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DOLLS PARRIS

CAROLINE SCOTT

Visual Communication project developed by
Srijan Tewari

have entered through
of their ears, you thus remove
the distress of their bodies.

To those who have eyes, the sight
of your beauty constitutes the
complete fulfillment of their
life's purpose.

therefore I have without any shame
devoted my mind to you GDP A

for the sight of you. You don't realise
of course, Lydia, how fascinatingly
beautiful you have always been, and how
strangely you have acquired an added
and special and dangerous loveliness.

AGENDA

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Dolls Parts



Dolls Parts is a handmade design house that specialises in upcycled vintage lingerie. Their price range is 60\$ to 600\$

The brand retails **Commission pieces online** and does not plan on establishing a brick-and-mortar store anytime soon.

They know that **Beauty is constructive, not destructive**. They value the urge to see **unseen beauty**, look back at the past to carve our future and have sustainability as a priority.

The new all-season wear offers a **multi-occasional** wardrobe of **statement pieces** that are spirited and fun. For the person who flirts with themselves, Doll Parts lingerie can be a part of an **intimate ritual** of spiritual self-love, a **celebration** of your body, or just a way to add some **interest** to your everyday outfit.

The collection also aims to capitalise on Gen-Z's budding desire for **Nostalgia, healing and soft colours**. The silhouettes for this collection are soft but constrictive, true to the brand identity.

By striking a **balance** between the competing trends of **Maximalism** and **Minimalism**, we are prioritising **colour** and **texture** as ways of adding fun to function.



MISSION

To make beauty constructive and not destructive sustainably and sincerely.

VISION

Our Vision is to look back at the past to paint our future.

Inspired by Sustainability, we wish to create a Circular economy while questioning the status quo.

VALUES

Passion, Purpose, Sustainability, Sincerity, and Accessibility.

COMPANY Values

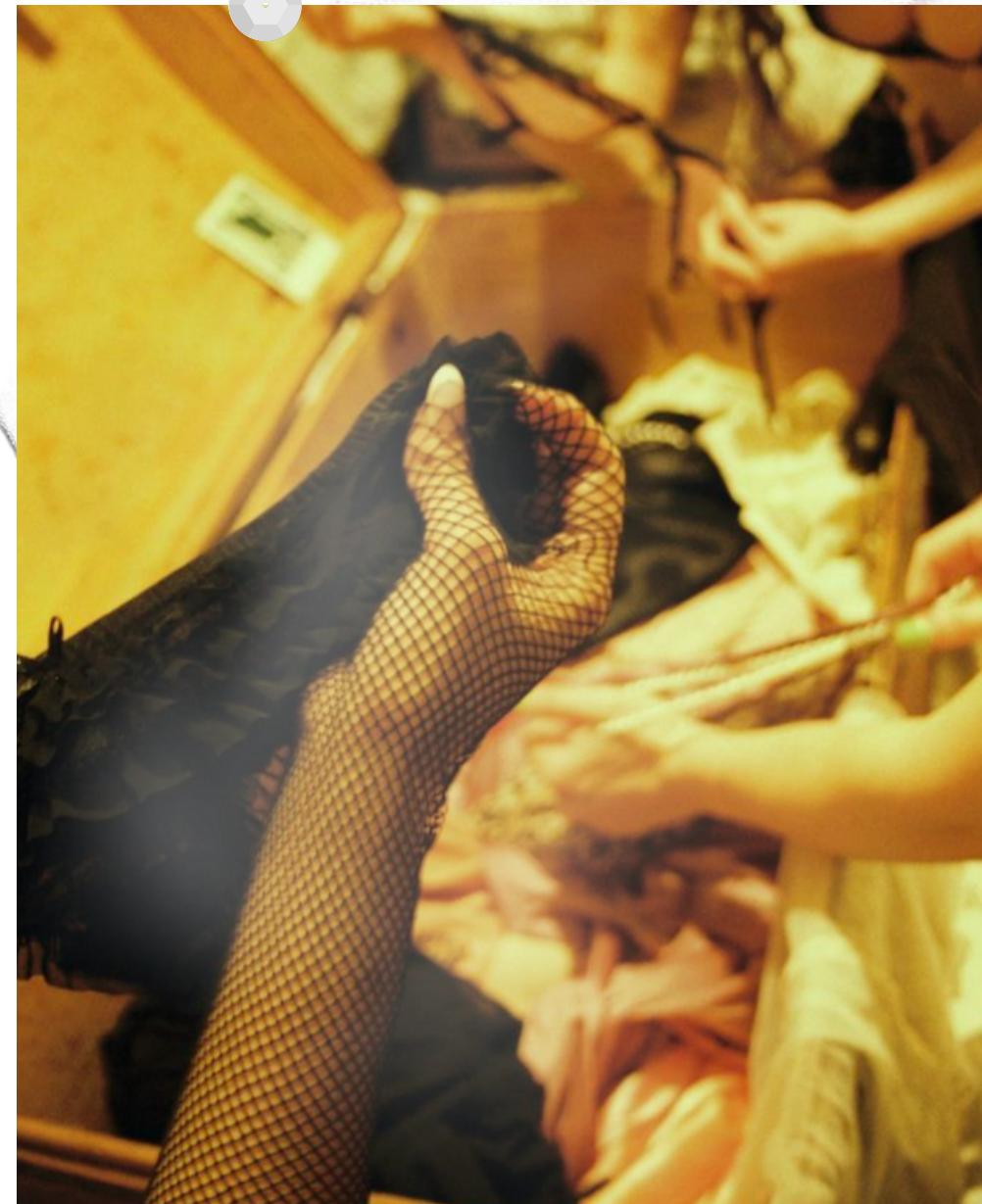


BRAND MUSE LYDIA

Lydia finds an old lingerie trunk in an attic and immediately goes digging through it.

Her treasures are intricately designed pieces decorated with age and past repairs.

They reflect and reciprocate curious flirtation. The trunk and Lydia echo decaying beauty and a sense of mischievous playfulness.



