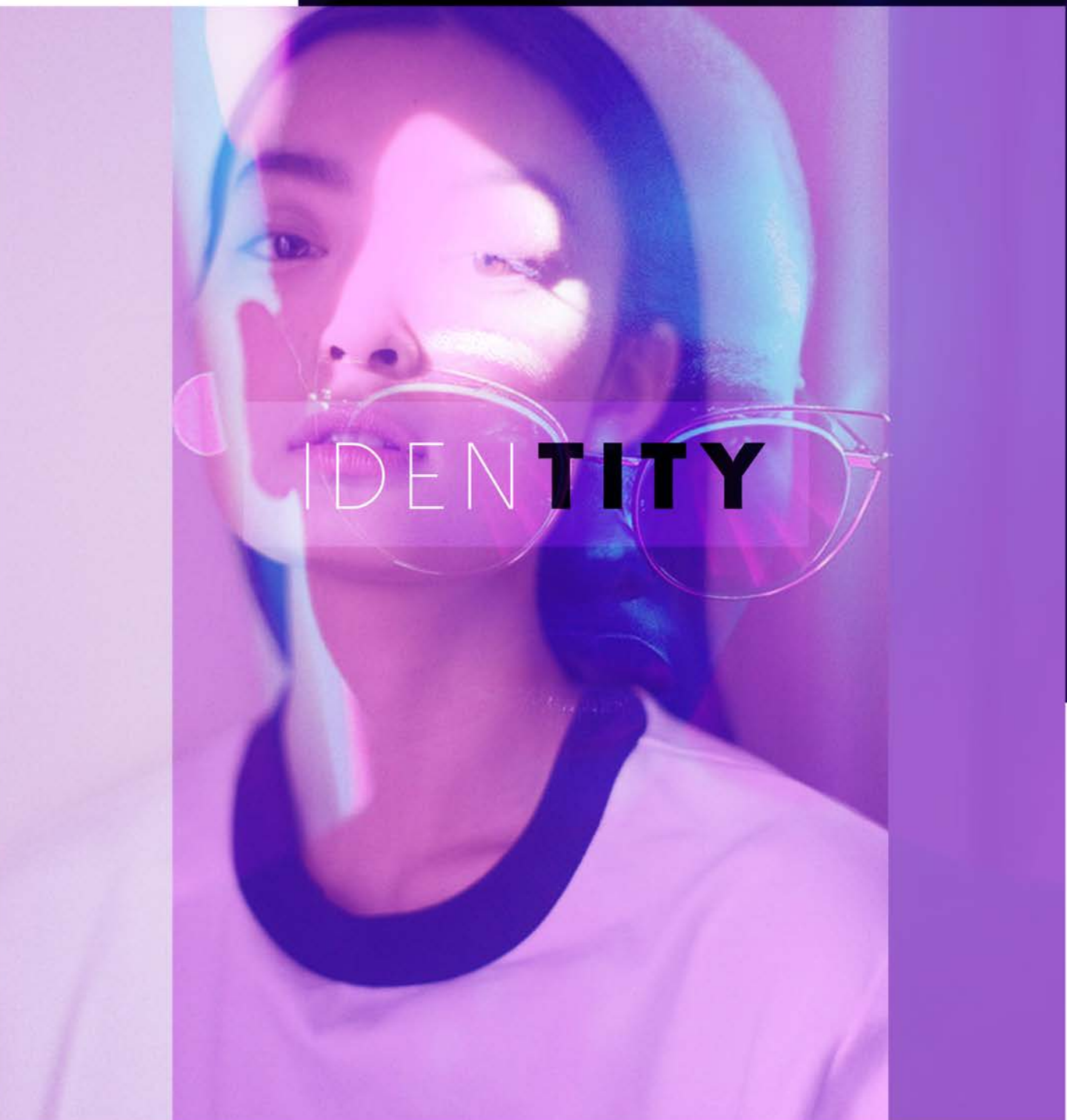
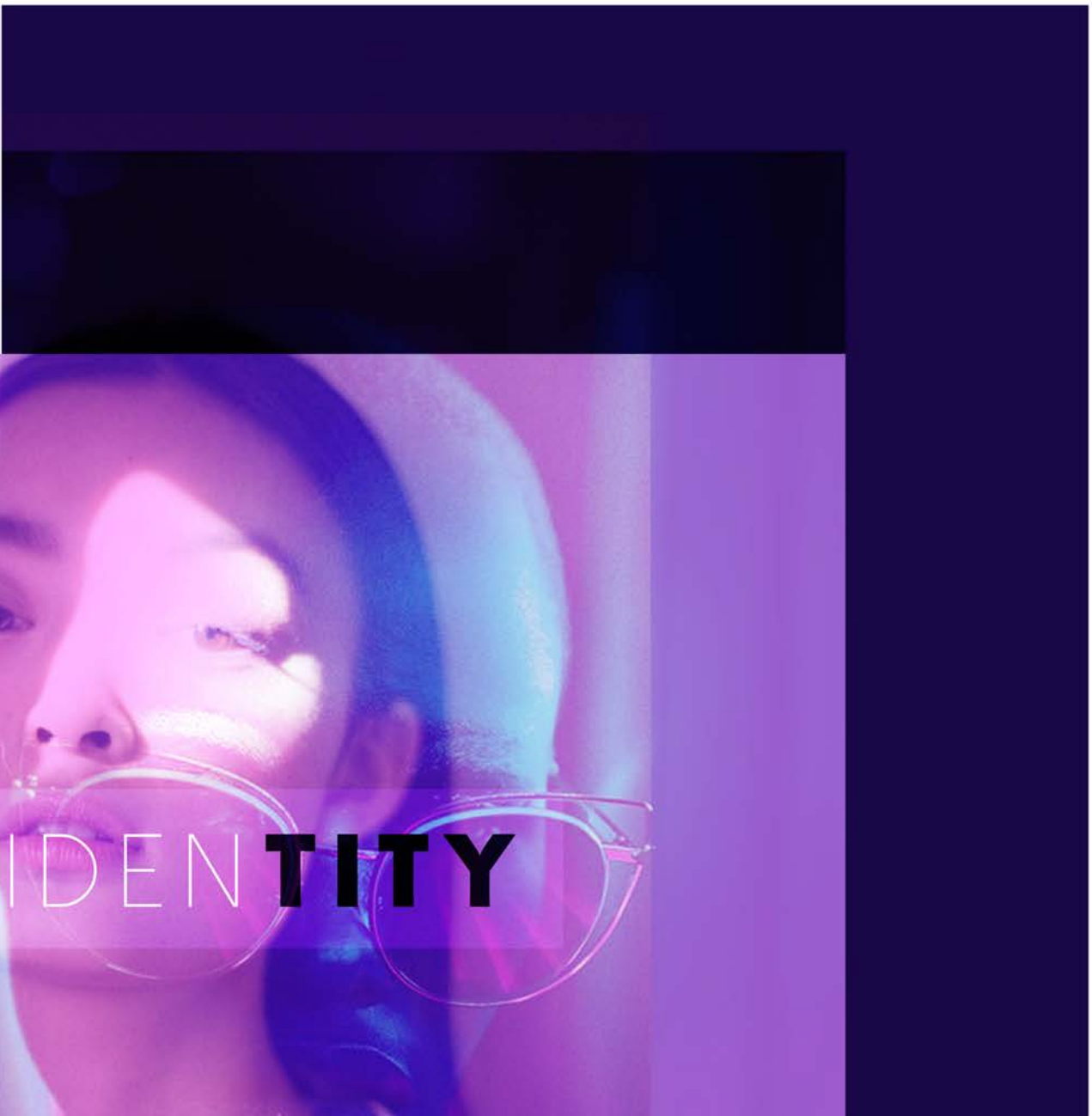


