

# 1ST SEMESTER PROJECT

NAME;- Modhumita Dey

ROLL NO;- 1586112

COURSE;- Digital Content Creation- MOTION GRAPHICS

SOFTWARE USED;-



# **CONTENT**

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- . LOGO CONSTRUCTION**
- . BRAND SUMMARY**
- . LOGO PRESENTATION**
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- . BROUCHER**
- . HOARDING**
- . MAGAZINE COVER**
- . PACKAGING**
- . SOCIAL MEDIA POST**
- . FACEBOOK COVER PAGE**
- . WEBSITE LAYOUT**



V A S T R A   F A S H I O N

# LOGO CONSTRUCTION

CONCEPT:-



## THEME COLOUR

Maroon was chosen as the theme colour for its bold , dramatic and timeless essence symbolizing creativity,passion and elegance perfectly capturing the spirit of costume design.



V A S T R A F A S H I O N

# BRAND SUMMARY

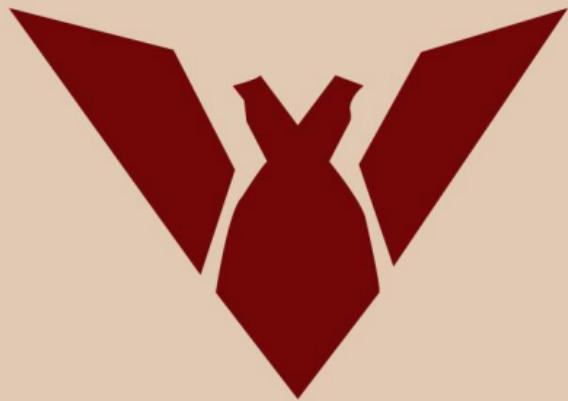
"Vastra Faishon" is a clothing brand that blends traditional craftsmanship with contemporary design, aiming to offer high-quality garments that resonate with modern sensibilities. The brand's collections often feature a fusion of classic and modern elements, catering to individuals seeking unique and stylish apparel. With a commitment to excellence, "Vastra Faishon" emphasizes the use of premium materials and meticulous attention to detail in its creations. The brand's offerings are designed to appeal to a diverse clientele, reflecting a harmonious balance between heritage and innovation in the fashion industry.

## **TARGET AUDIENCE**

Vastra Fashion primarily targets the youth—fashion-conscious individuals between the ages of 16 to 30 who seek stylish, expressive, and comfortable clothing that aligns with their modern tastes while celebrating cultural roots.

# LOGO PRESENTATION

## BRAND IDENTITY



V A S T R A F A S H I O N

## COLOUR PALETTE



## PRIMARY FONT

MYRAID PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

## APP ICON





V A S T R A F A S H I O N



V A S T R A F A S H I O N



V A S T R A F A S H I O N



# VISTING CARD

A rectangular visiting card with a white background and a dark red border. It features the same dark red logo and "VASTRA FASHION" text as the front. To the right, there is contact information for Modhumita Dey:

- Modhumita Dey**
- Thakurganj, near club field, bihar pin:-855112
- [www.vastrafashion.com](http://www.vastrafashion.com)
- [vastrafashion@gmail.com](mailto:vastrafashion@gmail.com)
- 7614609540

**Size:- 3.5 / 2 inches**



Letterhead  
size;-A4



Thakurganj, near club field  
Bihar, pin- 855112



[www.VastraFashion.com](http://www.VastraFashion.com)



764788362



[vastrafashion@gmail.com](mailto:vastrafashion@gmail.com)



VASTRA FASHION



Thane (West), near chab held



[www.vastrafashion.com](http://www.vastrafashion.com)



764788362



vastrafash@gmail.com

Ghat price: 855112





# GRAND OPENING



V A S T R A F A S H I O N

We are thrilled to invite you to the official launch of our clothing brand,

**VASTRA FASHION**

Join us for a special evening dedicated to style, creativity, and the spirit of fashion.

Be among the first to experience our debut collection,  
meet the minds behind the brand, and enjoy a vibrant atmosphere filled with inspiration.  
The event will take place at Thakurganj on 25th May, at 10:00 AM.

