

★☆StarlightParfait☆★

StarlightParfait is the name of an online clothing shop where I sold cute alternative fashion or “kawaii” fashion. I designed its identity using pastel colors and a starry motif in its logo, banner, and other graphics.

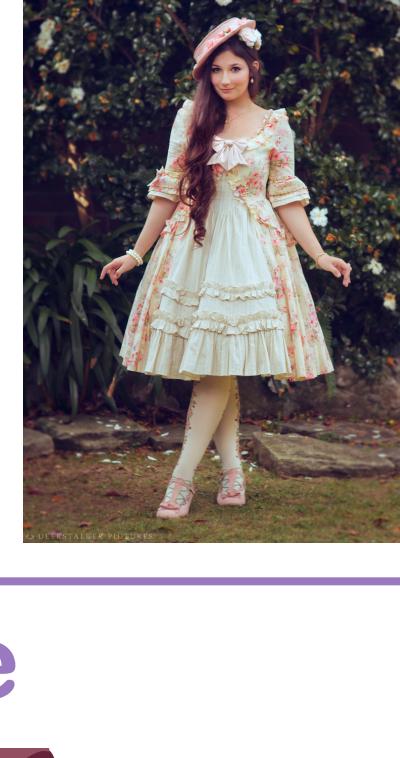


Target Audience:

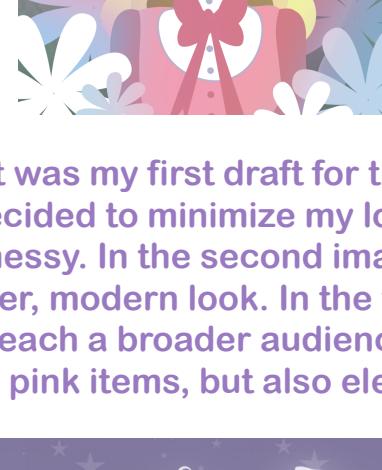
Girls/Women with an interest in Japanese Kawaii fashion. This fashion aesthetic consists of very feminine elements from pastel colors and glitter to victorian dresses and petticoats.

Goal:

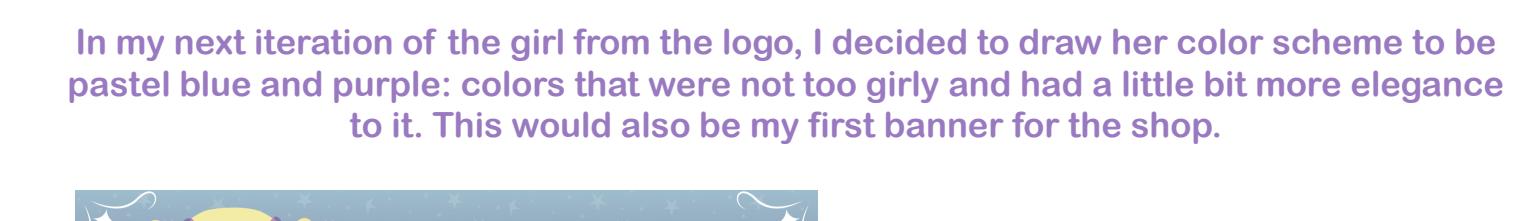
To create a business identity that would reflect this fashion style as well creating an identity unique enough to distinguish itself amongst other competitors within the J-fashion subculture.