STRENGTHS

Unique positioning

Low investment

Low waste

Personalised

Socially responsible

OPPORTUNITIES

Guerilla Marketing

Online Advantage – targeted
consumer base

Collaborations and expansion –
disability accomodation

WEAKNESSES

Low visibility

Low Inventory/Limited
production

Intense competition
No physical location

S W
O T

THREATS

Price competition
Copy right / emulation
Sizing and fit

BEHAVIOURAL

Idealistic admiration of Fashion history, costumes, and vintage goods.

Care about how their products are made and the "story".

Aware of trends but don't follow them

GEOGRAPHIC



DEMOGRAPHIC

18 to 40 yrs

Gender Fluid, femme-identifying

Mid-high discretionary income

College-educated Student or professional (65,000\$+)

PSYCHOGRAPHIC

Quality over Quantity

Community-oriented

Interested in Art and Culture

Visit Museums, community drives, chic cafes, thrift stores and music events

CUSTOMER ANALYSIS

Zahara is a 24-year-old young professional Chef.

Lives in a house in the historic neighbourhood of Grant Park, Atlanta

Single, Non-exclusive

Hobbies include listening to podcasts, thrifting and vintage postcards.

Likes to shop from Michaela Stark, Depop, and other independent boutiques

She can be seen at a community recycling drive.

In her free time, she can be seen at Bocca Lupo.



Alex is a 32-year-old **celebrity stylist** for Aya Nakamura

Lives in a shared apartment in **Canal Saint-Martin, Paris**

In a relationship, engaged.

Hobbies include **clubbing, visiting art exhibitions, and fashion shows.**

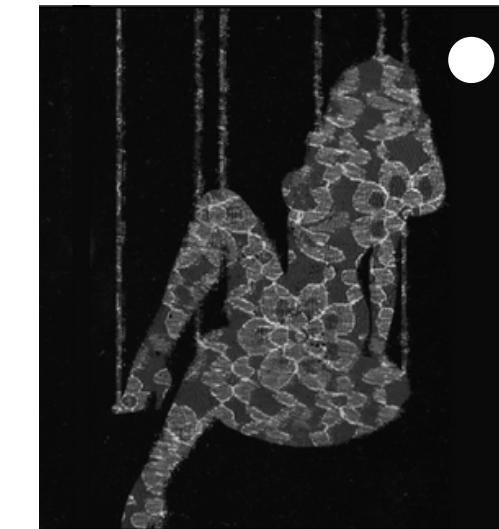
Likes to shop from **Musier, Thanx God I'm a V.I.P., Saint Ouen Flea Market, and other independent boutiques.**

She can be seen grabbing lunch from **Café JIRISAN** after her workout, and taking a **masterclass** at **Electric Paris.**



CREATIVE DIRECTION BRANDING

Dolls
Parts



LOGO

BRANDMARK

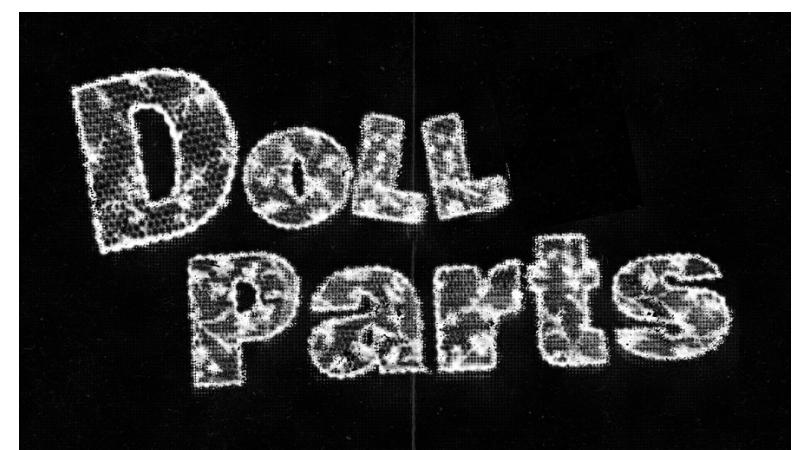
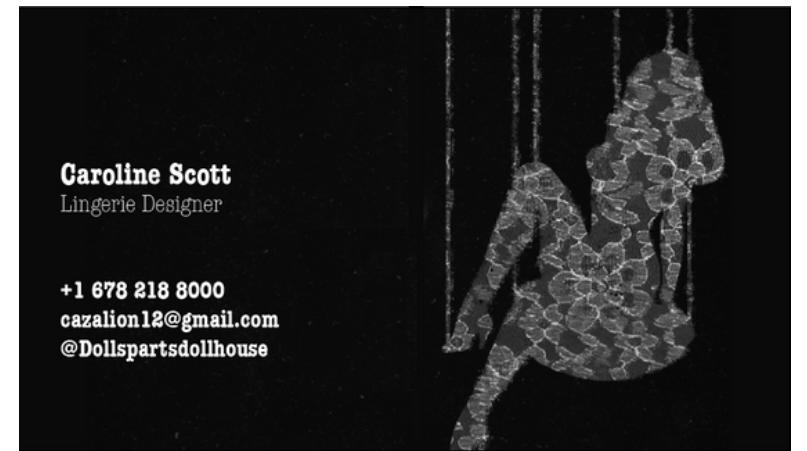
SAMPLE ASSETS



