



NEW PREMIUM COLLECTION

BRAND CAMPAIGN

Practical Evaluation

GRAPHIC DESIGNER

Dustine Kibagendi

www.allwritesolns.com

Dustine Kibagendi



Founded in 1916, Etam now operates in over 45 countries throughout the world. This is the brand's first East Africa location, and we plan to expand further over the coming years as we seek to meet the increasing demand for high-quality and affordable lingerie.

sexiness

comfort

sustainability

find the 'PERFECT FIT'

lingerie

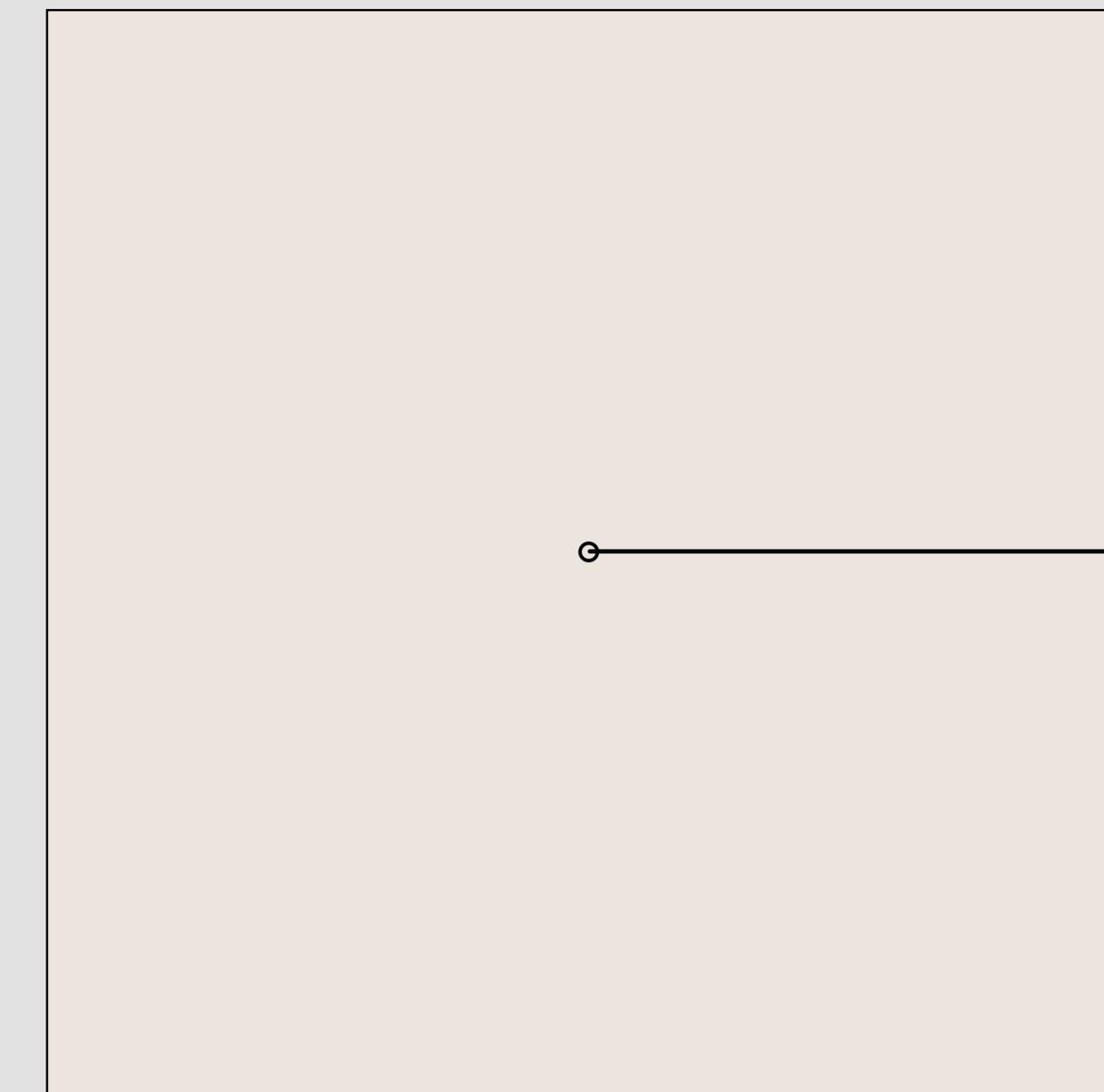
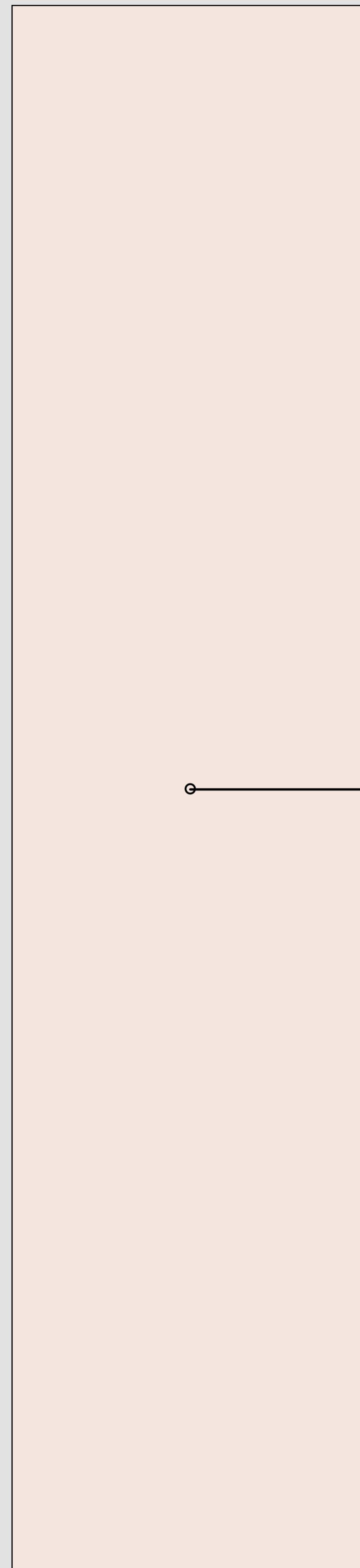
nightwear

swimwear

accessories

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Duytre Kibagendo



TISSUE PAPER*
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R: 236 / G: 231 / B: 228
#ECE7E4

