
Kushal's *Visual* & Digital Playground



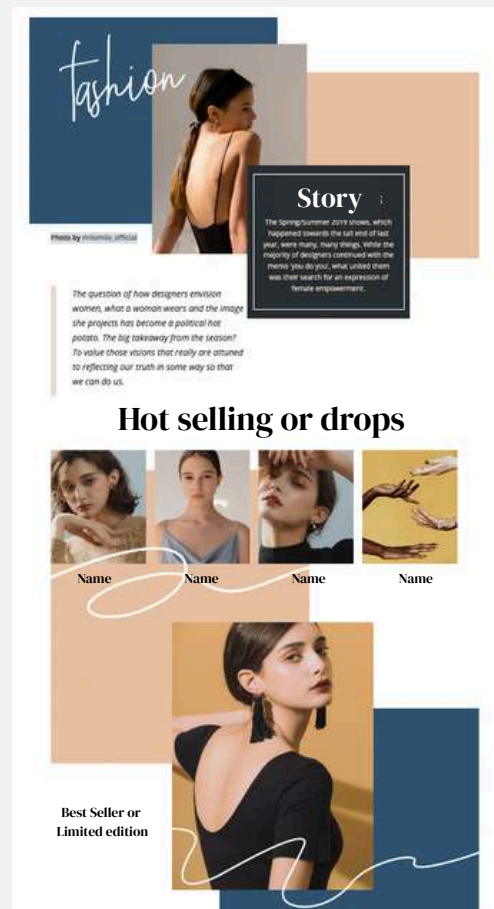
AESTHETIC & FUN

LOOKBOOK

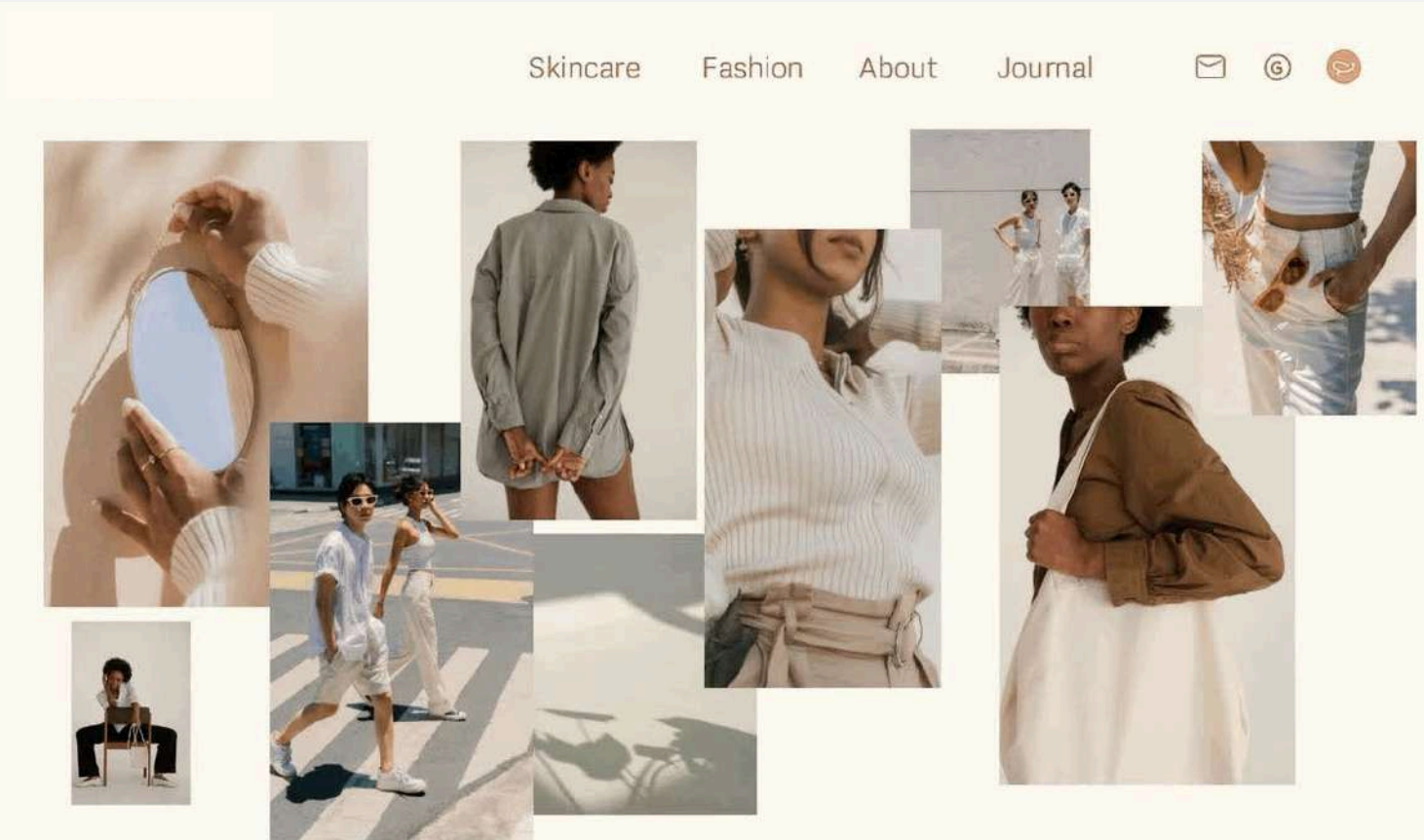
KUSHAL M SETHIA

BUILDING A GEN Z FASHION BRAND (2025 – ONGOING)

Helping a digital influencer bring her fashion label to life — I'm leading the branding and marketing side of things. From designing the logo, packaging, and website layout to planning the launch strategy, picking PR influencers, and crafting a social media buzz plan — I've built the brand's world from scratch. Launch coming next month — and it already feels like her audience is waiting for it.



Landing page of the website



Website Layout Ideation

Designed Some Pieces for Summer Season



Moodboards Based on Birth Dates for Insta to Increase Engagements & Stay Relatable



MIXI – A DIET SODA BRAND FOR GEN Z GIRLS

Worked as a consultant for a goli soda brand launching a new line: Mixi – diet sodas in blueberry, raspberry, and strawberry, made for girls aged 16–24.

I researched soda consumption patterns among Gen Z girls — fun, guilt-free, aesthetic-forward — and helped shape Mixi's identity.

From designing the can and crafting the new website layout, to creating Instagram templates, writing in a playful brand tone, and guiding their go-to-market strategy, I helped Mixi become more than just another “zero-calorie” drink — it became a vibe. They are in the gear of running a Pilot-testing mode.





CAN DESIGN (VISUAL STYLE DIRECTION)

- Tall, sleek matte finish with pastel gradients (blue, pink, purple – by flavor)
- Bold white logo “Mixi” in soft, playful typography
- Doodles of fruit with cheeky copy like “Zero Guilt, Full Thrill”
- Personalised Messaging on can basis the flavour
- QR code leading to a Spotify mood playlist on pack of 6 + brand blog



[Can Label Link](#)

[3D Render Link](#)



WEBSITE HOMEPAGE DESIGN (STRUCTURE OVERVIEW)