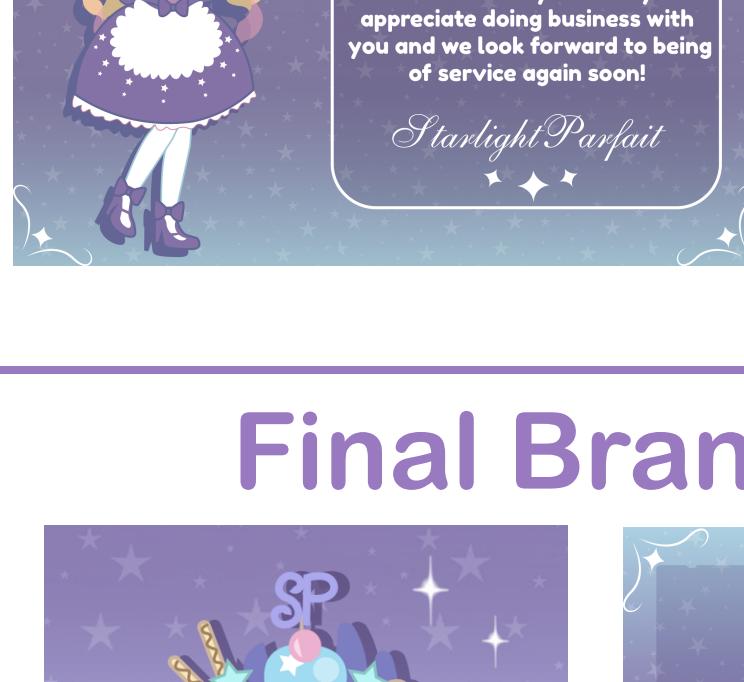
Ideation Phase



The first image on the left was my first draft for the logo/mascot of my brand. The problem with this was that if I decided to minimize my logo to use in my work, all the details and outlines would appear messy. In the second image, I decided to redo the mascot without harsh outlines for a cleaner, modern look. In the third image, I added another person along with the mascot to help reach a broader audience by symbolizing how my shop would not only sell cute pink items, but also elegant victorian-styled fashion.



In my next iteration of the girl from the logo, I decided to draw her color scheme to be pastel blue and purple: colors that were not too girly and had a little bit more elegance to it. This would also be my first banner for the shop.

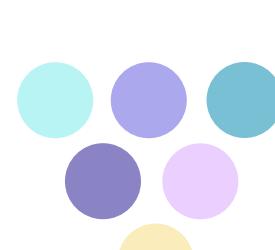
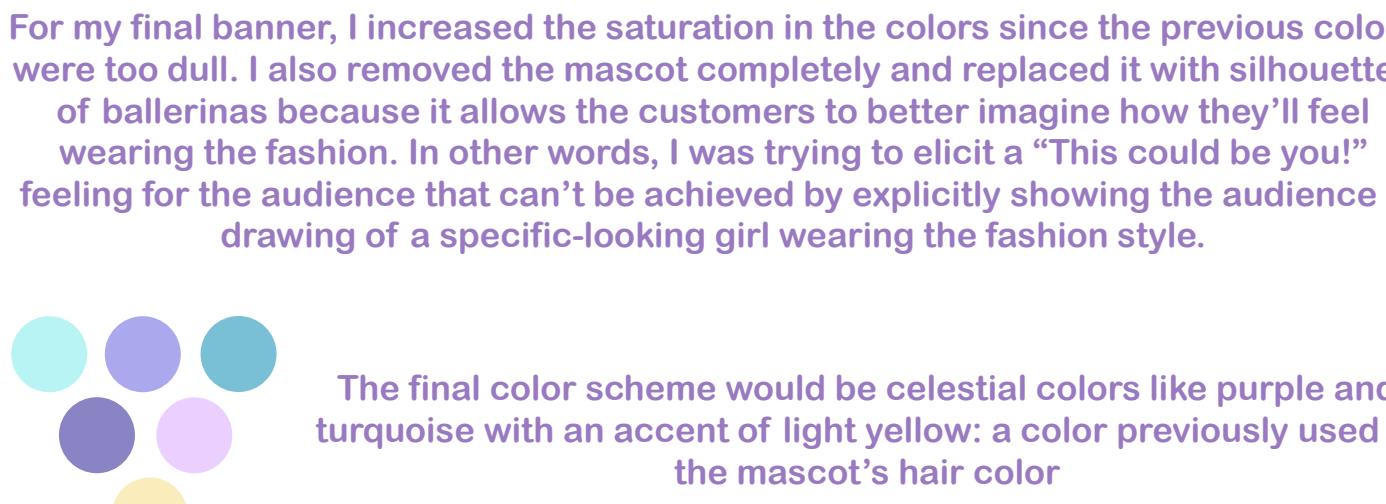


For my thank you card, I decided to use my mascot again. I later scrapped this idea because having a cartoon character as the mascot could put off some buyers who either weren't interested in cartoons or would feel that a card with a pre-written message is impersonal.



I drew a parfait for my final logo because it fit better with my brand name than the girl mascot.

Instead of a thank you card, I made a business card with to remind buyers to check out the shop again in the future.



The final color scheme would be celestial colors like purple and turquoise with an accent of light yellow: a color previously used in the mascot's hair color.

For my final banner, I increased the saturation in the colors since the previous colors were too dull. I also removed the mascot completely and replaced it with silhouettes of ballerinas because it allows the customers to better imagine how they'll feel wearing the fashion. In other words, I was trying to elicit a “This could be you!” feeling for the audience that can't be achieved by explicitly showing the audience a drawing of a specific-looking girl wearing the fashion style.