



## Project 01

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Miss Dior Exhibition  
Rebranding

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Personal Project  
2020.07.14 ~ 08.11

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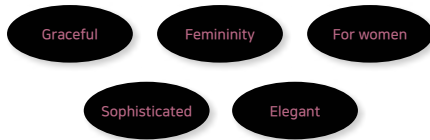
Research,  
Identity Design,  
Custom Type

The word 'Dior' is rendered in a custom typeface where the letters are formed by a thick, pink, textured ribbon. The ribbon has a gold-colored, shimmering border. The letters are set against a black background with faint, wispy, pink smoke-like patterns. The 'D' is the largest, followed by 'i', 'o', and 'r'.

## 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



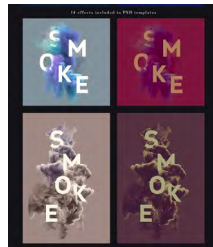
Not heavy but still  
appealing scent



Silky, soft

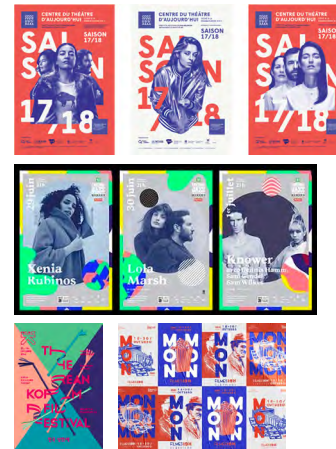
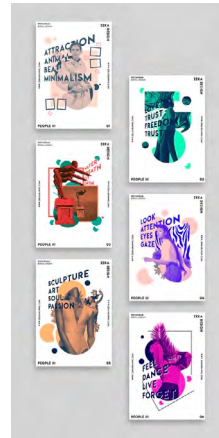


Dreamy



Typography + smoke  
-> spatial poster

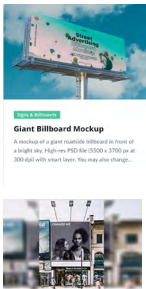
## LAYOUT



Try reversing colours.



## MOCKUP



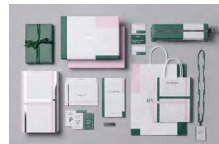
**Giant Billboard Mockup**  
A mockup of a giant billboard billboard in front of a bright city skyline. The billboard is 2700px x 3000px with a 16:9 aspect ratio. This may also change.



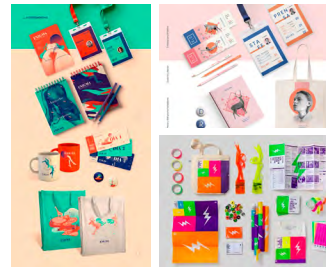
**Downtown Billboard Mockup**  
A mockup of a giant billboard billboard in front of a bright city skyline. The billboard is 2700px x 3000px with a 16:9 aspect ratio. This may also change.