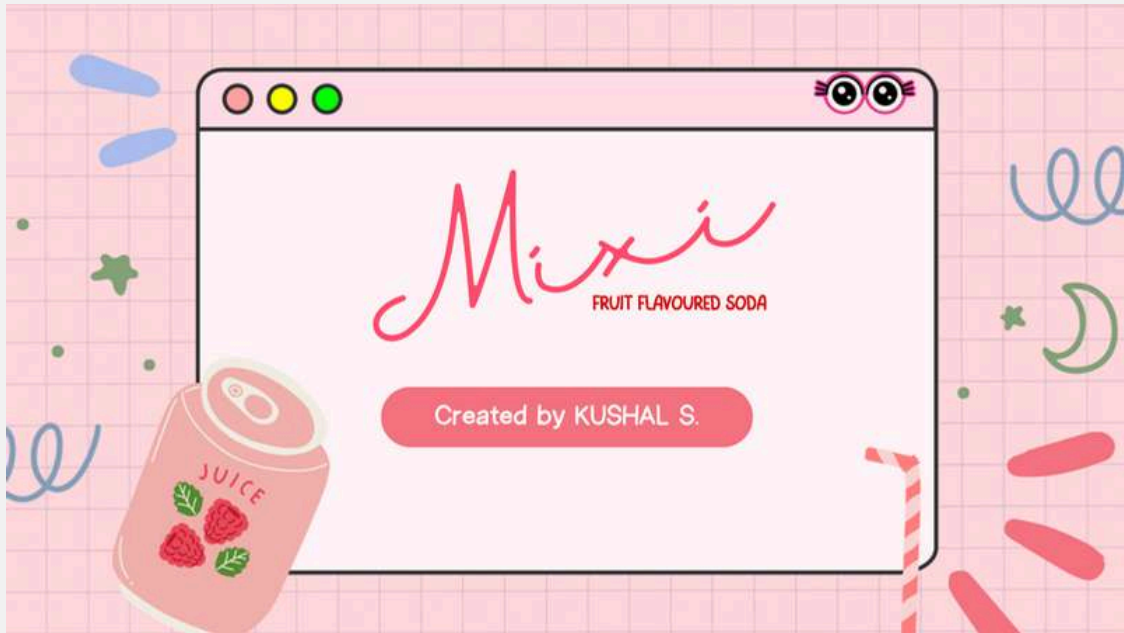
- Header: Sip the magic, Taste the dream,
- Section 1: “Why Mixi?” — Fully Natural, Totally Delicious.
- Section 2: Meet the Flavours (interactive hover effect on cans)
- Section 3: Blog & Vibes — articles like “Soda With Your Sunsets” in brand voice
- Section 4: UGC Wall — customer posts with #MixiMood (to be implemented)
- Footer: Insta feed preview + email capture - Join the Mixi Club (needs to be updated)

[Website Link](#)

INSTAGRAM POST TEMPLATE



[Insta Post Link](#)



[Strategy Deck Link](#)

MARKETING INSIGHTS & SALES DIRECTION (WIP)

- Focus on aesthetic health-consciousness: “Fun, not fake. Diet, not dull.”
- Partner with micro lifestyle influencers who post vibe over value
- Use Instagram Reels + Snapchat ads with ASMR + pastel visuals
- Launch a “Mix & Match” sampler box for trials
- IRL events at college fests with tasting booths and UGC zones
- Add a Mixi Moodboard filter on Insta — making girls associate the drink with moods, not calories