TEAM NARA CHAN
CARRIE SANY
DARREN APOLONIO
IANINE SEOW



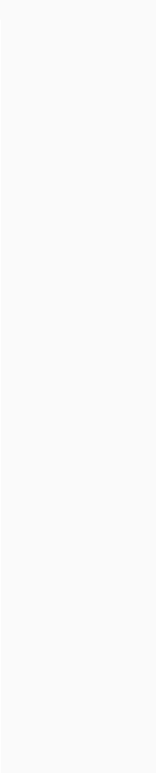
WHITE // INNOCENT , PURITY

LILAC // YOUTHFUL , TENDER



PURPLE // LUXURY , MYSTERY

HOLOGRAPHIC // TRANSFORMATION , MAGIC



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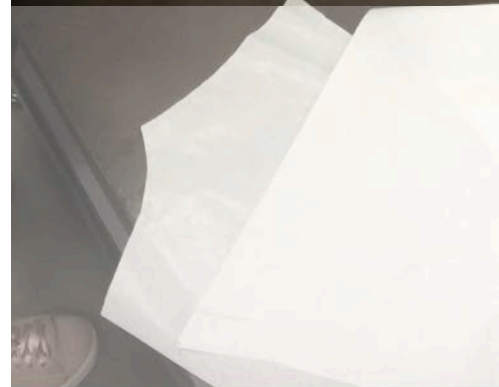
GOOD GIRLS DURING THE DAY,
BAD GIRLS AT NIGHT



