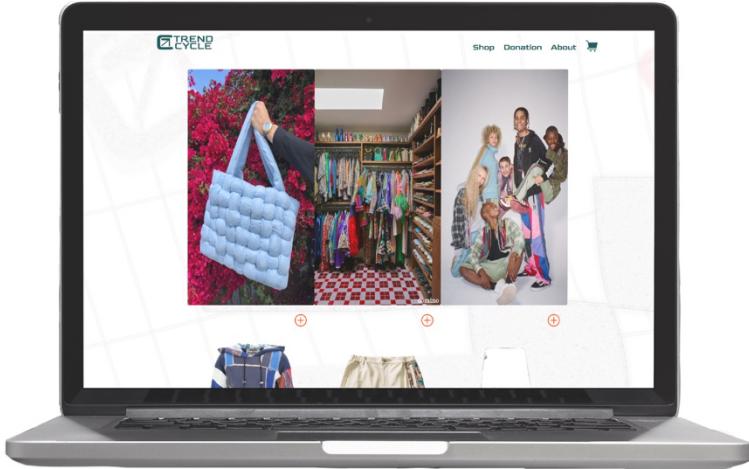




The fashion industry's immense clothing waste and significant environmental impact often go unnoticed, particularly by younger consumers. To raise awareness and promote responsible practices like ethical sourcing, inclusivity, and diversity in fashion, I conceived Trend Cycle. Bringing Trend Cycle to life involved creating a comprehensive brand identity, including a distinct brand voice, logo, color palette, patterns, visual elements, a shoppable website, and other digital assets.

Trend Cycle serves as a platform dedicated to sustainability and collaboration. Our products are crafted from recycled or donated garments and materials. Every piece is meticulously crafted in a patchwork style, blending streetwear fashion with unique aesthetics to create one-of-a-kind items. We collaborate closely with designers who specialize in upcycled fashion, transforming existing pieces into unique, sustainable artworks. Each garment produced by Trend Cycle is a wearable masterpiece, a testament to sustainable art that you'll treasure wearing.



- | | |
|----------------------|--------------------|
| 1 Concept | 4 Ideate |
| 2 Identifying | 5 Prototype |
| 3 Define | 6 Implement |



Project Concept

Project: Create a brand identity for Trend Cycle including a logo, visual elements, color palette, brand voice, and digital assets. Develop and code a shopping website with 3 landing pages.

Time Frame: 4 full weeks May 30, 2023 - June 26, 2023

Brand Voice: Trend Cycle should be youthful, inclusive, and enthusiastic. The tone should inspire creativity, promote community engagement, and emphasize the brand's commitment to sustainability and fashion-forwardness.

Web Implementations: The website development will involve coding HTML, CSS, and JavaScript to bring the design to life. A shopping cart functionality, cost calculator, field forms, and animations will be integrated.

Combining a strong brand identity with a well-designed and functional website will create a compelling online presence.

Identifying Goals

Environmental Impact: The fashion industry is known for its significant environmental footprint, including high levels of clothing waste and carbon emissions.

Solution: The company is built on sustainable practices, it only uses recycled materials and fabrics .

Collaborating with smaller creators:
With the fashion industry evolving, gaining recognition on a platform as a designer can be difficult.

Solution: Trend Cycles platform facilitates collaborations between designers and allows them to showcase their designs. It would then be voted on the site based on what the next collab would be.



Lack of Responsibility: addressing social and environmental issues.

Solution: Trend Cycle strives to lead by example, promoting responsible practices such as inclusivity, diversity, and ethical sourcing. By doing so, the brand encourages other fashion industry players to prioritize these values as we.

Lack of Awareness: Many consumers, especially the younger audience, may not be fully aware of the environmental consequences associated with the fashion industry.

Solution: Trend Cycle seeks to educate and raise awareness among its target audience about the importance of sustainable fashion choices and the need for responsible consumption.