**Urban Light-Billboard at Night Mockup**



## MEDIUM



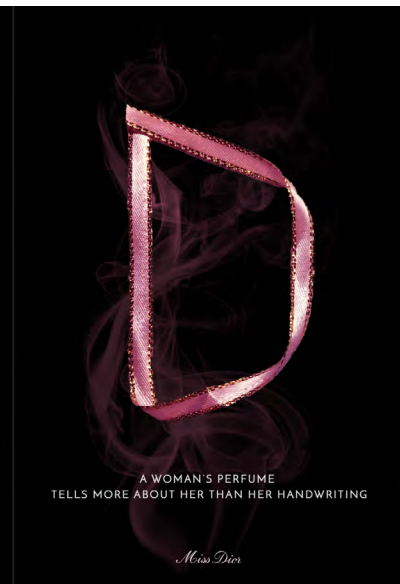
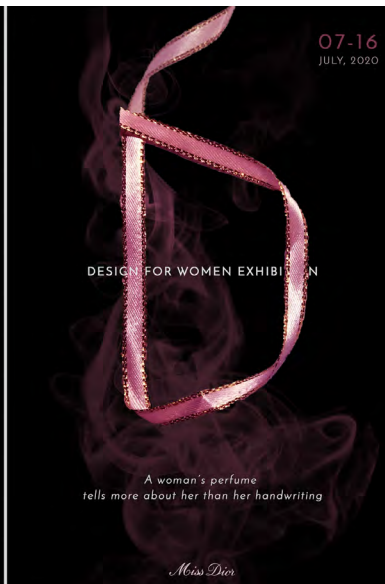
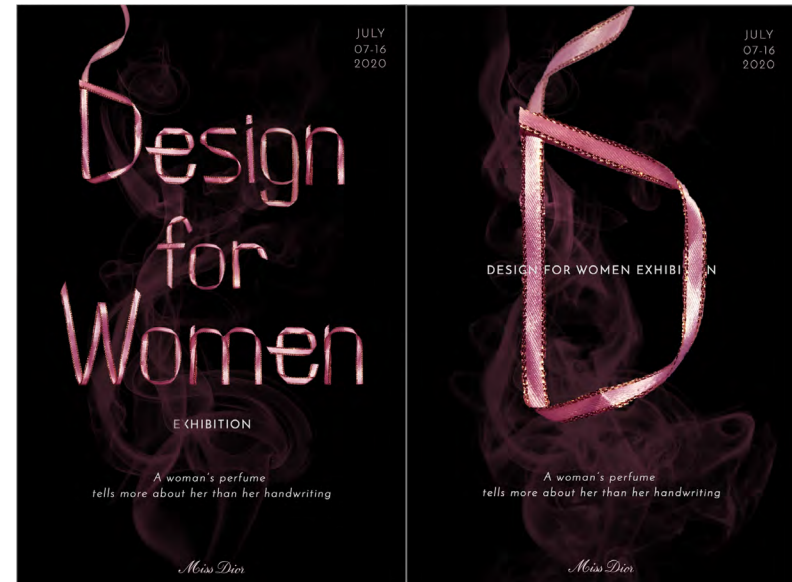
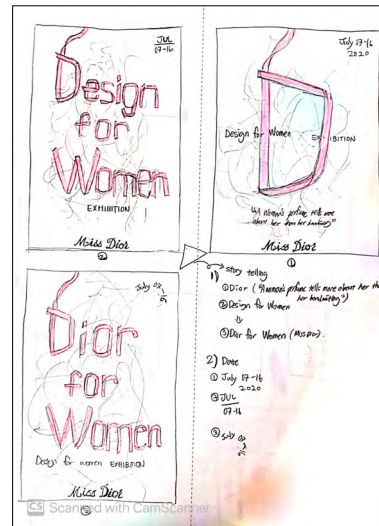
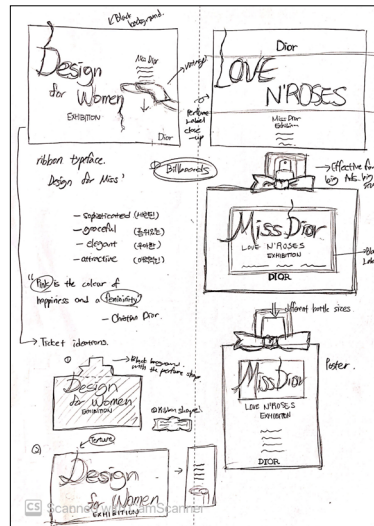
VS.



**Open Umbrella Mockup**  
This mockup shows a standing and open umbrella. The PSD allows you to change the pattern and color of the umbrella.

