

sown /



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[FMM6B2]

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WHO ARE WE



A SOWN/ a day keeps the doctor away.

The advancement of digital technology and widespread use of the internet has affected our personal well-being.

SOWN/, short for Somewhere Only We Know, is an urban sub-urban womenswear brand. We believe that fashion is more than a shopping space, but instead an outlet of therapy for all.

We are the desire to seek for a place for respite that is away from technology; a landscape of tranquility and life less complicated. SOWN/ designs sensorial and evocative products that allows consumers to join our world.



VISION

-We aim to be at the forefront of contemporary womenswear that specializes in the sub-urban lifestyle.



MISSION

- SOWN/ commits to creating urban sub-urban products that are lasting and are able to tell our story about overconnectivity.
- We strive to create a welcoming environment that allows consumers to relax and connect with the brand.



CORE VALUE

SOWN/ believes that fashion is a form of therapy. We value an alternative lifestyle, and sensorial products, that could provide a sense of wellness and happiness.

PERSONALITY

[Pure]
[Serene]
[Ethereal]
[Natural]
[Evocative]







TARGET MARKET

[DEMOGRAPHICS]

Age: 22-35

Gender: Female

Generation: Millennials

Income: \$3000-\$5000

Professions: Influencers, Models, Stylists

[PSYCHOGRAPHICS]

Interests: Reading, yoga, picnics, enjoys nature, sewing

She believes that fashion can heal the soul

She feels more at ease when she dresses up as she finds it easier to communicate through fashion

