**Design Brief**

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| **Team** | |
| Team members | Farah Ezzeddine |

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| **Client** | |
| Client Name | Vision Vogue |
| Business/Product Name | SunScript Shades |

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| **Project Description** | |
| Who are you? | Vision Vogue stands as a beacon of sophistication in the realm of eyewear. Our esteemed collection of prescription sunglasses, aptly named Sunscript Shades, embodies the pinnacle of optical innovation, providing not only unparalleled vision correction but also a testament to refined elegance. At Vision Vogue, we invite you to experience the epitome of style and clarity, where every frame tells a story of timeless sophistication.  For the tagline, it can be something like “See the world with Style”. |

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| **Objectives** | |
| Objectives/Goals | As a business owner, I envision Vision Vogue becoming a recognized leader in the eyewear industry, renowned for our commitment to precision, style, and customer satisfaction. In the short term, after launching, our primary goals include: Building Brand awareness, expanding product range, growing customer base, and enhancing customer engagement.  Our shop will be opened in Lebanon, Beyrouth.  One of our goals is to open other branches around Lebanon. |

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| **Target Audience/Market** | |
| Target Audience | As glasses are not only considered accessories but also a basic necessity for many individuals today, their importance extends beyond mere style. Some require them for sun protection, others for visual impairment, and many for both purposes. Given this broad spectrum of needs, my primary audience are basically adults. Our primary demographic focus includes: Fashion-Forward individuals, visionary professionals, and health-conscious consumers. As to engage with our diverse audience, we often thought about different strategies such as: Marketing campaigns, social media presence, educational content, and personalized customer service. |

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| **Project Voice** | |
| Project Voice | I want the identity of Vision Vogue to convey a sense of sophistication, innovation, and reliability. I aim for people to perceive us as a brand that not only prioritizes style and elegance but also values precision and quality in every aspect of our products and services. I envision people reacting to our identity with admiration, trust, and excitement. I want them to see Vision Vogue as a go-to destination for premium eyewear that seamlessly blends fashion with function. Ultimately, I hope our identity evokes a sense of confidence in our customers, knowing that they are investing in eyewear that not only enhances their personal style but also meets their visual needs with unparalleled clarity and precision. |
| **Competition** | |
| Competition | Who is your primary national or local competition? (Directly or Indirectly). How is your company different from them? |
| Competitor One | Optique et Vision |
| Competitor Two | Visique Optometrists  What sets Vision Vogue apart from our competitors is our unique combination of precision craftsmanship, contemporary design, and personalized service. Unlike some competitors who may prioritize mass production and generic designs, we place a premium on quality, offering meticulously crafted prescription sunglasses that not only provide optimal vision correction but also reflect the latest trends in fashion and eyewear. |

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| **Color Preferences** | |
| Color Preferences | For such products, I believe that the most preferable colors are black, gold, and silver. They are suitable for a wide range of styles and fashion preferences.  As for the least preferable colors, I believe t­hat overly bright or neon hue such as pink or electric blue. |

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| **Gauging Perception** | |
| Gauging Perception | A brand logo that I like is the logo of Apple Inc. It's a simple yet iconic design featuring an apple with a bite taken out of it, it`s simple, symbolism, and timelessness. |
| Logo Style |  |

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| **Keywords** | |
| Keywords | What keywords best describe your business? Select 3, may be 4.  Enthusiastic, original, modern, unique. |

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| **Additional Input** | |
| Additional Input | Feel free to share any additional comments you think are important to take into consideration. |