We would be honored by your presence as we celebrate this exciting new chapter.  
We look forward to welcoming you and sharing this moment with you.



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# BROUCHURE

SIZE:-8.5/11inch (Trifold)

## ABOUT US

We design stylish, high-quality apparel that lets you express your unique identity with confidence. Our collections blend timeless design with modern trends, crafted from premium materials for comfort and durability. Whether you're dressing up or keeping it casual, we believe everyone deserves to feel bold, confident, and comfortable. Join our community and wear what inspires you.

## WOMEN'S CLOTHING



UP TO  
70%  
OFF



V A S T R A F A S H I O N



THAKURGANJ ,BIHAR  
NEAR MARKET ,  
PIN:-855116



675438965



WWW.VASTRAFASHION.COM



Vastrafashion@gmail.com

## SUMMER COLLECTION



**VASTRA FASHION**





**ENVELOPE**  
size 9.5/4 inch

Undelivered Return to:-

Thakurganj, near club field  
Bihar, pin:- 855112



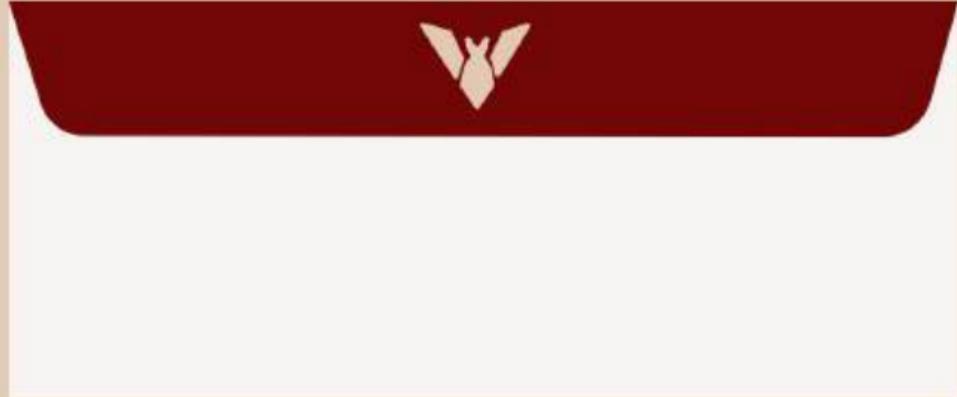
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764788362



[vastrafashion@gmail.com](mailto:vastrafashion@gmail.com)





Undeveloped Reform Rd,  
Bakuping near Club Field  
Bhar, 300-855112



[www.VstraFashion.com](http://www.VstraFashion.com)



764786362



vstrafashion@gmail.com

# LEAFLET

Size:-A4



**VASTRA  
FASHION**

**50%**  
**DISCOUNT**

Everything You Love – Now 50% Off!  
It's the perfect time to treat yourself.  
Hurry – Limited Time Only!  
Grab your favorites at half the price!!

Thakurji, near club field, Bilar, Pin- 856112

www.vastrafashion.com 764788362

8

**LOCATION**  
Thakurji, near club  
field, Bilar,  
pin- 856112

**Scan Me**





**UPTO  
50%  
OFF**



Everything You Love – Now 50% Off!  
It's the perfect time to treat yourself.

**Beachwear Fashion**  
Where Elegance Meets the Shore.  
50% Off – Limited Time Only!!

**Summer Style**  
Up to 50% Off Seasonal Must-Haves.  
Upgrade your wardrobe with confidence.



**Scan Me**



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HOARDING

Size;-16.26/9.14cm



VASTRA FASHION

"Where Elegance Begins."