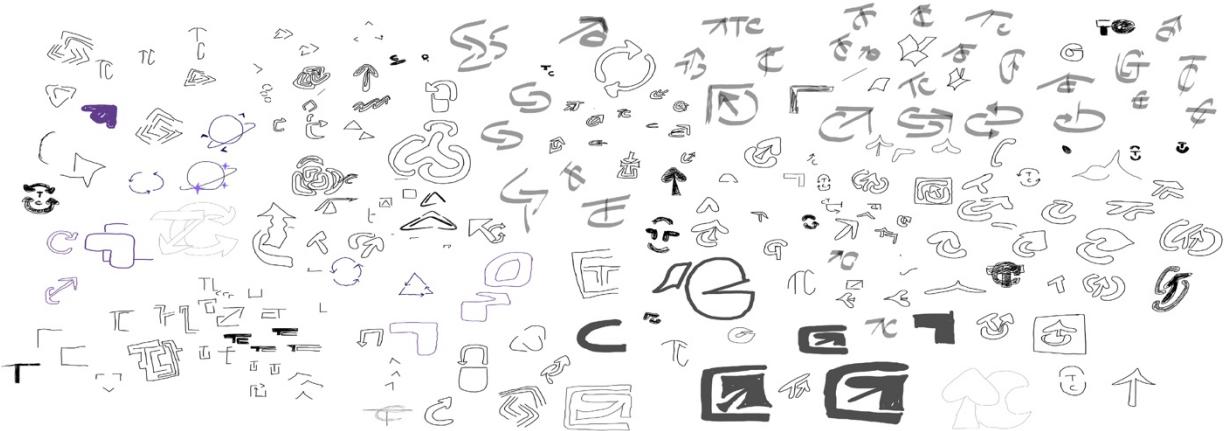


Brand Ideation



COLOR PALLET





Logo Creation

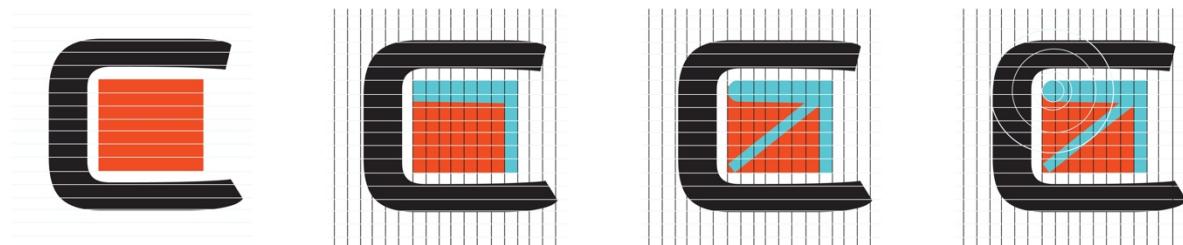
The logo is sleek and minimalist combination of a letter 'C' and an arrow, where the arrow is formed by utilizing half of a letter 'T'. This deliberate design choice was made with the intention of achieving a contemporary and clean appearance. The arrow within the logo carries a symbolic representation of the company's growth, mirroring the upward trajectory depicted on a graph. It serves as a visual metaphor, illustrating the progress and advancement the company aims to achieve. The arrow also is taken from inspiration of the recycling symbol.



Font Choice

Deliberating on font choices for the Trend Cycle, I carefully selected two fonts that prioritize readability while offering distinct styles that harmonize with each other and the aesthetic. Next, you'll see sketches that I did when producing the logo and graphics. I created these sketches with my iPad on the app Nebo.

