

ANGEL & FRAUD

INTRODUCTION

THE PURPOSE OF THIS DOCUMENT

Welcome to ANGEL & FRAUD. The slide deck presents the brand's luxury, artistic identity, focusing on exclusivity and storytelling through unique, ancient-inspired designs.

It highlights the target audience of high-end consumers, showcases current and future apparel collections, and introduces a collaboration with a luxury pub, with an invitation to join the brand's journey.

OVERVIEW OF ANGEL & FRAUD

At ANGEL & FRAUD, we believe in the power of duality. Just like yin and yang, we all carry both good and bad within us. Perfection may exist, but it's our flaws that make us unique. Our brand is about embracing those imperfections, accepting both sides, and becoming the strongest version of yourself.

We stand for authenticity—while we play with the idea of "fraud" in our name, we never promote it. ANGEL & FRAUD is about strength, honesty, and bold self-expression, with a touch of humor to keep life colorful. We believe in being kind when needed and fierce when required. This label is your artful reminder that you are powerful, and there's always joy in embracing every part of who you are.

ARCHETYPE

THE RULER, OUTLAW and THE CREATOR

Angel & Fraud embodies authority, creativity, and rebellion. As a Ruler, the brand exudes power and sophistication, delivering high-quality luxury apparel that commands respect. The Creator aspect emphasizes unique, imaginative designs, pushing boundaries and showcasing artistry in every piece.

Embracing the Outlaw, Angel & Fraud boldly challenges conventions with a rebellious spirit and a touch of humor, appealing to those who dare to be different.

In Branding: The visual identity blends clean elegance with artistic flair and edgy boldness, using minimalist designs in black and royal tones to convey luxury while incorporating intricate patterns that reflect creativity and defiance. This combination creates a memorable brand experience that resonates deeply with its audience.



BRAND PURPOSE

@ANGELANDFRAUD
ANGELANDFRAUD.COM

ANGEL & FRAUD

Angel & Fraud is a luxury brand offering exclusive, artistic apparel with concept-inspired designs.

PURPOSE

To create exclusive, artistic apparel that blends ancient-inspired designs with modern luxury, offering customers wearable art with deep meaning and character.

VISION

To become a leading luxury fashion brand known for its unique blend of art and fashion, offering timeless, character-driven designs that inspire and connect with a global audience.

MISSION

To deliver high-quality, intricately designed clothing that tells a story, fostering a sense of strength, joy, and individuality for luxury-conscious consumers.

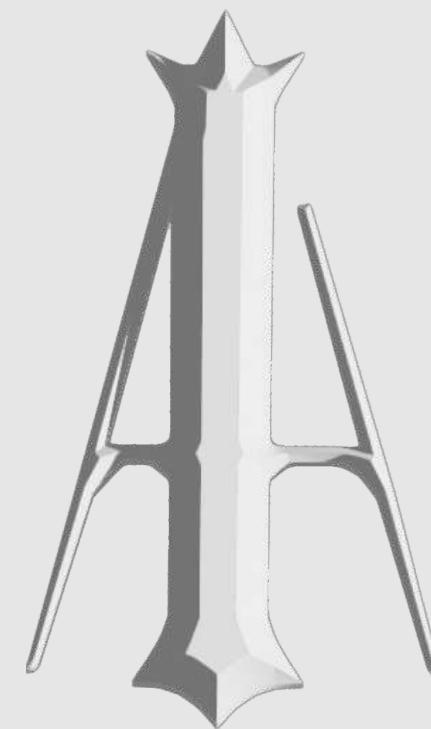
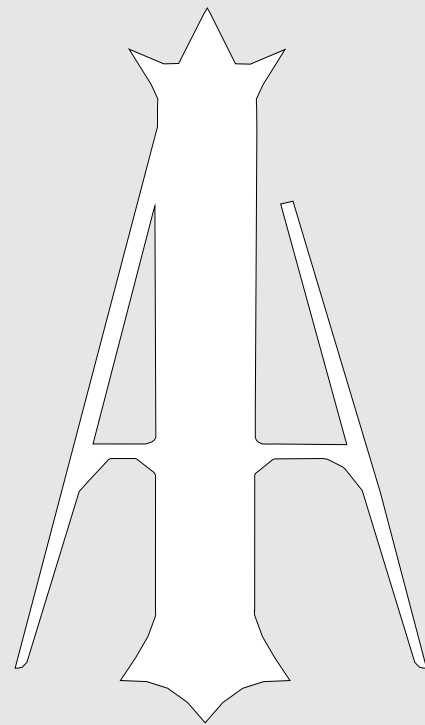
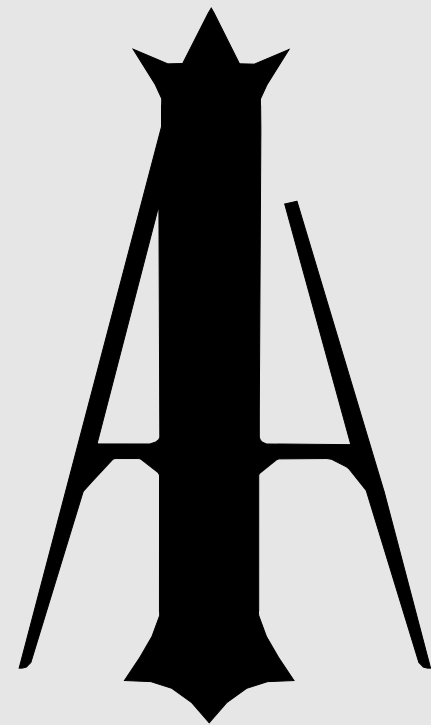
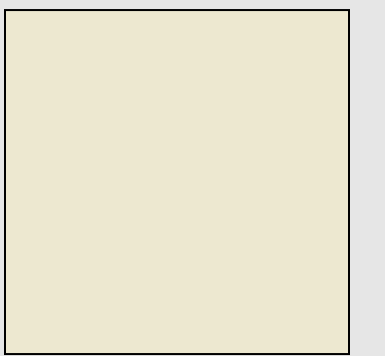
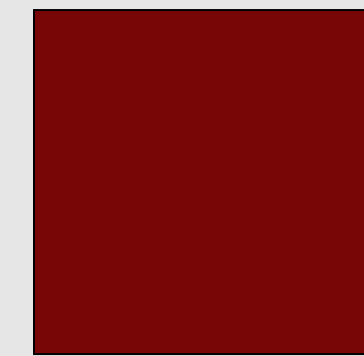
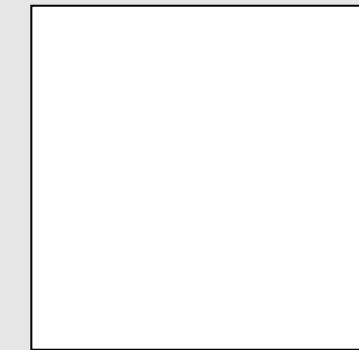
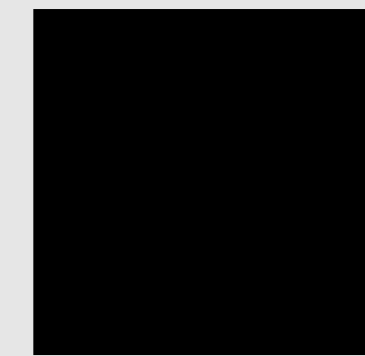
BRAND VISUALS

