

DOLLS PARTS

CAROLINE SCOTT

Visual Communication project developed by
Srijan Tewari

have entered through
of their cars, 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 Lydia

My blind eyes are desperately waiting
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.

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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.

VISSION

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



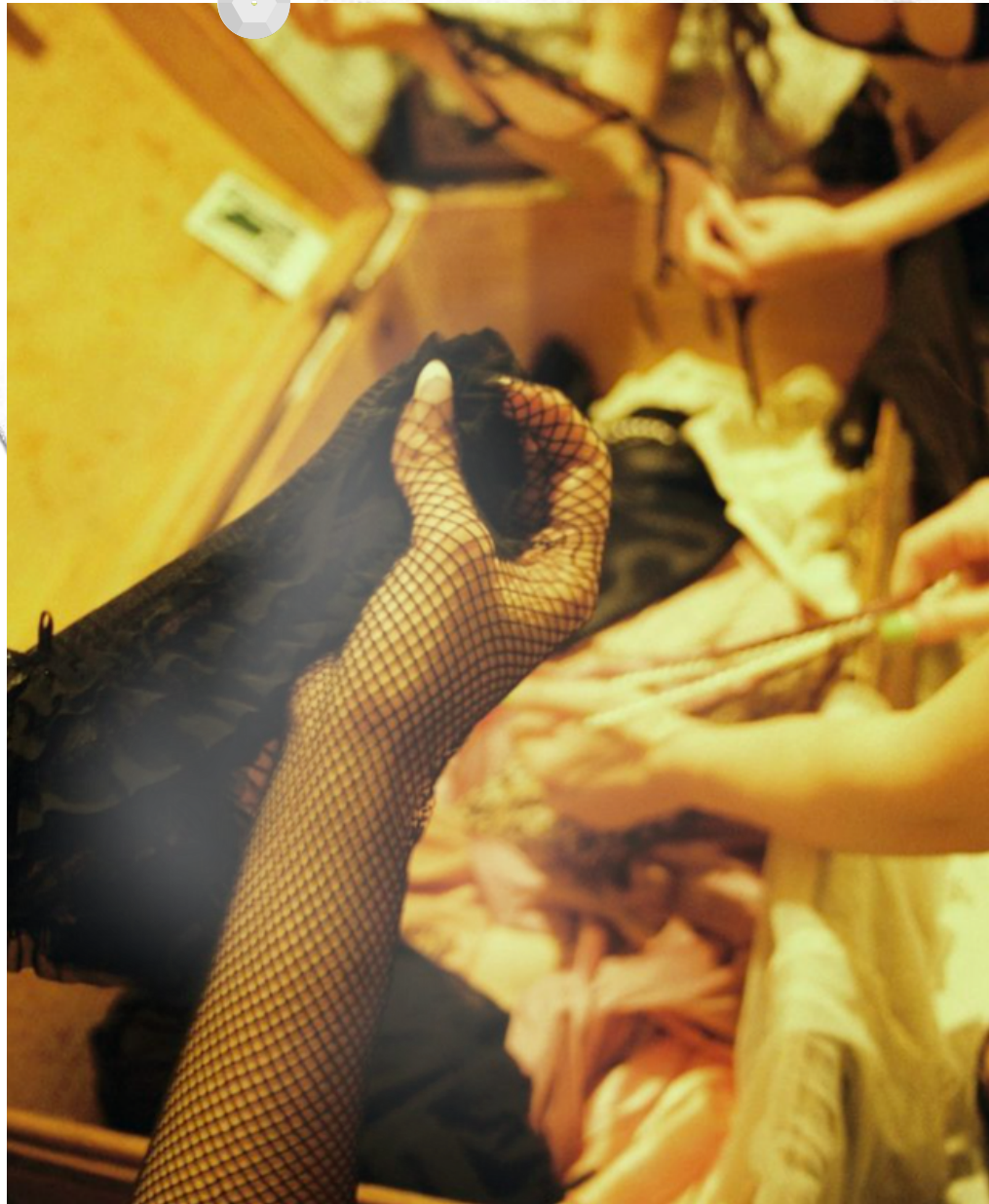
BRAND MUSE

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

S W
O T

WEAKNESSES

Low visibility

Low Inventory/Limited
production

Intense competition

No physical location

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

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

