



Project 01

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Miss Dior Exhibition
Rebranding

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Personal Project
2020.07.14 ~ 8.11

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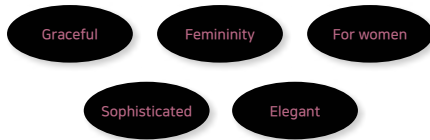
Photoshop

The word 'Dior' is rendered in a large, elegant script font, where the letters are formed by a thick, pink, textured ribbon. The ribbon has a subtle gold-colored pattern along its edges. The word is set against a black background with wispy, smoke-like patterns in shades of pink and purple. The ribbon loops and folds to create the letters, giving it a three-dimensional, tactile appearance.

OVERVIEW

Miss Dior Exhibition was something beyond a new product showcase: a meaningful event to look back history of Miss Dior. While the original poster uses rough strokes and focuses on promoting a new product, the meaning of exhibition is lacking. The goal of this redesign project is to better convey the purpose of the exhibition and represent the brand identity of Miss Dior.

CONCEPT



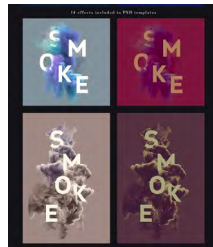
Not heavy but still
appealing scent



Silky, soft

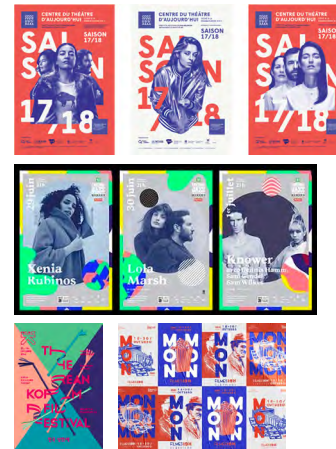
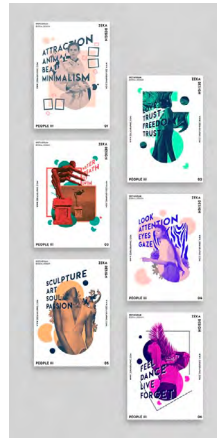


Dreamy



Typography + smoke
-> spatial poster

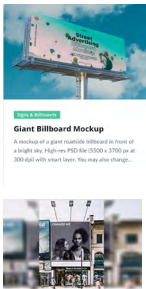
LAYOUT



Try reversing colours.



MOCKUP



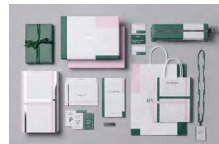
Giant Billboard Mockup
A mockup of a giant billboard billboard in front of a bright city skyline. The billboard is 2000 x 1500 pixels at 300 dpi with smart layers. This may also change.



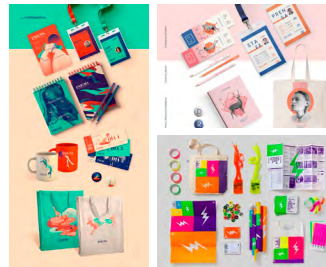
Downtown Billboard Mockup
A mockup of a giant billboard billboard in front of a bright city skyline. The billboard is 2000 x 1500 pixels at 300 dpi with smart layers. This may also change.