DEVELOPMENT

TOILE
Calico : Material

TRANSFORM A CROPED
T-SHIRT TO A CLUTCH
WITH DIFFERENT SIZES



CLUTCH

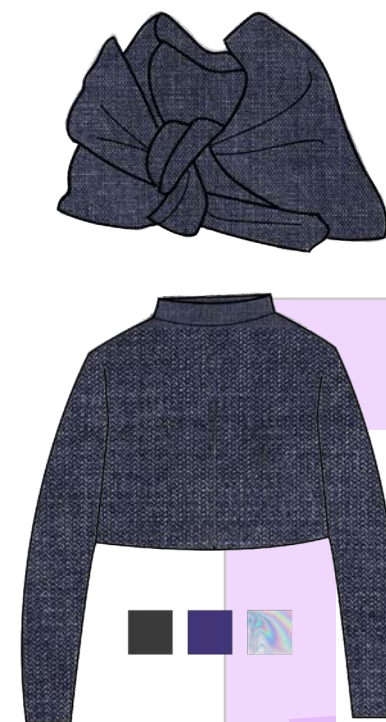


TOP

PRODUCT

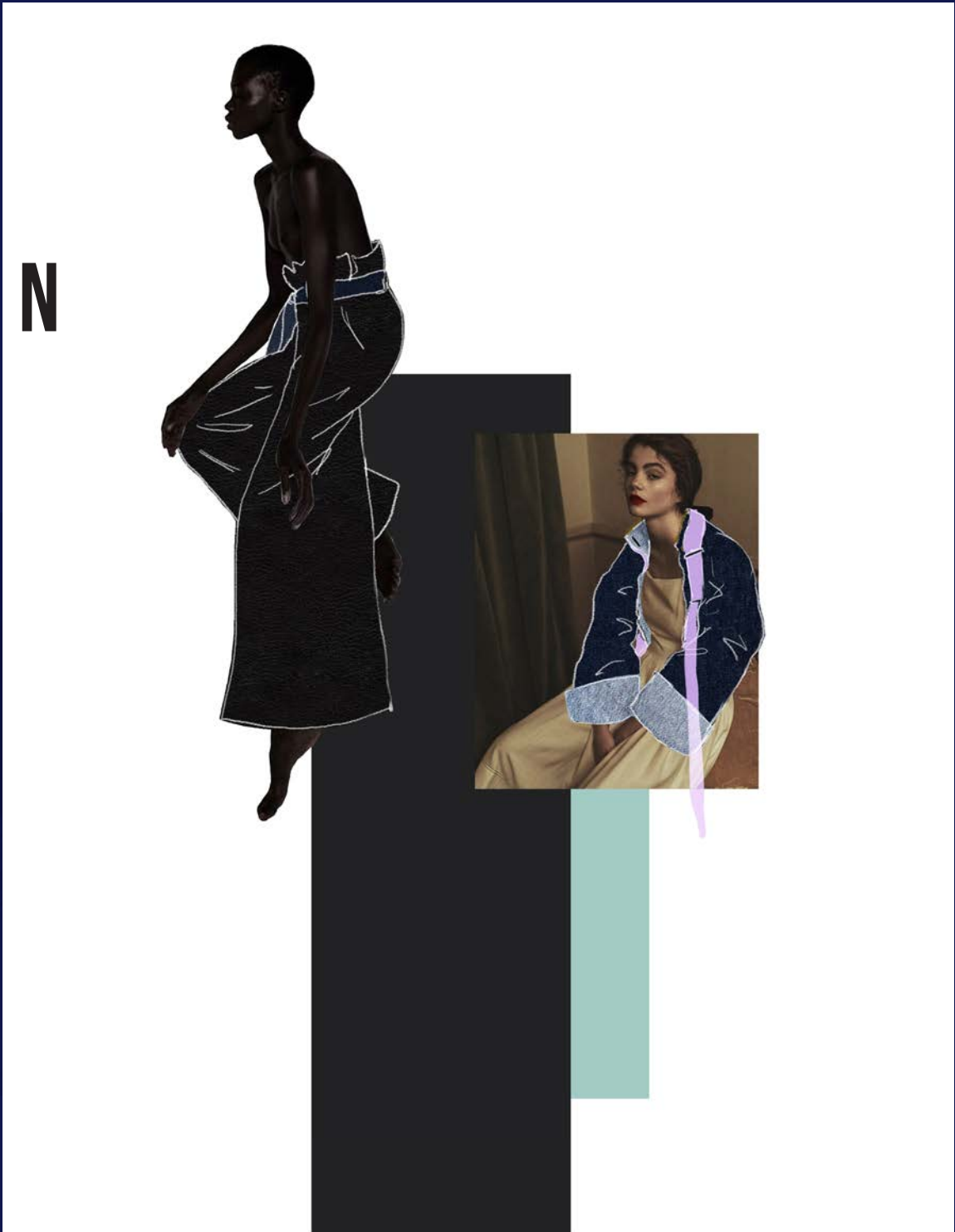
Transforming a **CLUTCH** TO A **TOP**, the main inspiration of this project comes from the concept of being **TRANSFORMATIVE**, which gives the users multiple functions. With the theme “**GOOD GIRLS DURING THE DAY, BAD GIRLS AT NIGHT**”, the product would have its own form of contrast as well. This would be seen in the complexity of the construction of the product as a clutch represents a sweet, innocent girl. ON the other hand, the top would create a wild child image on the consumer. The fabric used for the product would be denim as it has the right balance o not being too soft or too hard being hard enough to maintain the structure of the clutch, while it is soft enough to fall on nicely as a top. In addition, we have two other transformative projects in this collection as well. One being a boot that has a detachable heel to store cigarettes and the other being a pair of trousers that turns into a jacket.

