

FINAL PRESENTATION

Group 4:

- **Lekhya Adari**
- **Norah Li**
- **Vaishnavi Bhalla**
- **Tanvi Singhal**
- **Daniella Villanueva**



Values Proposition

MISSION STATEMENT:

Creating comfortable, trendy, and high quality but affordable clothing that is sustainably sourced and uses eco friendly materials.

PRIMARY AUDIENCE:

Mainly women in their late teens and early twenties (Gen Z) who like the comfortable street wear style and cyberpunk aesthetic.

GUIDING VALUES:

- Sustainability
- Comfort
- Unique style
- Affordability

Key Competitors

Urban Outfitters



Doll Kill

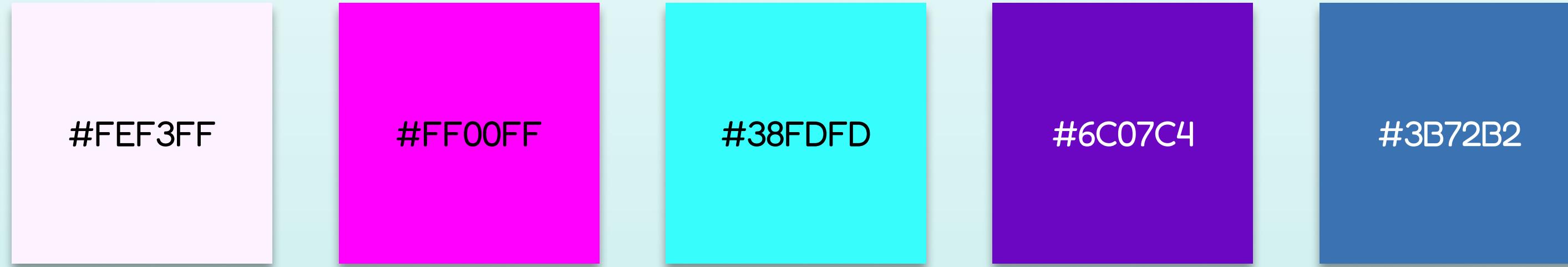
A screenshot of the Doll Kill website during a Cyber Monday sale. The top banner says "50-80% OFF EVERYTHING" and "ENDS IN 00:15:44:25". Below it, a large "CYBER MONDAY" text is followed by a massive "50-80%" discount. A woman in a black fur-trimmed coat is featured in the background. Navigation links for "NEW", "CYBER MONDAY", and "SALE" are at the top. A "Cyber Monday Access" button is at the bottom left. A "SHOP NOW" button is at the bottom right.

NevStudio

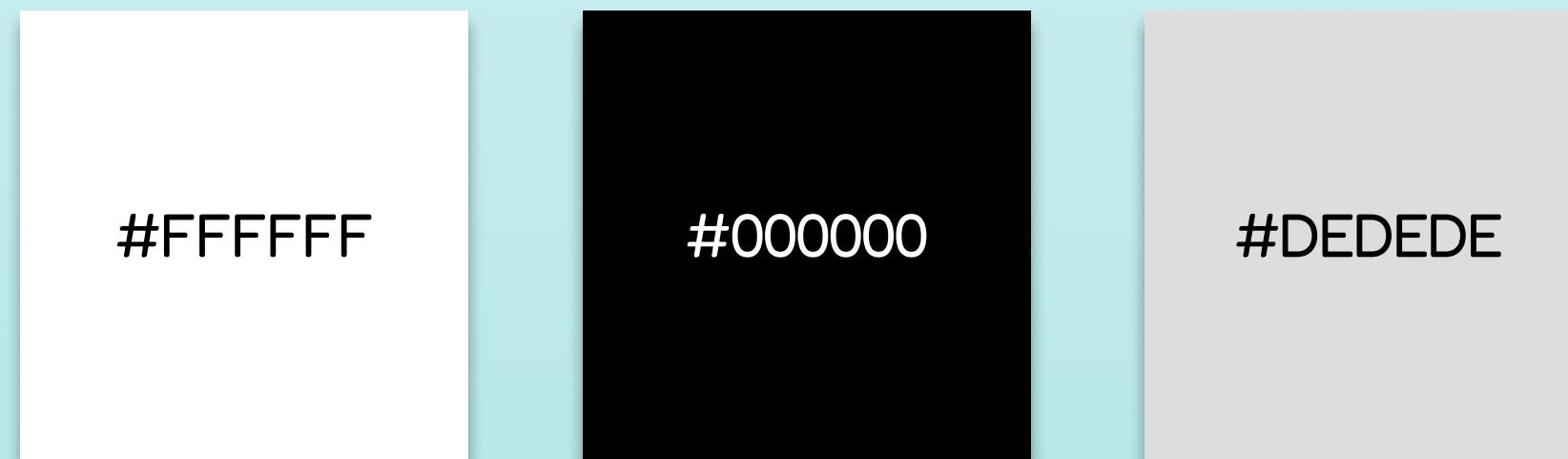
A screenshot of the NevStudio website during a Cyber Monday sale. The top banner says "Up To 70% off" and "BOGO90". Below it, a large "CYBER MONDAY" text is followed by "15% OFF SITEWIDE". A "2ND 40% OFF code: CYB40" and "3RD 70% OFF code" are also mentioned. A woman in a black dress is shown in the background. Navigation links for "NEW ARRIVALS" and "PR" are at the top. A "CYBER MONDAY" text and "UP TO 70% OFF" are at the bottom right.