PANTONE 9240 C
C: 4 / M: 12 / J: 12 / N: 0
R: 244 / V: 229 / B: 222
#F4E5DE

FONTS

Recoleta Semibold

aA b B cC

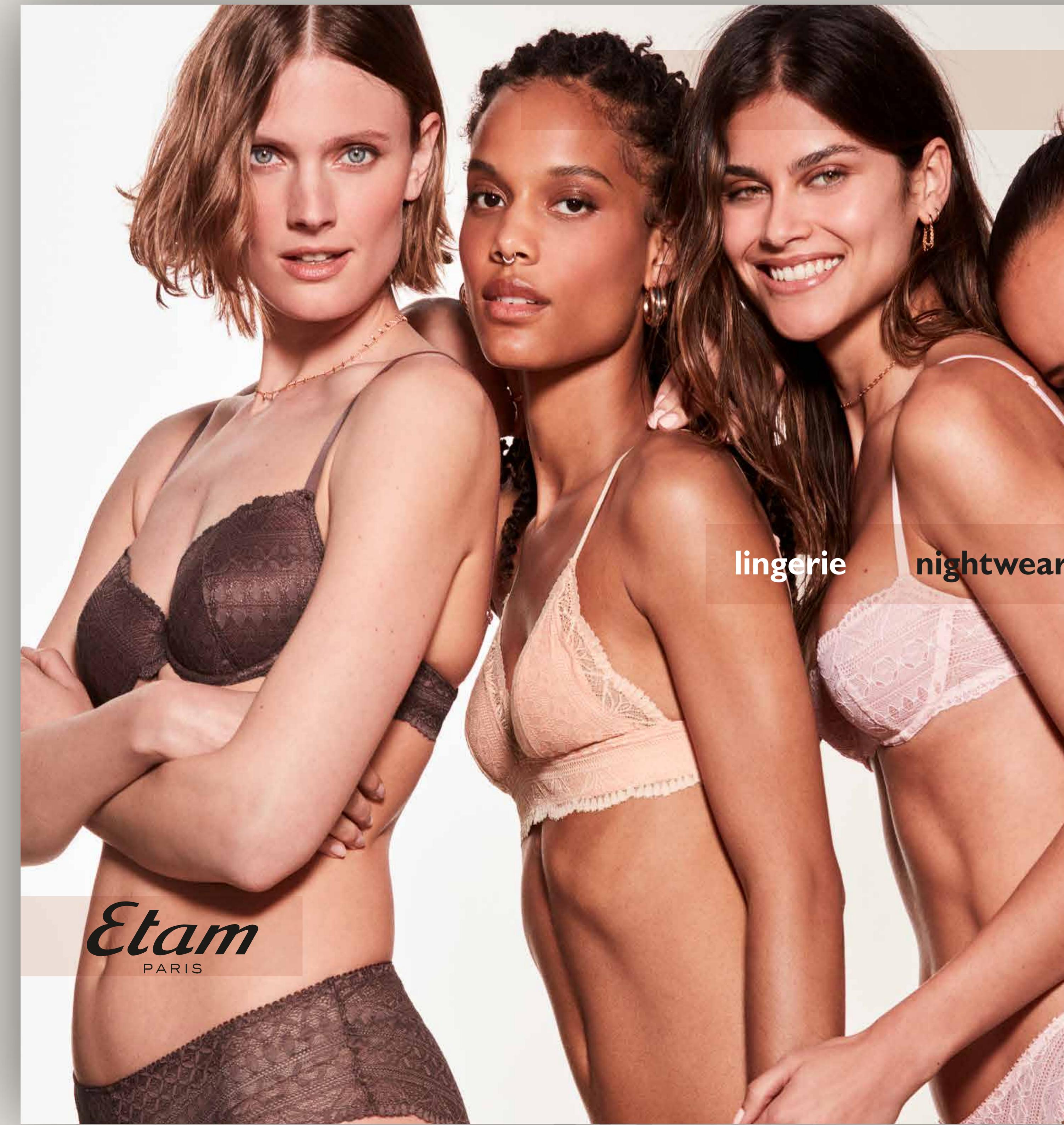
Gill Sans Std

aA bB cC

Baton Turbo

aA b B cC d D eE

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PARIS



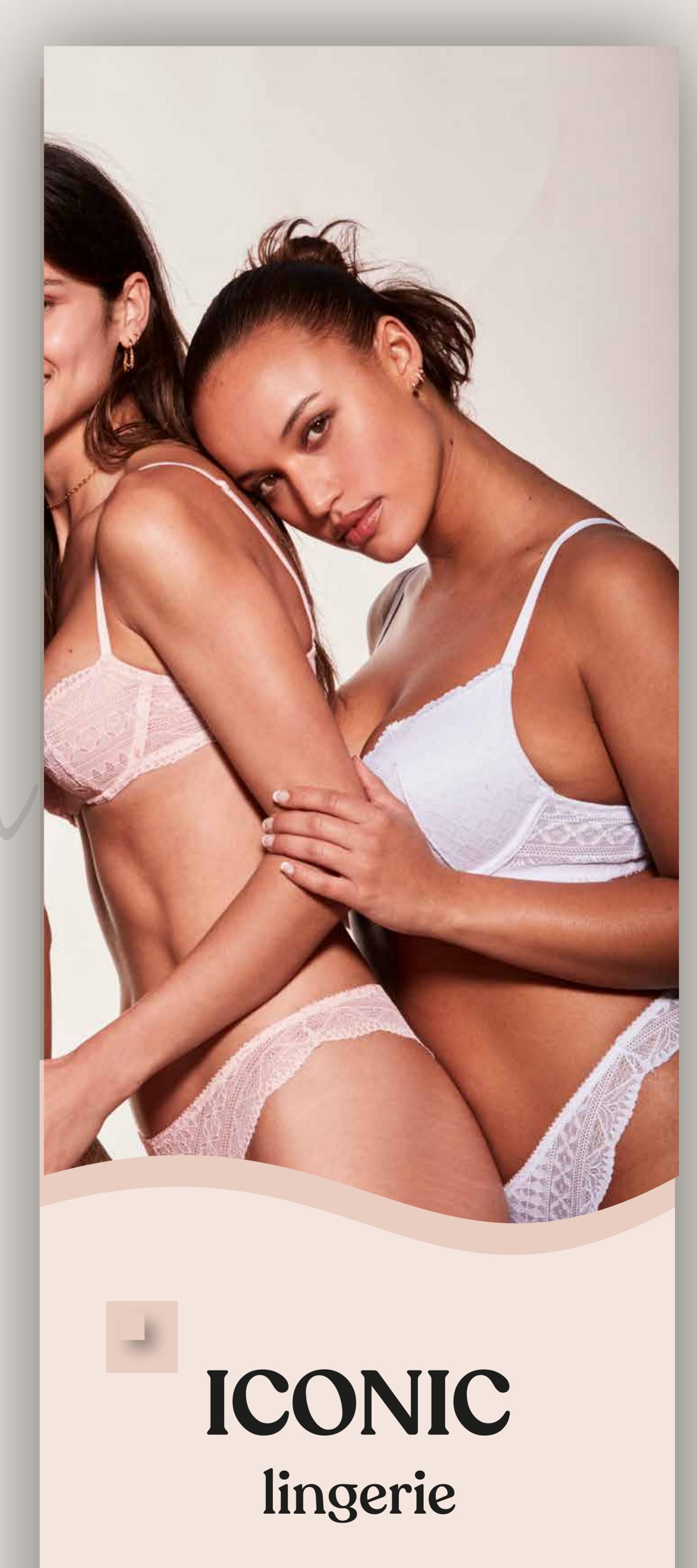
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fit'

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The Village Market
 0791 999 299
 Mon-Sun 10am-8pm



