GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE 638316

ELECTRICAL AND ELECTRONICS ENGINEERING

NAAN MUDHALVAN

DIGITAL MARKETING ASSIGNMENT

NAME: ABIRAMI S

NM ID: au731120105008

BRAND NAME : COTURE CANVAS CORNER

CATEGORY: DRESS

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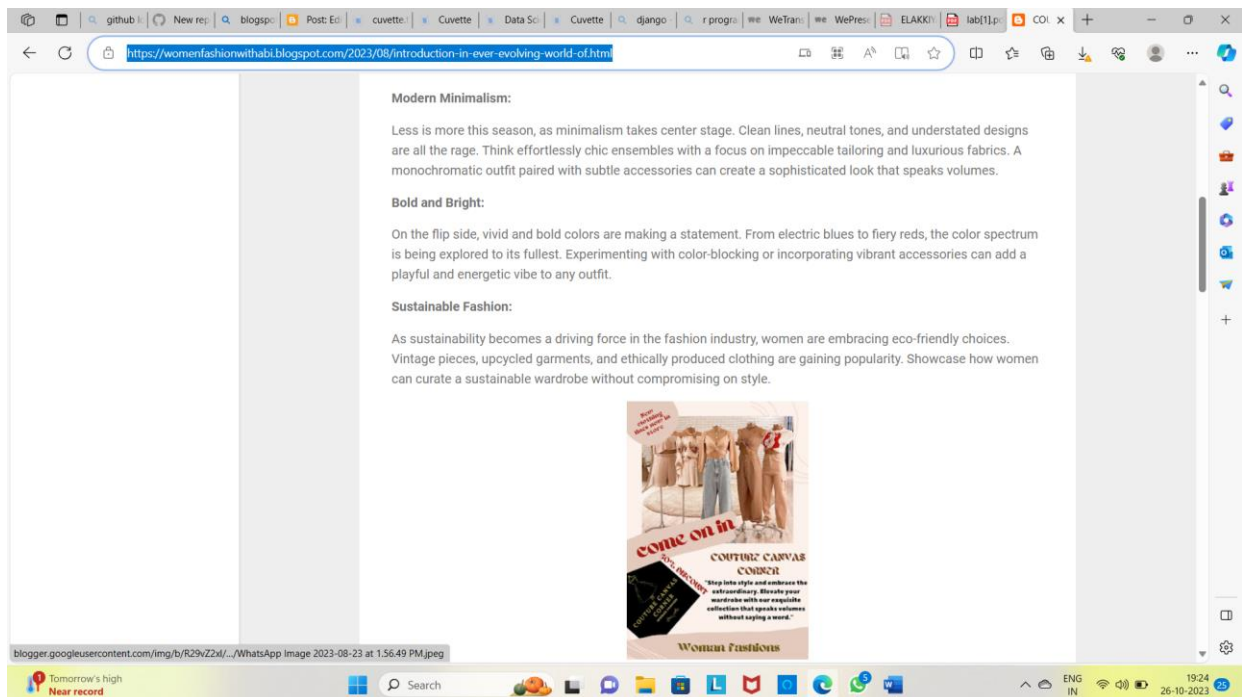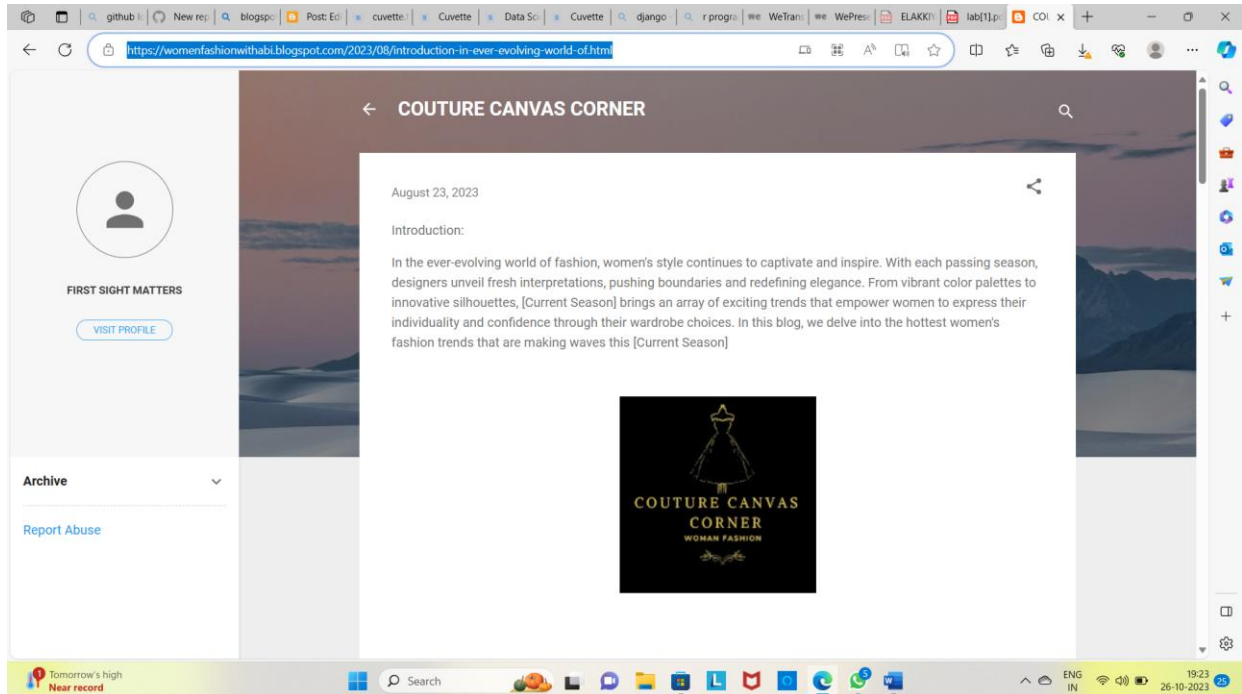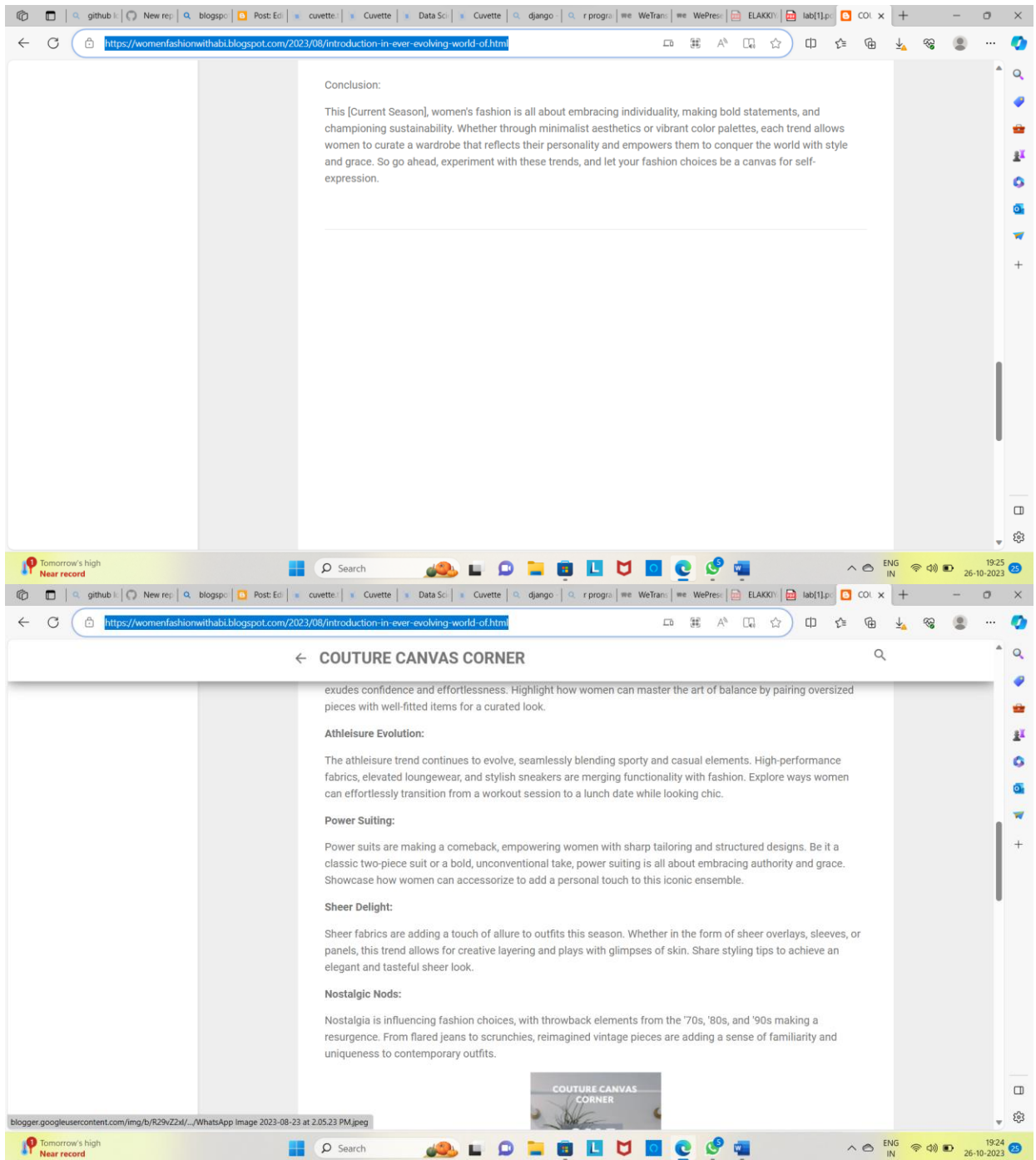
Theme design:

Link: Blog using Blogspot

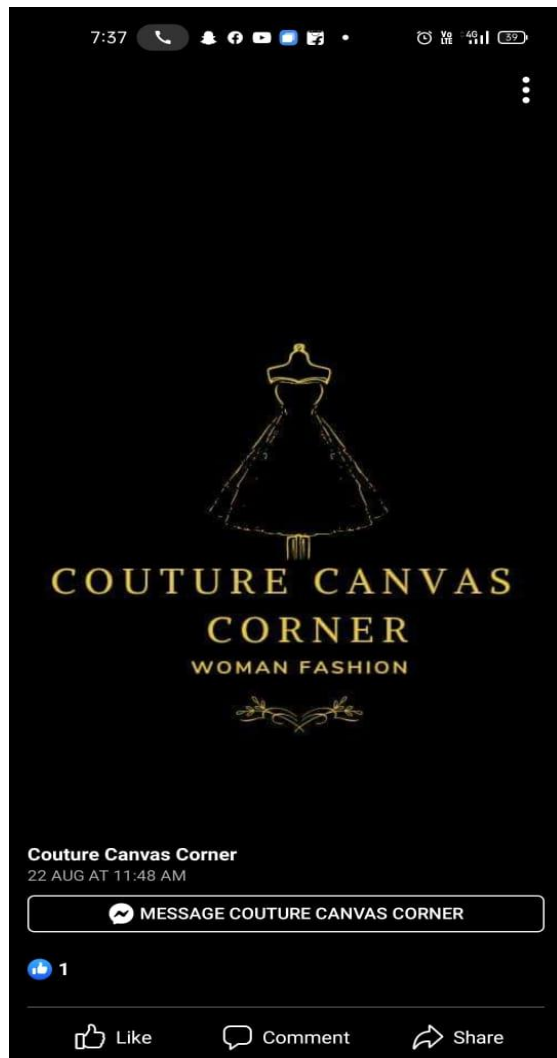https://womenfashionwithabi.blogspot.com/2023/08/introduction-in-ever-evolving-world-of.html

SCREENSHOT:

Conclusion:

This [Current Season], women's fashion is all about embracing individuality, making bold statements, and championing sustainability. Whether through minimalist aesthetics or vibrant color palettes, each trend allows women to curate a wardrobe that reflects their personality and empowers them to conquer the world with style and grace. So go ahead, experiment with these trends, and let your fashion choices be a canvas for self-expression.

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exudes confidence and effortlessness. Highlight how women can master the art of balance by pairing oversized pieces with well-fitted items for a curated look.

Athleisure Evolution:

The athleisure trend continues to evolve, seamlessly blending sporty and casual elements. High-performance fabrics, elevated loungewear, and stylish sneakers are merging functionality with fashion. Explore ways women can effortlessly transition from a workout session to a lunch date while looking chic.

Power Suiting:

Power suits are making a comeback, empowering women with sharp tailoring and structured designs. Be it a classic two-piece suit or a bold, unconventional take, power suiting is all about embracing authority and grace. Showcase how women can accessorize to add a personal touch to this iconic ensemble.

Sheer Delight:

Sheer fabrics are adding a touch of allure to outfits this season. Whether in the form of sheer overlays, sleeves, or panels, this trend allows for creative layering and plays with glimpses of skin. Share styling tips to achieve an elegant and tasteful sheer look.

Nostalgic Nods:

Nostalgia is influencing fashion choices, with throwback elements from the '70s, '80s, and '90s making a resurgence. From flared jeans to scrunchies, reimagined vintage pieces are adding a sense of familiarity and uniqueness to contemporary outfits.

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

Link: Facebook business page

https://www.facebook.com/profile.php?id=61550604951561&mibextid=ZbWKwL

Screenshot:

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

Link: Social media advertisement using canva
https://womenfashionwithabi.blogspot.com/2023/09/infographic.html
Screenshot:

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

Link: Email newsletter design using canva

https://womenfashionwithabi.blogspot.com/2023/08/introduction-in-ever-evolving-world-of.html

Screenshot: