

AARA BUSINESS DESIGN

Design Studio 2, 2nd semester 2025

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First Year

Dropbox



- ◊ FASHION
- ◊ LUXURY
- ◊ SUSTAINABILITY

Aara - A New Era of Luxury & Sustainability

Aara is a premium fashion and lifestyle brand redefining luxury with sustainability. Offering high-end fashion, handbags, cosmetics, and fragrances, Aara blends timeless elegance with ethical craftsmanship. With eco-conscious sourcing, bespoke services, and a global presence, Aara delivers a refined, modern luxury experience.

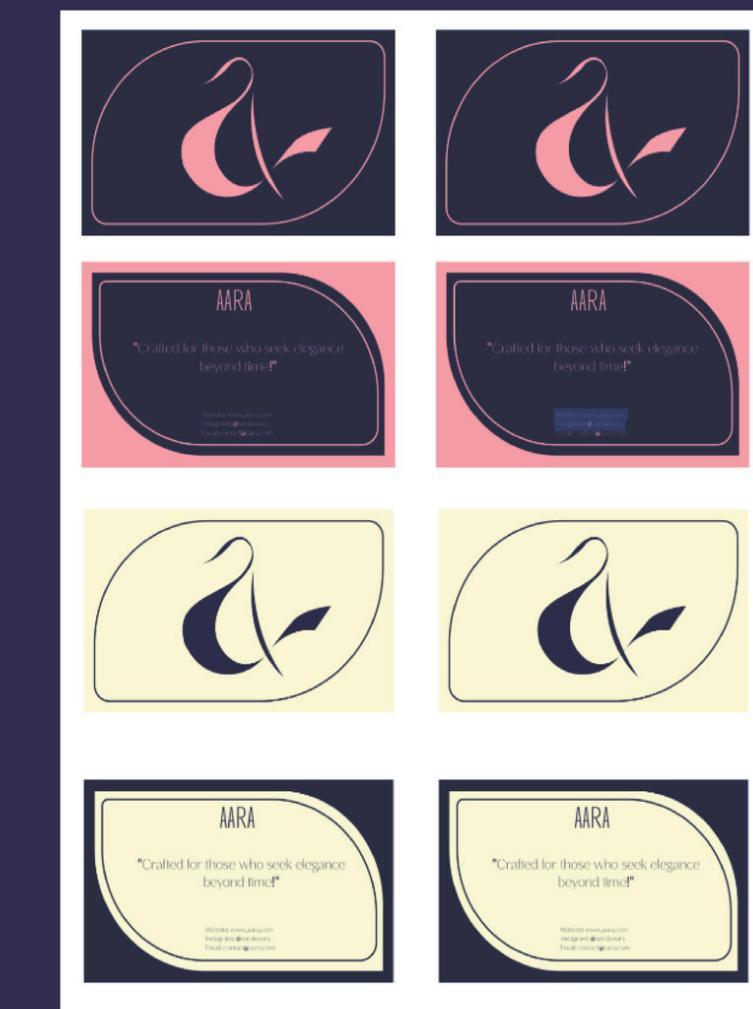


"Where Luxury Meets
Conscious Elegance."