BOOTS WITH DETACHABLE HEELS THAT CAN BE USED AS A CIGARETTE CASE



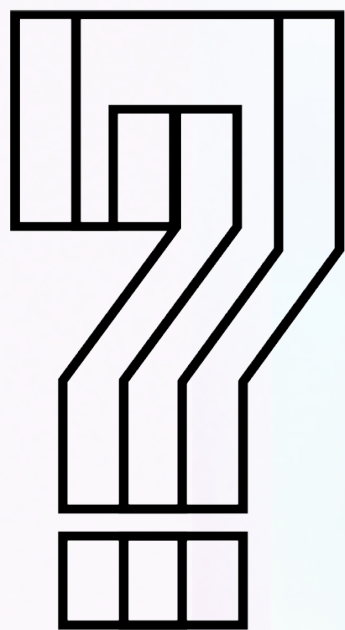
CLUTCH THAT CAN BE TURNED INTO A CROP TOP

MULTIFUNCTION



TROUSERS THAT CAN BE TRANSFORMED INTO A JACKET

TRANSFORMATIVE



LOGO // 2 QUESTION MARKS
OVERLAPPING EACH OTHER,
WHICH REPRESENT THE DUALITY
CHARACTER OF IDENTITY

With **CONTRAST AND TRANSFORMATIVE** being the **MAIN CONCEPT** for Identity, the store would also incorporate elements, which describes the concept to maintain the image of the brand. The exterior of the store would have white walls designed in a clean and chic manner. The interior would depict the bad girl image with a darker color palette and flashing lights. Different colored neon lights would be incorporated in the store to express the different vibes. The store would be lighted in **WHITE NEON LIGHTS IN THE DAY TO REPRESENT THE GOOD GIRL IMAGE**, while **AT NIGHT IT WOULD BE LIGHTED IN PURPLISH BLUE NEON LIGHTS WITH A TOUCH OF GREEN**, depicting a nightclub scene. To incorporate Identity's brand logo, question mark shaped installation made of neon lights would be installed in the middle of the store. The products would be displayed around the installation.

