

FUZAH

The story behind the brand

Introduction

This document provides guidelines and inspirational ideas for a fashion e-commerce website. This website expands on the current business of **Raishma Ready-to-Wear**.

The aim is to create a strong visual brand identity that reflects the brand core values and creates a strong relationship with the target audience. This identity, combined with a clear vision and mission statement will guarantee that the target audience and consumers can identify themselves with this brand. They must share the same values and lifestyle, this is mainly communicated by the brand logo, colours and visual appearance of the e-commerce website.

A persona and mood-board provides a guideline to decision making during the startup period of the brand and it's e-commerce website and services. The online competitor analysis and online market research gives a summary of the current online fashion market. This enables the brand to adapt their services to current online e-commerce trends and the needs and wants of online shoppers.

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Vision & mission statements

Vision

- Offer innovative and affordable fusion collections designed with British Asian women in mind.

Mission

- Emulate ASOS for the British Asian Fashion Industry.
- Target a much wider (global) audience to increase the growth prospects for the brand.
- Develop a strong foothold in this niche diffusion online market.
- Secure a percentage share of between 3–4% of the Ready-to-Wear Asian fashion market which would represent revenues of over £3M by year five.

Core Values

Affordability

The price point will be an affordable average of £99.

Quality

Raishma means quality and great design.

Versatility

A versatile range of separates and outfits for day wear/evening wear.

Innovativity

The core offer will comprise of innovative collections designed for the British Asian women in mind.

Availability

Online availability of the fusion look, easy to order and better availability compared to the few offline stores that might offer the fusion look.

Brand keywords

Diffused

Ready-made

British Asian

Fashion-Forward

Funky

Wearable

Pioneering

High Quality

Crossover

Versatile

Innovative

Fusion

Simple

Flexible

Elegant

Mainstream

Affordable

Contemporary

Outfits

Celebrity Culture

Separates

Ready-to-Wear

Eclectic Range

UK Climate

Brand name inspiration

Inspirational keywords:

Geographical, nature, animals, flowers, female names, Asia.

Shore	Coral	Clear	Night Light
Bloom	Jade	Orient	Ambiance Class
Omni	Kara	Azean	Mix & Set Tropic
Omnia	Nila	Euras	Light Heart
Celestial	Aya	Amina	Solar
Lilac	Gao	Julie	Artic Solar
Lily	Hue	Iris	Divine Sun
Lilium	Adapt	Grace	Diffusion
Cosmos	Facile	Mix	Mixsetmatch
Ivy	Facets	Mixxed	Sunforest
Ixora	Ruby	Medley	
Divine	Vary	Synth	
Isis	Vista	Melt	
Idol	Slant	Wed	
Azure	Serene	Spirit	

Bloom

A flower, especially one cultivated for its beauty.

Omni

All or everywhere omnipresent.

Azure

Bright blue in colour, like a cloudless sky.

Amina

Peaceful, secure, truthful, trustworthy.

Melt

Fusion, to change, to cause (units) to blend.

Target audience & persona



Name: Ellora Gavaskar

Age: 27 years old

Relationship status: Single

Occupation: HR Manager at Pricewaterhouse Coopers

Lives in: Ealing Southall, London



Ellora is a second generation British Indian female. She works as an HR manager and loves reading books, dining out with friends and keeping up with the latest fashion trends. She usually goes shopping at the weekends with her friends and sometimes her mother will accompany her too.

SWOT analysis

Strengths

Large and diverse available collection of brands and styles.

Strong online presence with additional benefits of an offline fashion store.

Active online community and strong online and social media presence.

Frontrunner in the explosive growing online fashion and e-commerce market.

Weaknesses

Too diverse, lack of personal identity.

Highly competitive market with more brands and fashion stores that are expanding their online shopping services.

Slow financial growth in Europe and the US.

Threats

Global growth, availability of ASOS in new countries, especially Asia.

Continuing increase of m-commerce opportunities.

Possible launch of offline retail stores.

Usage of online, social media and digital technology to create a stronger and more successful brand.

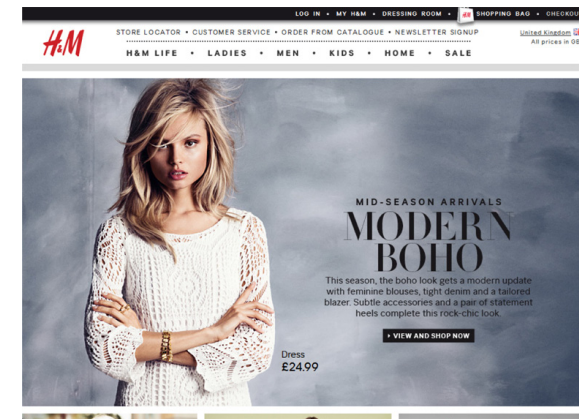
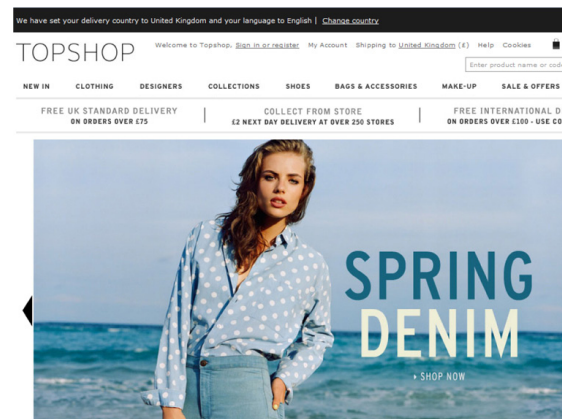
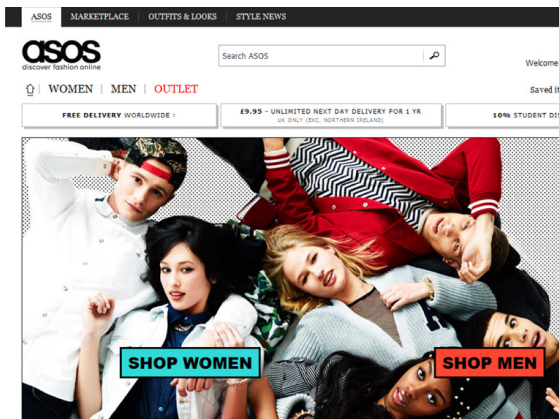
Opportunities

Brand identity research

- Notice that large online fashion brand have no real logo, just their name, visualised with a black typeface.
- No tag-lines.
- Colour usage in brand identity and website is minimal, possibly because of the trend sensitivity of colours.
- Most design and colours come from the image heavy website designs that feature large product and advertising images.

Brand name ideas

- Short name, no icon, simple and straight forward.
- Make a connection to the current Raishma brands to build upon the current strong reputation and loyal client base:
 - *Raishma Wearables*
Communicates the easy to wear and combine message.
 - *Raishma Online*
Personal identity.
 - *Raishma Worldwide*
Online and global fashion inspiration and presence.



Brand identity: logo

The name

Implies both the Asian heritage and core market, but also the fusion aspect of the brand. Concise and strong, the name has impact and brevity.

The logotype

The logotype is sharp and simple.

Based upon the elegantly feminine typeface "Didot", it typographically symbolises the fusion between Asian and British fashion trends.

The word 'FUZAH' is rendered in a serif typeface. The letters 'F', 'U', and 'A' are a dark grey, while the letters 'Z', 'H', and the 'H' in 'AH' are a lighter grey. The 'Z' has a unique design with a horizontal bar that is slightly offset.

Main colour logo

The two-tone logotype is the preferred identity for use across all communication.

The word 'FUZAH' is rendered in a serif typeface, entirely in black. The letters 'F', 'U', and 'A' are black, while the letters 'Z', 'H', and the 'H' in 'AH' are also black. The 'Z' has a unique design with a horizontal bar that is slightly offset.

Single colour logo

The identity is also available in a single colour option, when required.

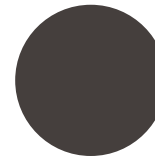
Brand identity: colour palette

Colour palette

A sophisticated colour palette which combines a suite of five monotone hues with three contrasting accent colours.

The main colour palette uses a collection of monochrome warm grays to set a sophisticated tone and create a neutral backdrop for the vibrant and colourful fashion range.

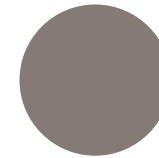
The secondary palette provides contrasting accent colours to help highlight, add importance and differentiate design elements where required, be it on a printed or web page.



HEX #453F3D

R 69 G 63 B 61

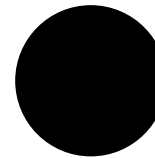
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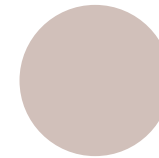
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HEX #000000

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HEX #D1C0BA

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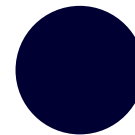
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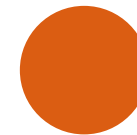
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HEX #000938

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C 100 M 93 Y 44 K 62



HEX #DB5D0B

R 219 G 93 B 11

C 9 M 73 Y 100 K 1



HEX #AFB2C4

R 175 G 178 B 196

C 36 M 27 Y 15 K 0

FUZAH

*For brand's sake, be consistent
and stay loyal to your identity*