

Scrunchies 4 smA

Sustainable, fashionable, and for the Cure.

Mission: Vision: Values: What is it:

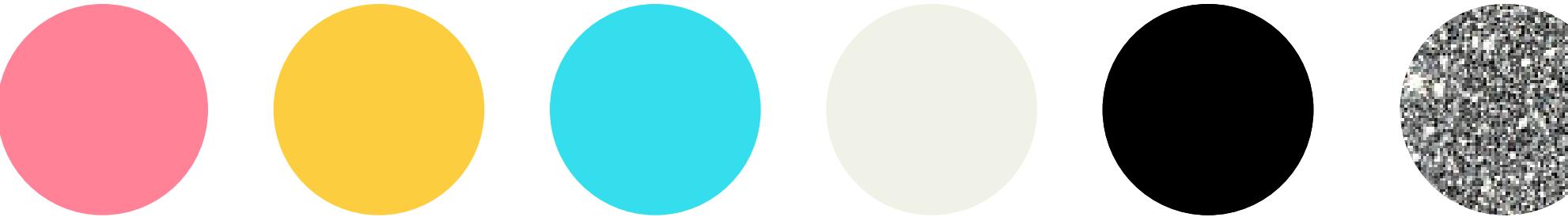
Raise funds for Spinal Muscular Atrophy (SMA) research by selling scrunchies made from scrap fabric

Reducing clothing waste while supporting research on a deadly disease

Hope, love, sustainability, happiness

The bottom half of a t-shirt you cropped, jeans that got a spot stain, a random piece of sparkly fabric you found, these all can be easily reused and turned into scrunchies! The profits can then be donated to SMA research. There's even a choice to send in your own fabric for a customized scrunchy.

Color Palette:

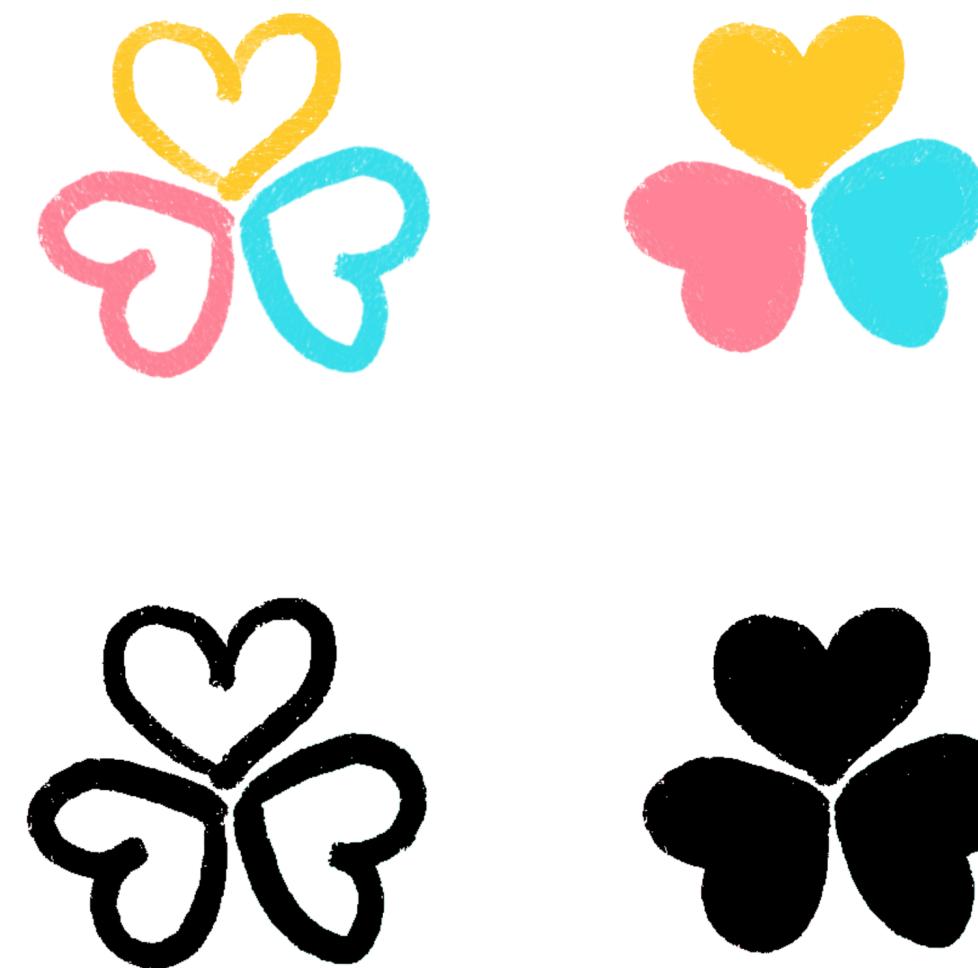
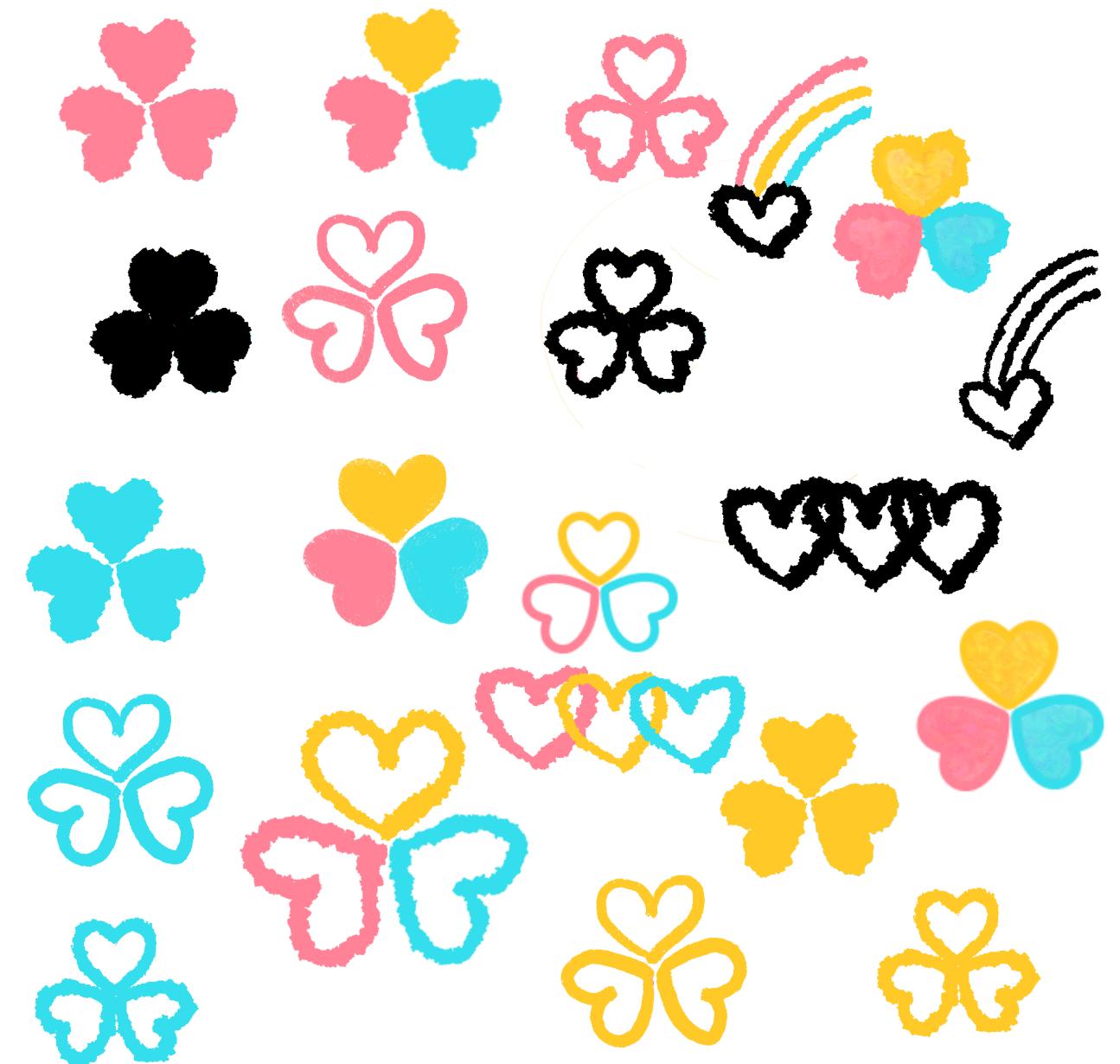