PROPERTY



DEVELOPMENT

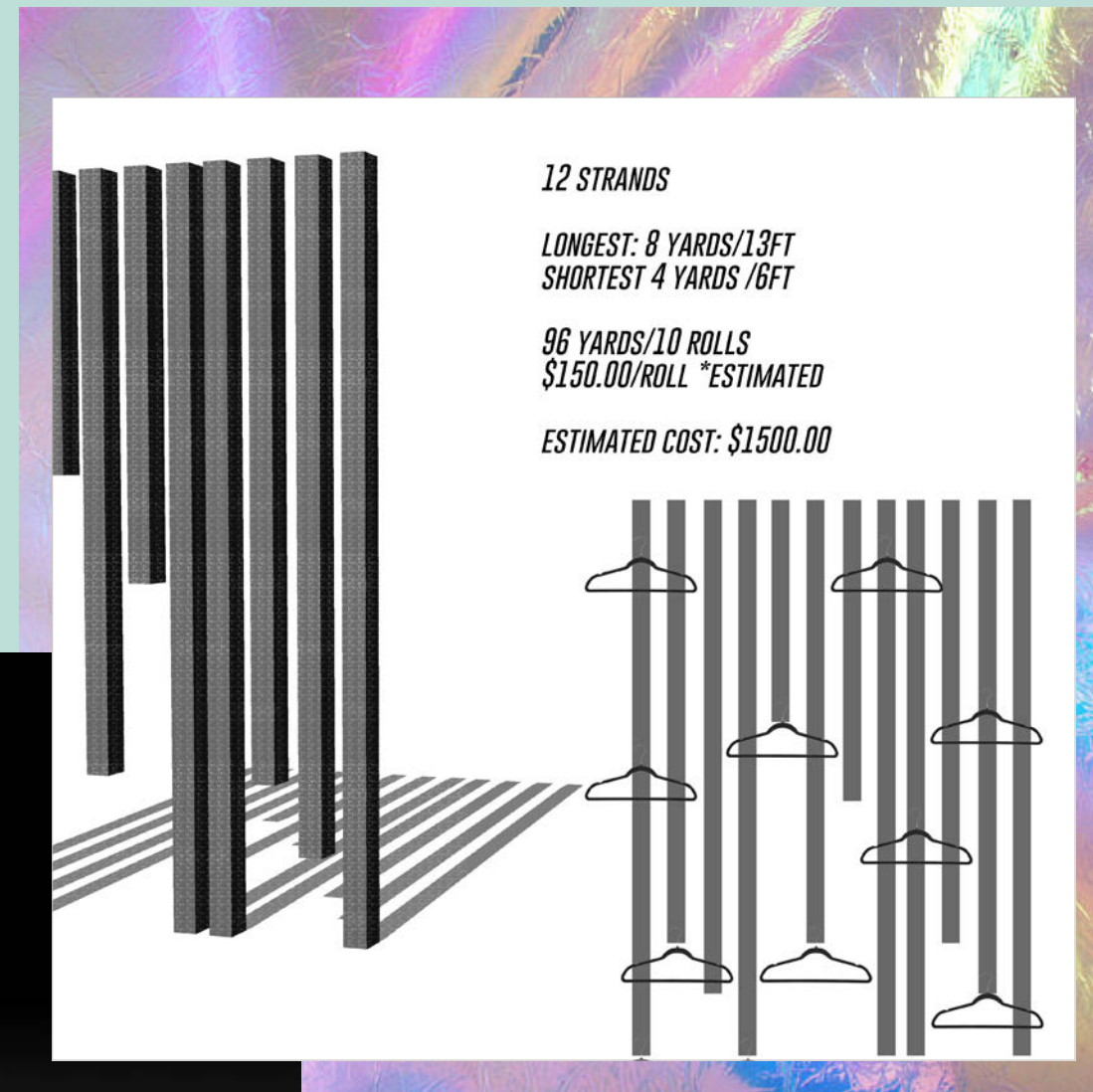
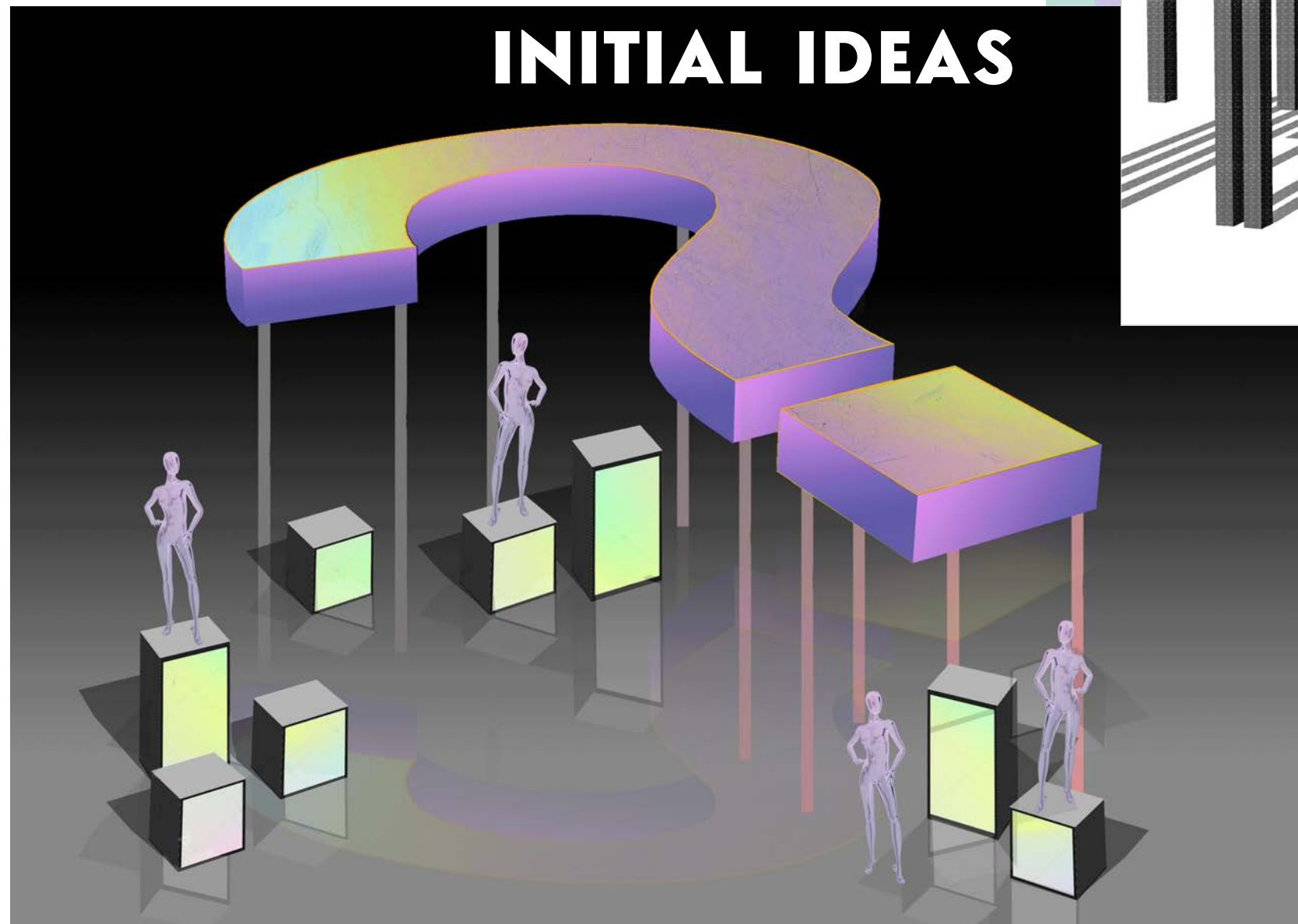
ORIGINAL MOODBOARD FROM THE FOUNDER OF IDENTITY