Style Guide

PRIMARY COLORS:



SECONDARY COLORS:



TYPOGRAPHY:

TITLE - RACING SANS ONE

HEADING - FREDOKA ONE BOLD

SUB-HEADING - FREDOKA SEMI-BOLD

BODY - FREDOKA REGULAR

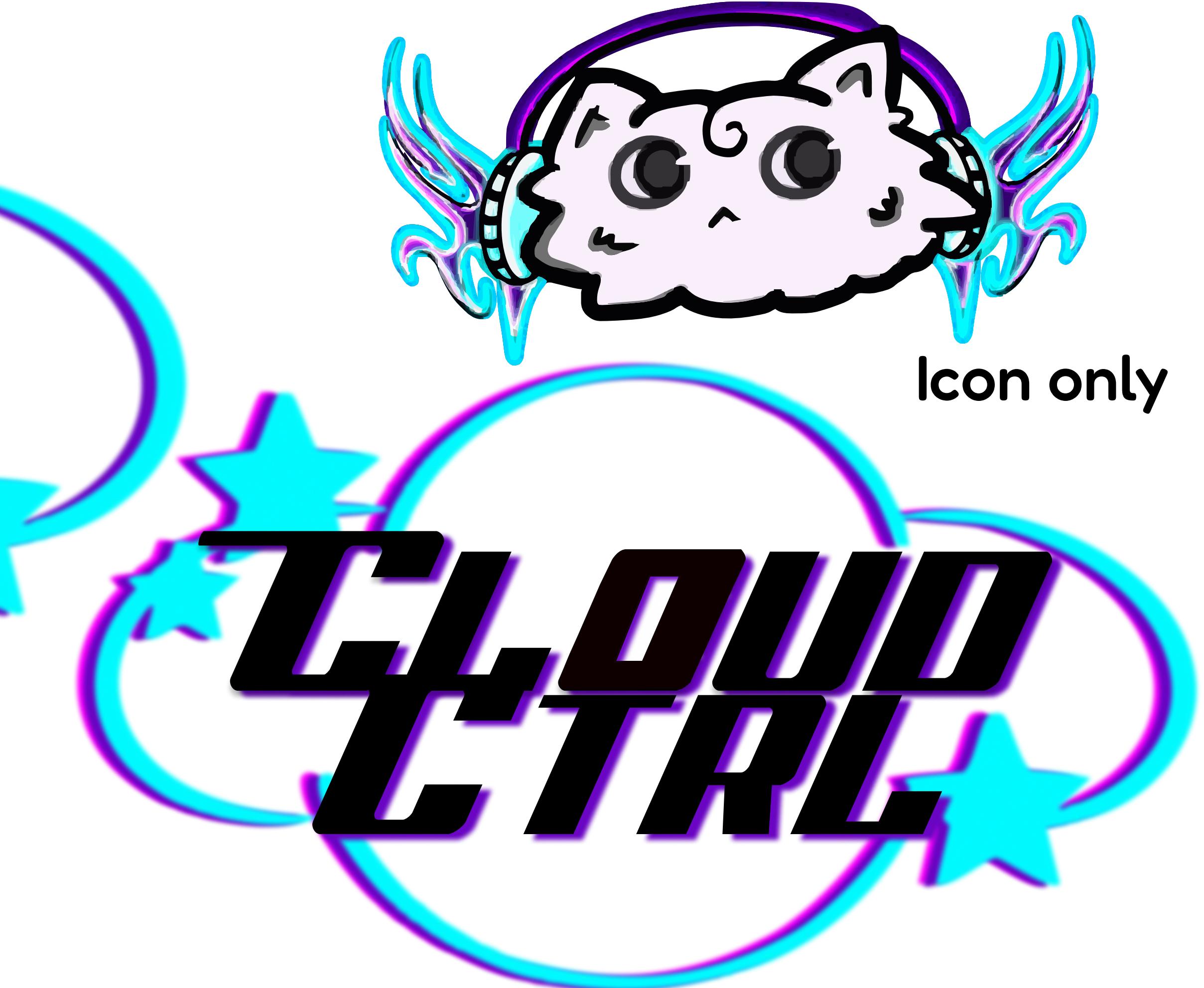
Logo Designs



Main logo



Monogram



Text only





Main logo