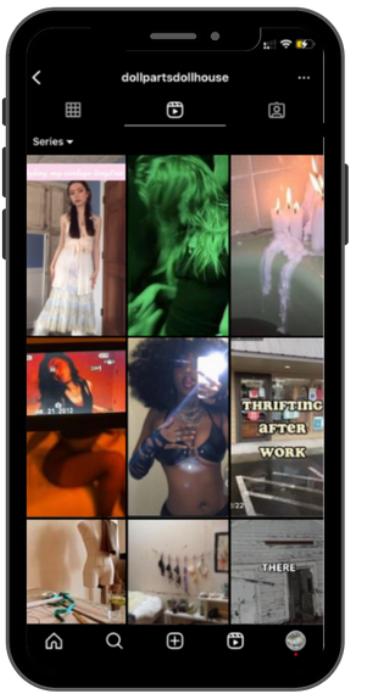
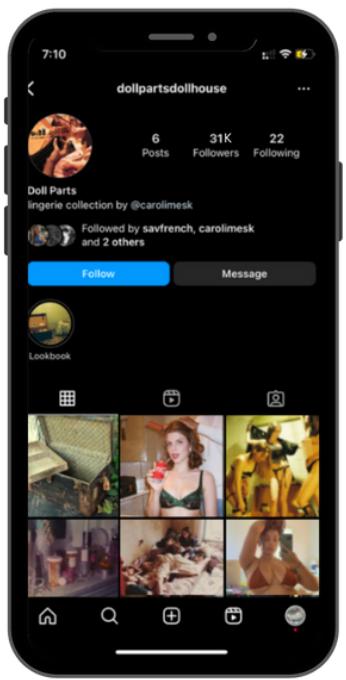
HANGTAG



LABEL



CARD



GUIDE:

Post 2X, Go live 1X / week

Continue for three months,
with the goal of 1K followers

Keep posts **simple and relevant** that hint at the brand's lifestyle.

Keep followers involved in the process - treat it like Caroline's
visual journal.

Sporadic and organic posts - not tightly scheduled.

Posts **hint** at the **secret location** of their first pop-up.

INSTAGRAM	MON	TUE	WED	THU	FRI	SAT	SUN
POST ONE			○				
POST TWO				○			
TIK-TOK							
POST ONE					○		
POST TWO						○	
LIVE				○			

**SOCIAL MEDIA
MARKETING**

PROPOSAL LOOKBOOK

This shoot will tell us 'Lydia's story'. The models will discover and scavenge through a trunk full of lingerie, decaying roses, and an old Playboy magazine. The photoshoot will create a digital lookbook that is a love letter to Dolls Parts.

The campaign's aesthetic will subtly balance the designer's grunge and vintage inspirations. The goals are:

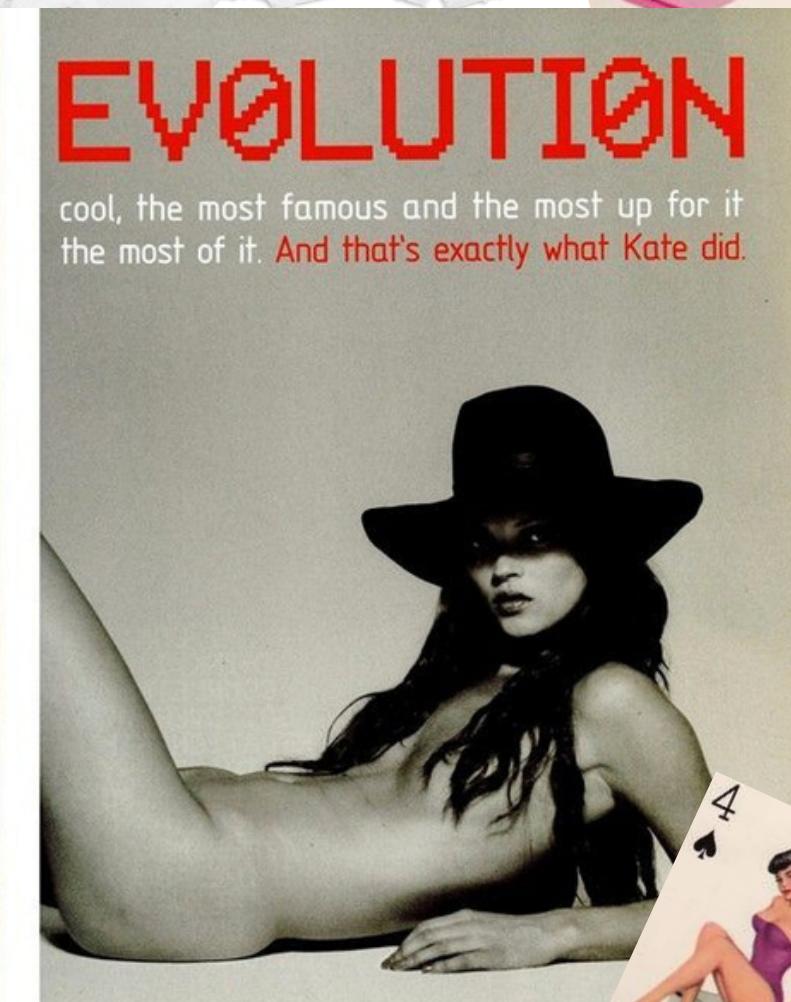
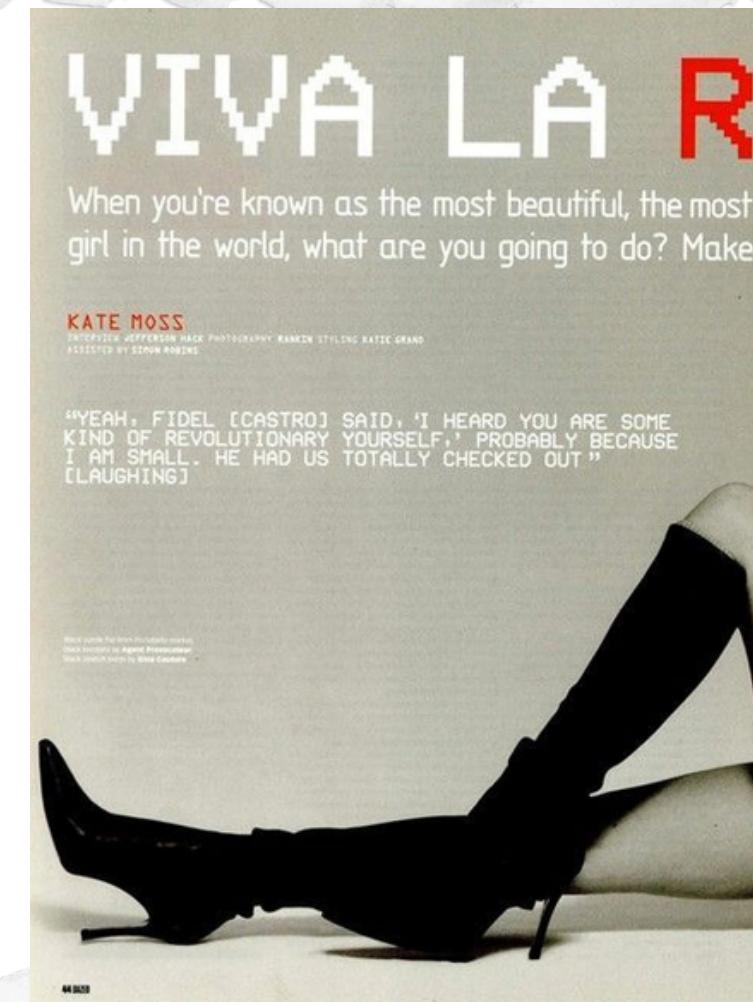
- Identify and connect with the target audience,
- Make efficient use of limited resources,
- Distinguishing brand image from competitors,
- And generating content for Instagram and website.