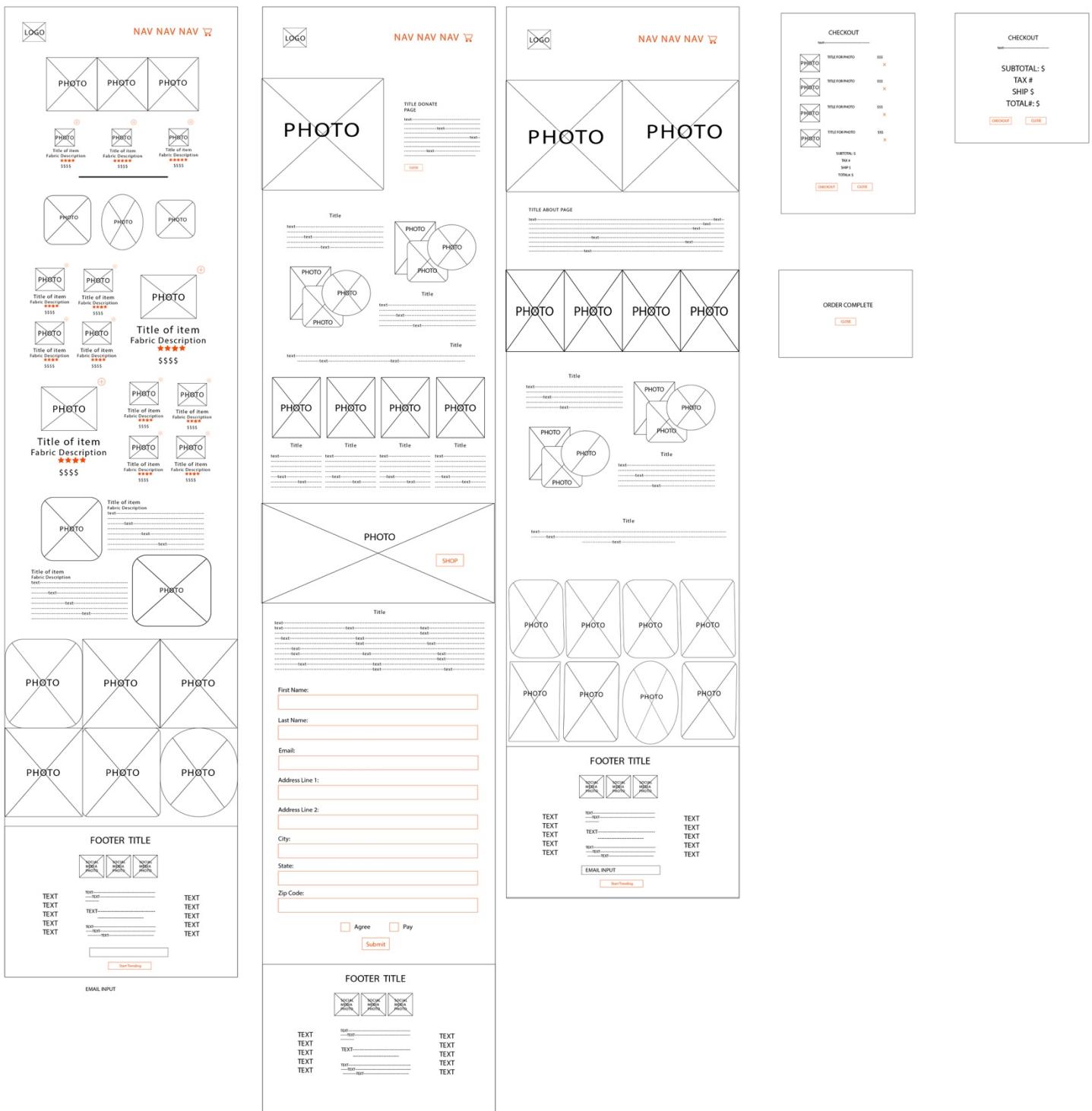
Main Logo Design Process

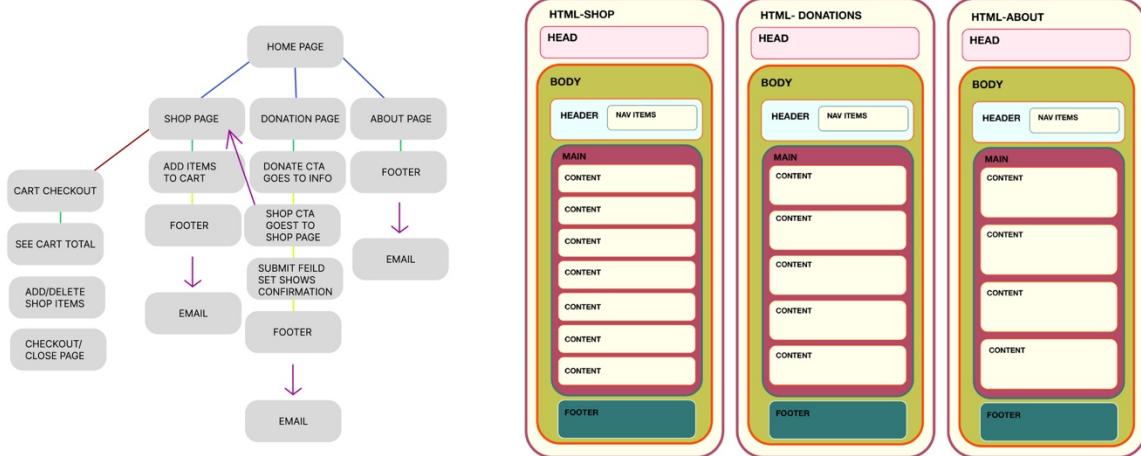


Sketching



High fidelity **Wireframe**



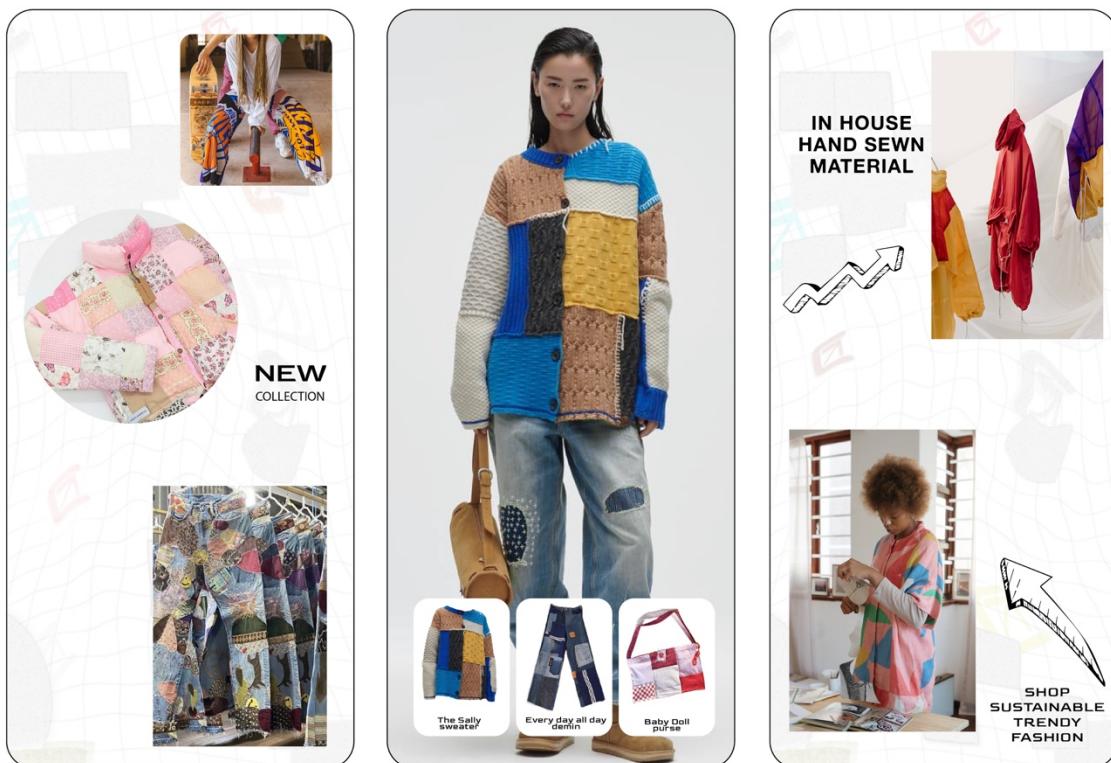


Building the website

During the development of this website, I utilized Visual Studio Code as my code editor and the Google Chrome live extension server for code testing. To ensure the proper functionality and appearance of the website, I followed a structured approach based on wire-frames that I had initially sketched out.

Obstacles: During the development of this website, I encountered a couple of challenges that required my attention and effort. The most significant obstacle I faced was ensuring the responsiveness of the website across multiple screen platforms. Additionally, I had some uncertainties regarding the placement of images and text.

Media advertising



Final Reflection

As a graphic designer, I face the challenge of staying current with trends while juggling personal preferences and external opinions. Navigating the daunting task of shaping a brand's identity and visual direction was initially overwhelming. However, I conquered it, uncovering my preference for a structured brand-building process. As both creator and manager, I excelled in goal setting and achievement, effectively guiding the project within the timeline. While tweaks occurred, I remained dedicated to the schedule, successfully realizing all major project components. This project management prowess ensured focus and timely delivery.



ONE SIZE FITS ALL

Eclectic Patchwork Creations
Crafted from an Array of Cotton Fabrics



MADE FROM RECYCLED MATERIALS • PLASTIC FREE • DO NOT IRON • HAND WASH