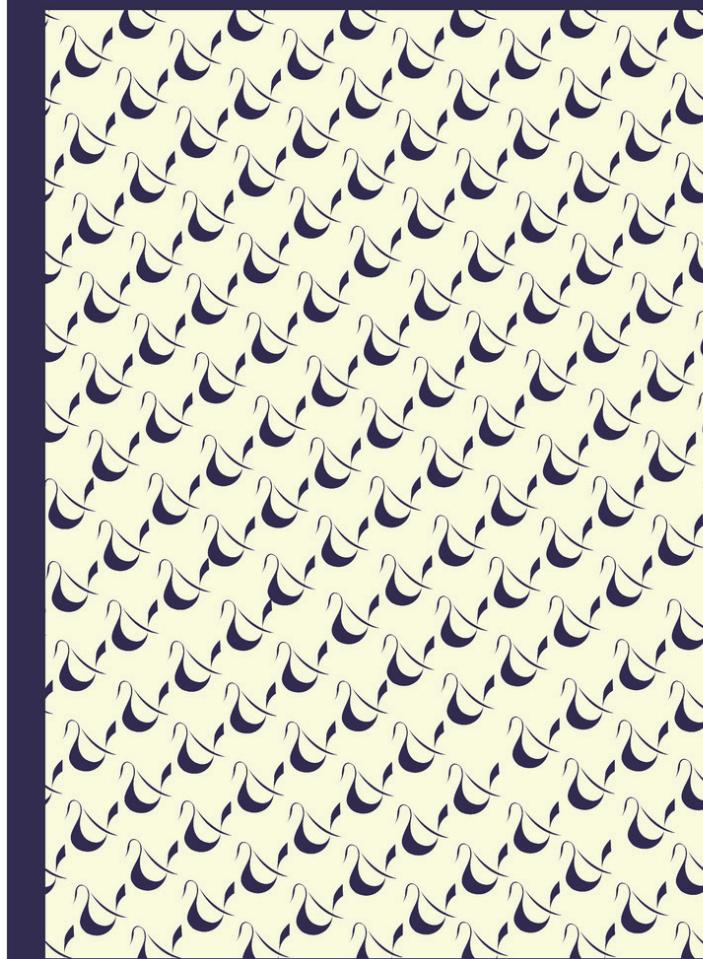
BRAND IDENTITY



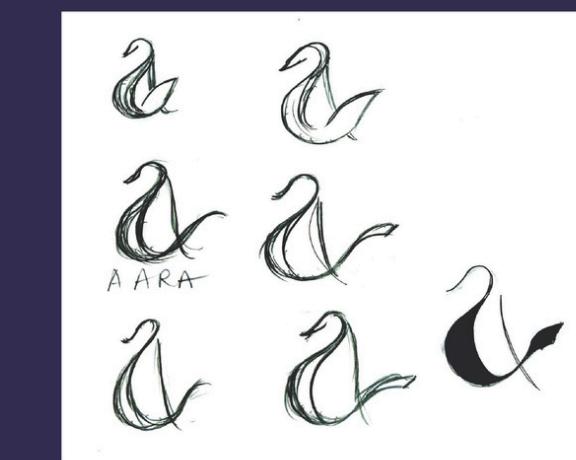
VISITING CARDS



BRAND PATTERN



LOGO DESIGN



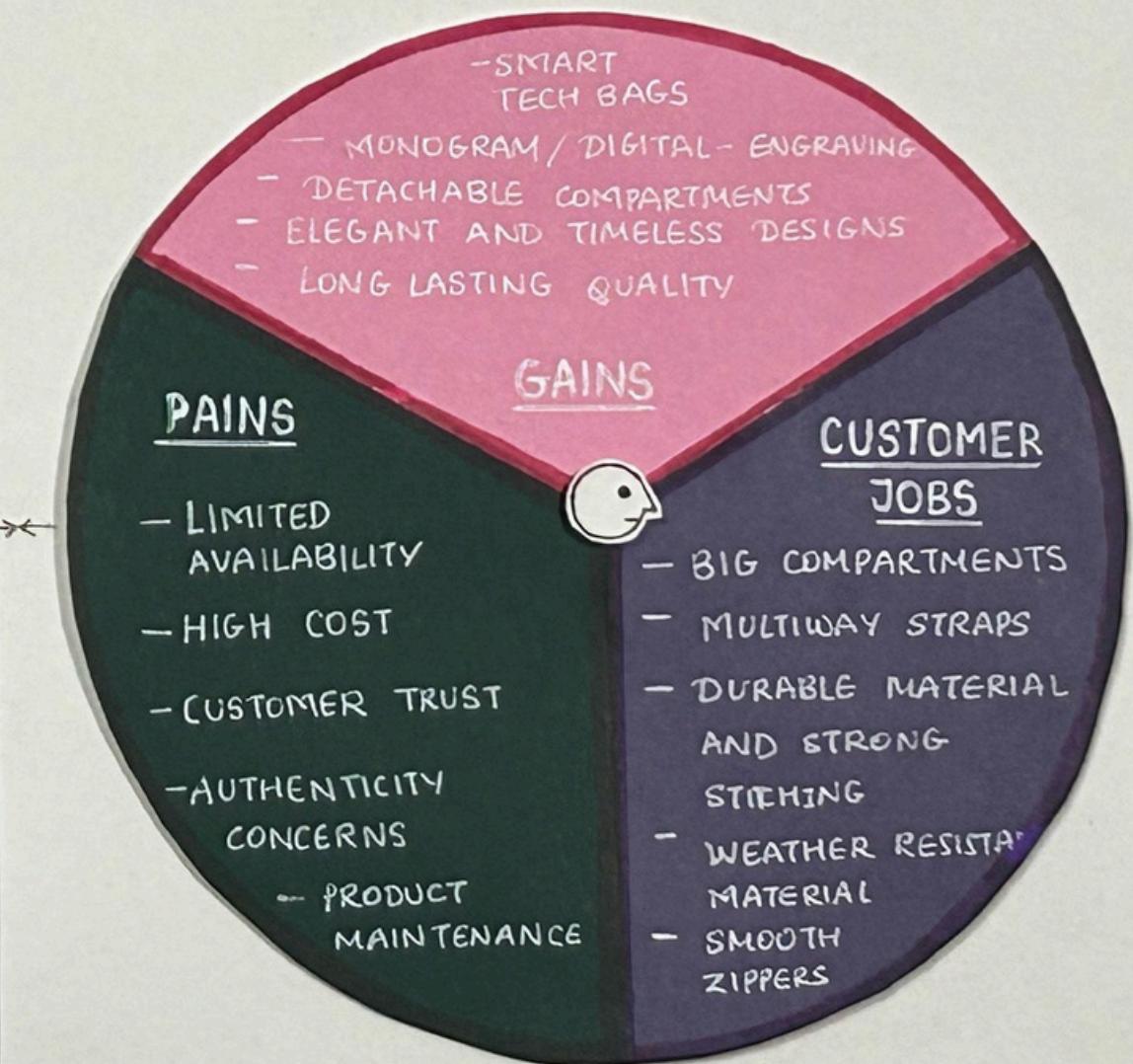
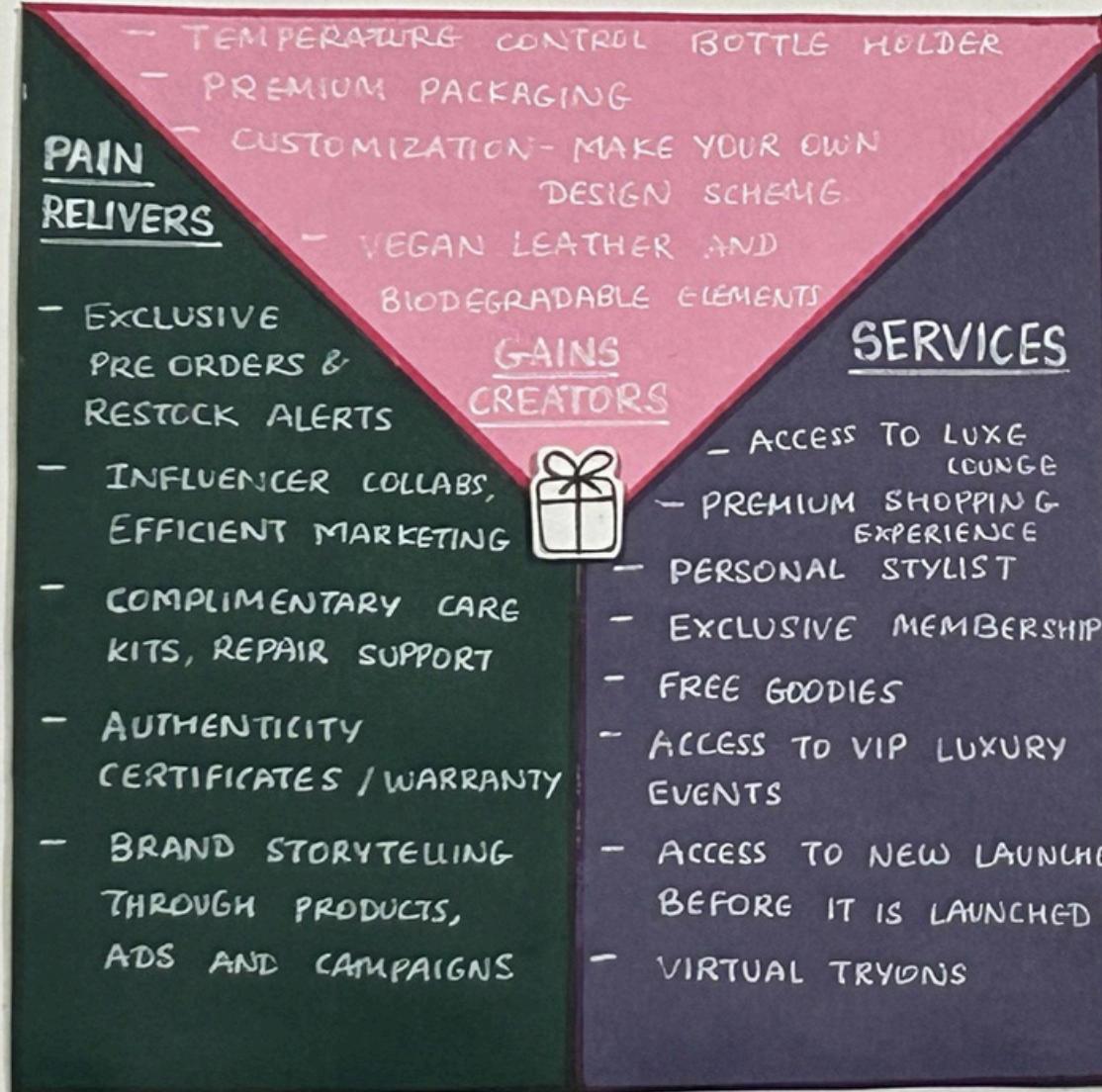
IDEATIONS