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HIGH FASHION APPEAL



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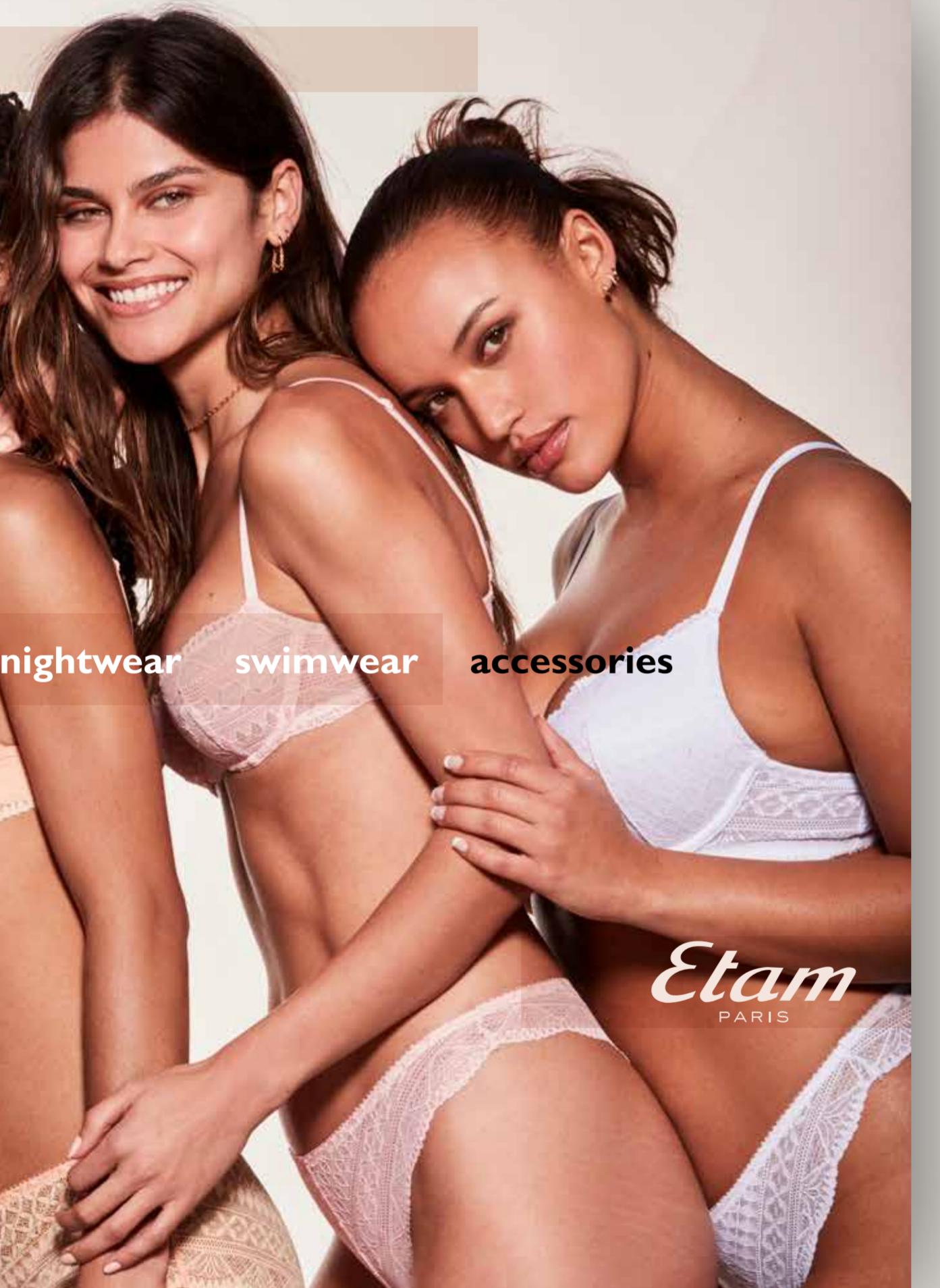
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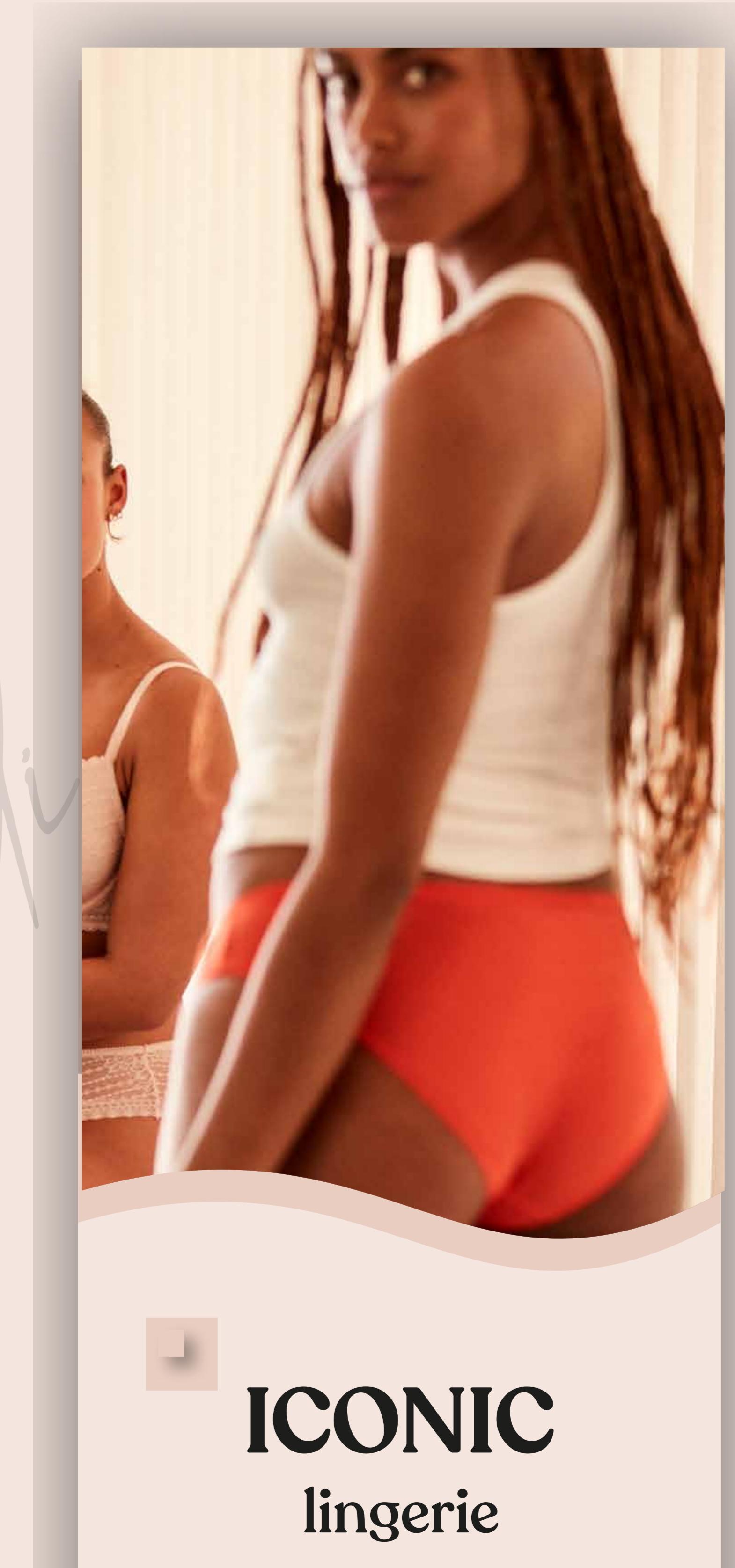
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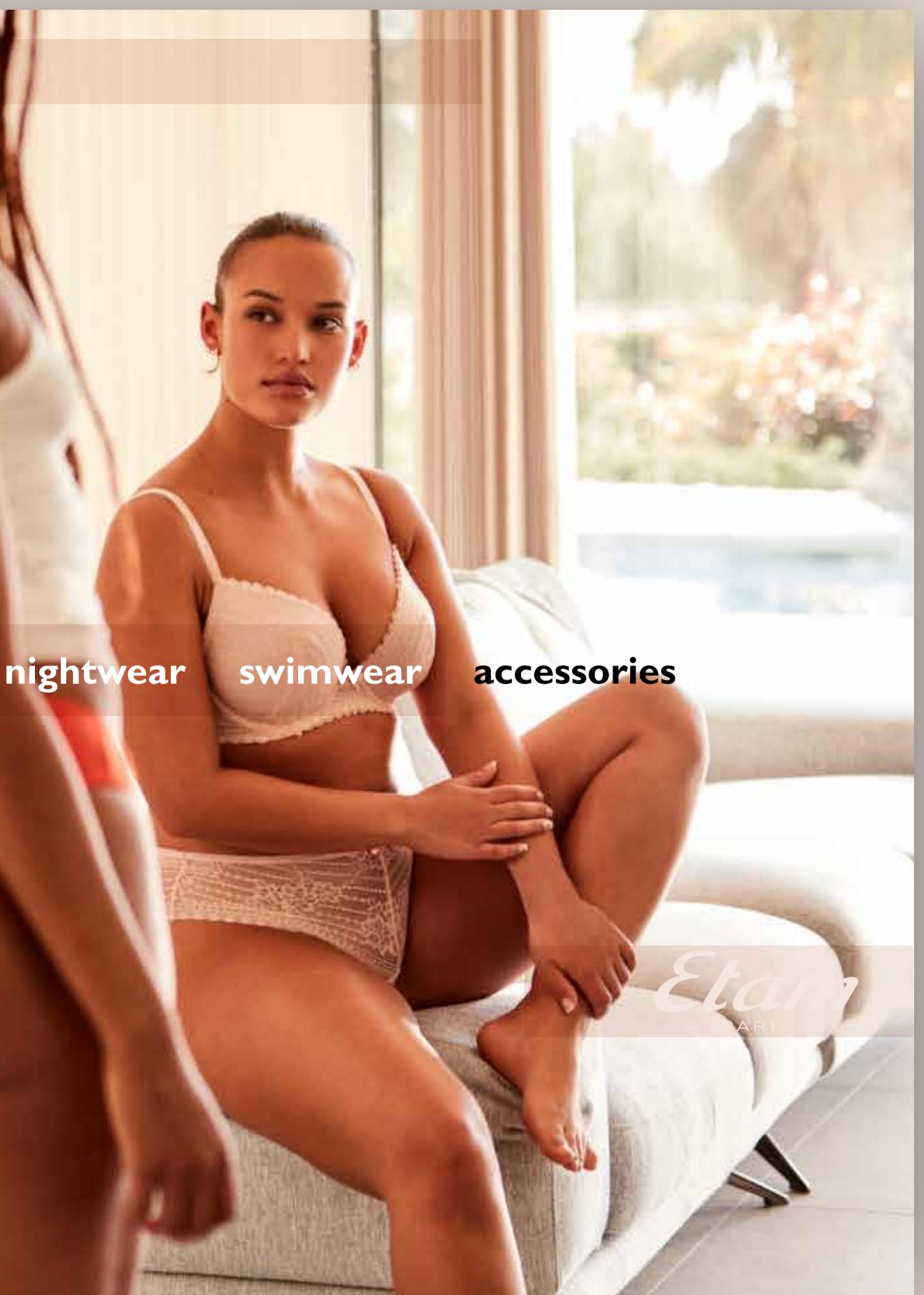
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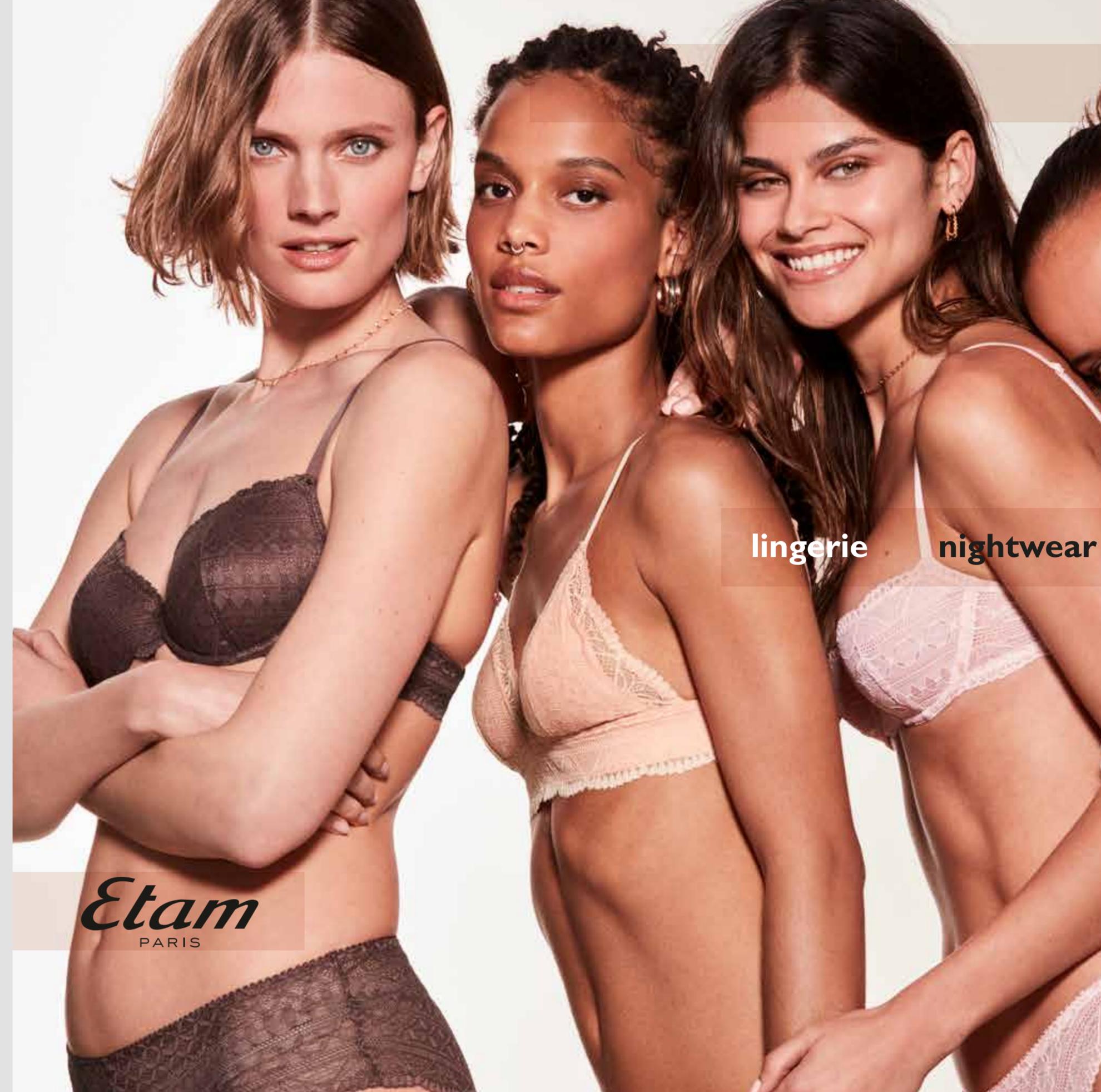
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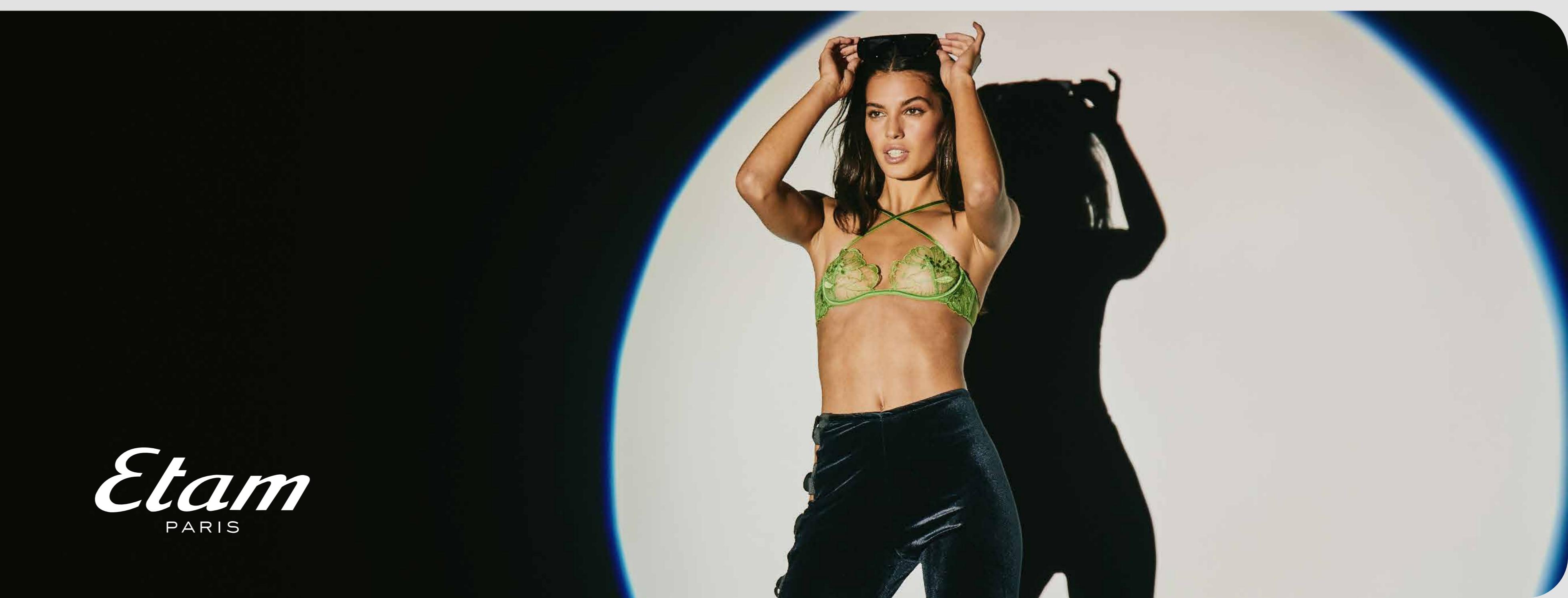
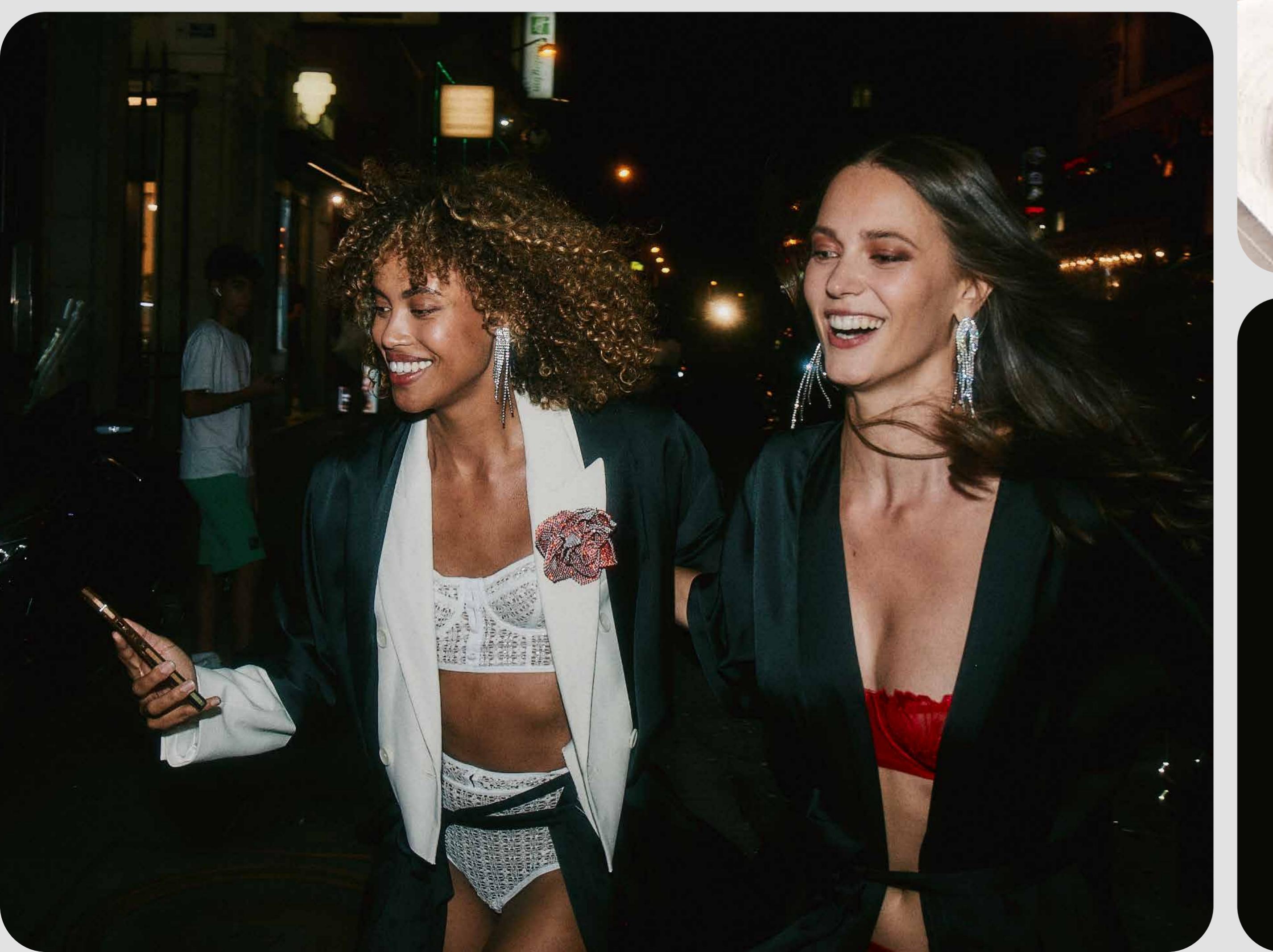
Instagram Facebook X