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

## SKETCHES



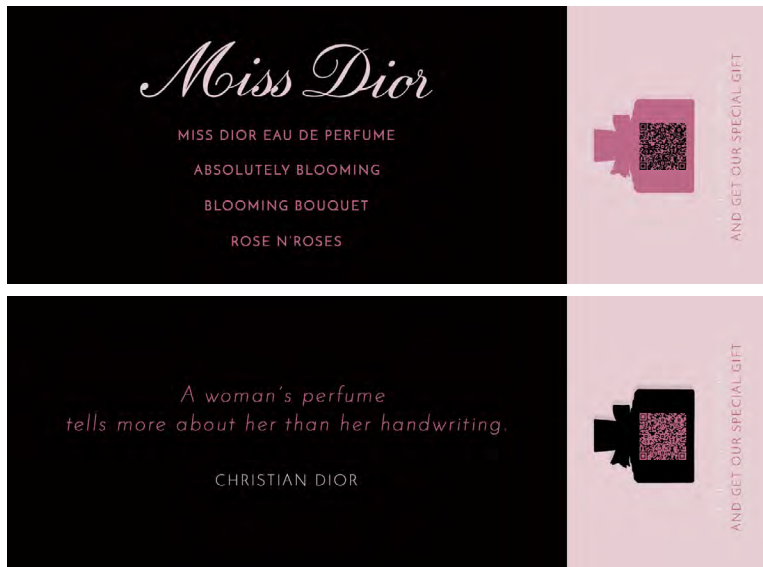
Convincing relation between two posters as a series. Simple layout with variations of smoke and the ribbon typography.



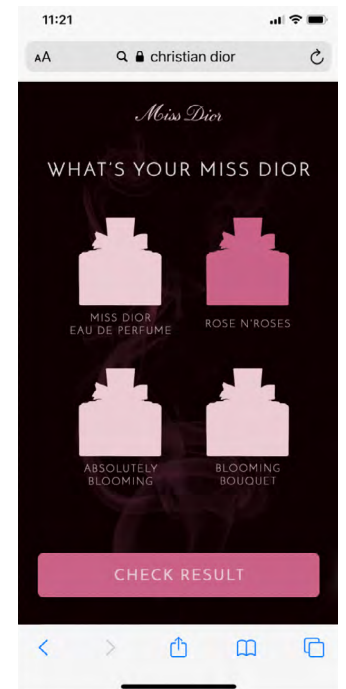
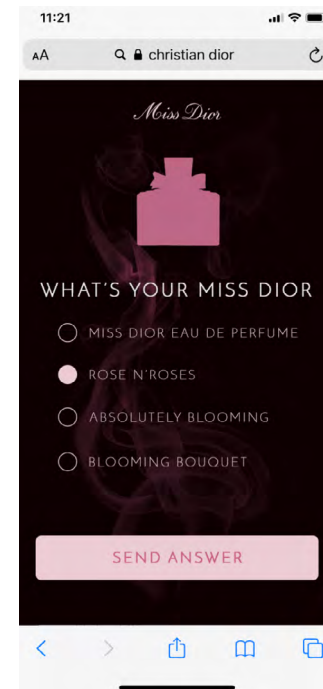
## TICKET FRONT



## TICKET BACKSIDE



## WEBPAGE

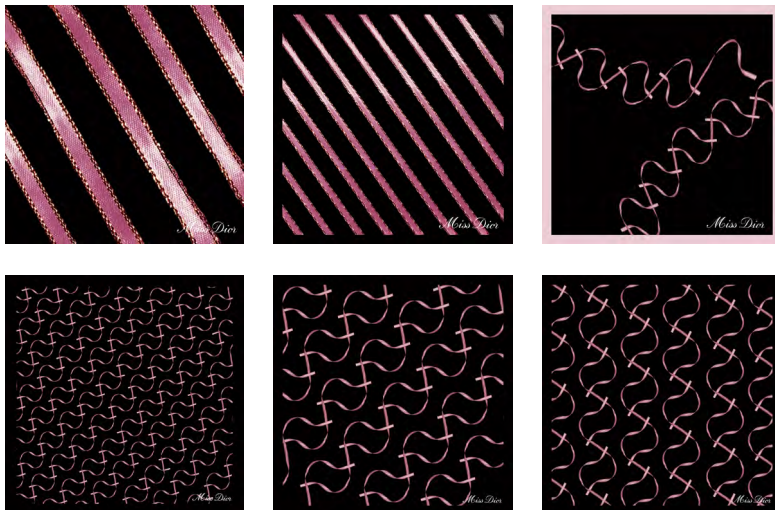


The most clear and unique layout.

## SCARF BOX



## SCARF PATTERN



## TOTE BAG