FROM THE ORIGINAL
IDENTITY FOUNDERS, OUR
TEAM DEPICTED “ DUALITY,
TRANSFORMATIVE, AND
GOOD GIRL / BAD GIRL “
IDEAS, AND ADD OUR OWN
TWIST TO THE CONCEPT

THE ORIGINAL IDEA FOR THE IDENTITY STORE DESIGN
WAS HAVING A BIG QUESTION MARK LIGHT BOX PLACED
AT THE STORE WITH COLUMNS SUPPORTING. THIS
EXTENDS TO THE SECOND IDEA OF HAVING A COLUMN
WALL WITH PRODUCTS HANGING ON IT.

STORE DESIGN INITIAL IDEAS



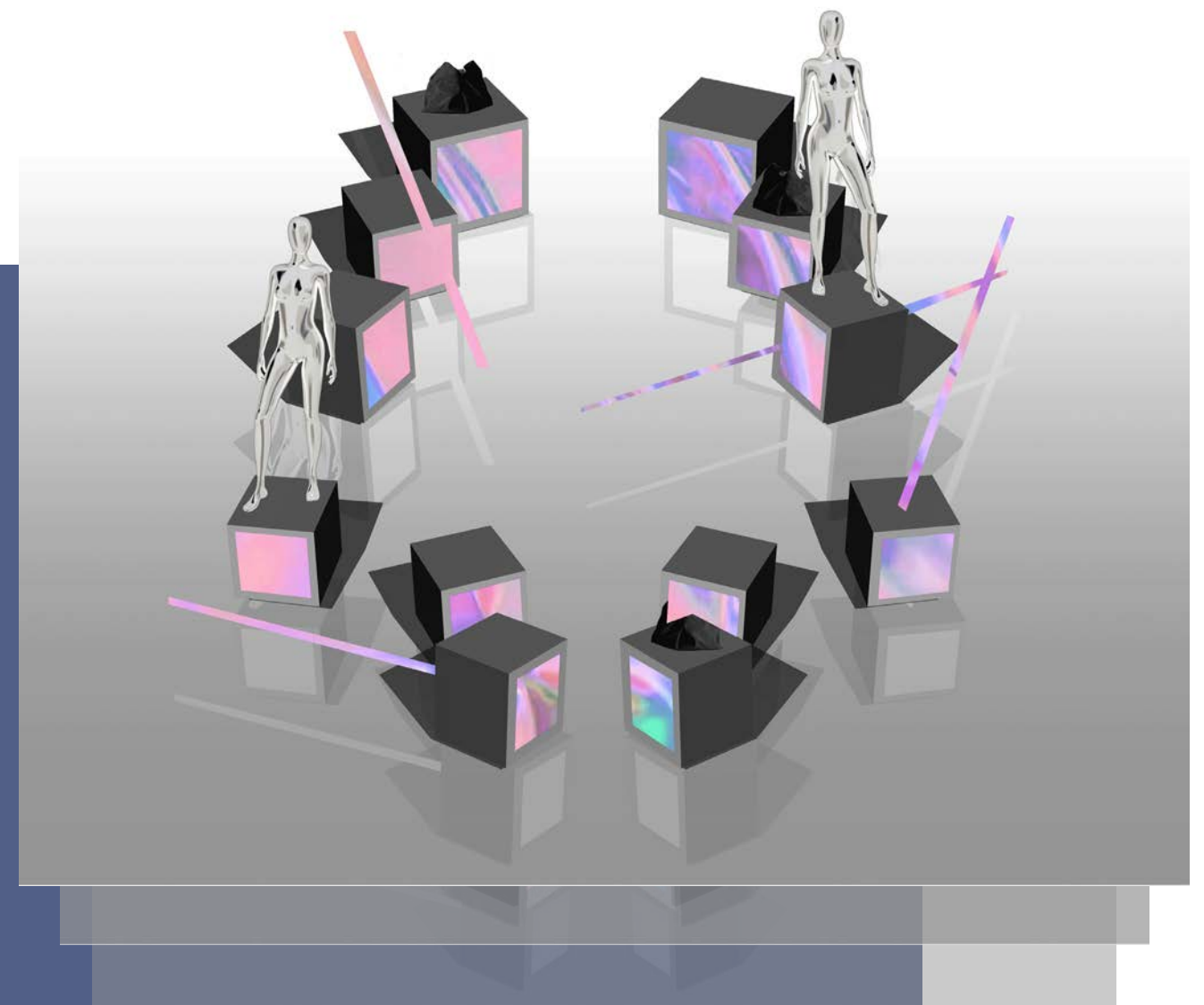
DAY TIME



WHITE ACRYLIC PLASTIC USED AS PEDESTALS AS WELL AS SEVERAL TELEVISION SETS WITH THE CAMPAIGN VIDEO PLAYING ON IT

STORE DESIGN

THE STORE'S VISUALS WOULD TRANSITION AS THE DAY TURNS TO NIGHT DEPICTING AND EXUDING A NIGHTCLUB TRANCE-LIKE VIBE, WHEREIN ALL THE PRIOR WHITE FLUORESCENT LIGHTS WOULD OPERATE INTO BLUEISH PURPLE NEON LIGHTS.



NIGHT TIME