Monogram



Icon only



Text only



Logo Examples



CLOUDCTRL

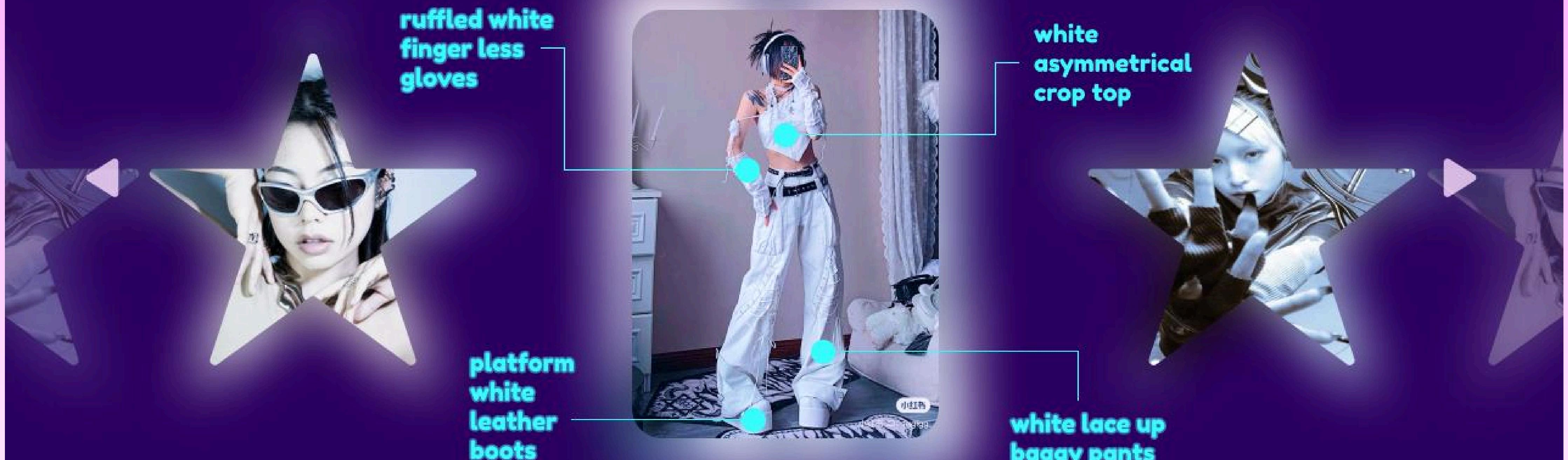
Tops Bottoms One Pieces Street Wear Lounge Wear Accessories

[Login](#) [Register](#)

Website Home Page



FASHION → CTRL UR FASHION ← CTRL

[Learn More](#) [Chat with Us!](#)