*Step Into*

*Timeless Fashion.*



Visit your  
NEAREST  
OUTLET  
OR  
CALL ON  
**798853420**



VASTRAFASHION

"Where Elegance Begins."  
Step Into  
*Timeless Fashion.*

Visit your  
NEAREST  
OUTLET  
OR  
CALL ON  
798853420



# BANNER

SIZE:-815/315PX



COLLECT  
YOUR  
FAVOURITES



"NOW  
OPEN"



ORDER NOW



[www.vastrafashion.com](http://www.vastrafashion.com)



VASTRA FASHION

ORDER NOW



[www.vastrafashion.com](http://www.vastrafashion.com)

COLLECT  
YOUR  
FAVOURITES



"NOW  
OPEN"



bag pasting

1.5/12 inch

10/12 inches front



3/12 inch

10/12 inches



3/12 inch

Thakurganj, near club field  
Bihar, pin:- 855112



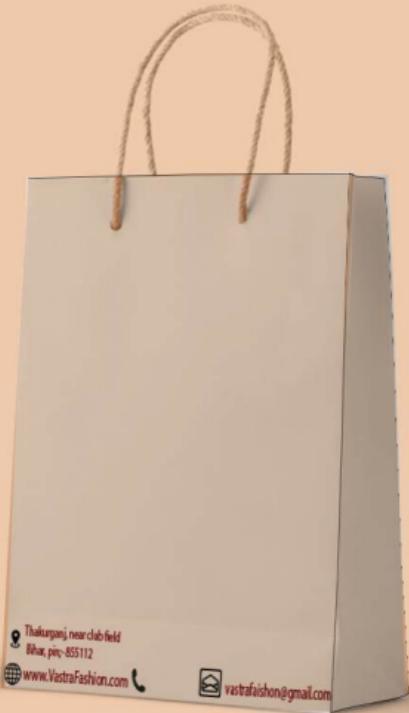
[www.VastraFashion.com](http://www.VastraFashion.com)



764788362



[vastrafashion@gmail.com](mailto:vastrafashion@gmail.com)



A large photograph of a woman with long dark hair, wearing sunglasses and a flowing leopard print jumpsuit, walking on a light-colored sandy beach. She is looking over her shoulder. The background shows a modern building with large windows.

V A S T R A F A S H I O N

New Collection  
**FASHION SALE**  
Don't Miss The Deal

**50%**  
**DISCOUNT**

Enjoy massive savings on your favorite products!  
This is your chance to grab the best deals at half the price.  
Hurry up — the offer is valid for a limited time only!  
Shop now and make the most of this amazing opportunity.

Order Now

[www.vastrafashion.com](http://www.vastrafashion.com)



**50% OFF  
SALE IS  
LIVE**



**VASTRA  
FASHION**

Step into elegance with Vastra Fashion  
Where tradition meets trend  
because your style deserves a story.  
New arrivals dropping this week!  
Shop now | Free shipping | Made with love

order now

[www.vastrafashion.com](http://www.vastrafashion.com)



V A S T R A F A S H I O N

Grab your favourites from  
**Our Collection**



SLAY  
THE  
SALE



[www.vastrafashion.com](http://www.vastrafashion.com)





Dont  
Miss Out!  
Styles  
Selling  
FAST!!