Urban Light-Billboard at Night Mockup



MEDIUM



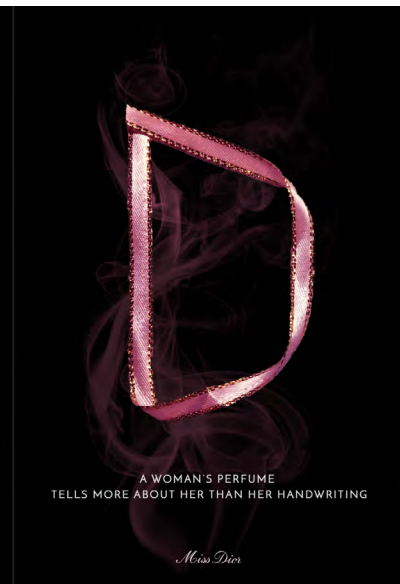
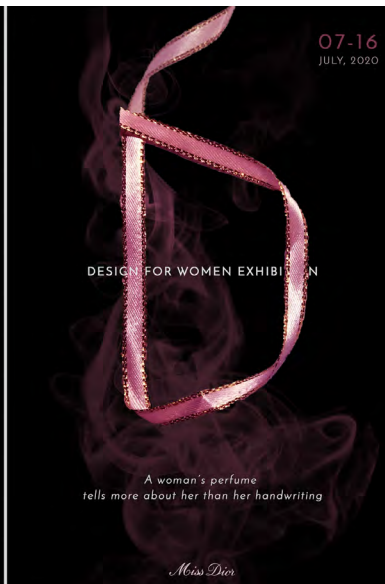
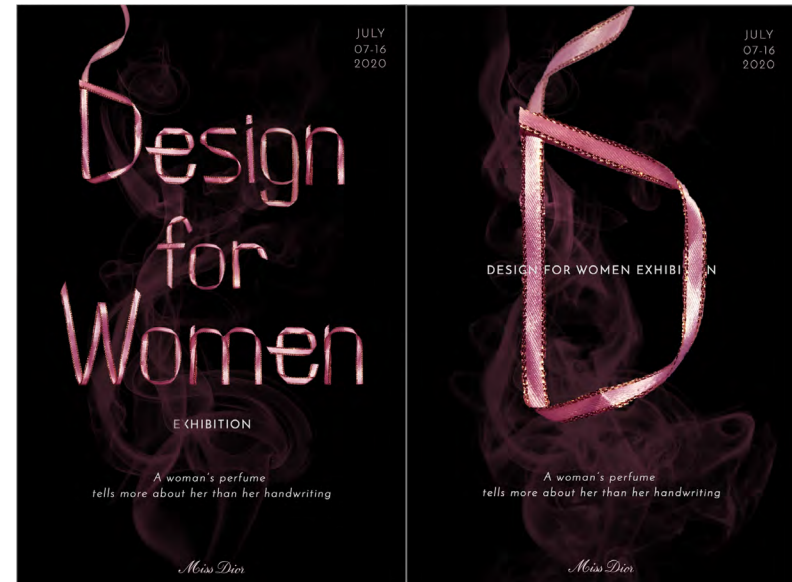
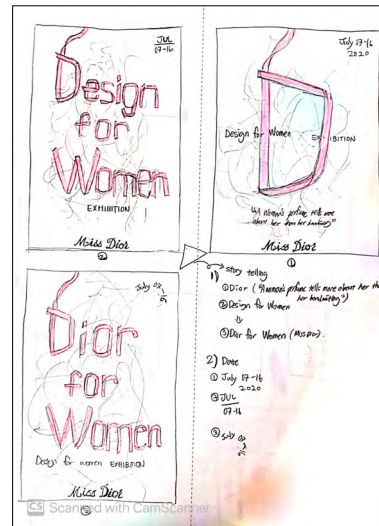
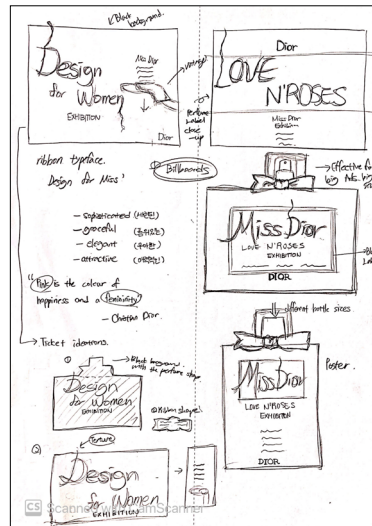
VS.



Open Umbrella Mockup
This mockup shows a standing and open umbrella. The PSD allows you to change the pattern and color of the umbrella. The PSD also includes the umbrella's frame and handle.

Luxurious medium (matching with
Miss Dior's Brand identity)
-> Scarf, umbrella, tote bag, etc.