GEOGRAPHIC

CUSTOMER ANALYSIS

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

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

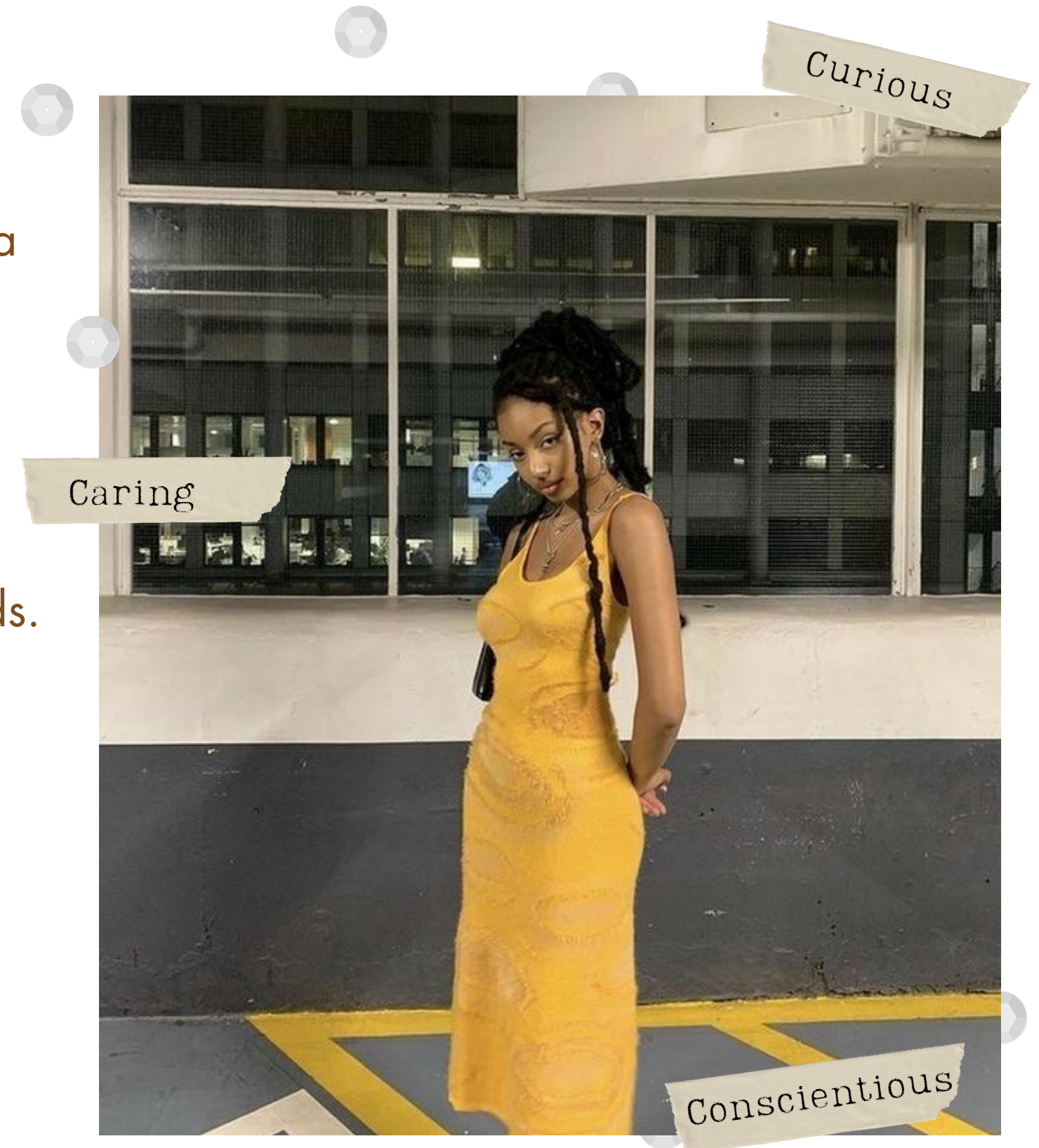
Single, Non-exclusive

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

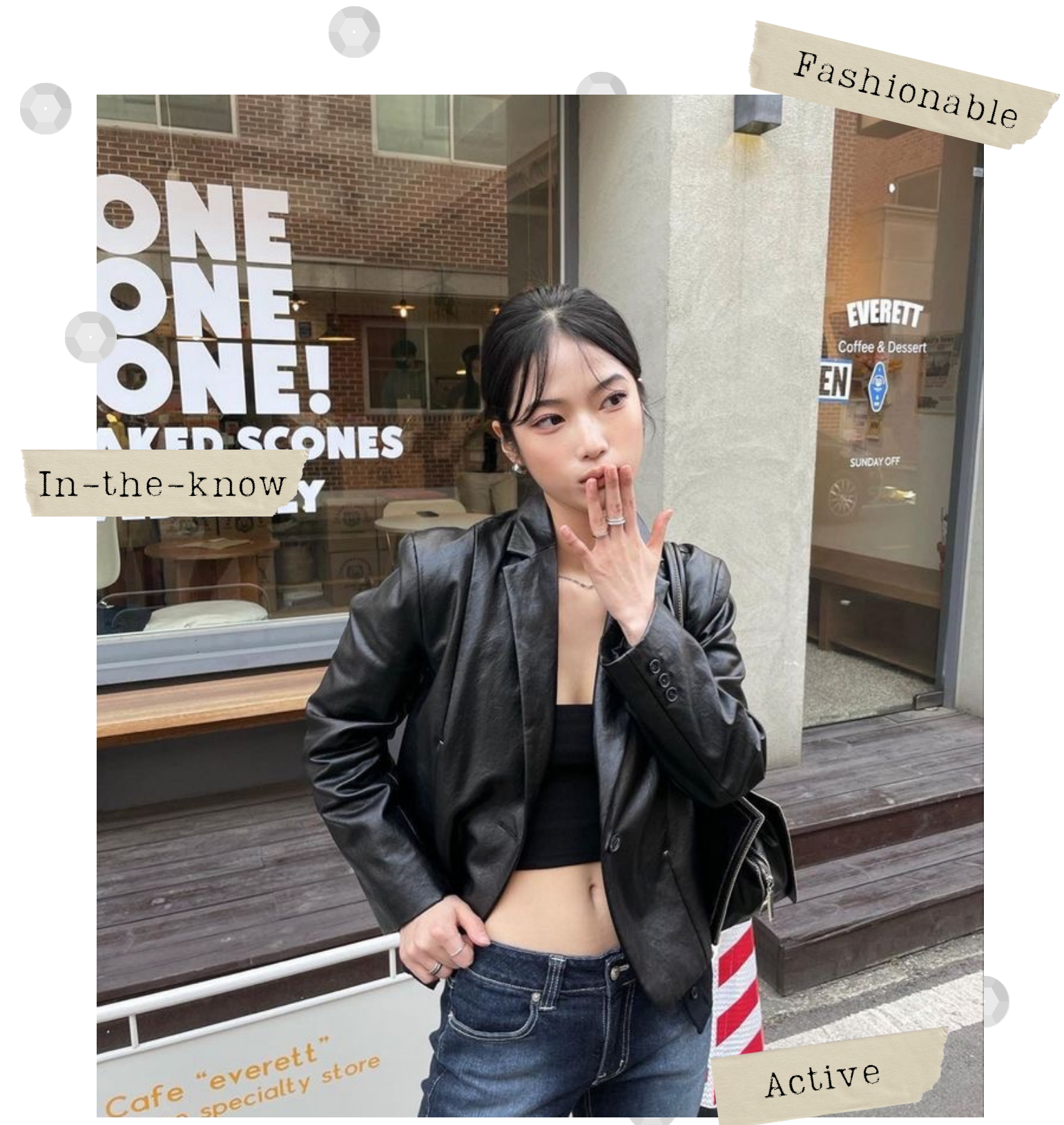
Lives in a shared apartment in **Canal Saint-Martin, Paris**