Personality: Self reliant, Adaptable, Open-minded



CUSTOMER PROFILE



Name: Shi Rui

Age: 22 years old

Occupation: Model/ Student

Enjoys curating vintage clothing

Known for her unique style

Enjoys romanticizing her daily life

Enjoys artistic hobbies such as photoshoots and sewing



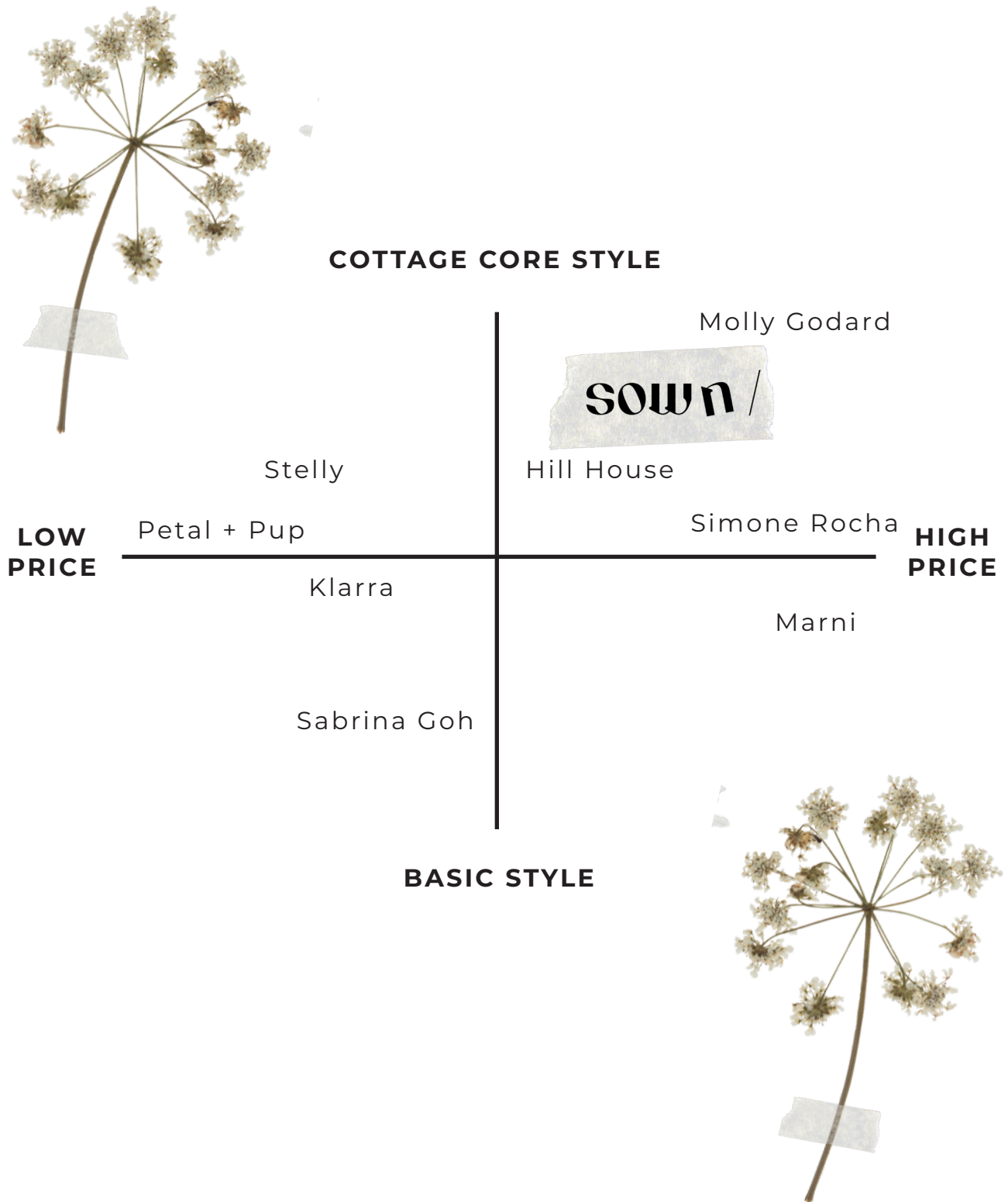
BRAND POSITIONING



TOPS	BOTTOMS	DRESSES	OUTER	ACCESSORIES
30%	24%	30%	10%	6%
S, M, L	S, M, L	S, M, L	S, M, L	FREE SIZE
BASIC, CONTEMPORARY	BASIC, CONTEMPORARY	BASIC, CONTEMPORARY	BASIC, CONTEMPORARY	BASIC, CONTEMPORARY
CROP	SKIRTS	SHORT	VESTS	HEADWEAR
NORMAL LENGTH	SHORTS	KNEE LENGTH	CAPES	BAGS
BRALETTES	PANTS	FULL LENGTH	CARDIGAN	CUFFS
				SCRUNCHIES

Sown/ will be using a deep and scrambled product assortment strategy. We will have a few main catagories: tops, bottoms, dresses, outerwear and accessories.

BRAND POSITIONING



COLLATERALS

[BUSINESS CARD]



[INVITATION CARD]



[SOWN/ LOOKBOOK]

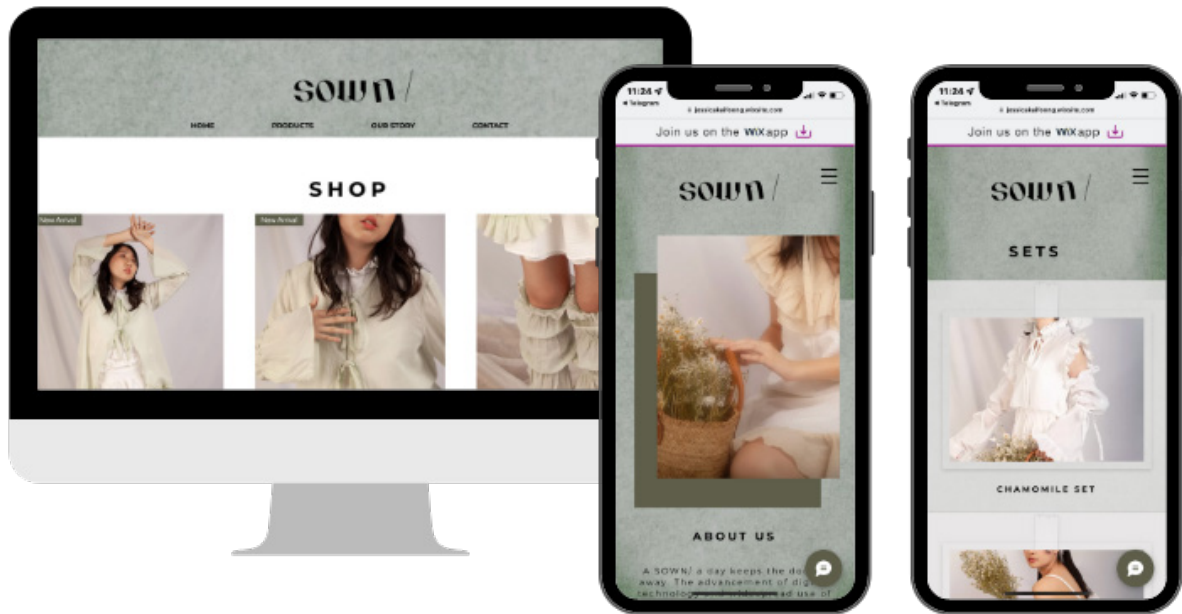


[SCRUNCHY]



COLLATERALS

[WEBSITE]



[SOWN/ APP]

Do a technology
detox through the sown/ app and earn 1
wildflower stamp
[1 stamp = \$100 pts] [1000 pts = \$10]



[STICKERS]

sown /



[HANGTAG]



[CARE PACKAGE]