SKETCHES

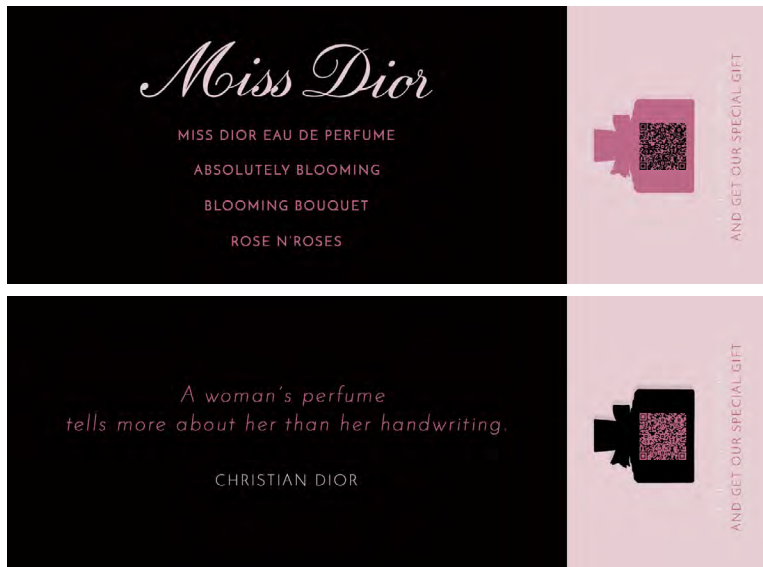


Convincing relation between two posters as a series. Simple layout with variations of smoke and the ribbon typography.

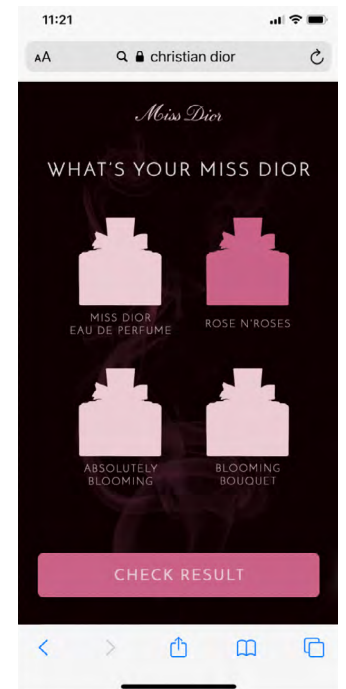
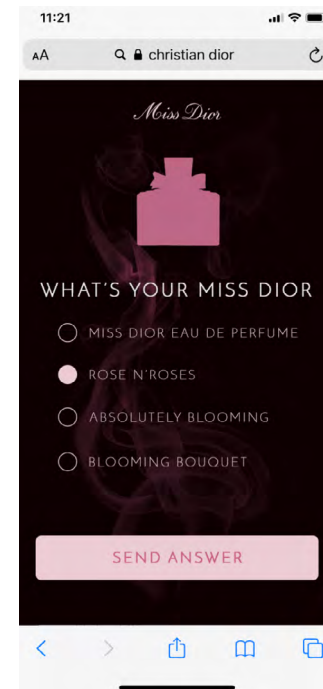
TICKET FRONT



TICKET BACKSIDE



WEBPAGE

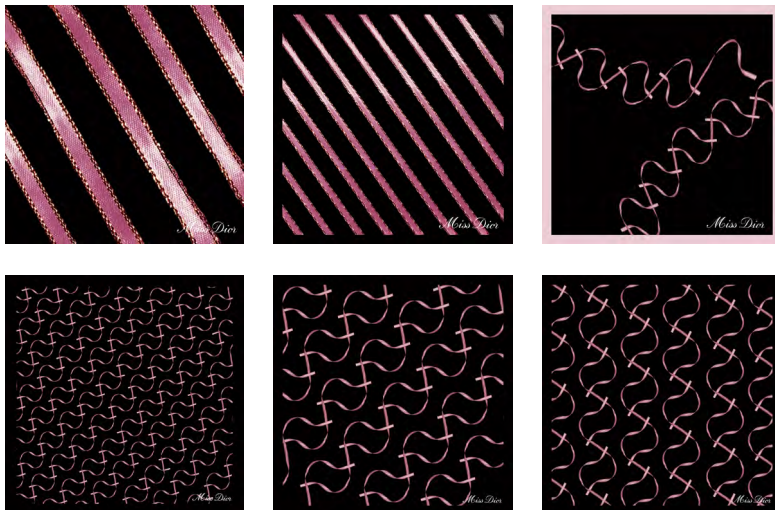


The most clear and unique layout.

SCARF BOX



SCARF PATTERN



TOTE BAG

