Creative Brief

This project is my creative vision of my lifestyle, and which I built to be a clothing line and a gallery to promote my work of photography and videography. The meaning of my brand name has a specific meaning behind it and the visuals that I use is for a reason. The number seventy-seven is known as the angel number. The name of my brand was inspired by the many triumphs in my life that have molded me to be who I am today. It took me a while to get here, even though I still fight many battles, but I finally feel at peace with myself and life. Accepting the battles that come with it. My logo, Divine77, means; of from or like God and angels always surrounding. And my slogan is, “walking with angels” because it reveals another meaning out of the logo. My goal for my project is to create a life time success and reveal my creative vision and eventually be known for it worldwide. Also, eventually my website will have all of my products and also the prices will be instilled. Stay tuned.