Sofia: Playfair Display

Stylescape:



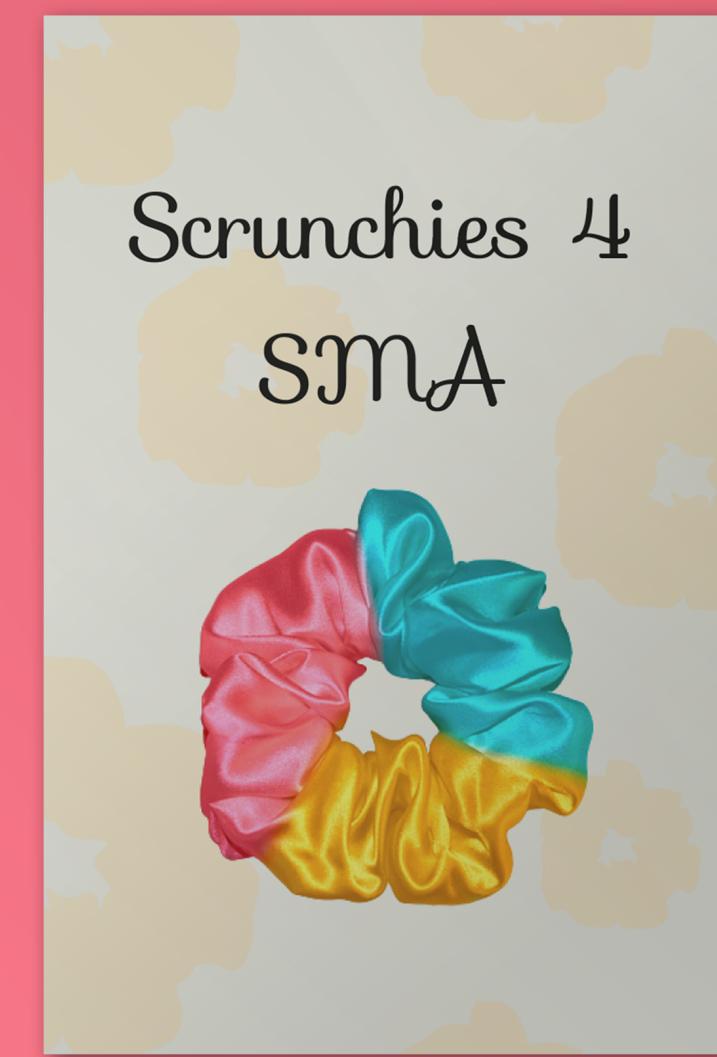
Logos:



Business Card:



Posters:



Stickers:



Shipping Boxes:



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Brand Rationale:

This brand stemmed from my love of my brother and my love of crop tops. My brother has a disease called Spinal Muscular Atrophy and I've always wanted to help in some way. I'm always cropping my t-shirts and then I'm left with the cut off scrap fabric. Scrunchies are really easy to make so it makes it a good item for selling for funds. Because it's with scrap fabric, there will be lots of unique different designs. I chose bright colors to symbolize happiness and hope.

Reflection:

This has been one of my favorite classes and am really sad I couldn't spend as much time on it as I wanted because of other classes/extracurriculars. A big takeaway I have from this class is creating mockups; I've never before and it was really cool being able to. I also realized how hard it was to create a brand from scratch. I struggled with being disappointed with what I made not being up to my standard vision in my head. I'm really glad I got to create this passion project and hope to be able to add onto it more!!