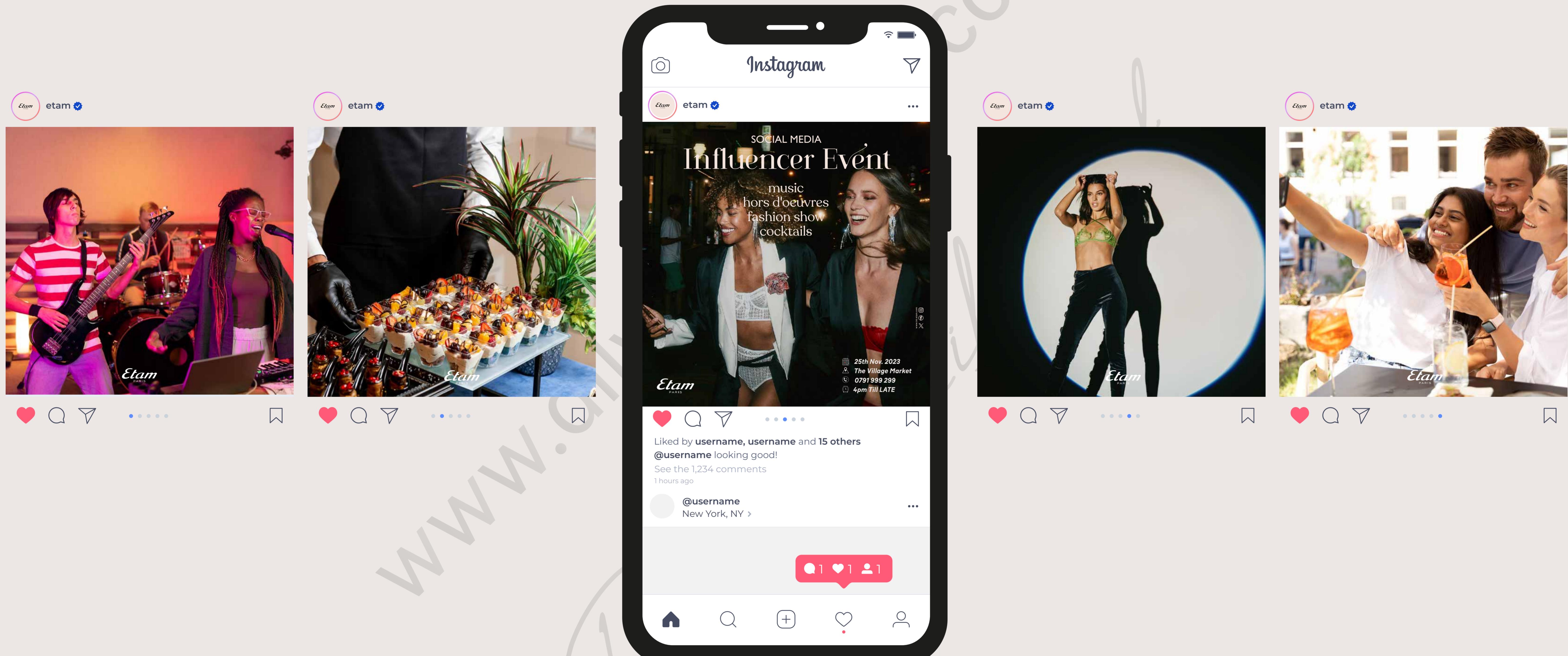
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SOCIAL MEDIA

