

FLAMINGO

TEAM NAME: SCRAPPERS

TEAM MEMBERS: RHYTHM GUPTA

BRAND KITS

A) LOGO:



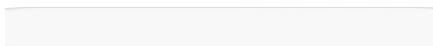









THOUGHT: As Atrangi brand amalgamates Indian art forms, patterns, and the Desi look so, its logo has been made in such a way that it looks aesthetically good and looks smooth to the eyes. I chose "Wear Your Culture" as the tagline because Atrangi brand makes us feel connected to our culture while keeping it modern as well.

B) Font Used:

- 1) Brown sugar
- 2) Poppins
- 3) Bebas Neue
- 4) TT Norms
- 5) Kollektif
- 6) Garet

C) Colour Palette:

| | |
|---------|---|
| #BB8635 |  |
| #D9D9D9 |  |
| #F8F8F8 |  |
| #000000 |  |
| #FFDE59 |  |
| #FFFFFF | |
| #FF9051 |  |
| #E6A74C |  |
| #38B6FF |  |
| #7ED957 |  |
| #FF3131 |  |

D) THEME:

The theme for Atrangi is "Indo Aesthetic", a celebration of the unique fusion of Indian culture and modern minimalism. This theme focuses on the intersection of traditional Indian design and contemporary sensibilities, incorporating clean lines, bold colors, and subtle nods to Indian art forms and patterns. Atrangi's designs embody the vibrance, diversity, and creativity of India, appealing to a young, fashion-forward audience with an appreciation for the beauty and richness of Desi culture. By incorporating handcrafted details and supporting local artisans, Atrangi's Indo Aesthetic theme also promotes the sustainability and social responsibility of the brand.

PRINTABLES



Your
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INDO - AESTHETIC

INDIAN ART

PATTERNS

DESI LOOK

www.atrangifashion.com



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MERCHANDISE DESIGN



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WEAR YOUR CULTURE



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INDO AESTHETIC



INDIAN ART



PATTERNS



DESI LOOK



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SOON**



COLLECTIONS



ALL ITEMS



ACCOUNT

← INDIAN ART



FLORAL



WARLI



KALAMKARI



MADHUBANI



MINIMILISTIC



COLLECTIONS



ALL ITEMS



ACCOUNT

← PATTERNS



LEAF



ABSTRACT



← DESI LOOK



JAAT



THUG LIFE



DIAMOND



STRIPES



PBX1 EDITION



ORIGINALS



CIRCULAR



ATTITUDE



COLLECTIONS



ALL ITEMS



ACCOUNT



COLLECTIONS



ALL ITEMS



ACCOUNT