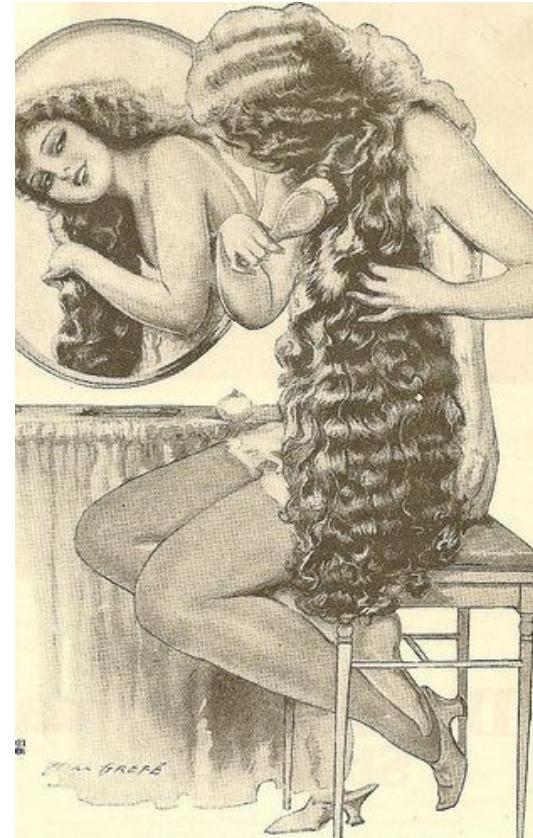
MOODBOARD



My love, I love you as much as I love Playboy



MODEL & PROPS



NATURAL AND ETHEREAL

Minimal to no makeup

Waist length dark wavy hair -
natural hair, no highlights.

LYDIA'S ESSENCE

Vintage trunk, magazine
& decaying flowers

Shots to focus on the **subject** and the essence of **Lydia's curiosity**.

Poses to allude to a girl discovering a trunk of lingerie, playing with it, and reading a vintage magazine. Shots to look '**unintentionally provocative**' & '**feel sexy to look sexy**'.

The models will wear the products and make eye contact in some images.

Required shots:

Close-up of the garment,

Full-body shot - front, back, profile, and 3/4,

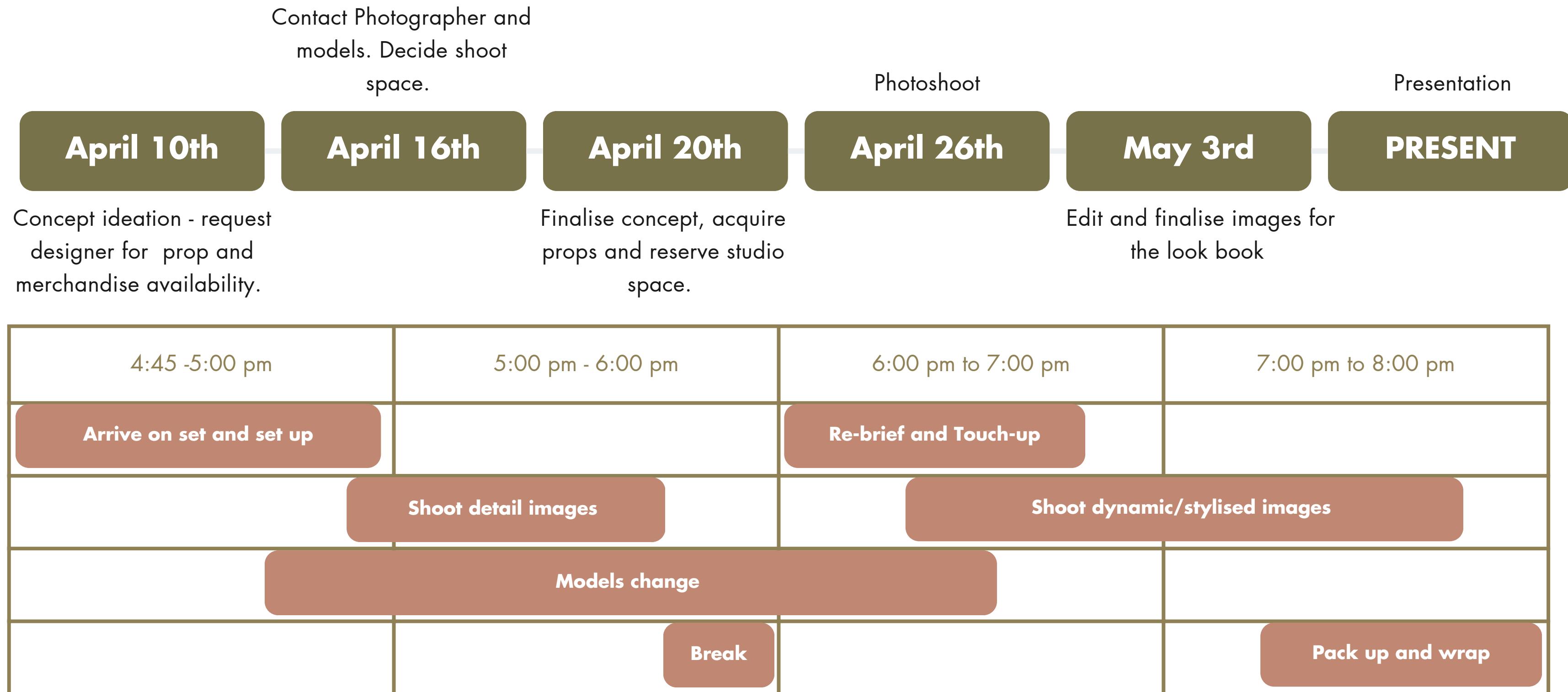
Photos should be a mix of **dynamic** and **static**,