Influencer Event

music
hors d'oeuvres
fashion show
cocktails



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25th Nov. 2023
The Village Market
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4pm Till LATE

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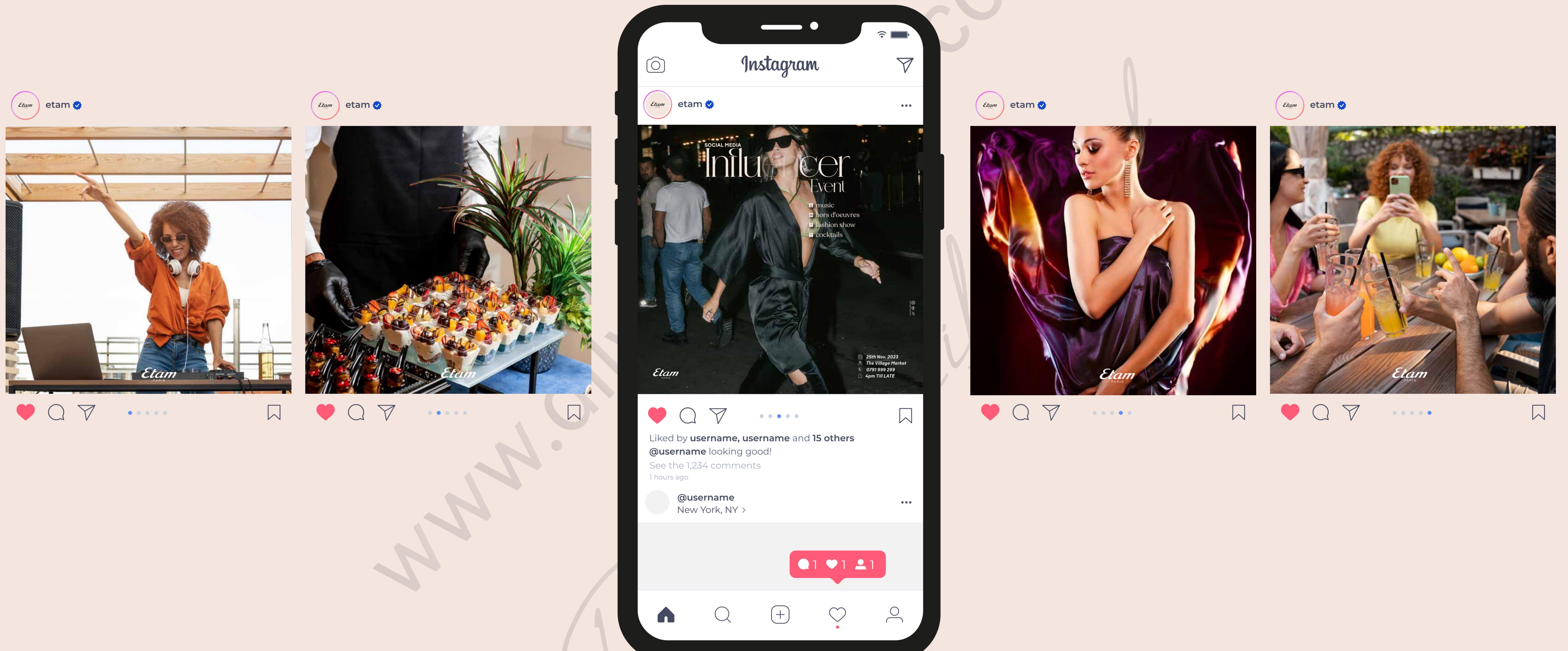


