

# **GOVERNMENT COLLEGE OF ENGINEERING [IRTT]**

**ERODE: 638 316**



## **Electronics and Communication Engineering**

**NAAN MUDHALVAN**

**DIGITAL MARKETING**

**ASSIGNMENT**

**NM ID: 7E89DF73D2A8B93B0E54BDE419176721**

**NAME: SANMITHA S**

*BRAND NAME: OFF-WHITE COLOURS*

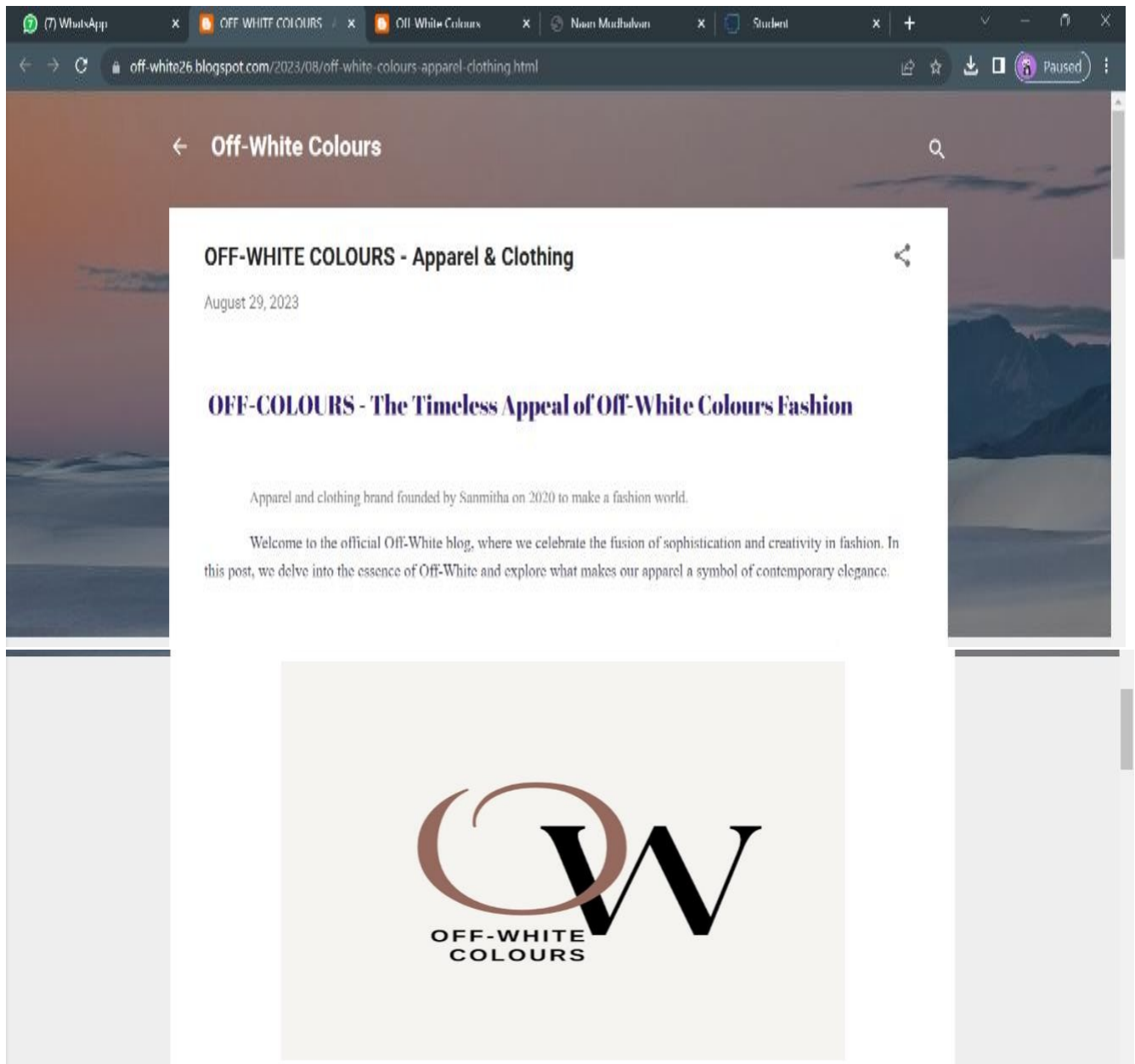
*CATEGORY: CLOTHING BRAND*

1. Create a blog or website using Blogspot and WordPress. Customize the themedesign and post new article with 500 words.

Link: Blog using Blogspot

<https://off-white26.blogspot.com/2023/08/off-white-colours-apparel-clothing.html>

Screenshot:



## ART OF MINIMALISM

At Off-White Colours, we believe in the power of minimalism. Our designs embrace clean lines, neutral color palettes, and subtle detailing that allow the wearer to make a statement without saying a word. Each piece is carefully crafted to exude understated luxury, perfect for those who appreciate the beauty of simplicity.

## Quality Craftsmanship

Our commitment to quality craftsmanship sets us apart. From the selection of fabrics to the finishing stitches, every step of the production process is meticulously executed to ensure that our customers receive garments that stand the test of time. The durability and comfort of our apparel reflect our dedication to excellence.

## Versatile Elegance

One of the remarkable aspects of Off-White fashion is its versatility. Whether you're attending a formal event or simply strolling through the city streets, our pieces effortlessly transition from day to night. This adaptability aligns with our belief that fashion should complement the various facets of modern life.

## Celebrating Individuality

Off-White is more than just clothing; it's a celebration of individuality. We encourage our customers to embrace their uniqueness and express themselves through their personal style. Each Off-White piece becomes a canvas upon which wearers can showcase their distinct personalities.

Elevate your wardrobe with Off-Colours. Experience the elegance.



Here is the season! Start shopping !!

## Categories

### Clothing

All Clothing  
Modest Wear  
Hoodies & Pullovers  
Shirts & Tops  
Jackets  
Compression & Off colors Pro  
Trousers & Leggings  
Shorts

### Kids

Infant & Toddler Shoes  
Kids Socks  
Trousers & off colors pro  
Shirts & Pants  
Shorts  
Sweaters  
Ethnic wear  
Salwar suit

### SportsWear

sbi suits  
wet suits  
leotards  
tracksuits  
shorts  
T shirts  
pole shirts



To leave a comment, click the button below to sign in with Google.