Billboard





Business Cards

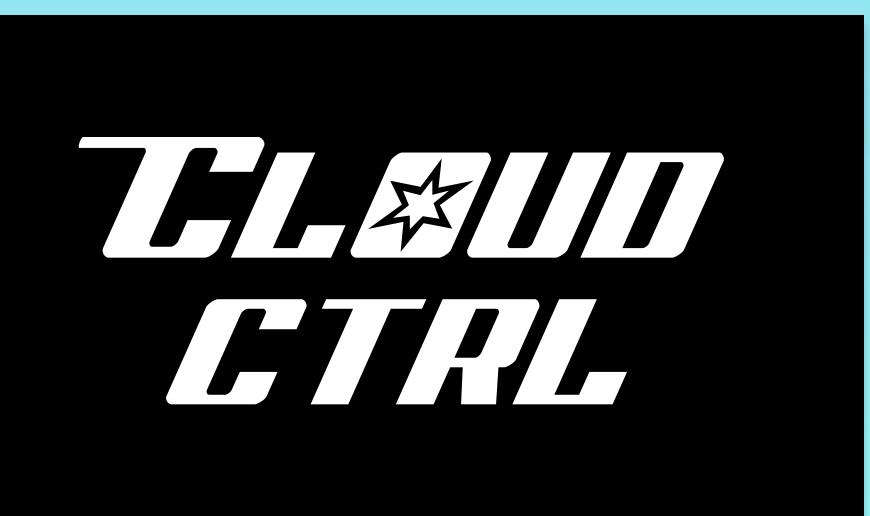
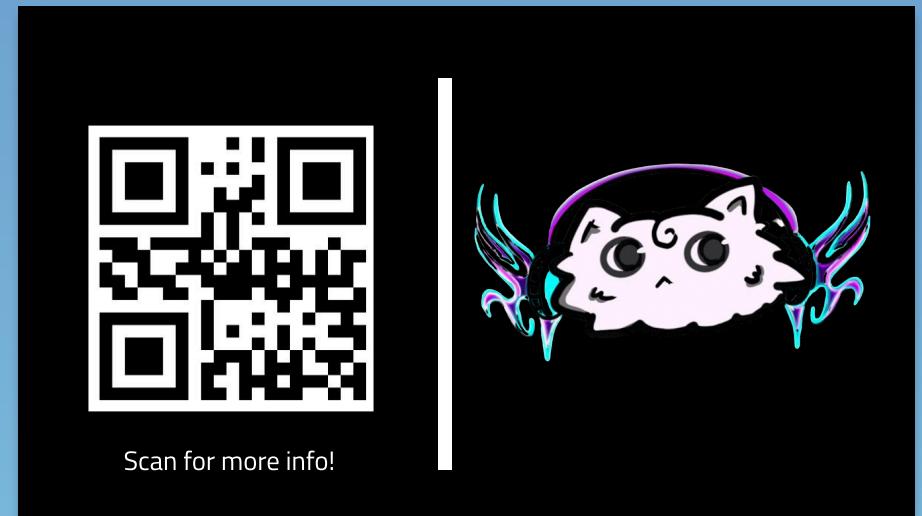
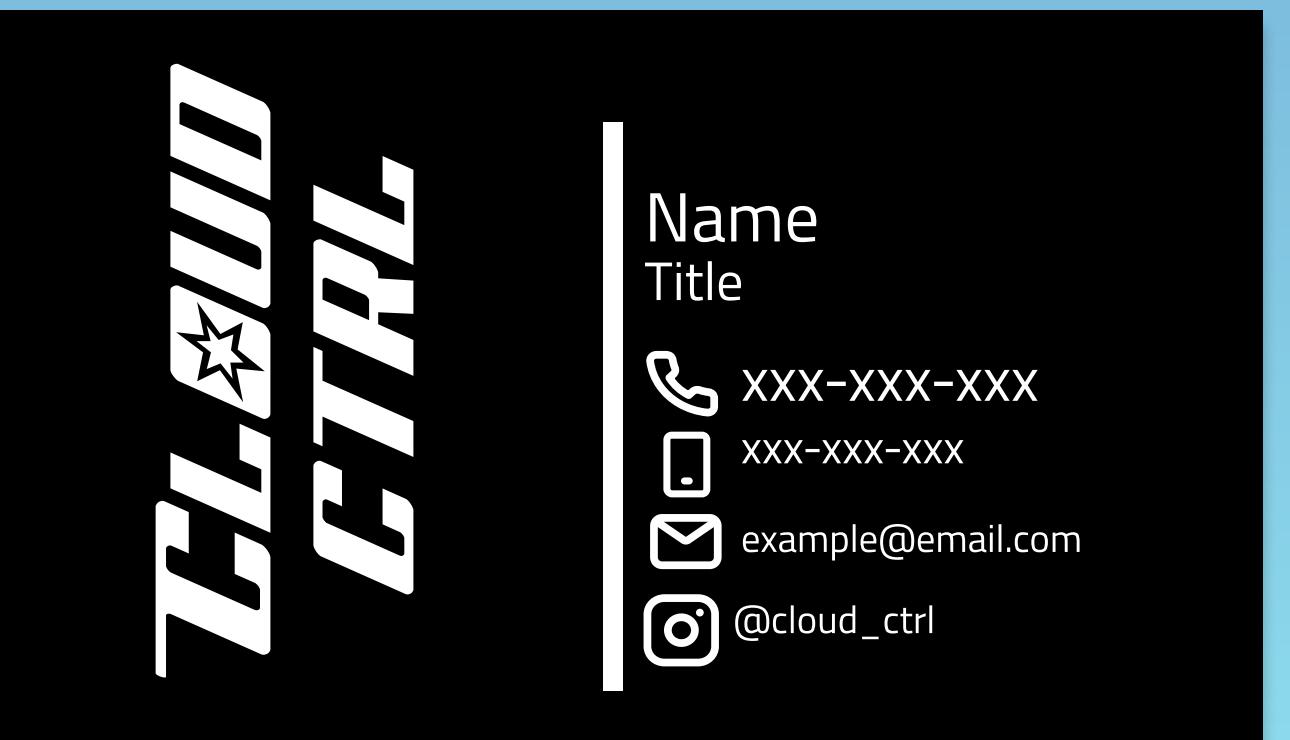
Other Designs