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SOCIAL MEDIA

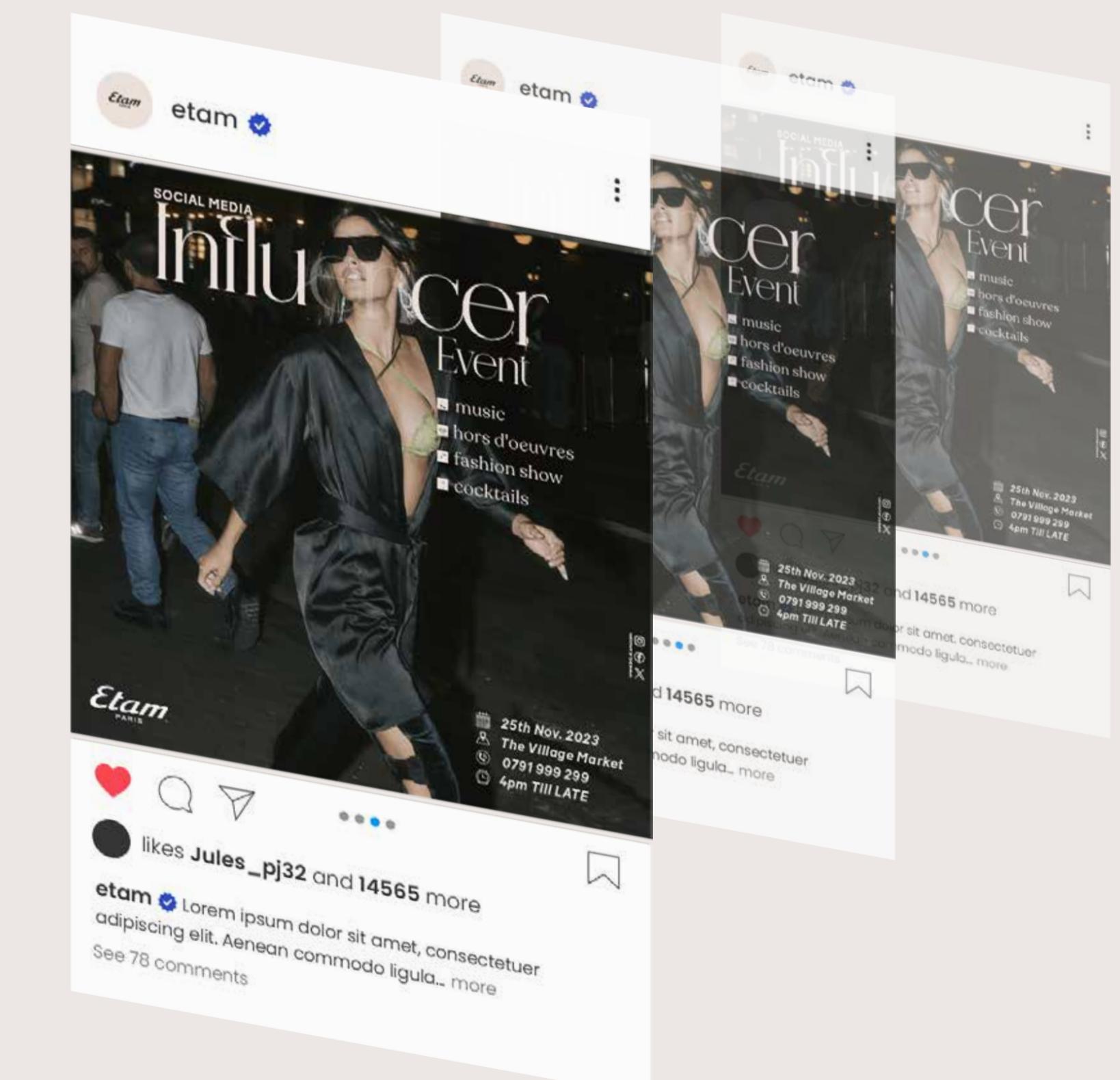
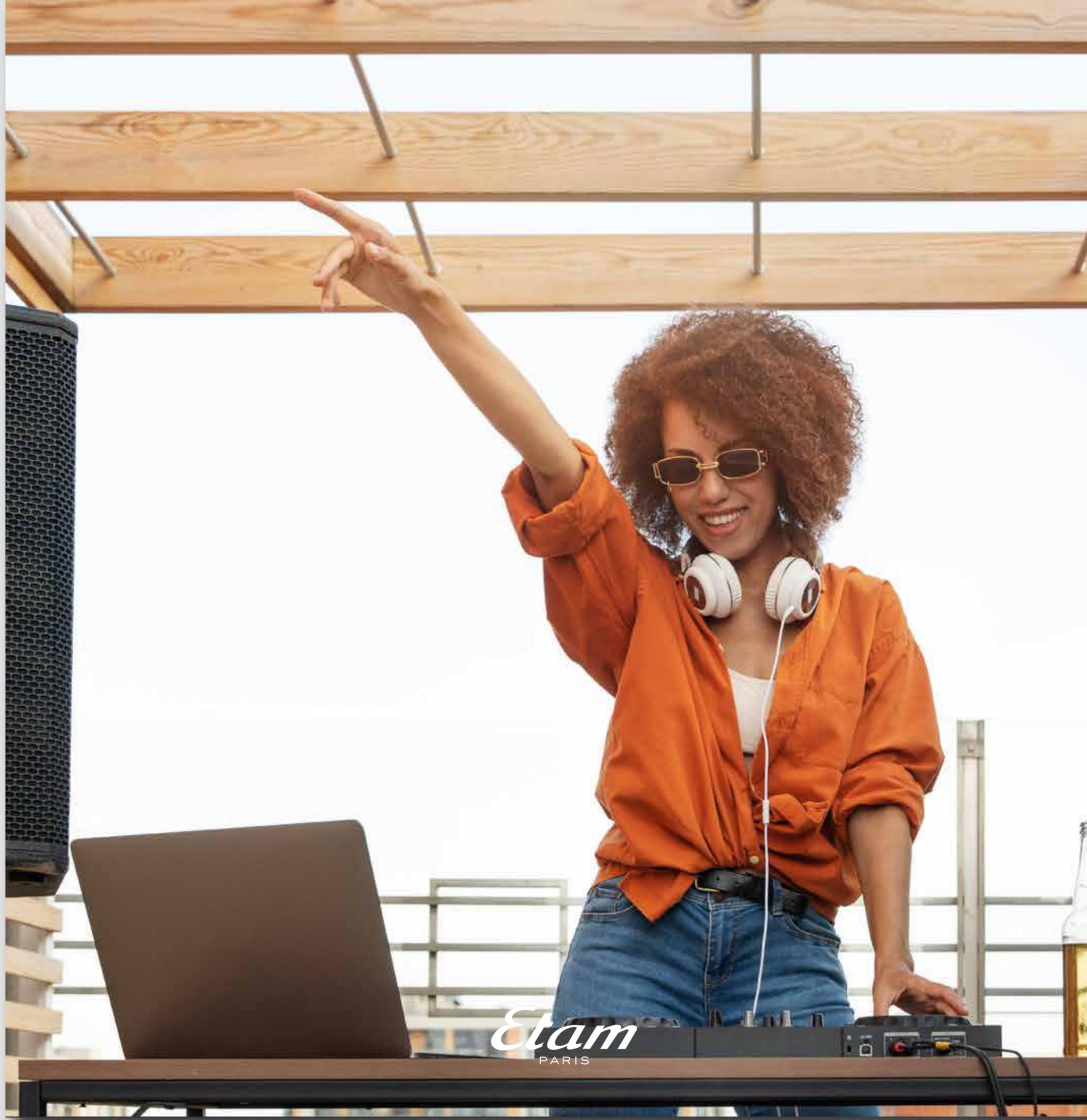
Influencer Event