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

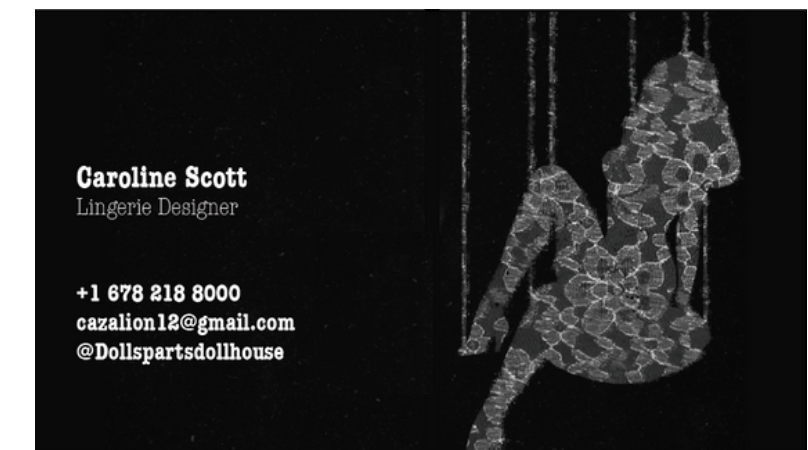
SAMPLE ASSETS



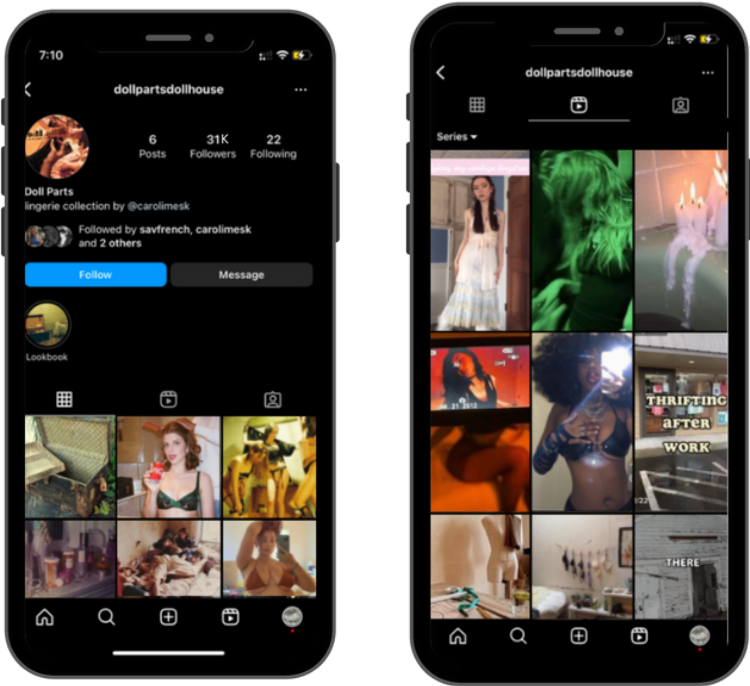
HANGTAG



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 R	FRI	SAT	SUN
POST ONE		●					
POST TWO				●			
TIK-TOK							
POST ONE					●		
POST TWO							●
LIVE			●				

SOCIAL MEDIA MARKETING

PROPOSAL

LOOKBOOK

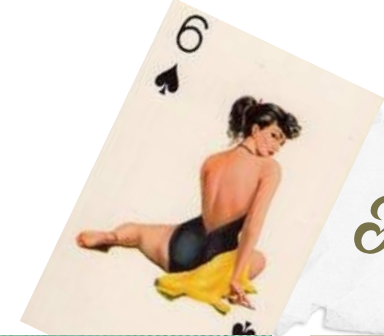
This shoot will tell us 'Lydia's story'. The models will discover and scavenge through a trunk full of lingerie, decaying roses, and an old Playboy magazine. The photoshoot will create a digital lookbook that is a love letter to Dolls Parts.