Casual and spontaneous poses.

REQUIRED SHOTS



TIMELINE



BUDGET

1,532\$

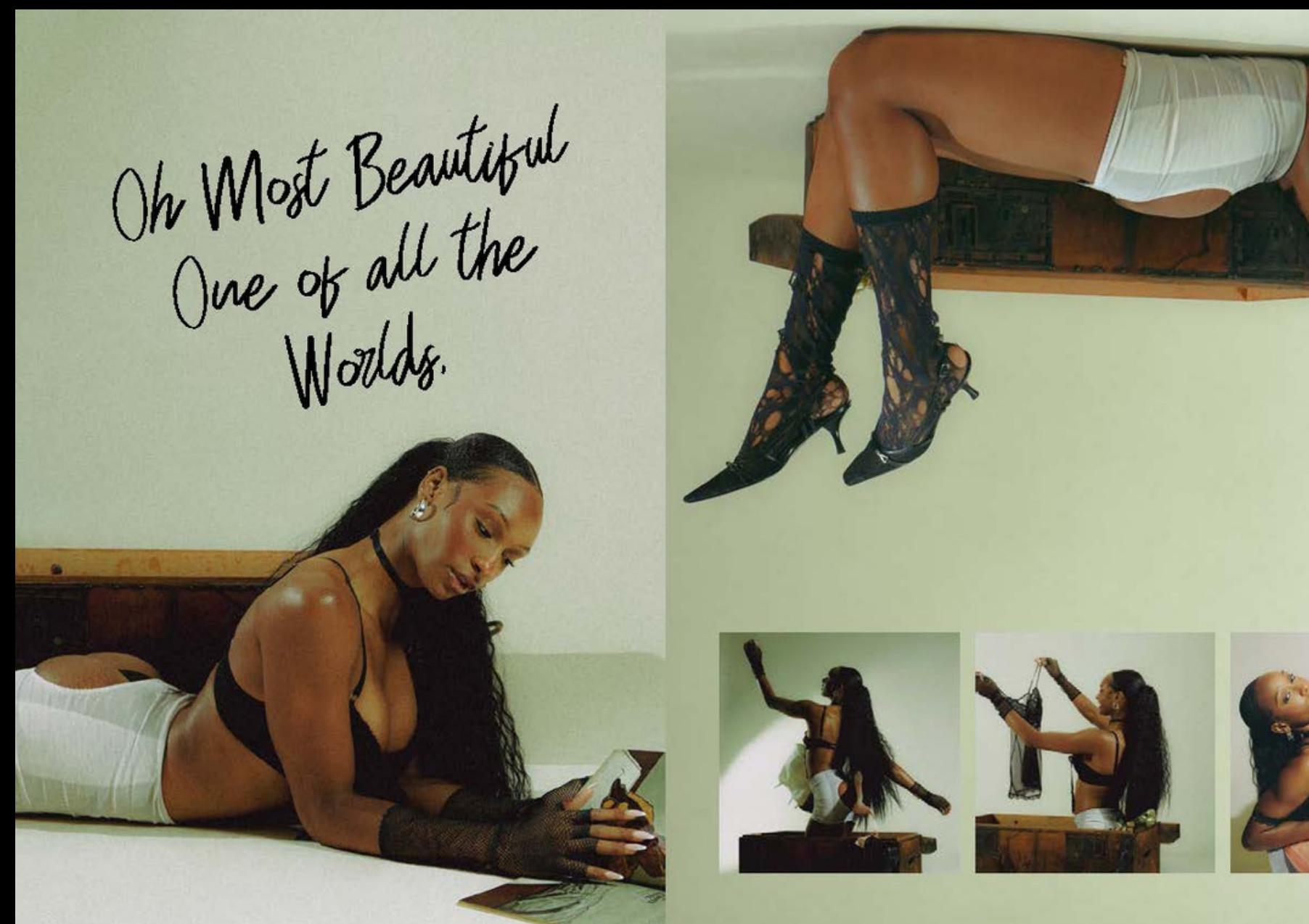
ITEM	COST	HRS	TOTAL
STUDIO	50\$	3.5	175\$
LIGHTING	47\$	full day	47\$
PROPS			100\$
CRAFT SERVICES	110\$		110\$
HAIR & MAKEUP - Half day rental & styling	380\$		380\$
PHOTOGRAPHER	200	3.5	700
MODELS	10\$	3.5 x 2	70\$