- music
- hors d'oeuvres
- fashion show
- cocktails

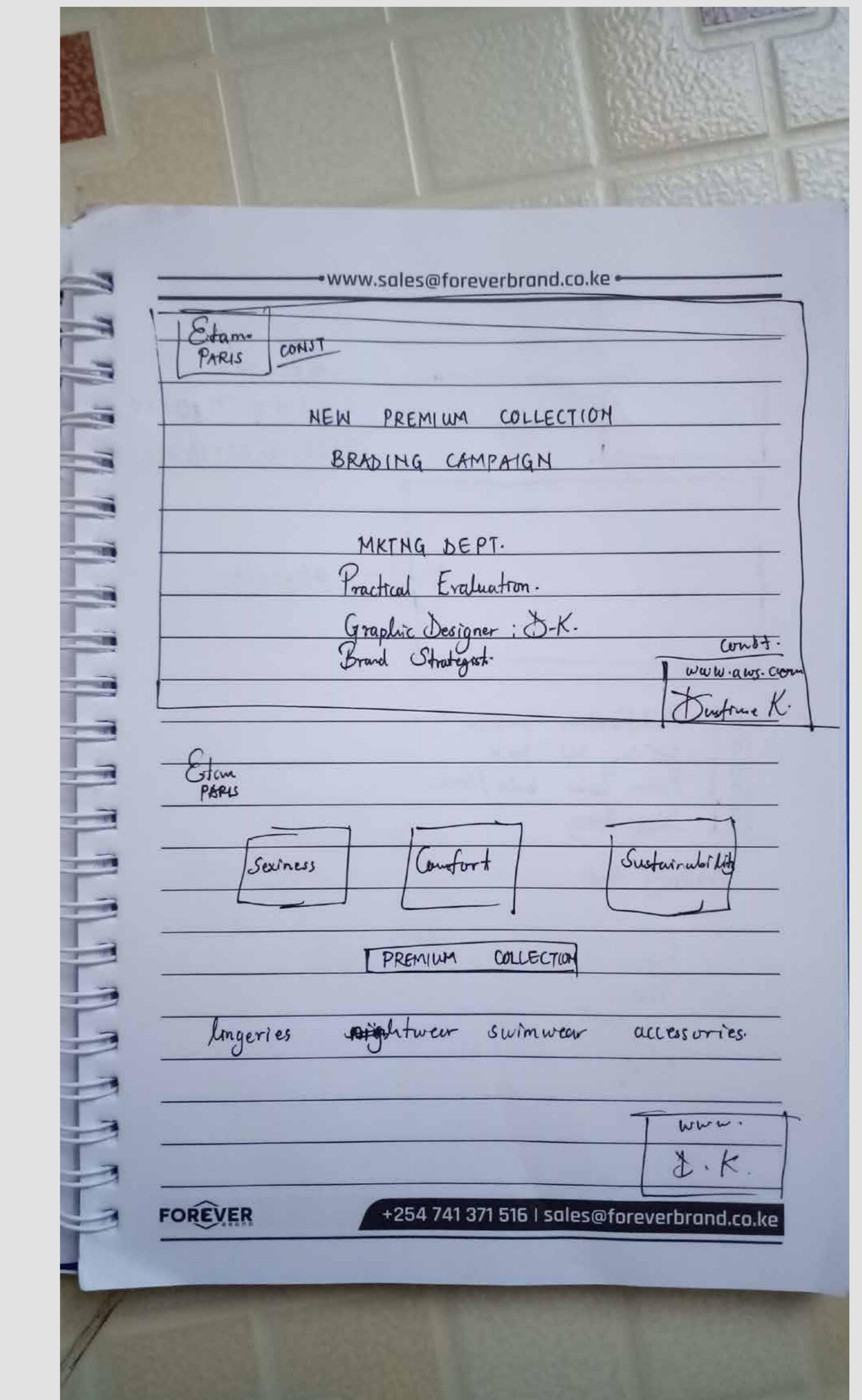
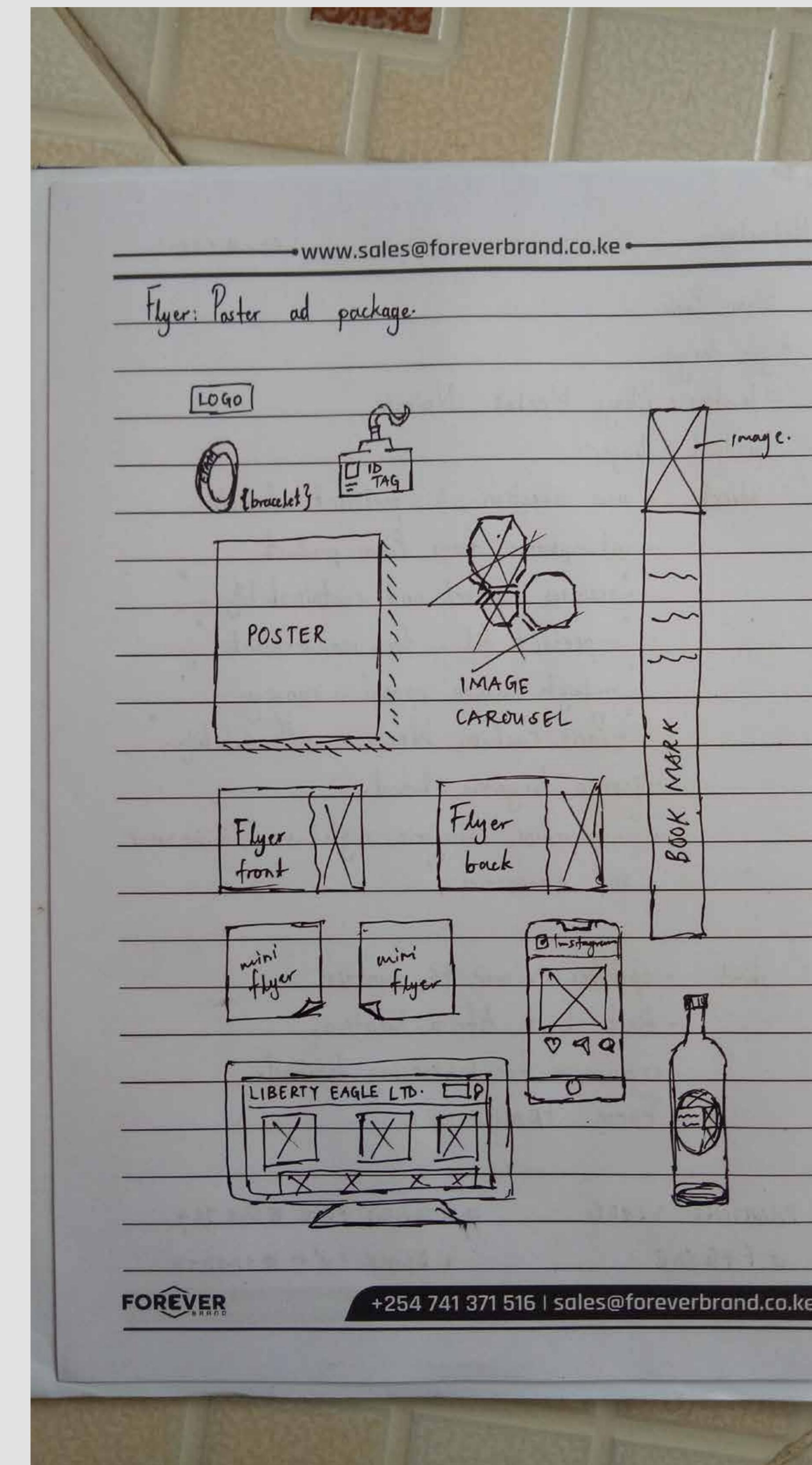
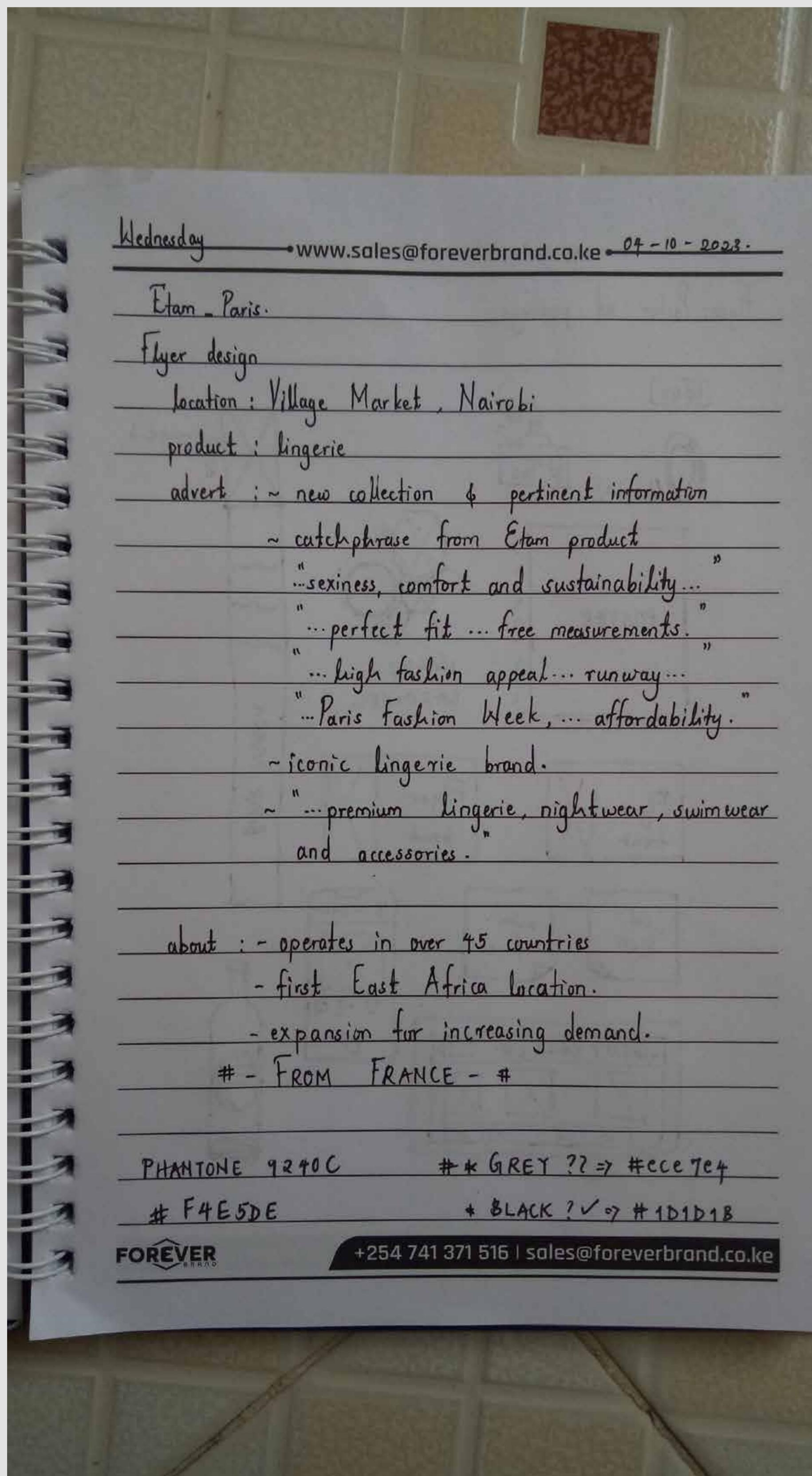
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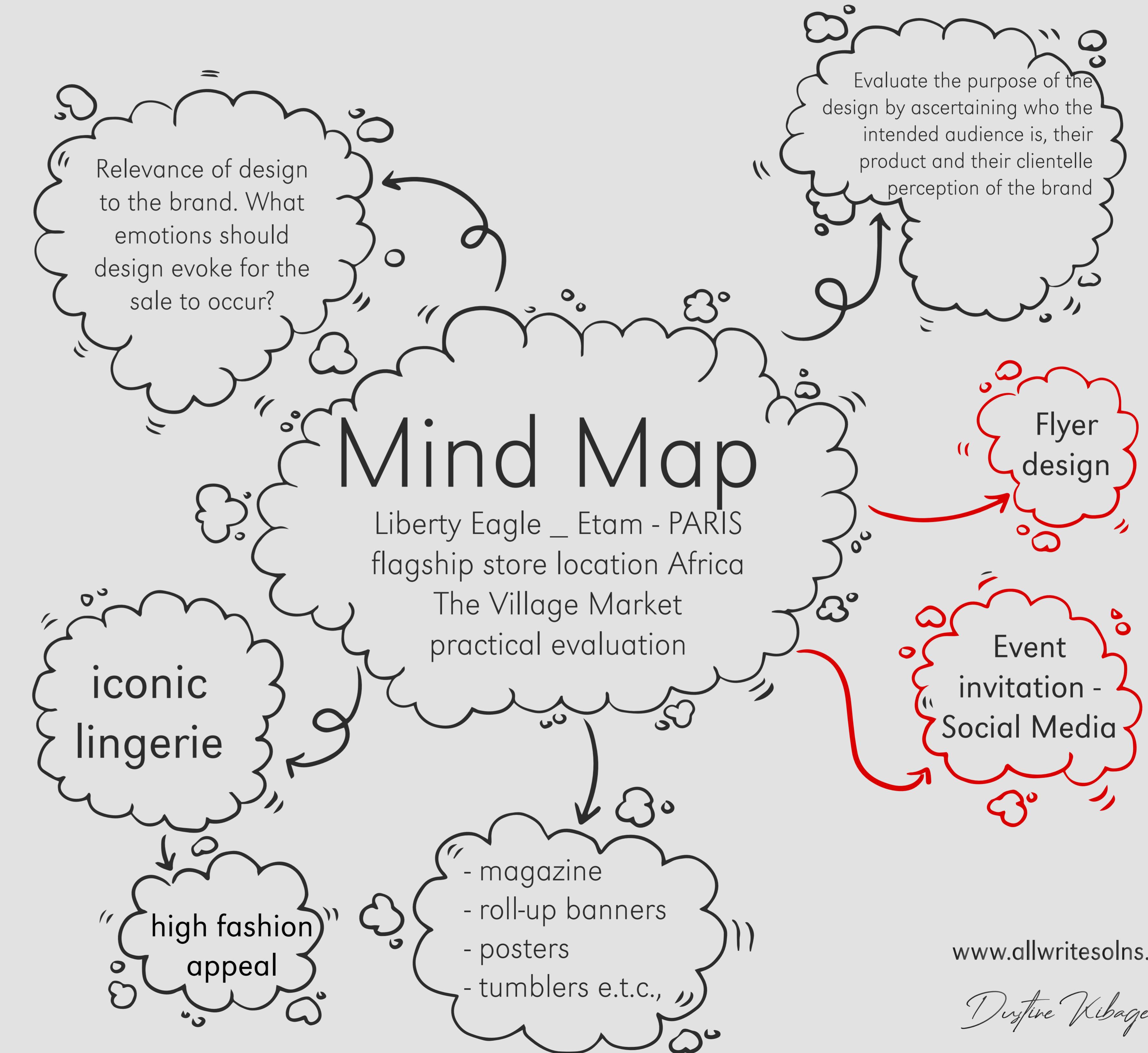
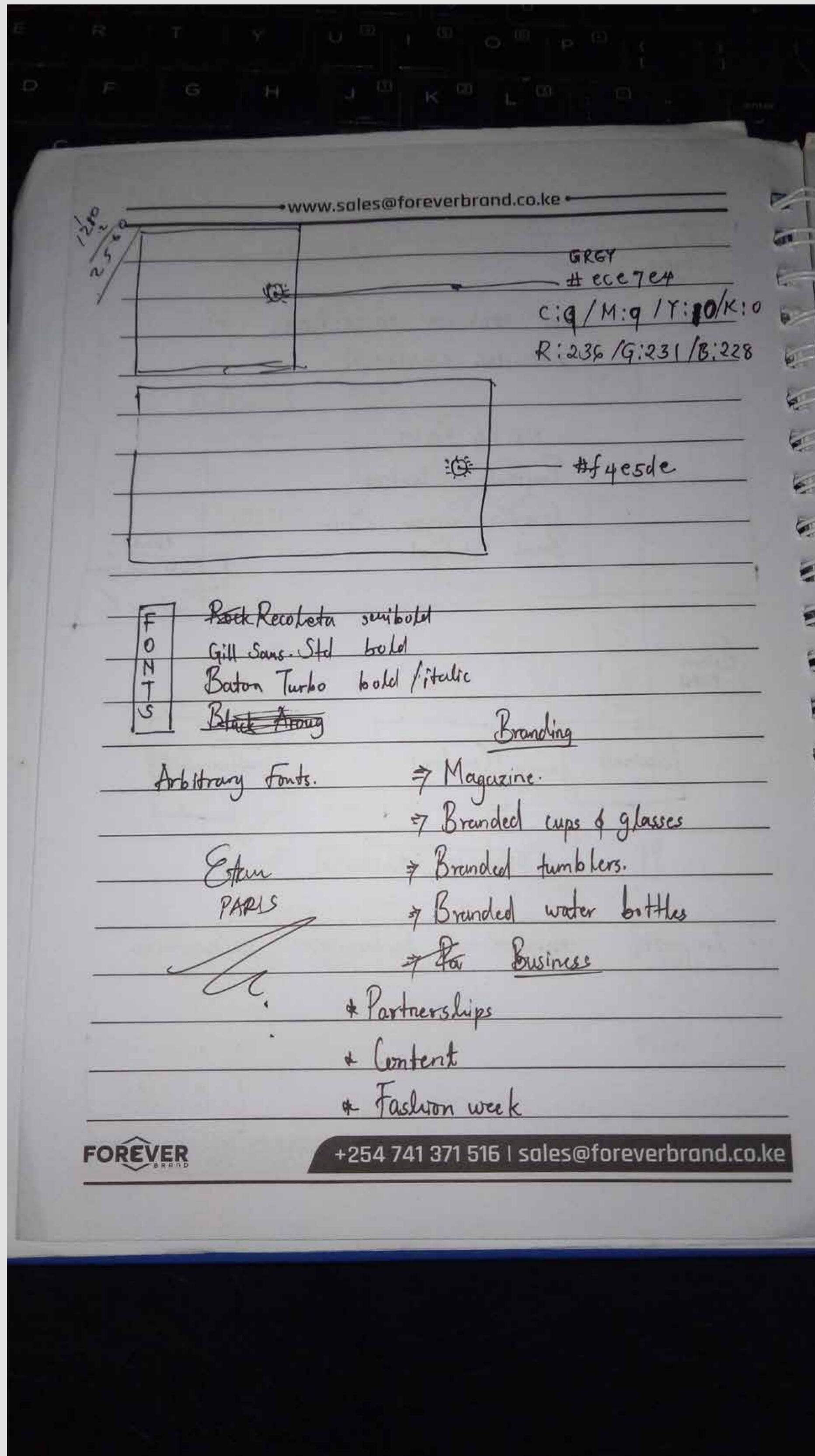
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MIND MAP