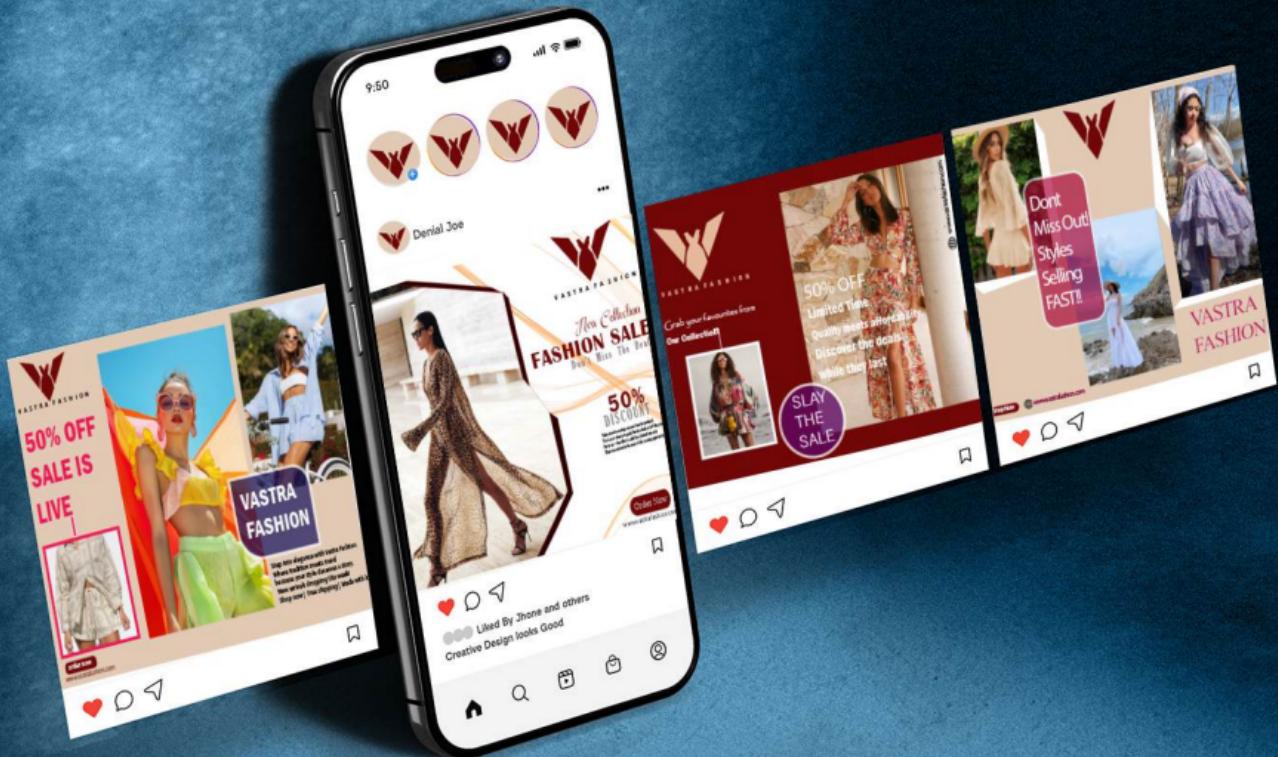


VASTRA  
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Shop Now



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V A S T R A F A S H I O N

DISCOUNT  
UP TO  
**50%**

# SALE OFFER

Limited Time Only!"

50% OFF - Limited Time Only! Don't Miss Out!



SHOP NOW



[www.vastrafashion.com](http://www.vastrafashion.com)



Search Facebook

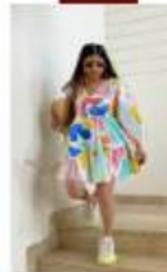


## SALE OFFER

Limited Time Only!

50% OFF - Limited Time Only! Don't Miss Out!

DISCOUNT  
UP TO  
50%



SHOP NOW



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VastraFashion

7.7M followers · 70 following

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### Intro

The ONLY official page managed by Orange Juice.

Page · Art

[yourpageedit.com/mockup](#)

Rating · 5.0 (4,701)

### Posts

Filters



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# VASTRA FASHION

*Where Style Meets Identity*

20 Best  
BODY  
OUTFIT  
Secret of Beauty  
it's all about  
FASHION

[www.vastrafashion.com](http://www.vastrafashion.com)







MEN

WOMEN

BEAUTY

HOME &amp; KITCHEN

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MEN

WOMEN

BEAUTY

HOME &amp; KITCHEN

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womens one piece  
MRP:- 1500



womens summers two piece  
MRP:- 900



Womens top and skirt  
MRP:- 1200



womens summer top  
MRP:-700



Fancy skirt  
MRP:- 1100



Cotton top  
MRP:- 700



womens cotton sleeveless top  
MRP:- 600



Womens athenic top  
MRP:-1500



Athentic cotton top  
MRP:- 1300



Athentic top  
MRP:-1600



MEN

WOMEN

BEAUTY

HOME &amp; KITCHEN

Search Bar



## Women's Summer two piece

Rating 4.5

MRP; 1800

**50% OFF**

MRP;- 900

Pure Cotton made Clothes with  
floral printed

Colour

SIZE L