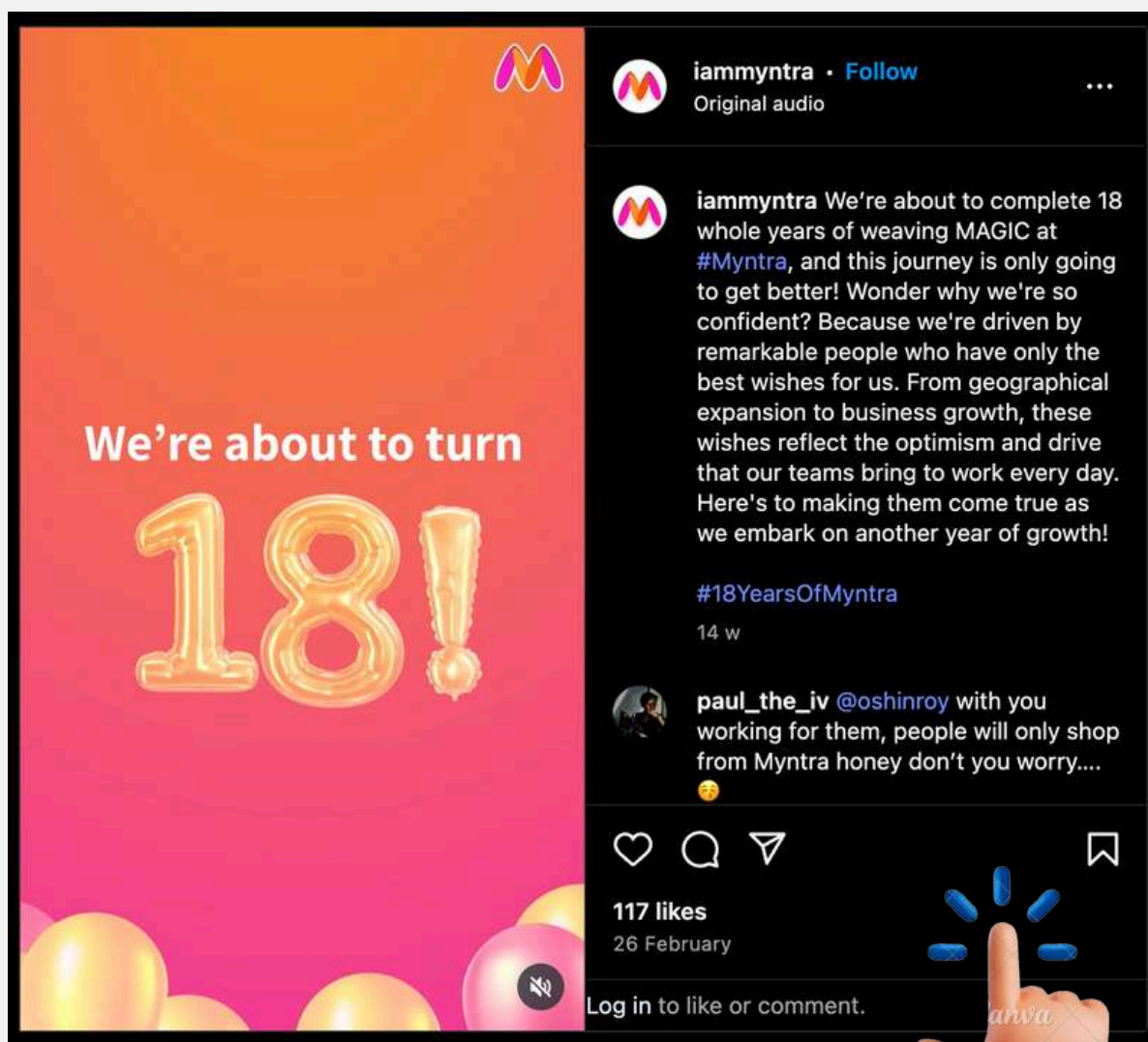
MYNTRA'S 18TH BIRTHDAY BASH – A STORY-LED CELEBRATION

For Myntra's 18th birthday, I crafted the celebration into a story worth remembering.

