

THE MANY SIDES

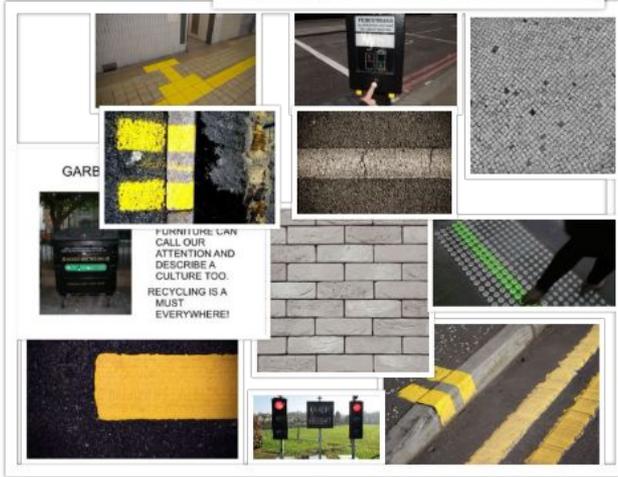
BRAND ANALYSIS

colours/prints/logo
/symbols

THE MANY SIDES



Dont like
the emoji
what is
that?



THE MANY SIDES

Edgy
Elegance with
a touch of
glamour



Wool



Trench Coat
100% Cotton
£275



menswear style blazer
100% Cotton
£280



Jersey Dress
Polyester
£250



Dress
Silk and Cotton
£545



Crop Shirt
100% Cotton
£170



Wide Leg Trousers
Cotton
£195



Mid length skirt
100% Cotton
£225

about page

WE ARE ...

...LONDON. WE ARE EVERY COOL CITY IN THE WORLD. WE ARE NEW YORK, PARIS, BERLIN. WE ARE DIRECTIONAL. WE LEAD. WE ARE FREEDOM SEEKERS. WE ASPIRE. WE ARE FULL OF CONTRADICTIONSAND POTENTIAL. WE EXPERIMENT. WE DON'T WANT TO BE LIMITEDOR LABELLED. WE ARE STRIVERS AND DREAMERS. WE SELF START. WE GET IT ON OUR OWN. WE ARE TRAVELLERS AND TASTE MAKERS. WE ARE BOSSES AND BUSINESS WOMEN. WE ARE CREATIVES AND PROFESSIONALS. WE ARE LOGICAL AND INTELLIGENT AND LOVING. WE READ AND SEE AND KNOW. WE STAND OUT. WE ARE UNIQUE. WE ARE LOYAL. WE ARE ALL ABOUT OUR PEOPLE. WE STAND TRUE. WE LOVE ART, DESIGN AND BEAUTIFUL INTERESTING THINGS. WE HAVE TO FEEL IT. WE HAVE NEVER ENDING LISTS. WE LIVE MUSIC. WE EXPLORE EVERY EMOTIONAL TERRAIN.

WE ARE THE MANY SIDES.



classy but edgy side of ri



zendaya



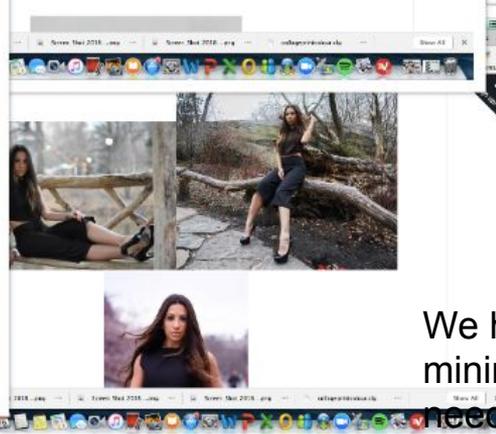
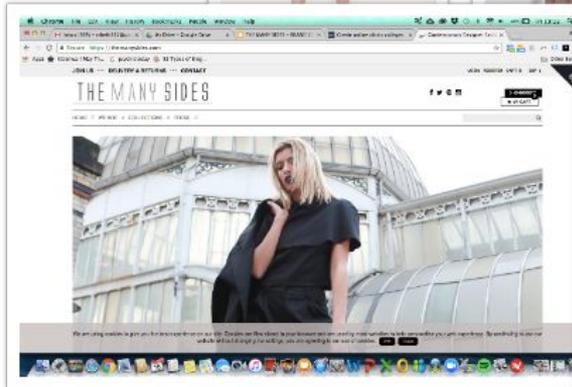
zoe kravitz



kendall



influencers



We have gone the minimal way - we need more of a certain kind of girl that can do minimal yet glam Photography needs a injection of luxe/bling- needs stylist.

Good girls
go to Heaven.

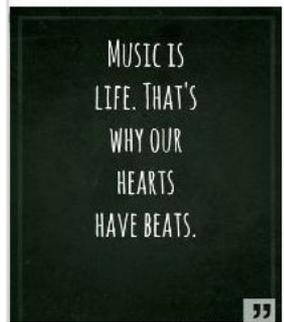
Bad girls
go to Vegas.

light and darkness
embrace all of it
we are multifaceted



culture connects us - all races - one mind

we live for art and music



we are the many sides



be provocative/speak your mind

classy and intelligent is sexy

be
classy.

self confidence/self validation



the city is our first love/the buildings the bricks/the energy

freedom through fashion

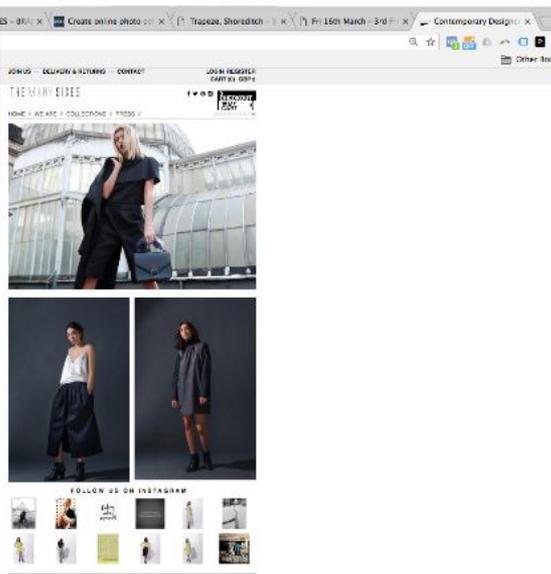
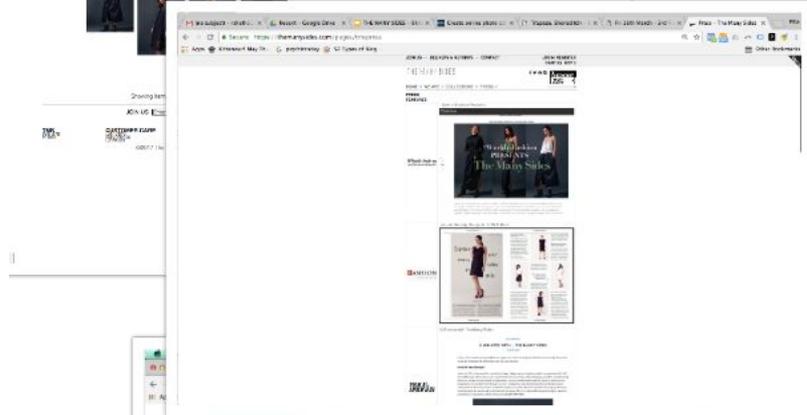
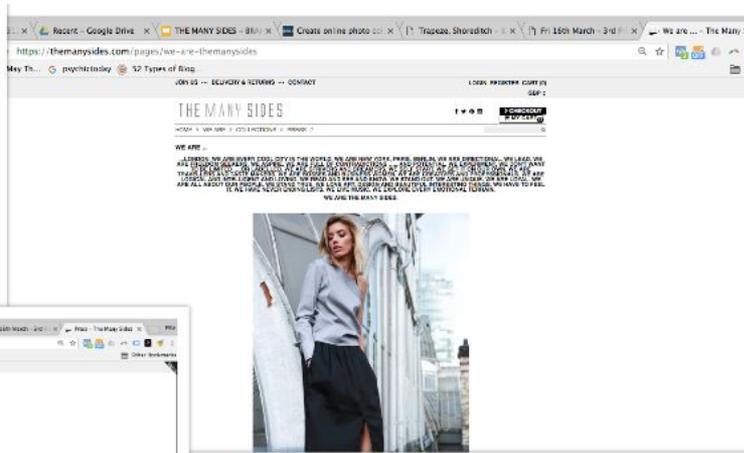
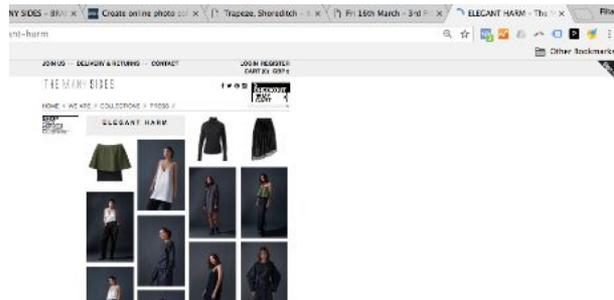


I fell in love,
his name is New
York

"Anything can be
art. Anything can be
self-expression. Now
take your weapon
and run with it."