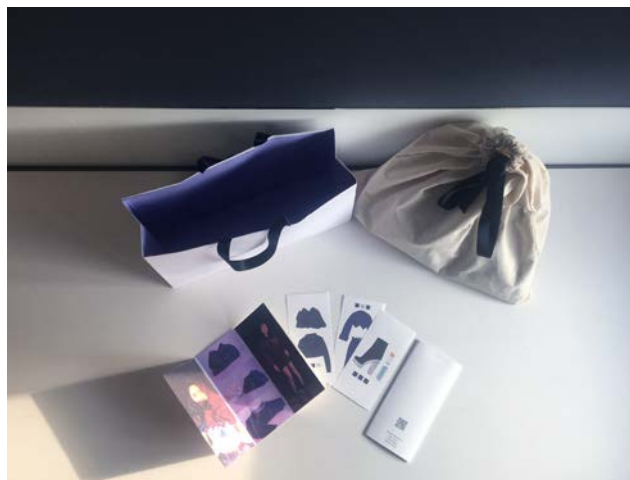
PRODUCT PRESENTATION

NIGHT



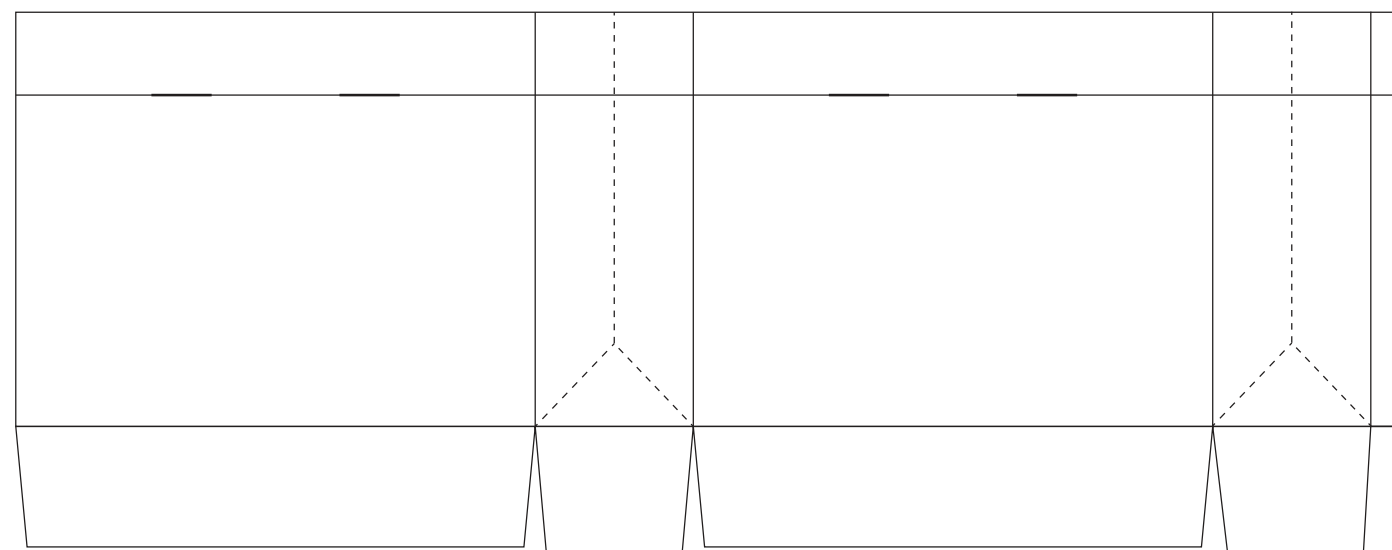
DAY

Identity is a brand that portrays **DUALITY**, and this would be presented in the packaging. The interior of the shopping bag would be made from an iridescent material that would shift from purple to blue color, with a touch of green at different angles. The exterior of the shopping bag would be white and it will have the logo printed in the middle in black. The shopping bag would be able to flip inside out as well, giving options for people to use the paper bags for their own leisure purposes as well as emphasize the contrast of good girl gone bad. The clutch would be displayed on white plastic pedestals, while the top would be hung on black cotton tape in the store.