PRODUCT ASSORTMENT



PRODUCT ASSORTMENT





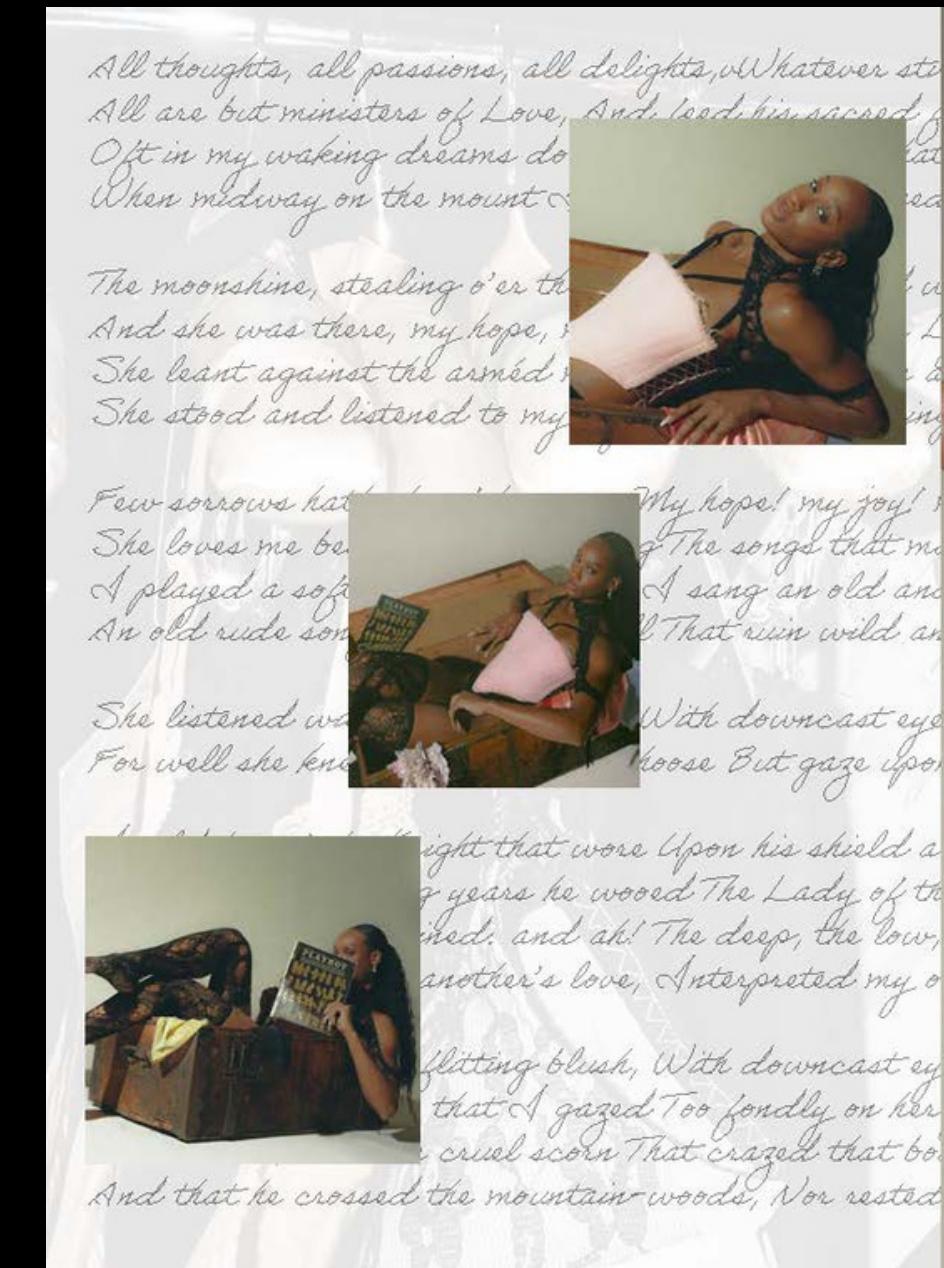
Flipbook mock-up



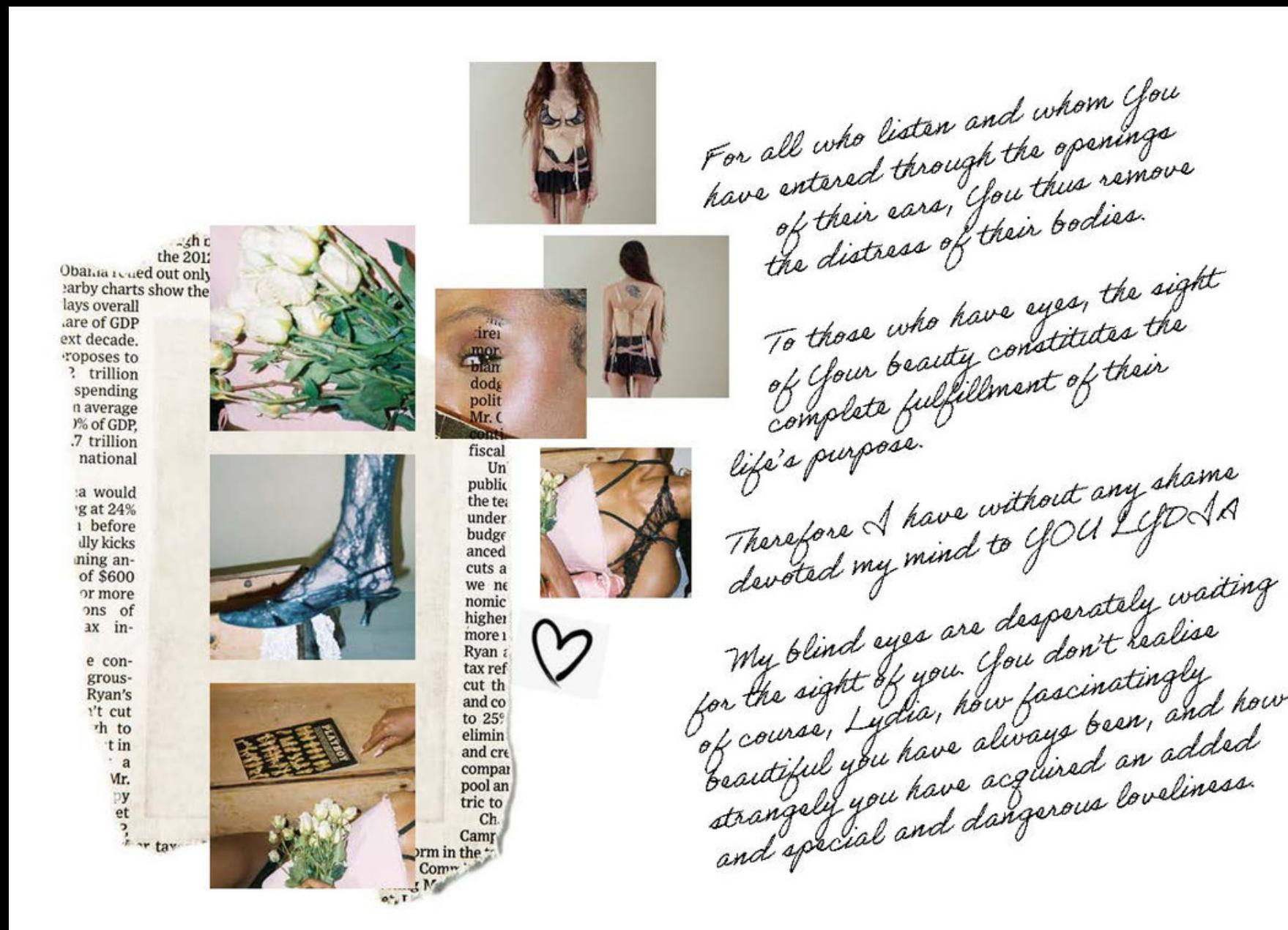
Lydia finds an old lingerie trunk in an attic and immediately goes digging through it.