FINAL LOGO

VPC

FOR AARA

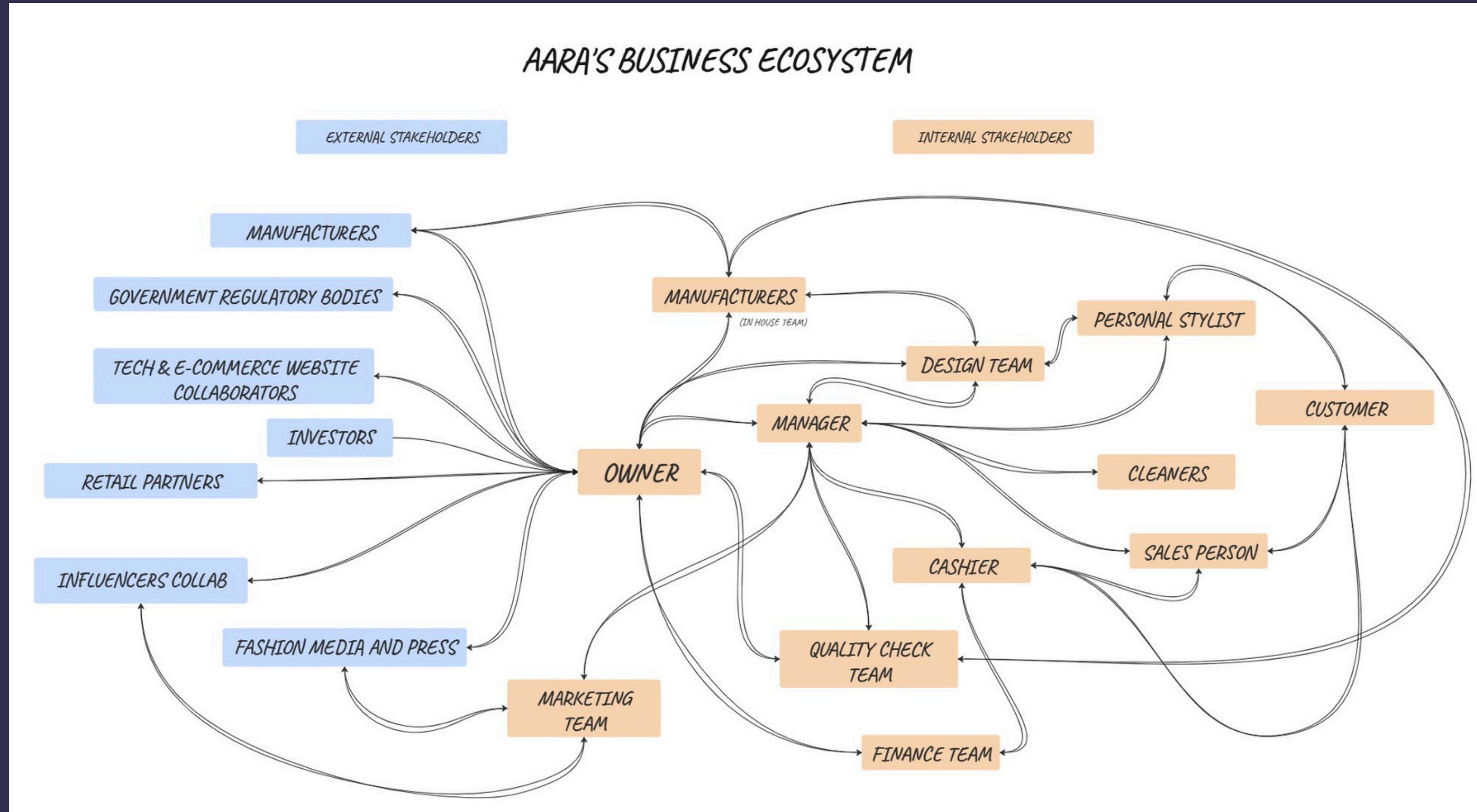


VALUE PROPOSITION

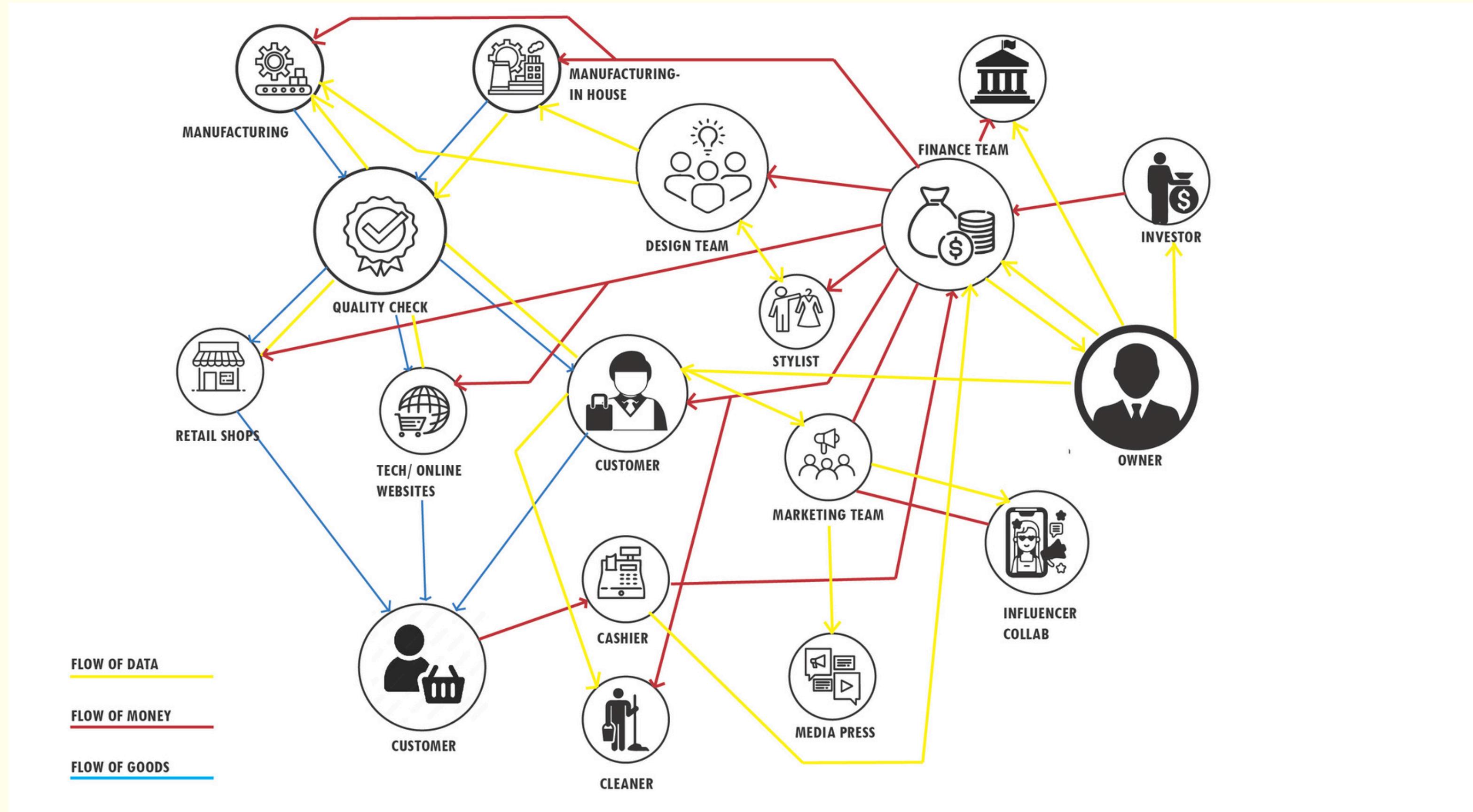
CUSTOMER PROFILE

Creating the VPC helped me clearly identify what my customers truly value and the problems they face. It pushed me to refine Aara's story, focus more on building trust, and enhance the luxury experience through exclusive services. I realized that strong marketing and emotional storytelling are just as essential as quality design to position Aara as a desirable, high-end brand.