**CONTENTS OF
THE CARE PACKAGE:**

[TEA] [CANDLE]
[SENSORY BOARD]
[SCRUNCHY]
[DRIED FLOWERS]
[INVITATION & NAME CARD]

RETAIL IDENTITY

[Ethereal] Drapes and elements to create a dreamy landscape

[Serene] Minimalist design and muted colours

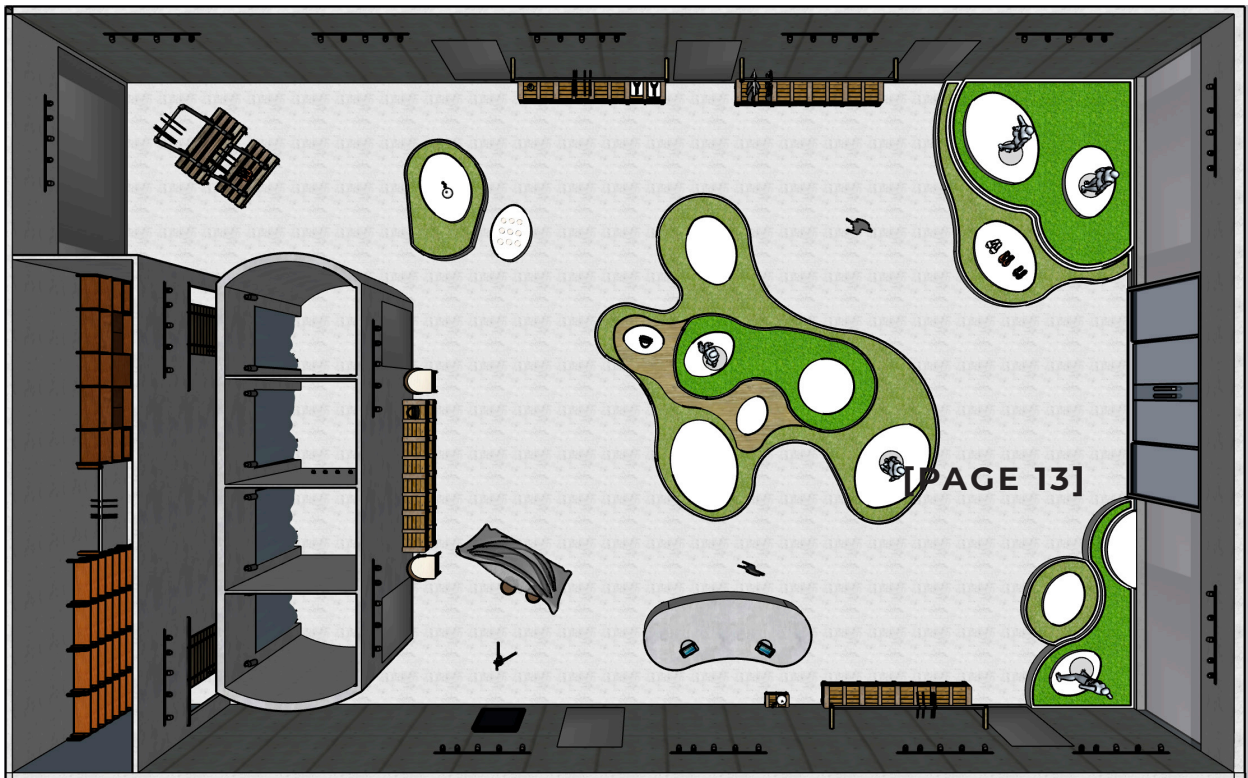
[Mellow] Comfortable and soothing furniture

[Natural] Nature elements such as moss and wildflowers



RETAIL IDENTITY

[3D RENDERING]