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Flipbook mock-up



Flipbook mock-up

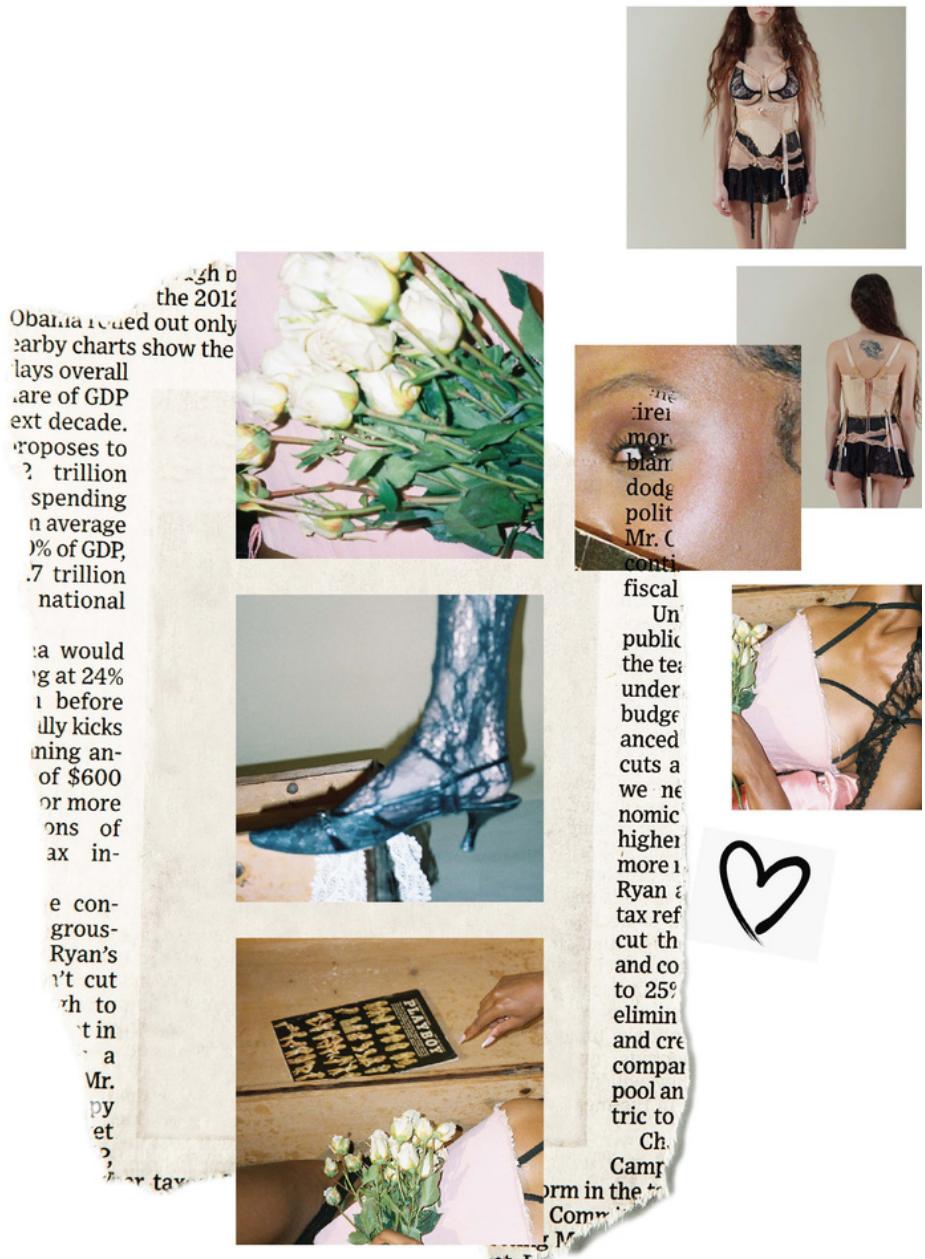


I'M MY VALENTINE WINDOW DISPLAY

Inspired by Simone de Beauvoui's book *The Second Sex* and the play, "A Doll's House" by Hendrik Ibsen, this display celebrates Valentine's Day with a twist. The display urges viewers to freely love and accept themselves before they can truly love someone else.

The display notes the journey of reclaiming your autonomy and learning to love yourself using mannequins. The torn canvas is meant to represent liberation.