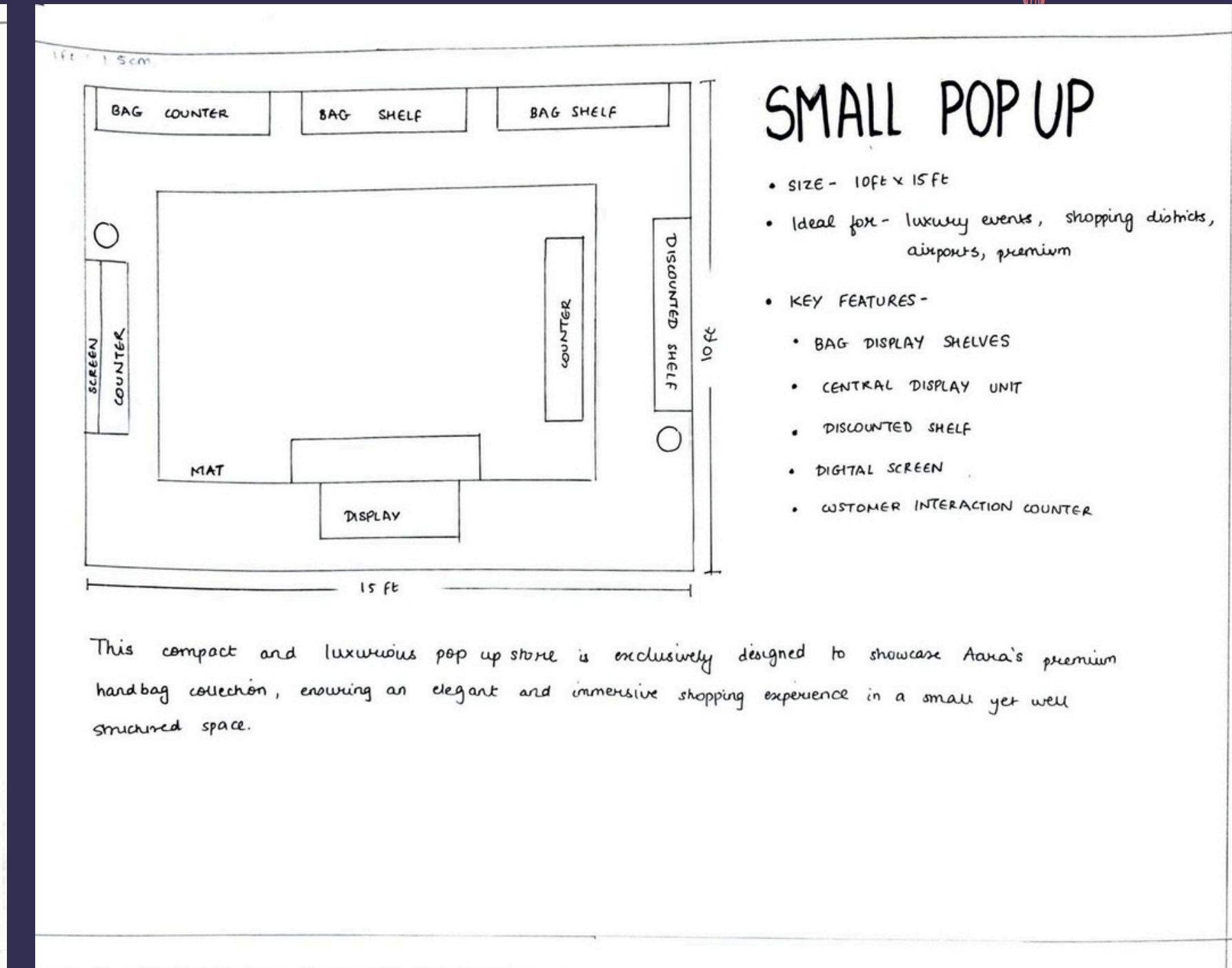
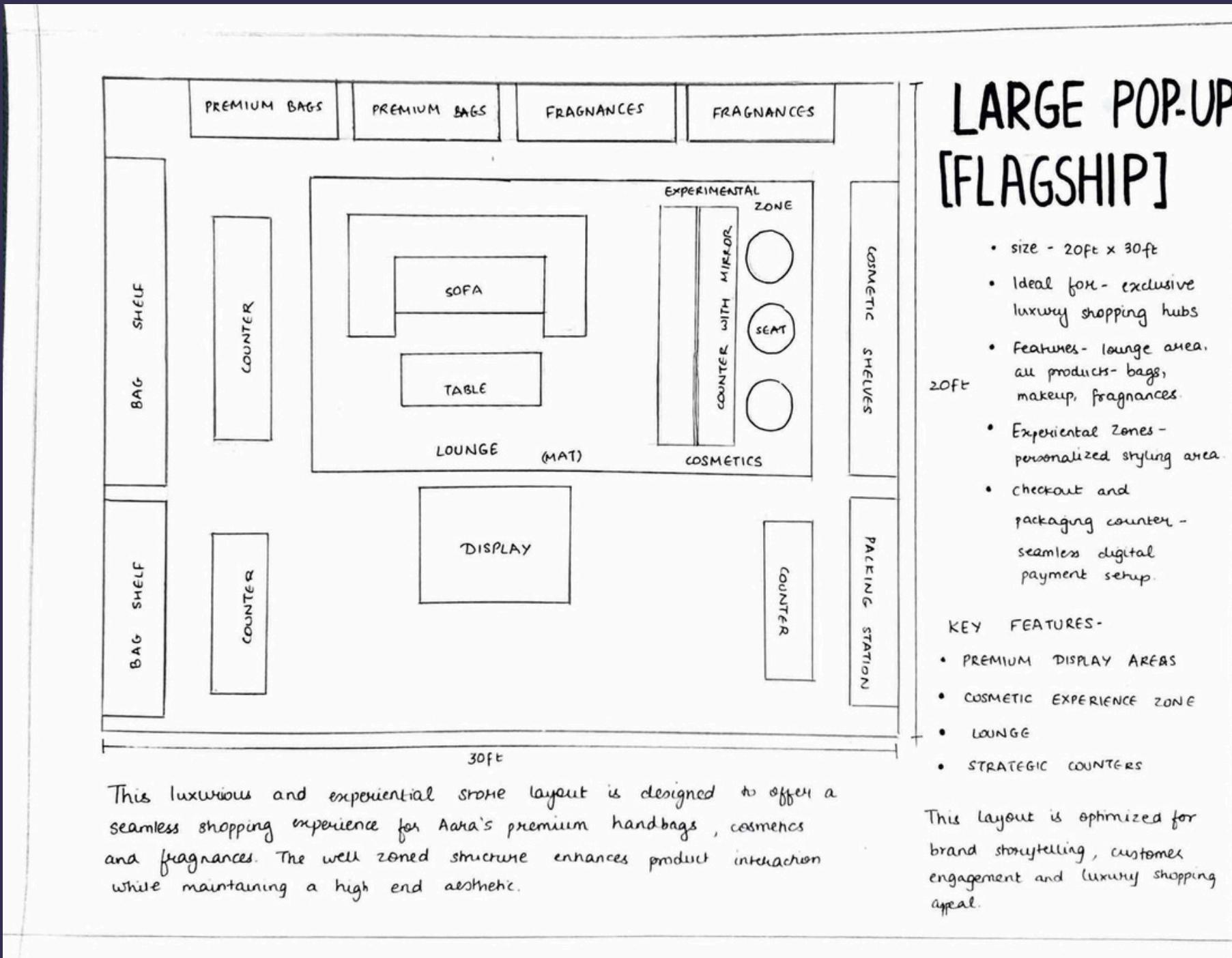
AARA'S BUSINESS ECOSYSTEM



FLOW OF AARA'S BUSINESS ECOSYSTEM



1. POP UP STORE



1. POP UP STORE



The new store layout enhances luxury by improving product visibility, brand storytelling, and customer trust. It aligns with Aara's value proposition by offering a premium ambiance, better engagement, and exclusive services like personal styling and customization.

2. AARA PRIVÉ

It is an exclusive membership program crafted for connoisseurs of luxury.

Members enjoy early access to launches, personalized gifts, and invitations to private events. With tailored services and collectible surprises, PRIVÉ deepens the Aara experience – offering more than products, it offers a world of timeless elegance in handbags and fragrances.