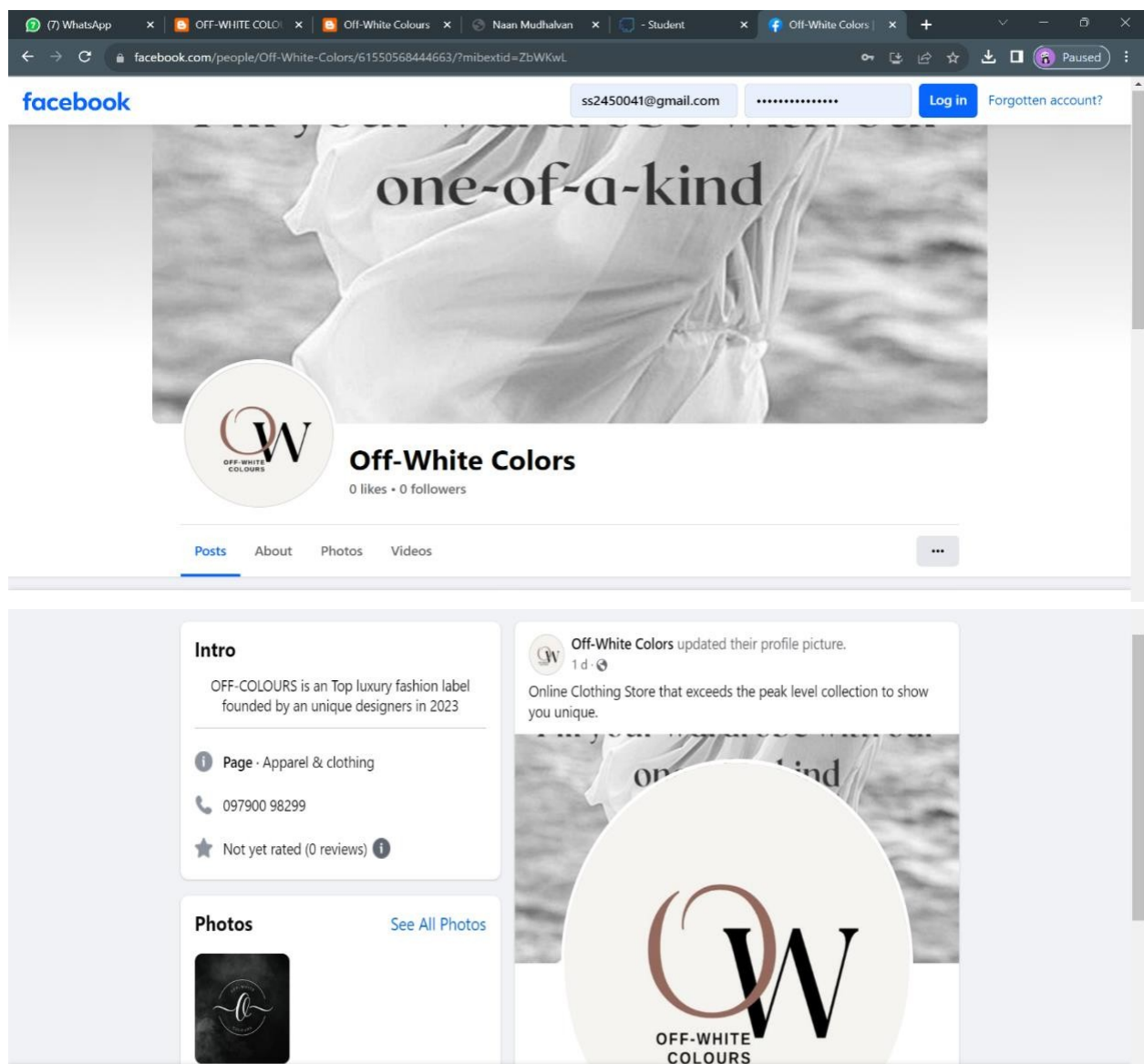
SIGN IN WITH GOOGLE

2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

<https://www.facebook.com/profile.php?id=61550568444663&mibextid=ZbWKwL>

Screen shot:

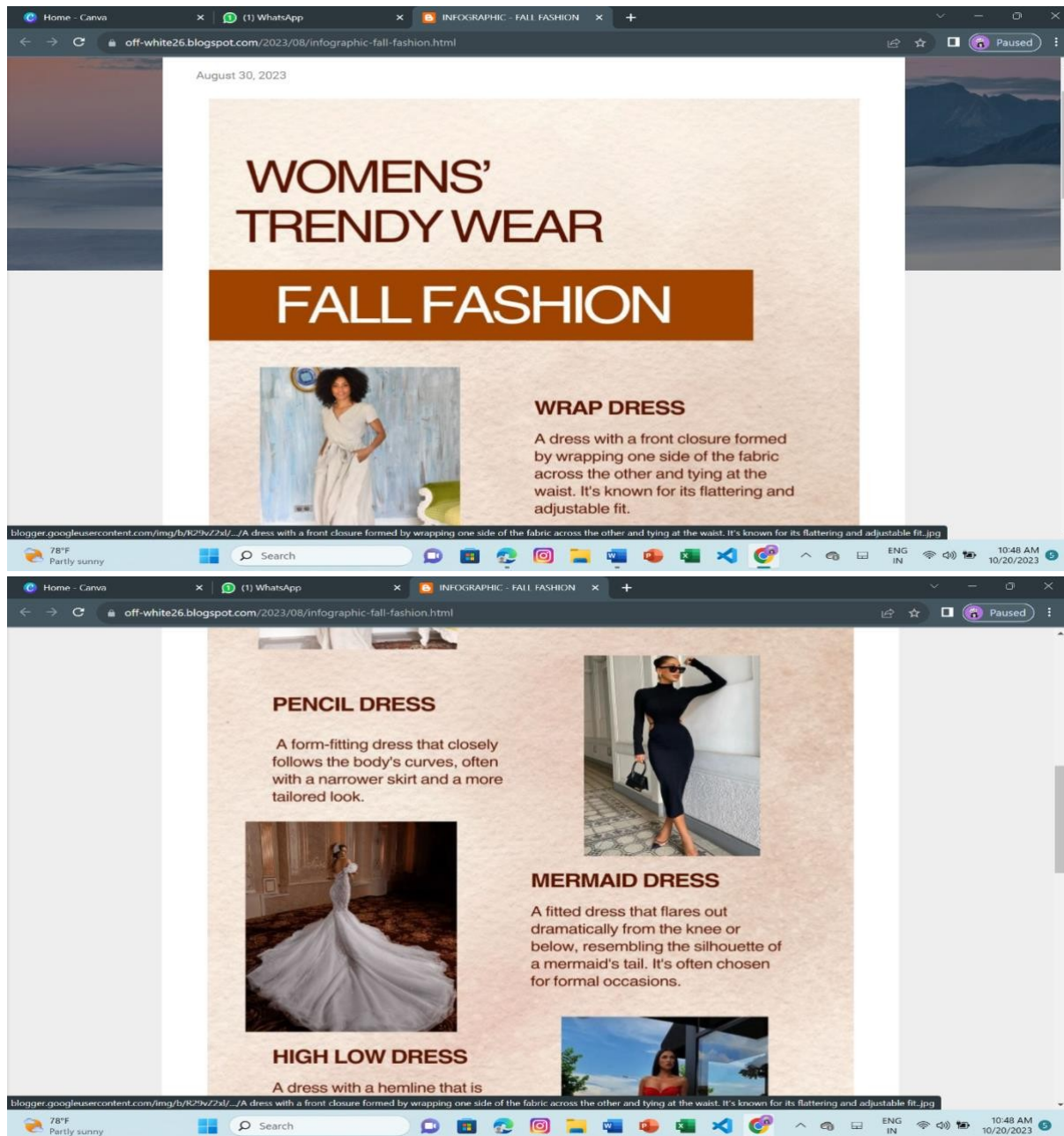


3. Create and design a social media advertisement poster using canva.

Link: Social media advertisement using canva.

<https://off-white26.blogspot.com/2023/08/infographic-fall-fashion.html>

Screenshot:





Home - Canva x (1) WhatsApp x INFOGRAPHIC - FALL FASHION x

off-white26.blogspot.com/2023/08/infographic-fall-fashion.html

**HIGH LOW DRESS**

A dress with a hemline that is shorter in the front and longer in the back, combining the elegance of a long dress with the ease of movement in the front.



**FULL SLEEVE CROP TOP**

The combination of the cropped hem and the longer sleeves creates a balanced and fashionable look. Full-sleeve crop tops come in various styles.

**WWW.WOMENS'TRENDYWEAR.COM**

blogger.googleusercontent.com/img/b/R29vZ2xl/.../A dress with a front closure formed by wrapping one side of the fabric across the other and tying at the waist. It's known for its flattering and adjustable fit.jpg

78°F Partly sunny Search ENG IN 10:48 AM 10/20/2023



4. Create email newsletter design using MailChimp or canva tool.

Link: Email newsletter design using canva

<https://off-white26.blogspot.com/2023/08/email-newsletter-off-white-colours.html>

screenshot:

