

A woman with dark hair tied back, wearing a white sari with small floral patterns, is shown from the waist up. She is holding a small red flower in her right hand. The background is a solid orange color.

BRANDING & PROMOTIONS

RYFLECT APPARELS AND LIFESTYLE

ABOUT THE BRAND

Ryreflect is a apparel and lifestyle brand founded by siblings duo Alia Akram and Junaid Ashraf.

They are a fresh design house that focuses on creating ethnic clothing that speaks of inclusivity and exquisite craftsmanship. They empower weavers and artisans, while also bringing fluidity and empowerment to clothing. They strongly believe that women who spend time on self-reflection are capable of making real change in society.

Ryreflect draws inspiration from the tales our grandmothers used to tell us. "We delve deep into nostalgia and strive to revive the decades-old tradition with modernity. Their aim is to blend beauty, boldness, and grace, while keeping comfort as priority".



BRAND VALUES

In the radically evolving clothing industry, the brand respect and celebrate artisans and their kaarigari.

Ryreflect is taking a gradual step ahead in order to promote sustainable fashion and follow the road of conscious fashion. The brand stands for **empowerment, inclusivity and sustainability** in everything the brand does.

BRAND IDENTITY




LOGO



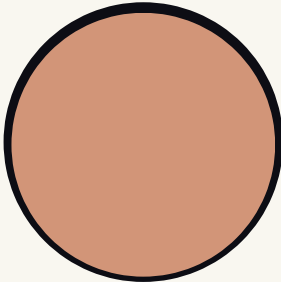
COLOUR
PALLETE



reflect



#000000



#D19477



#ffffff

A woman with dark hair pulled back, wearing a white lace dress and a garland of yellow and pink flowers. She is looking over her shoulder towards the camera. The background is a plain, light-colored wall.

PHOTOGRAPHY STYLE







PRODUCTS



WEBSITE


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[wishlist](#)[cart](#)[profile](#)




GULDASTA

[SHOP COLLECTION](#)




RIWAYAT

[SHOP COLLECTION](#)




BEST SELLERS

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KURTA SETS

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DUPATTA

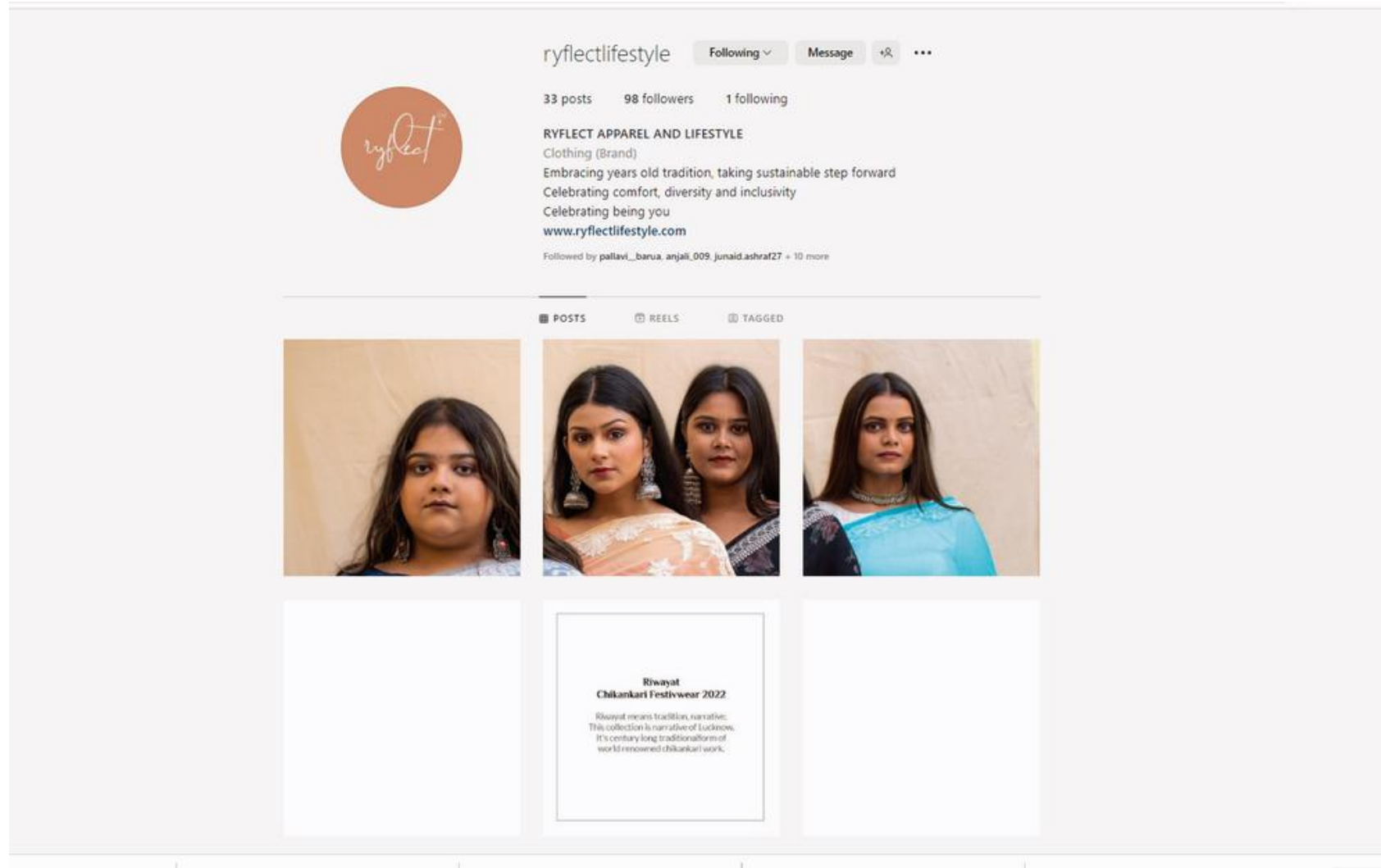
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SAREES

[SHOP NOW](#)

INSTAGRAM



Followers : 98 Post :33

CLIENT BRIEF

According to the requirements the client had suggested to create a new logo for the brand keeping in mind the essence of the brand. They also wanted us to create a promotional posts for their new collection without changing the colour palette and fonts. They also wanted us to create packaging solution for the brand.

- The key features of the products are not highlighted.
- The only platform from where the brand communicate to its customers is through its website and instagram , that is also inactive and inconsistent.
- Less to no interactivity with the consumers.
- The consumers belief in what they see rather than what the brand tell, less content to validate the messages on the brand.
- As the brand is small, so there budget for the promotion is also a key challenge itself.

KEY PROBLEMS IDENTIFIED

RECOMMENDATIONS

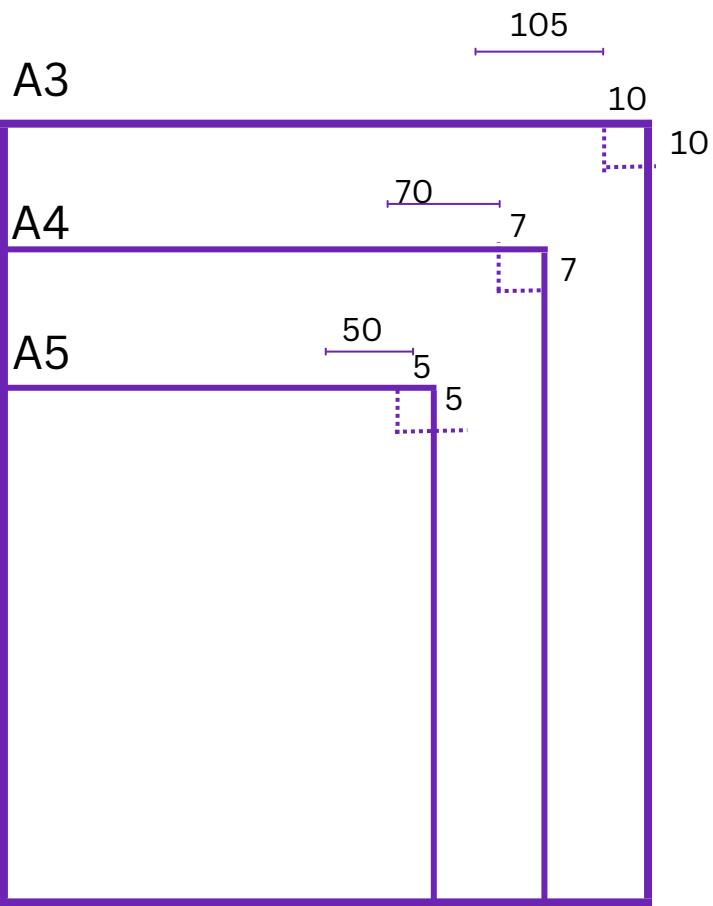
- Start a facebook account.
- Post needs to tell atleast some key details of the product.
- As it is a new brand they need to go more engaging activities to increase web traffic.
- They need to provide some form of creditablity by posting feedback of customer that is posted on the website.
- As the target market is aged between (25- 40) years, print media could be an option for promotion of the brand.
- Surprise gift with the products creates a sense of belongingness to the brand.

REBRANDING

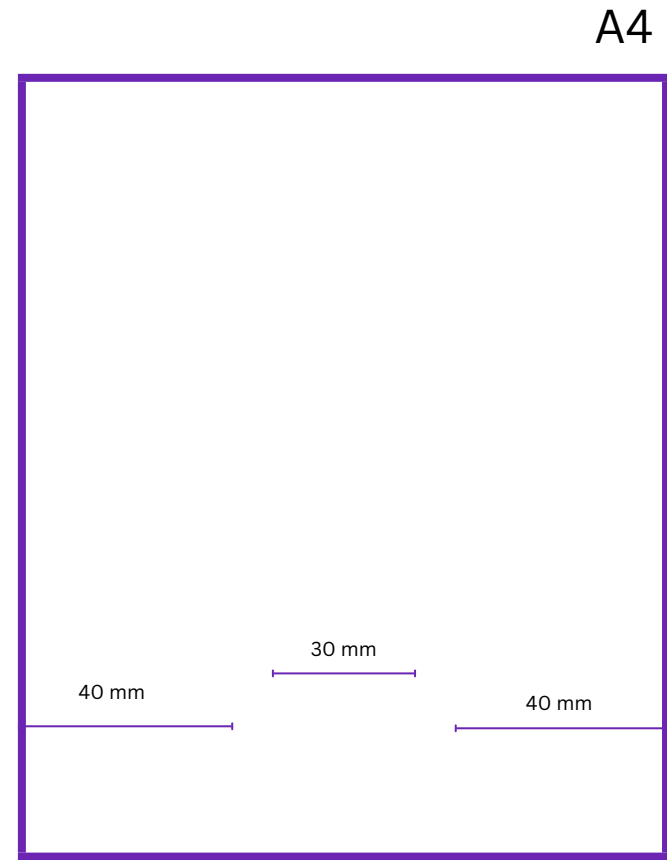


Font- Contra (Logo)
& Brilliant signature (Tagline)

Logo positioning; measurements in millimeter



Documents



Carry bag



Website

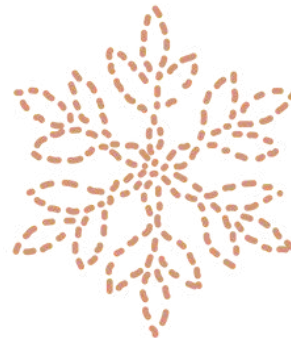
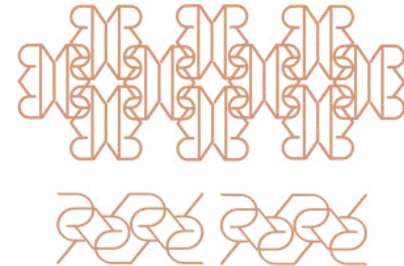
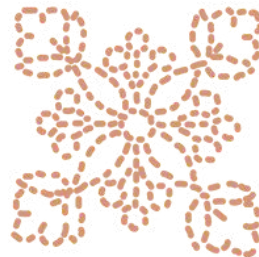
RYFLECT
Celebrating being you

RYFLECT
Celebrating being you

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Celebrating being you

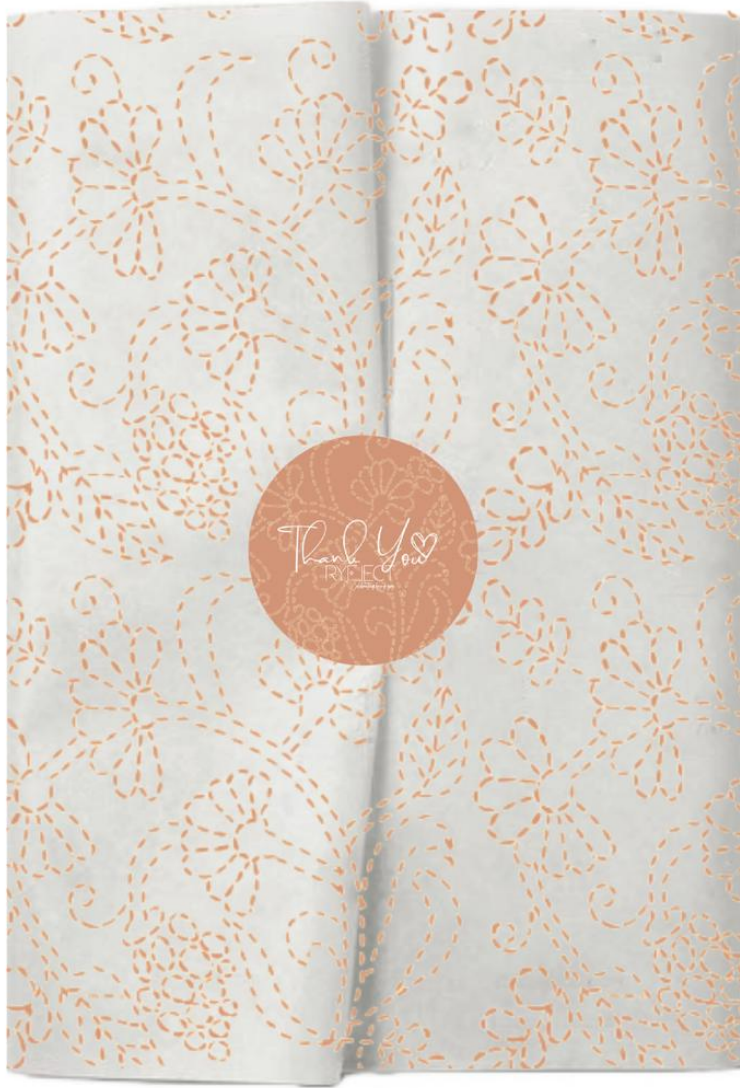
RYFLECT
Celebrating being you

Explorations

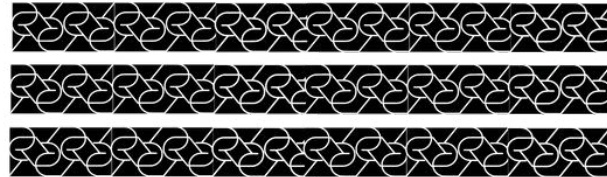


COLLATERALS



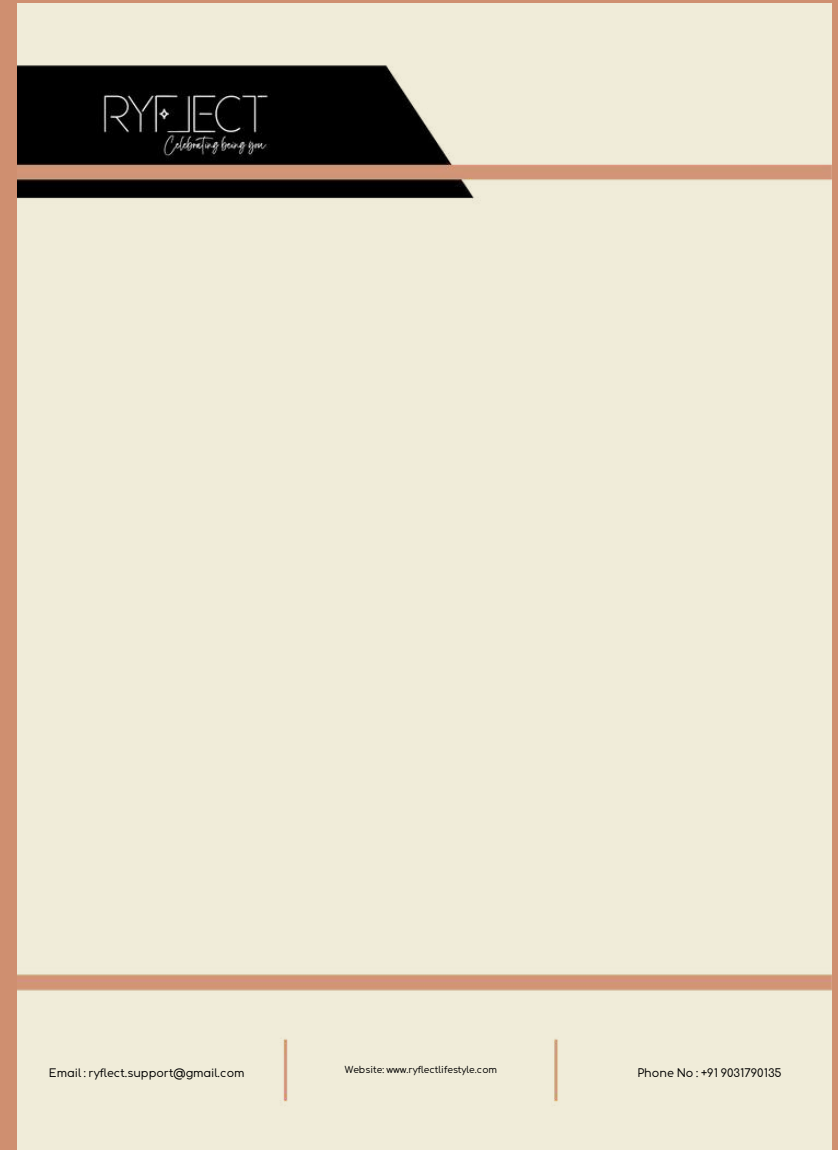
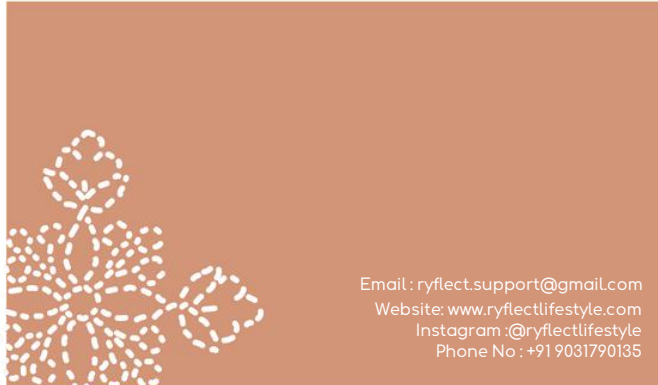


Tissue wrapping paper



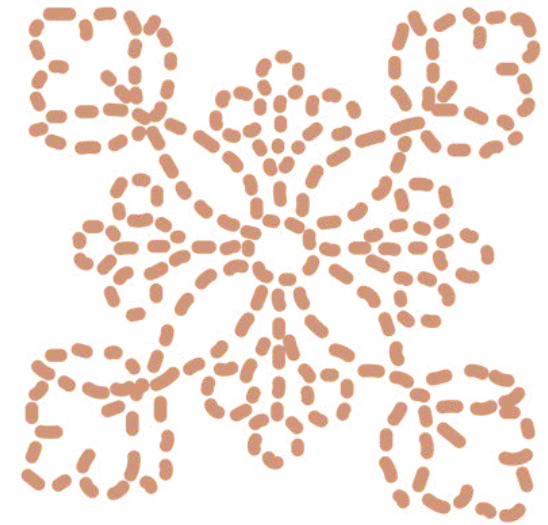
Postal package

Business card



Letterhead

Envelope



Motif used on the envelope

A close-up photograph of a dark blue garment, possibly a dress or skirt, featuring intricate floral embroidery in red, white, and gold. The garment is adorned with delicate white lace trim along the edges. The background is a soft, out-of-focus light beige.

PROMOTIONAL PLAN

New launch promotions through Instagram posts



WE WISH YOU A HAPPY NEW YEAR 2023



New Year Collection →

ryflectlifestyle.com



Guldasta
NEW COLLECTION

ASSURED

GIFT

ON

EVERY

BUY

NOW

PURCHASE



New Year Collection →

ryflectlifestyle.com



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Guldasta

New Year Collection

2023



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Promotions through facebook posts.

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SHOP NOW



FREEBIES



Fridge magnets

Diary



CHIKANKARI

Handloom Collection



Print Media
(magazine advertisement)

A woman is shown from the chest down, wearing a vibrant orange long-sleeved blouse and a yellow sari with intricate white lace patterns. She is adorned with several silver bangles on her right wrist, a gold ring on her left hand, and a gold bracelet on her right wrist. Her left hand is resting on her right arm, and she has a tattoo on her right forearm. The background is a plain, light-colored wall.

THANK YOU!