



Mahika

fashion. culture. pride!

Concept note

Mahika is a traditional fashion brand engaging Indian women with products like Sarees.

Audience include women and men of Indian origin across the globe.

The concept and theme colors are chosen to be in line with primary target group - women.

The feather logo type is used to bring in the sensitivity and soft feel to the brand. A red bindi has been used to indicate that the brand talks to traditional Indian women who seek modern fashion, yet proud to carry Indian culture.



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