AARA
INVITES YOU TO

AARA PRIVÉ

JOIN AARA PRIVE TO UNLOCK PRIVATE ATELIER ACCESS,
PRE-LAUNCH COLLECTION AND BESPOKE CARE

- Early Access to pre-launch collections
- Personalized Gifts on special occasions
- Invites to VIP Events & Pop-ups
- Lifetime Product Care & Alterations

AARYAA KAMAT
23456273

Where grace meets glamour

Member ID: 23456273
Member Since: 2025
Tier 1 - Aara PRIVÉ

Valid Till: 2028

(Scan/Tap for full benefits)

&

Exclusive Membership Card Design - Prototype and Model



3. AARA Bloom Cards

Aara BloomCards are delicate flower-wrapped notes crafted to leave a lasting impression. Distributed at malls and events, they reflect Aara's soft, elegant identity — offering a whiff of fragrance, a gentle smile, and a handwritten message that carries the charm of luxury in its simplest form.



4. AARA PR BOX

The Aara PR Box is a curated *luxury kit* featuring a *signature wallet*, *Aara fragrance*, and an *exclusive Aara PRIVÉ membership card*.

Designed for strategic influencer and celebrity collaborations, this box builds brand credibility and evokes aspiration.

By offering a tangible taste of the Aara experience, it sparks organic promotion, nurtures trust, and positions Aara as a symbol of refined, sensory-driven luxury.



5. ADVERTISEMENT LAYOUT



This advertisement layout shows all the product categories of the brand and also how these products feel luxurious.

6. AARA PACKAGING DESIGN

To elevate the unboxing experience,
I designed two types of packaging:

- Dust Bags – Made from soft satin with hand-sewn Aara logos, ensuring both elegance and protection for the handbags.
- Paper Bags – Crafted from thick navy-blue paper with custom sunboard handles for a premium, sturdy finish.