Main Design

Front



Back



Custom Designs

3 Total Designs:

- 1. Clothing Tags***
- 2. Shopping Bags***
- 3. Clothing Line Catalog***

Clothing Tags

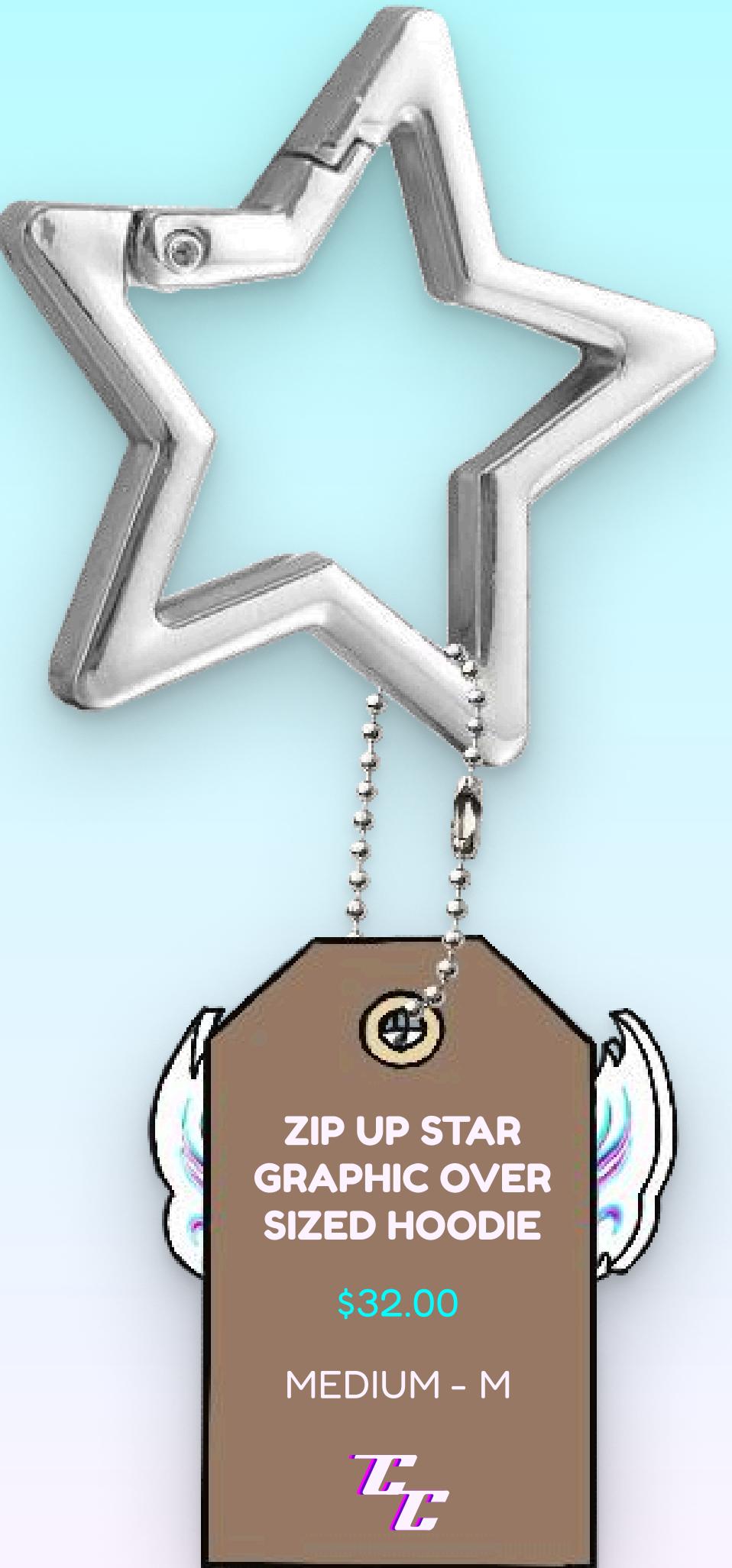
KEYCHAIN FRONT



TAG FRONT



BACK



Shopping Bags

SHOPPING BAG FRONT



SHOPPING BAG BACK



Clothing Line Catalog

CHROME CTRL

Show off your style with our latest collection by: **Cloud Ctrl**



Chrome Chrysalis Cargo Pants

Top of the line cargo pants made with organic cotton and recycled polyester providing breathability, softness and durability all while reducing plastic waste.



Chrome Crest Bomber Jacket

Pair with our trendy bomber jacket made with eco friendly TENCEL™ Lyocell, the reflective wing-like graphics emphasize a cyberpunk edge, ideal for a futuristic aesthetic. Adding the neon accents in purple and blue giving you a vibrant, rebellious look, perfect for a night out or casual wear to show off your style.



Chrome Creature Shoulder Bag

Add our Chrome Ctrl shoulder bag made with vegan leather derived from pineapple leaf fibers (Piñatex) to give you the high-tech futuristic feel to set your outfit apart.



Chrome Crown Sunglasses

Top off any outfit with some flair with our Chrome Crown sunglasses crafted with recycled aluminum and plant-based acetate. The intricate metallic details scream cyberpunk luxury, perfect for that dystopian aesthetic.