-Gerard Way





Add video/sound/art

Website needs work

Instagram looks ok

About page is bland

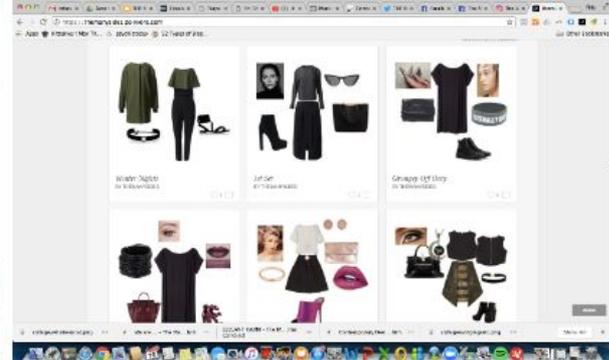
The collections and product page needs work. masonry is wrong now

Press page - needs work. Maybe just keep influencers as that looks good

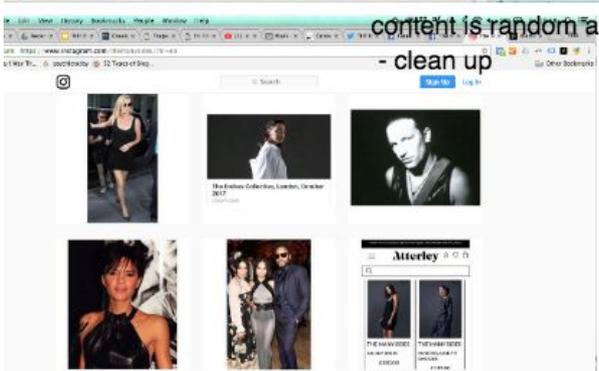
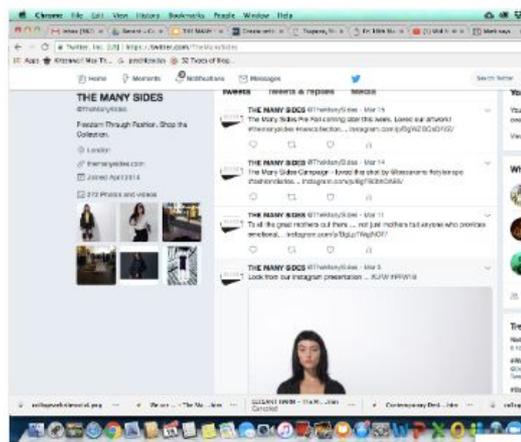


work on polyvore boards
and pinterest

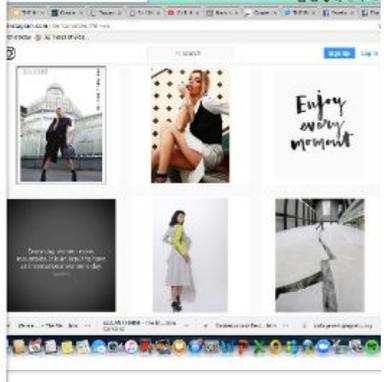
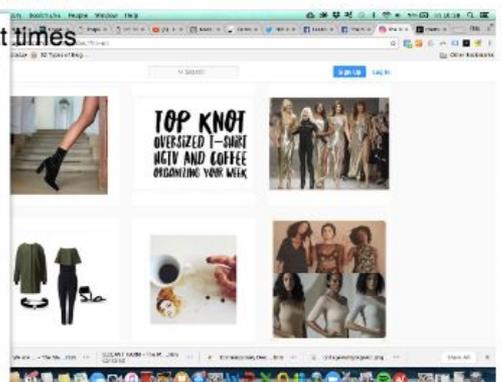
style facebook page



twitter looks ok



content is random at times
- clean up



RE-D0s

Website pages - product pages and collection pages need to be harmonised with rest of site. We need more dynamic content esp on the about page. Fashion film and or music plus lookbook. Press page - delete rubbish press and put on linkedin

Social - editing of content. Look at my linkedin page

Facebook colours need to be changed

Photography needs more luxe styling.

Emoji upgrade - lips symbol again (grey). Add luxe touches to graphics.
(grey,white,black and silver)

Hard copy branding/labels/stationary - add silver accents