6. PACKAGING FOR BAGS



Wallet

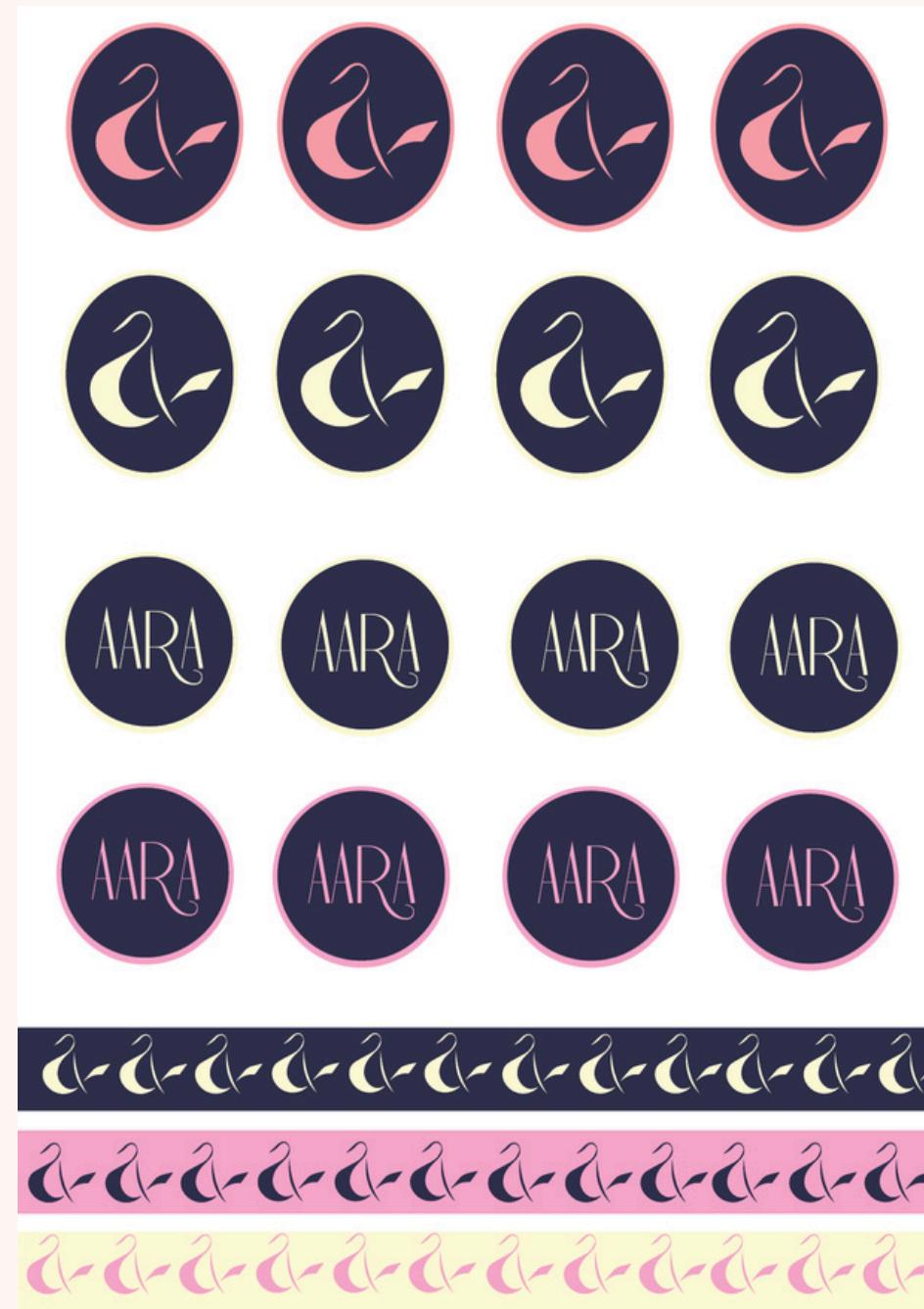


Inside

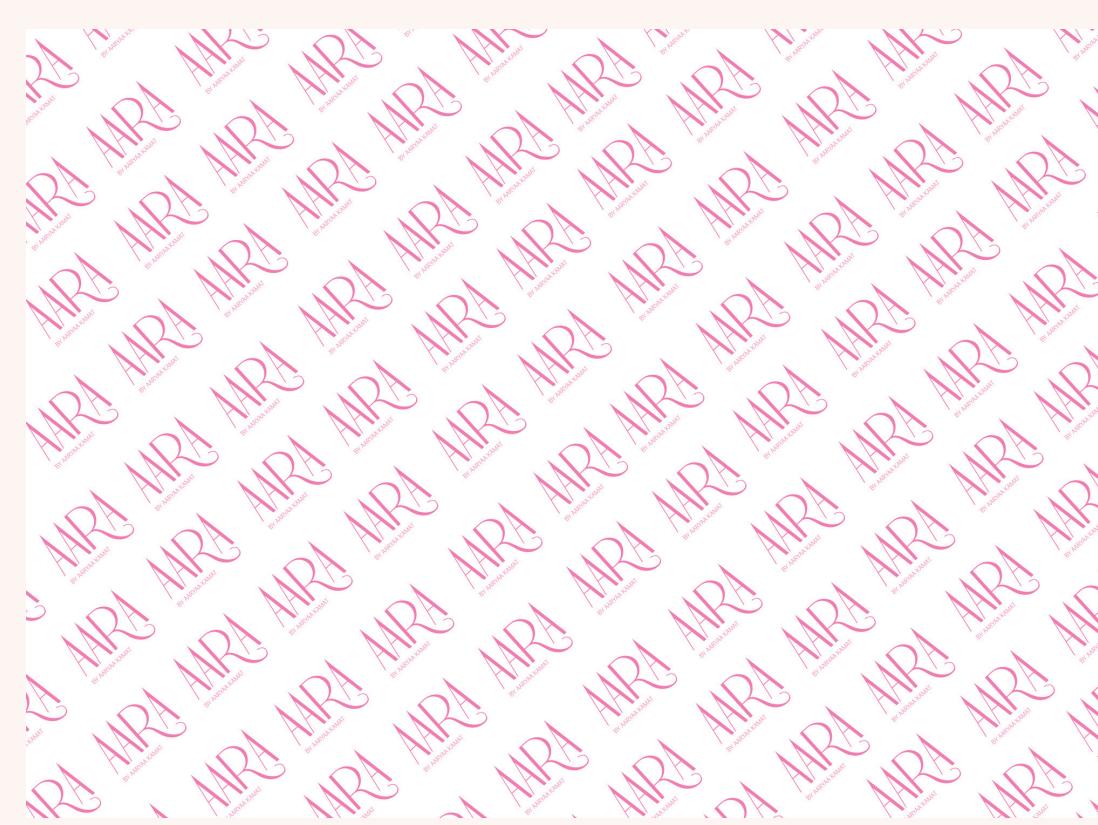


Dust bag and Paper bag

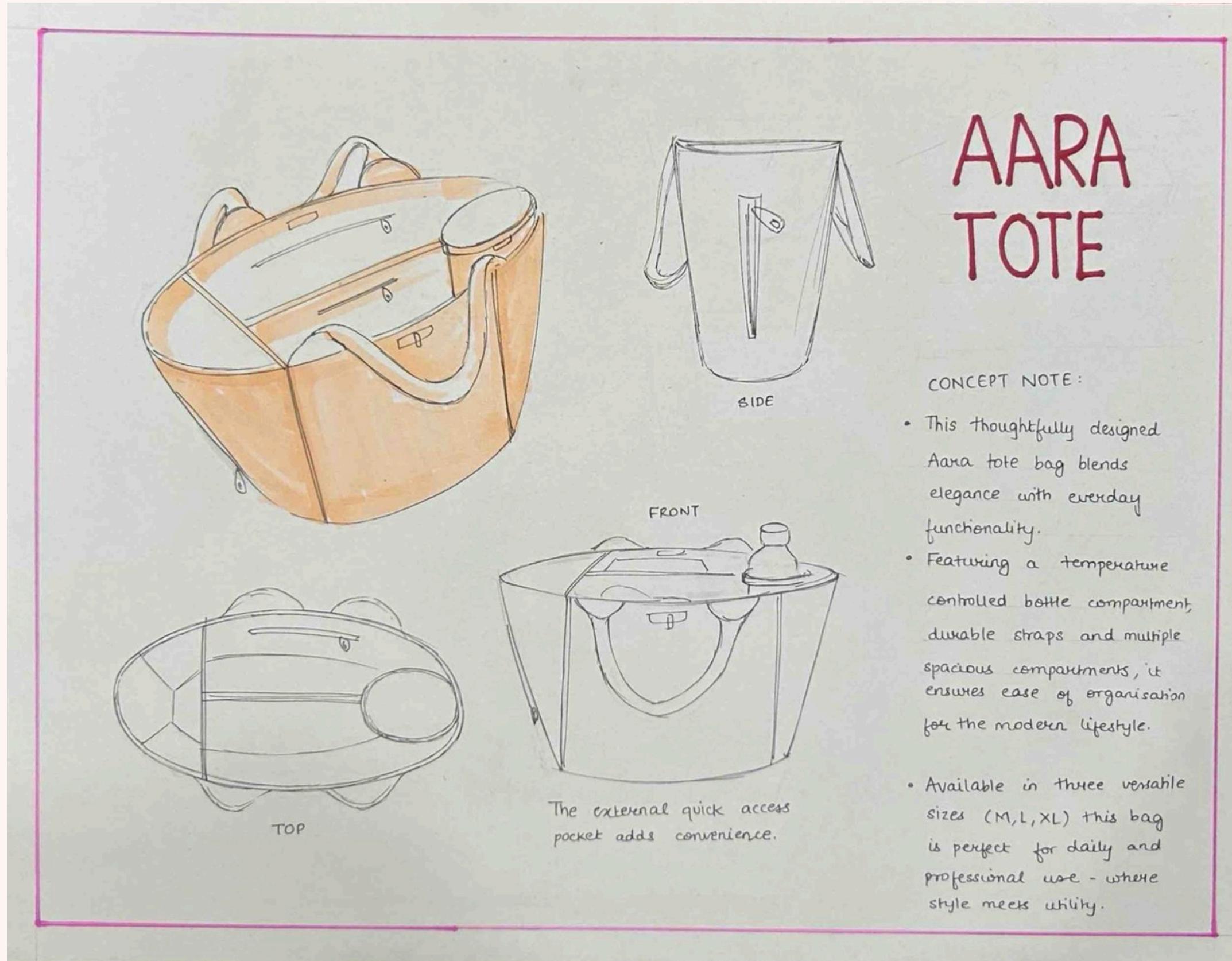
7. OTHER BRAND ESSENTIALS



Designs for Stickers, Bloom Cards, Message Cards, Packaging Sheets and Tags



8. TOTE BAG DESIGN



The image shows a hand-drawn sketch of the Aara Tote Bag design. It includes four views: a top-down view labeled 'TOP' showing a large rectangular bag with rounded corners and a central vertical pocket; a front view labeled 'FRONT' showing a tote bag with a flap closure, a central pocket, and a bottle compartment at the top; a side view labeled 'SIDE' showing the bag standing upright with a vertical zipper pocket; and a back view labeled 'BACK' showing the bag from behind with straps and buckles. The sketch is done in black ink with some orange washes for shading. To the right of the sketches, the title 'AARA TOTE' is written in a stylized red font. Below it, a 'CONCEPT NOTE' section lists the bag's features.