MIND MAP



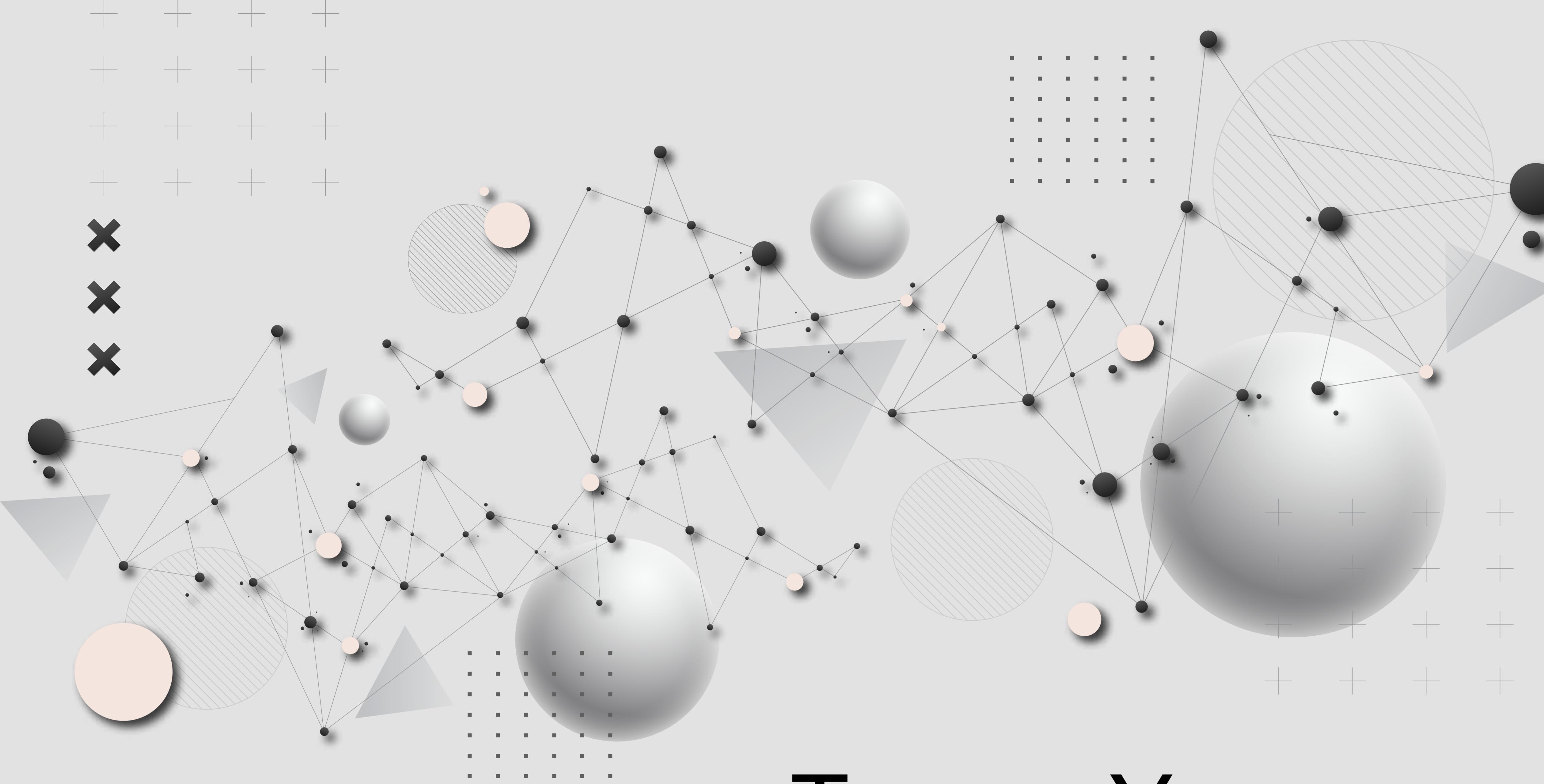
QUESTIONS.

Liberty Eagle Ltd. - Etam

“

- 
- 
- a) What would my typical workday look like as a Graphic Designer for Liberty Eagle Ltd.? Is your performance assessment based on the amount of work done, the quality of the same or the implied benefits garnered through similar activities?
 - b) Why the choice of a flyer and a social media event invitation as the items of assessment for the practical evaluation? Based on your history of operation, would the same suffice for a brand campaign? What does your customer funnel look like? What would I be required to do to improve it?

”



THANK YOU

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