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Citations

1. Website Main Model: <https://www.pinterest.com/pin/2251868556634027/>
2. Website Left Side Star: Emi, Sofie. Instagram, 5 Oct. 2022, www.instagram.com/p/CjUzBhVLVcY/?epik=dj0yJnU9ejJPX1BxdUpDZnFKZGdZZVJVaUt4Yk82V210SFNGZUMmcD0wJm49V1B2TWFSZEdmazJnNFhSUWhrM1N2ZyZOPUFQUFBR2M5WjVR.
3. Website Right Side Start: <https://www.pinterest.com/pin/41587996551373135/>
4. Key Chain Start Carabiner: <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.amazon.com%2FStainless-Keychain-Carabiner-Carabiners-Accessory%2Fdp%2FB0DM29TQLF&psig=A0vVaw3LxqctHates2vuwjlxK38q&ust=1733533446847000&source=images&cd=vfe&opi=89978449&ved=OCBcQjhxqFwoTCKCr6Lz5kYoDFQAAAAAdAAAAAABAE>
5. Clothing Line Sunglasses: <https://www.pinterest.com/pin/582371795603066631/>
6. Clothing Line Purse: https://www.amazon.com/CYHTWSDJ-Shoulder-Handbag-Clutch-Closure/dp/B099DDH2RG?ref_=pinterest_fplfs
7. Clothing Line Pants: <https://www.riyanbuilder.com/products/pbdsd-womens-cargo-jeans-vintage-y2k-90s-aesthetic-baggy-denim-trousers-harajuku-oversize-cowboy-pants-emo-2000s-trashy-clothes-2024-pants?variant=29c18aeb-f99a-406f-b719-32cd45520d47>
8. Clothing Line Jacket: <https://www.orezoria.com/product/satin-short-bomber-women-jacket-urbancore-aesthetic/>
9. Billboard Model 1: <https://www.pinterest.com/pin/448882287878881221/>
10. Billboard Model 2: <https://www.pinterest.com/pin/448882287878881190/>