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Typeface and Logo:

ANGEL & FRAUD

Colors:



Substatement :

One Identity. Two Sides

DESIGNS

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Type: Apparel T-shirts

DROP 1: The Dilema of the WAR



SS24-SS25

Limited

DROP 1: Wings of Dominion



SS24-SS25

Limited

DESIGNS

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ANGELANDFRAUD.COM

Type: Apparel Jackets & Tees

DROP 2 : Faces of Angel & Fraud



SS25

Limited

DROP 2 : Illusion of Good and Bad



SS25

Limited

DROP 3 : Statement luxury jacket



SS25

Limited

COLLABORATION

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ANGELANDFRAUD.COM

GAWKY GOOSE

DROP 3: Goose Club Members Only

MEMBERS ONLY



SS25

LIMITED

COLLABORATION

GAWKY GOOSE x ANGEL & FRAUD

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ANGELANDFRAUD.COM

WHY?

Collaborating with Gawky Goose allows Angel & Fraud to introduce the brand in a luxurious, trendy setting that aligns with our high-end target audience. It's a perfect opportunity to showcase our apparel to style-conscious patrons in an exclusive, upscale environment.

HOW?

We'll host a collaborative display and pre-order at Gawky Goose, featuring limited-edition apparel displays, interactive experiences, and an exclusive offer for customers. This will create buzz around both the pub and Angel & Fraud, engaging our shared clientele.

WHEN?

Launching on one of the regular weekends, but the apparel could be put up to display for pre-order and sell out on the weekend. This would allow us to forecast demand and take order by order basis and provide luxury packaging and feel to customer.

PROPOSAL

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GAWKY GOOSE x ANGEL & FRAUD

APPAREL COSTING RANGE: Premium

T shirt: 3500-4000 INR

Shirt: 5000-7000 INR

Jacket and Hoodie: 7000-10,000 INR

All products will follow similar range.

**70% Selling Price of the product to Gawky Goose,
Exclusion of cost/base price of the product.
(Subject to change on discussion)**

BENEFITS

- Co-Branded Packaging: Packaging includes Gawky Goose elements, boosting pub branding.
- Special Pricing: Gawky Goose customers receive a unique discounted price.
- Exclusive Product Placement: Available only at Gawky Goose, not online, ensuring exclusivity.

— DEAR MEMBER —

THANKS

THIS GARMENT IS MORE THAN JUST APPAREL — IT'S A STATEMENT OF EXCLUSIVITY AND CRAFTSMANSHIP. BY CHOOSING THIS PIECE, YOU ARE BECOMING PART OF A SELECT CIRCLE, SHARING IN OUR COMMITMENT TO DELIVERING UNPARALLELED QUALITY AND ART.

YOUR PURCHASE IS AS UNIQUE AS THE JOURNEY WE EMBARK ON TOGETHER.

ABOUT US:

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THANK YOU, FOR BEING PART OF ANGEL & FRAUD

angelandfraud.com



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