AARA
TOTE

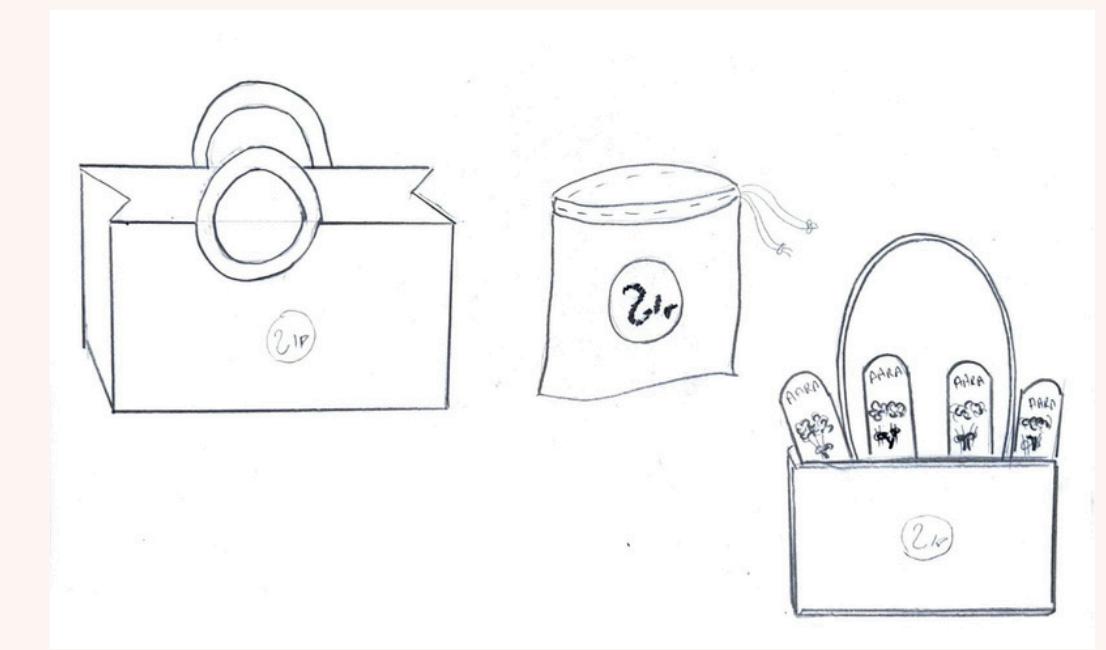
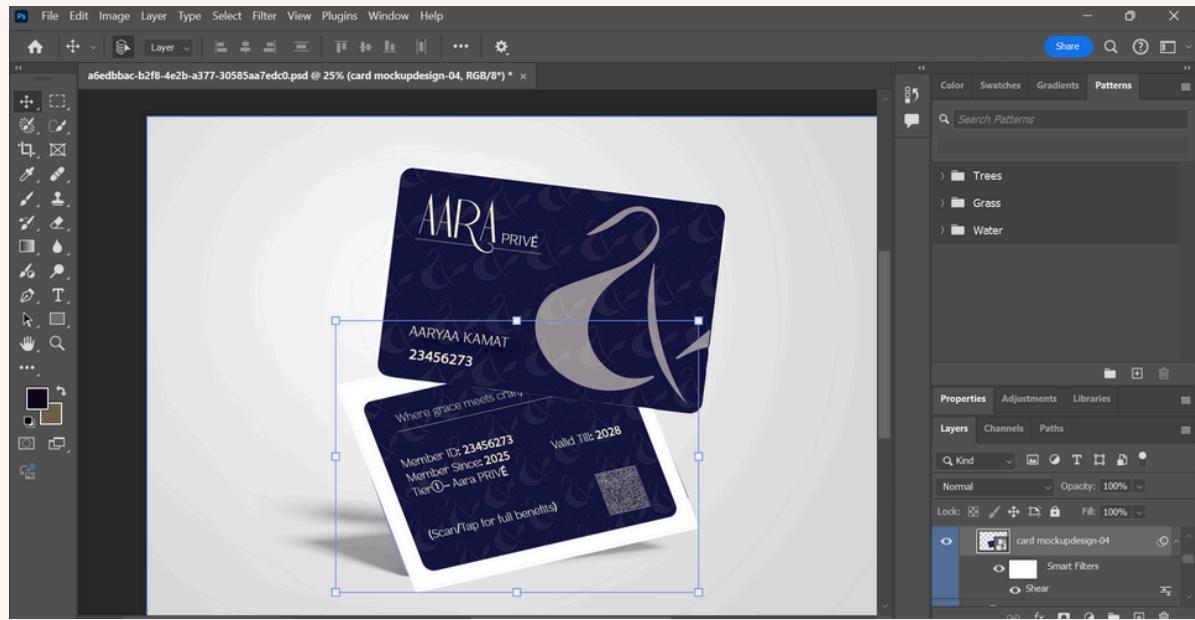
CONCEPT NOTE:

- This thoughtfully designed Aara tote bag blends elegance with everyday functionality.
- Featuring a temperature controlled bottle compartment, durable straps and multiple spacious compartments, it ensures ease of organisation for the modern lifestyle.
- Available in three versatile sizes (M,L,XL) this bag is perfect for daily and professional use - where style meets utility.

The external quick access pocket adds convenience.

Aara's chic tote bag blends everyday functionality with timeless elegance — designed for modern women on the move.

PROCESS WORK



Thank You!

-Team Ara