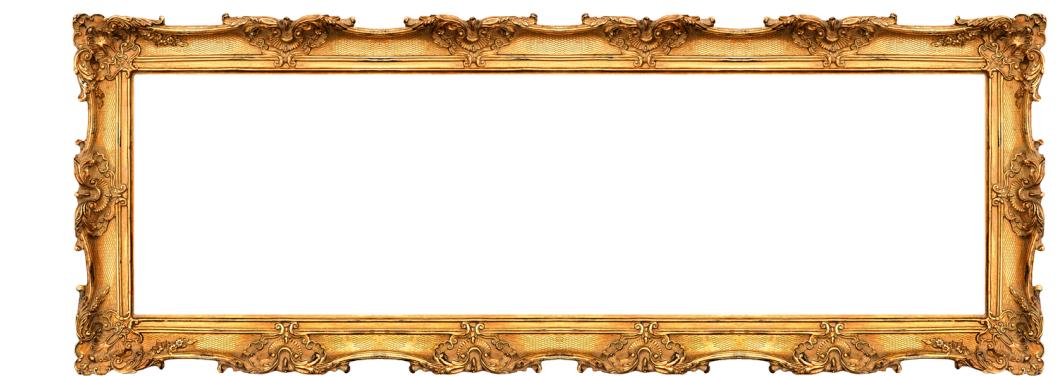
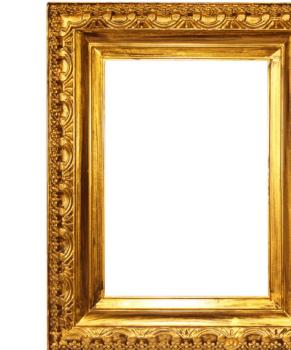
Since Dolls Parts doesn't plan on scaling to a brick-and-mortar store, this campaign deviates from the brand's grunge aesthetic. Focus is instead placed on the Rococo-inspired vintage and romantic elements.



MOODBOARD



PRODUCTS & PROPS

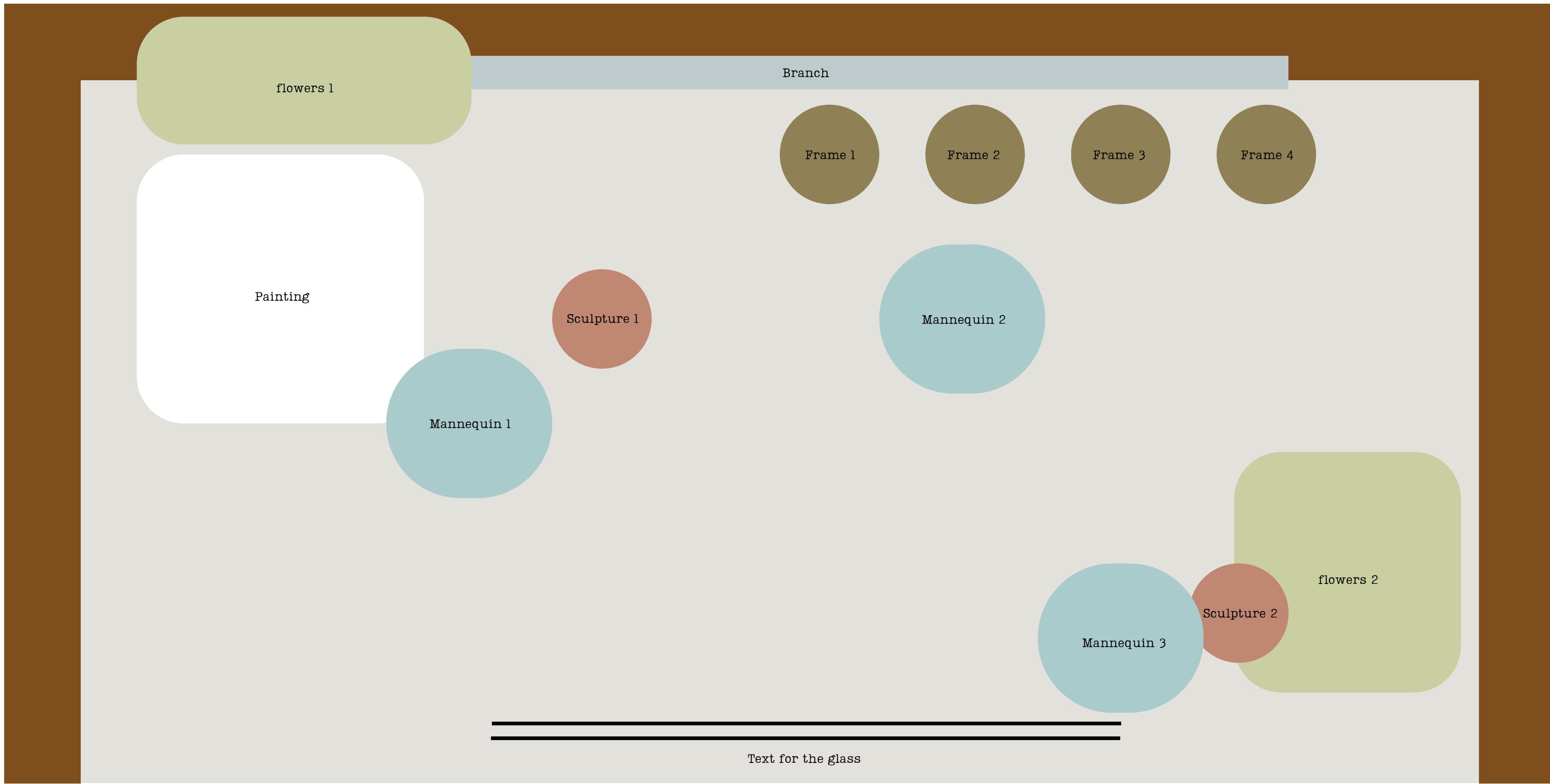


BUDGET

7,210\$

ITEM	COST	TOTAL
LIGHTING & FIXTURES	200\$	200\$
SET DESIGNER	450\$	650\$
PHOTO FRAMES	200\$	850\$
SCULPTURES	110\$	960\$
FLOWERS	150\$	1,110\$
BONAVERI MANNEQUINS	2,000 x 3	7,110\$
MAINTAINANCE	100\$	7,210\$

AYOUT AND PLACEMENT





SOURCES

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