INITIAL IDEAS // A DOUBLE SIDED PVC BAG THAT CAN BE REVERSABLE AND REUSABLE. HOWEVER, THE DESIGN DID NOT MATCH THE BRAND IMAGE AND TOO YOUTHFUL.

PROTOTYPE // 1. DOUBLE LAYERED PAPER SHOPPING BAG WITH LOGO PRINTED ON THE BOTTOM IN WHITE. (PAPER PATTERN IS SHOWN BELOW) 2. IVORY DUST BAG FOR COVERING THE PRODUCT, WITH LOGO PRINTED ON THE BOTTOM. 3. CATALOG INCLUDED IN THE SHOPPING BAG WITH SOME EDITORIAL PHOTOGRAPHS AND TECH-PACKS OF THE CURRENT AVAILABLE PRODUCTS TO SHOW THE TRANSFORMATION METHODS.





Targeting an age group of early 20s to late 30s, our promotional activities would focus mainly on **SOCIAL MEDIA PLATFORMS LIKE FACEBOOK, TWITTER AND INSTAGRAM.** In addition, a **CAMPAIGN VIDEO** would be uploaded as an advertisement of the product as well as the different functions it has. Identity would also have a pop-up store opened in various locations, where consumers can try and play around with the actual product itself. Exclusive events would also be organized in the store, where it would turn into a nightclub and the invited guests would have a special preview of the product before the launch.

PROMOTIONAL

ACTIVITIES



identity

FOLLOW

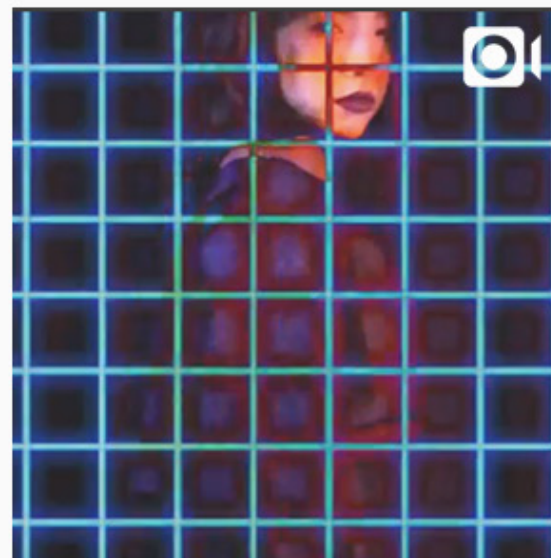
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IDENTITY Official what is your IDENTITY?

20 posts

35k followers

4 following



SCAN TO WATCH



PROMOTIONAL VIDEO

A VIDEO FOR IDENTITY'S CAMPAIGN

VIDEOGRAPHER, DIRECTOR // **DARREN APOLONIO**
MAKEUP, STYLIST // **CARRY SANY**
LIGHTING // **IANINE SEOW**
MODEL, STYLIST // **NARA CHAN**

IDENTITY



PEOPLE

The **TARGET MARKET** for Identity would be **WOMEN BETWEEN THEIR EARLY 20S TO LATE 30S**. These women would have **DUAL PERSONALITIES**, where they are seen carrying the good girl image, when in reality they have a crazy wild side that they only show at night. **TAYLOR SWIFT AND MELANIE MARTINEZ ARE STRONG CANDIDATES TO BE IDENTITY'S BRAND AMBASSADORS**, as their personalities portrays and reflects on the brand image well. Overall, our target customers are people who are different people during the day and at night. Sweet and innocent during the day, while wild and intimidating at night.

TAYLOR **SWIFT**

SINGER-SONGWRITER //
ACTRESS



EDGY TO SWEET

CRAZY TO DEMURE

GRUNGE TO POISED



SINGER //
FASHION ICON

MELANIE
MARTINEZ

CREDIT



NARA CHAN

**PRODUCT DEVELOPER / LAYOUT DESIGNER /
FASHION ILLUSTRATOR**



CARRIE SANY

PRODUCT DEVELOPER / PHOTOGRAPHER



DARREN APOLONIO

COORDINATOR / VIDEOGRAPHER



IANINE SEOW

MARKETR

20