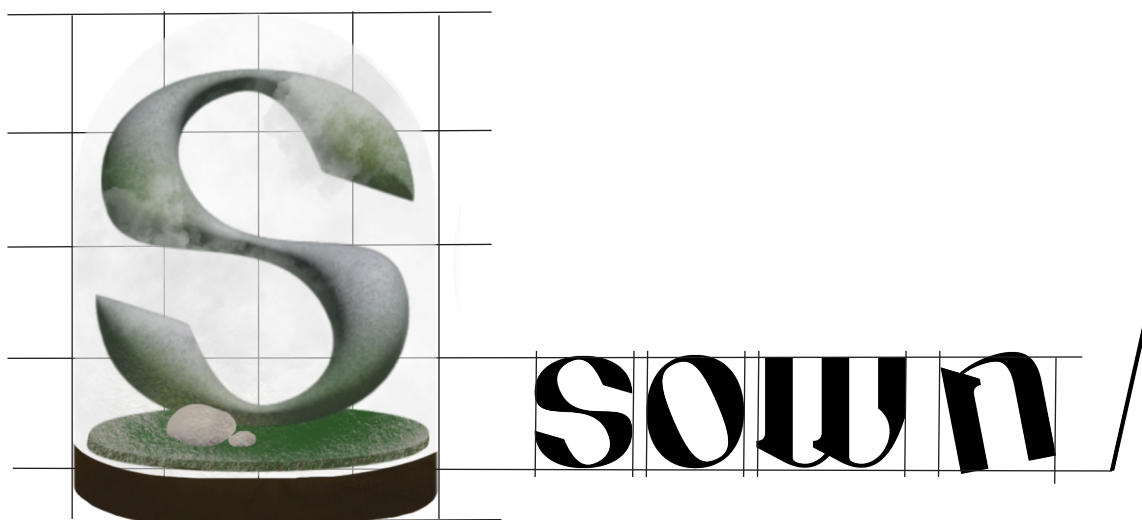


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LOGO

[LOGO TYPEFACE]

GOFANNON



Aa

REGULAR

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				
0	1	2	3	4	5	6	7	8	9		
!	@	#	\$	%	^	&	*	()	[]

TYPEFACE

[TYPOGRAPHY]

MONTSERRAT

Aa
BOLD

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
0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * () []

Aa
REGULAR

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
0 1 2 3 4 5 6 7 8 9
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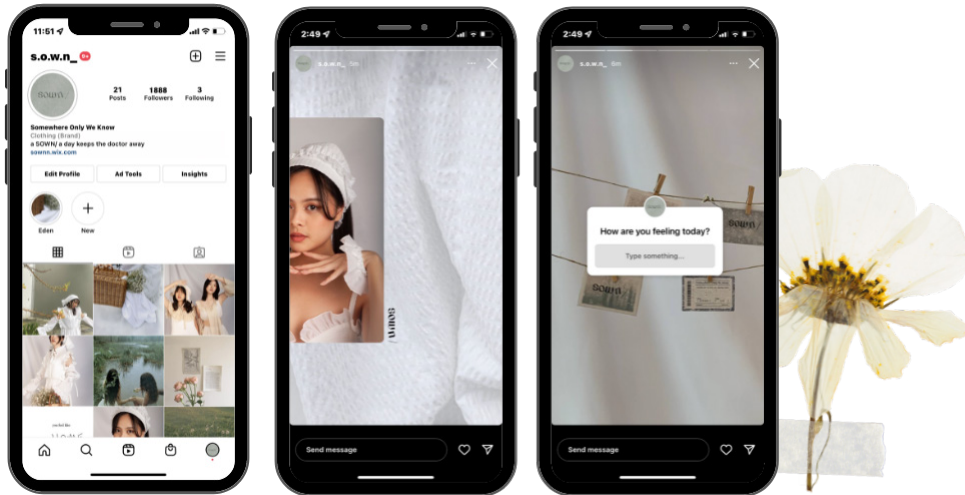


COLOR BOARD

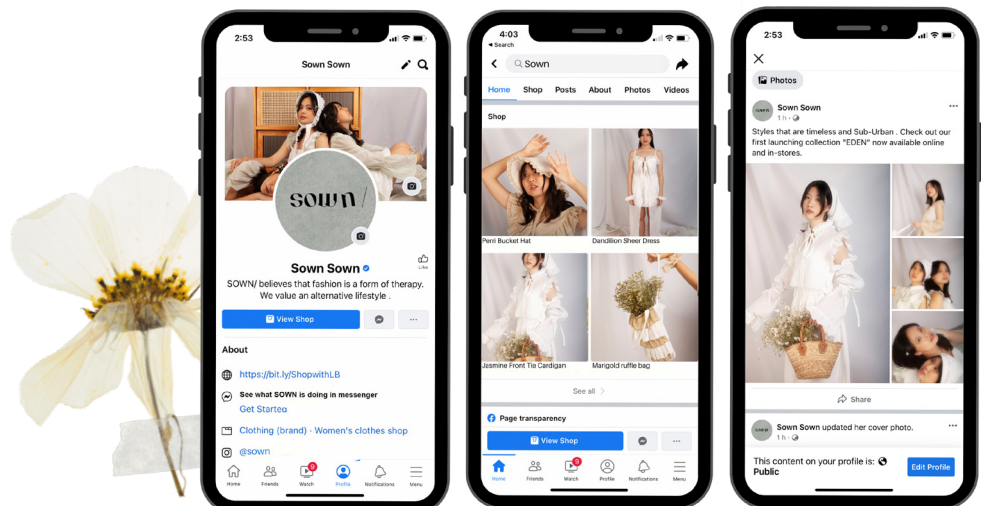


SOCIAL MEDIA

[INSTAGRAM]



[FACEBOOK]



[PINTEREST]

