

BEFORE



AFTER





### The Artistic & Colorful logo made:

This variation is a vibrant, artistic take on the logo, combining abstract elements with a rich color palette.

### Design Logic:

- **Brand Identity:** The central M is abstractly formed, incorporating elements that suggest petals or artistic brushstrokes, connecting to the creative and expressive nature of fashion. The combination of colors gives it a very unique, memorable look.
- **Modern Design Trends:** This logo uses a watercolor and flowing abstract art style, which is a popular trend for brands wanting to appear creative, unique, and joyful. The multi-hued palette of magenta, purple, and gold creates a sense of luxury and creativity.
- **Target Audience:** This logo is perfect for a brand that wants to position itself as a source of creative, curated, and diverse fashion. It appeals to an audience that sees fashion as an art form.