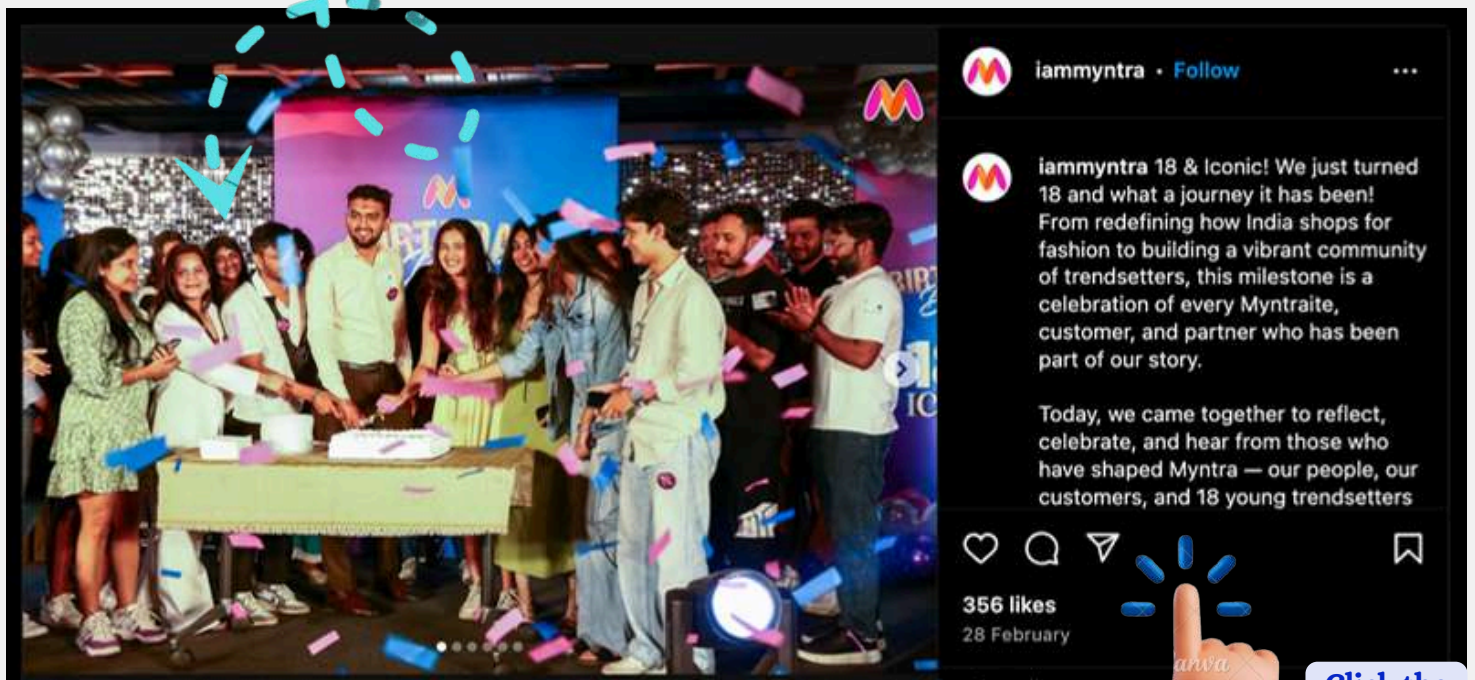
I ideated the campaign — bringing together 18 top customers from across India, turning their journeys into a fashion-forward experience.

From scripting the day, planning the Pickleball session, CEO meet, fashion show, and brand movie, to executing influencer posts, PR tie-ups, and 20+ social drops — I made sure it wasn't just an event, but a brand moment.

The heart of it? Making Myntra's 18 feel like a coming-of-age film — not just a sale.



Thats Me there
Keeping Everything
in Line



Click the
image to
go to Post



Find me talking about what
inspires me in the Video

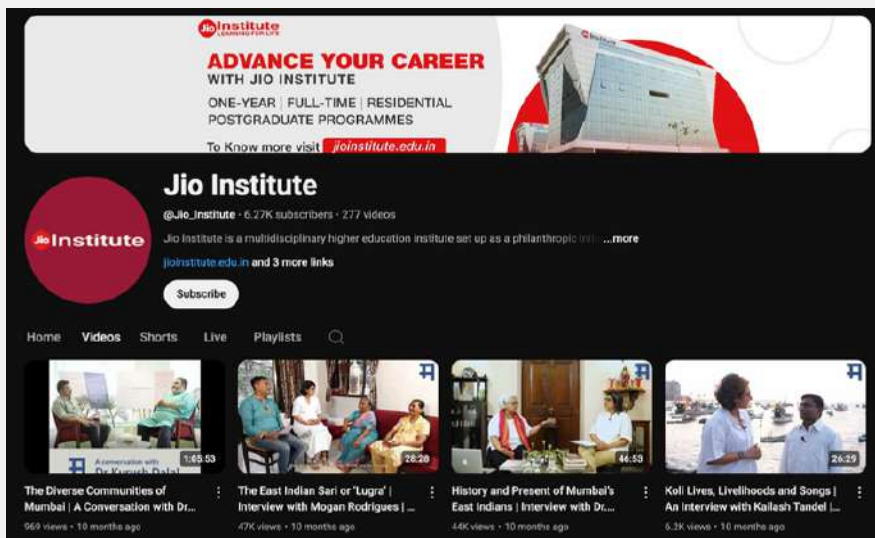
Click the image to
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Mention of the 18 Bday Bash
Event in their monthly wrap up

Click the image to
go to Video

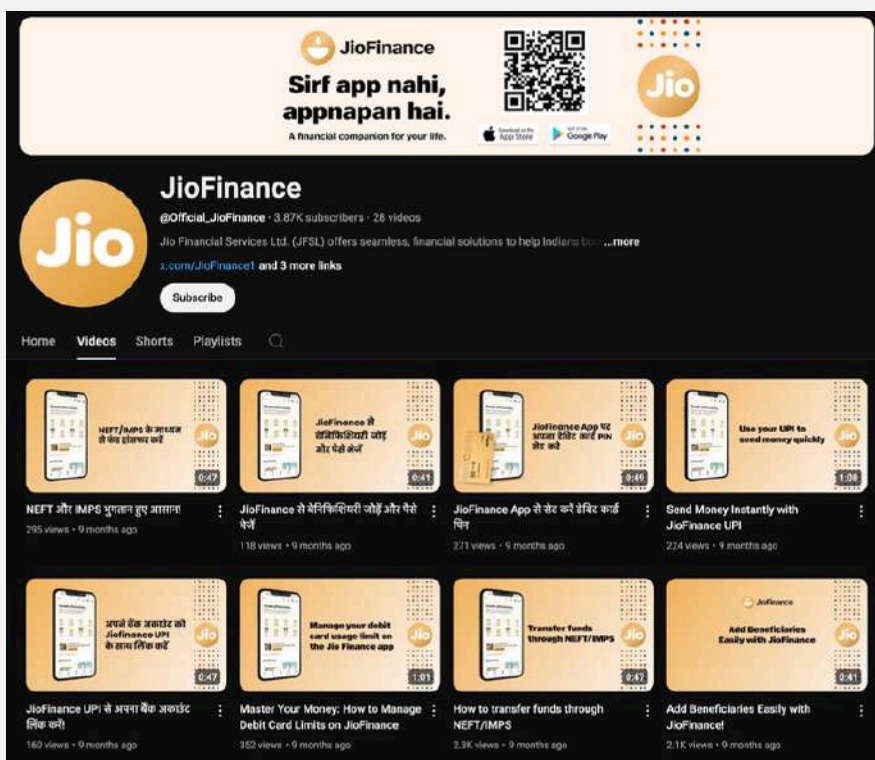
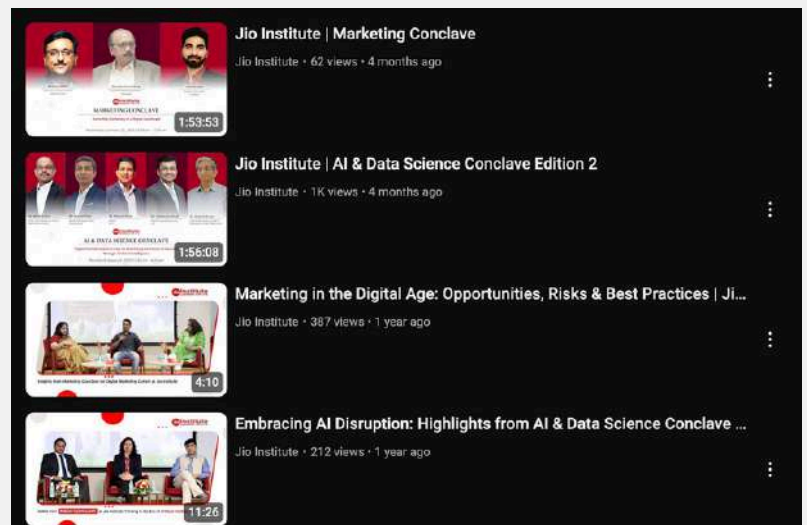


YOUTUBE CHANNELS



Creating a presence on Youtube that not just focused on bragging about college but having real conversations with real people in Mumbai

Conclaves Scripting and Key people connects for conclaves



Crafting Ideas and script writing for the JFS Youtube page portraying features of JFS App along with how they benefit the common man in easy to understand way

COMPETITOR ANALYSIS (JFS)

Creator Brands Collective

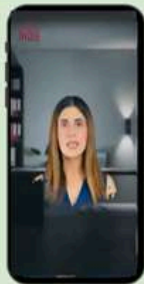
Aditya Birla Capital



301k Views

Aditya Birla Capital's YouTube channel offers content focusing on financial literacy, leadership insights, and wealth management, with a particular emphasis on podcasts and talks.

IndusInd Bank



300K Views

Tutorials on using the INDIE app for various banking needs like saving, investing, borrowing, and managing finances. Explaining advanced security features, including virtual debit cards and unique payment systems.

PolicyBazaar



437k Views

Policybazaar's YouTube Channel focuses on financial education, insurance awareness and Live Sessions and Webinars.

Navi Finserv



32K

Nav's official YouTube channel primarily focuses on simplifying financial concepts, providing educational material for students, product walkthroughs, and user testimonials

66

For Youtube Shorts and Long format videos Several Creator brands were analysed to understand what works n what doesnt

For Insta Reels Informative content was put forward in a humorous way

IDFC FIRST Bank



1.6M

IDFC First Bank has partnered with IVM Podcasts which brings in a short informative story from history celebrating a person or our nation's achievement.

HDFC Bank



38.5k

HDFC Bank hops on to the latest trends on Instagram and use them in a unique way to promote their offerings

Max Life Insurance



212k

Max Life insurance with collaboration with Yuvaa where they brought in influencers famous within GenZ who talked about their experiences with Money

Paytm



1M

Paytm has deployed several funny reels that shows the shift from cash to Upi, they too hop on to trends on Insta and end the video with their famous tune

Instagram & Ad Copies



Several Instagram Posts & Promotional Content



Templatised the posts for Instagram for Online Masterclasses



I'M JUST A GIRL

Sketching of my childhood bows that I refound in my old almirah. Each bow stands as a reminder of simpler days and how they represent my childhood. My Mother always loved putting them in my hair not just as an accessory but in her own way it represented love, care and affection.

Bows that amuses me now, were something I detested the most once.



TREND ANALYSIS IN CLOTHING



Visual Moodboards created for a homegrown fashion label basis the trending patterns and colors in summer 2024



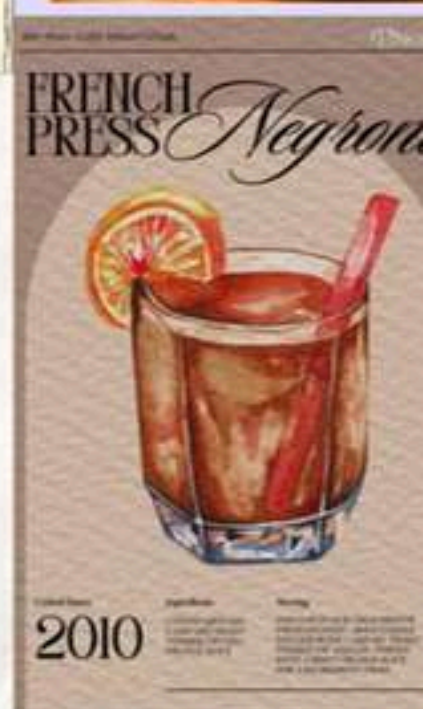
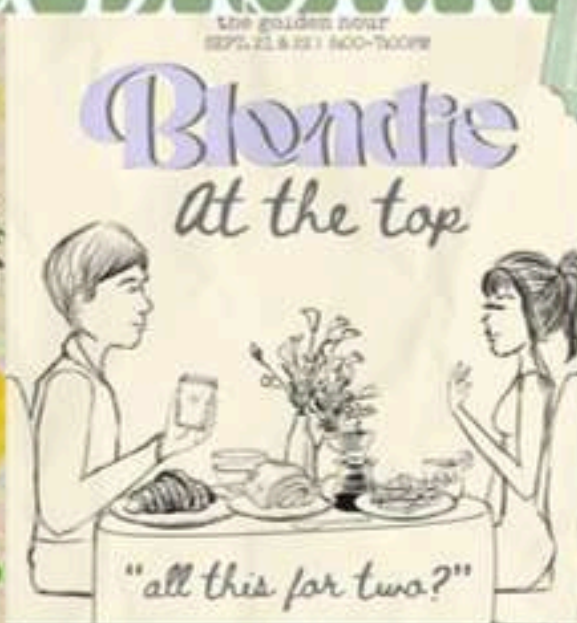
Designing a Drop

Project- Red Kills

Created an artwork using several rappers and singers smoking to coordinate them and overlay them on to the Brand color patten of Marlboro



BLONDIE & BASTIAN

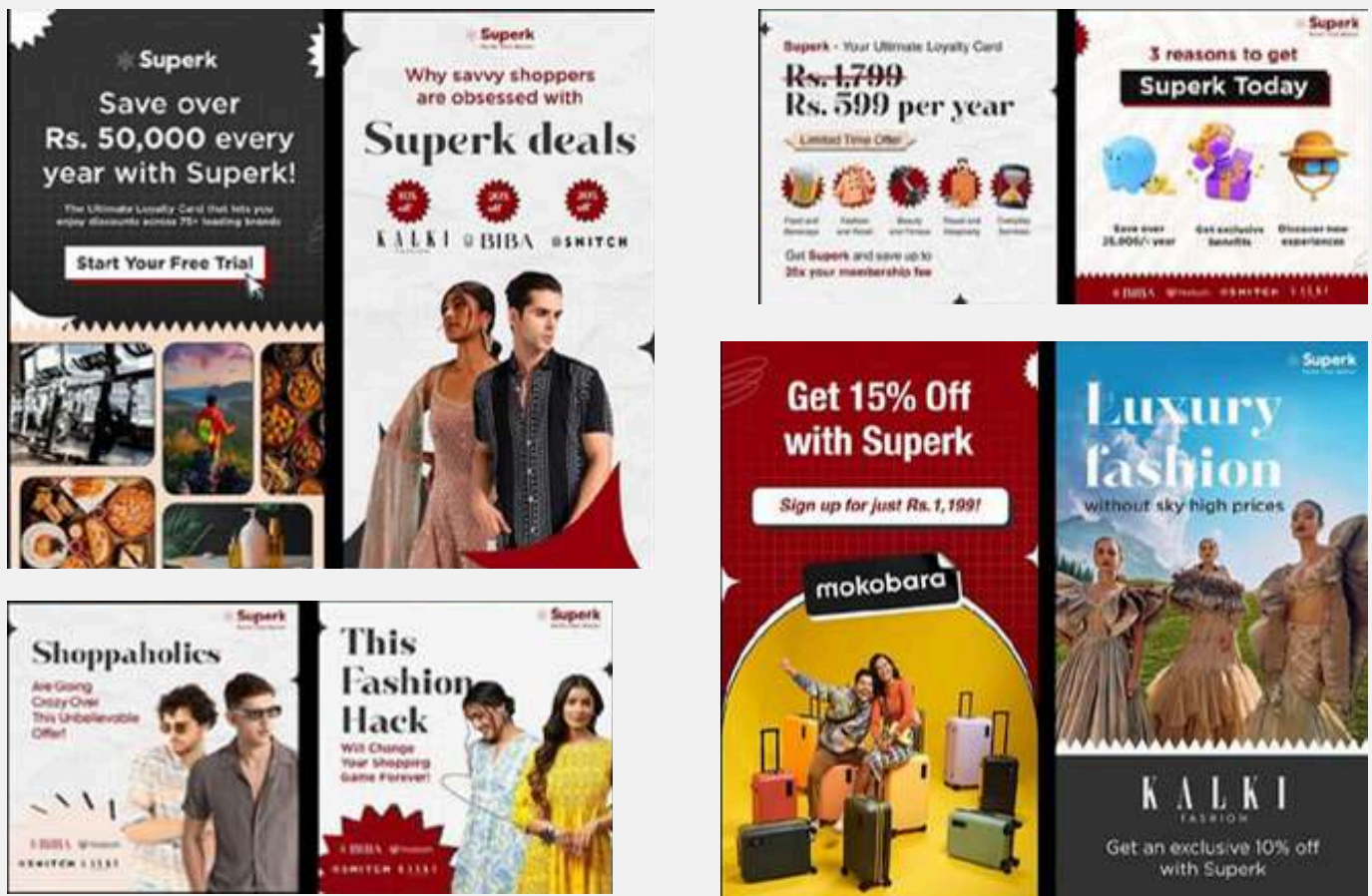


Designed summer
hoverboard images and
menu designs for a
Restaurant in Mumbai

SOME CREATIVE AND CUTESY POSTS FOR NYKAA'S INSTAGRAM



BRAND ACTIVATION STORIES FOR SUPERK.APP'S PAGE



EMAIL BANNERS FOR EMAIL MARKETING



LOGO

AMYRA
ILLUMINARE

AMYRA
ILLUMINARE

AMYRA

THE IDEA & DYNAMISM
OF THE LOGO

LOGO CONCEPT

The symbol for letter
A is depicted by
an upward arrow

The letter "I" is
used to symbolize
"illuminate"
within the logo.

Circle represents
the shining
sun

COLOUR PALATEE

For Silver

For Gold

For Diamond

AMYRA
ILLUMINARE

FOR THE PRINCESS
FOR THE MISSISSIPPI