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

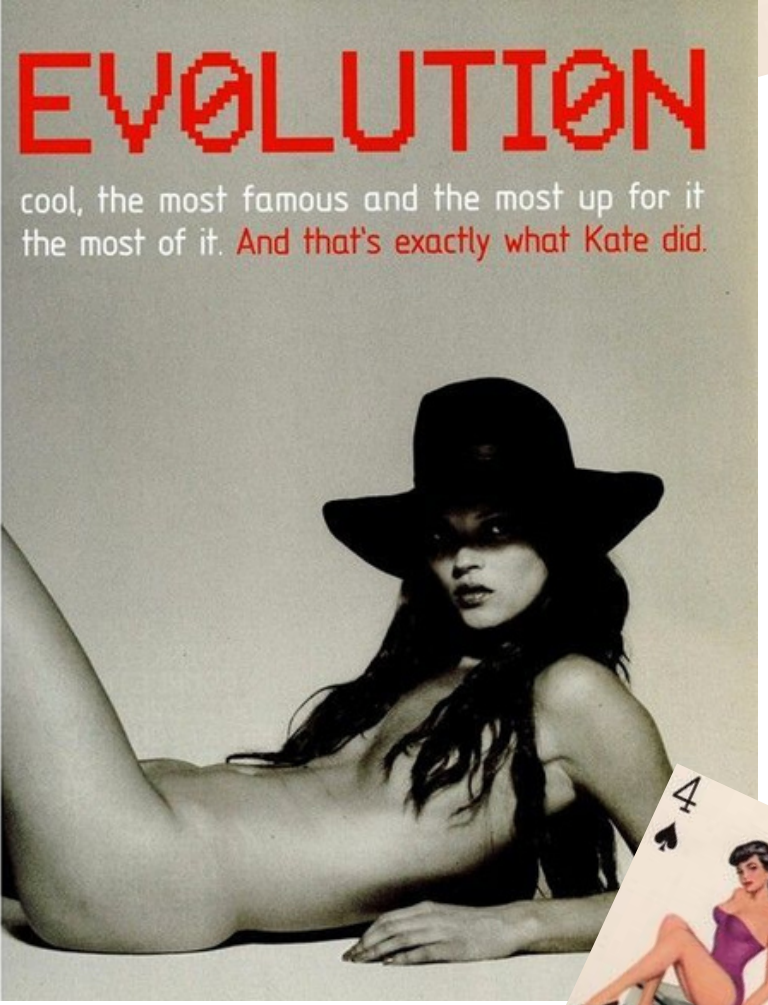
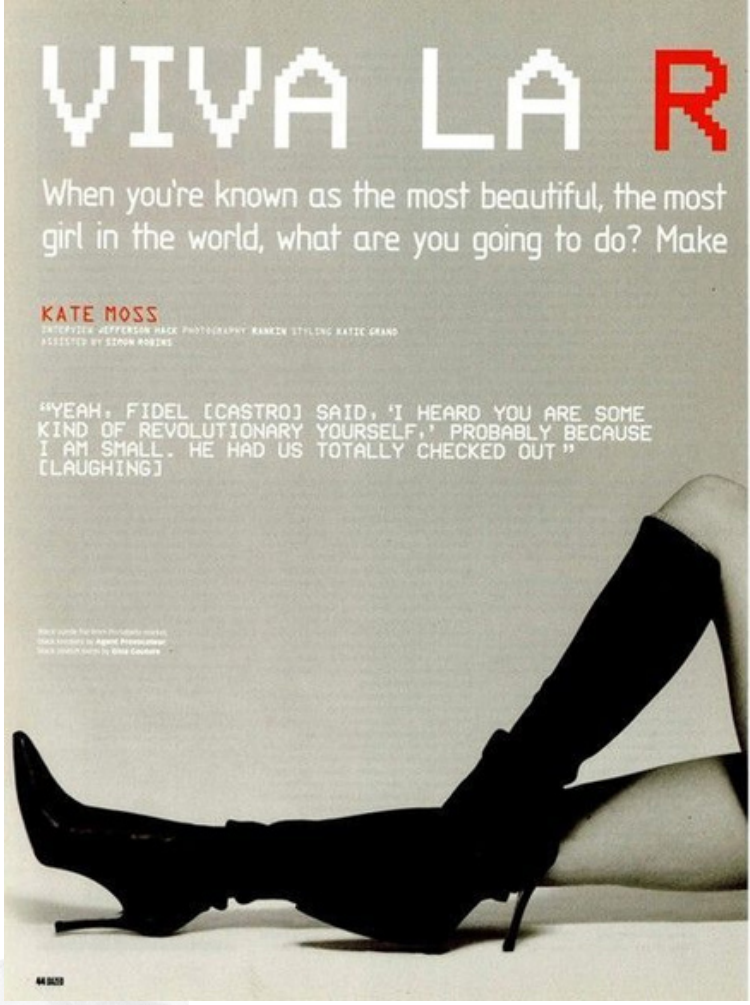
- Identify and connect with the target audience,
- Make efficient use of limited resources,
- Distinguishing brand image from competitors,
- And generating content for Instagram and website.



MOODBOARD



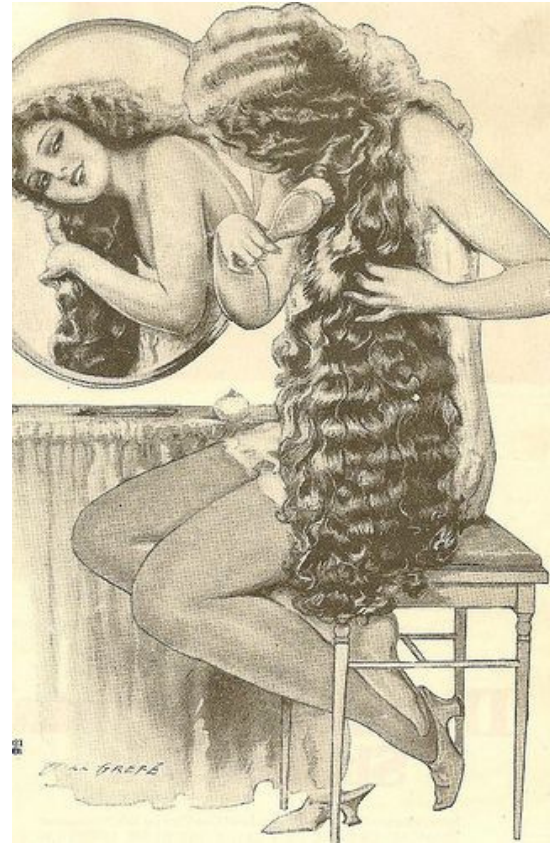
Have you ever seen a beauty so classic?



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,

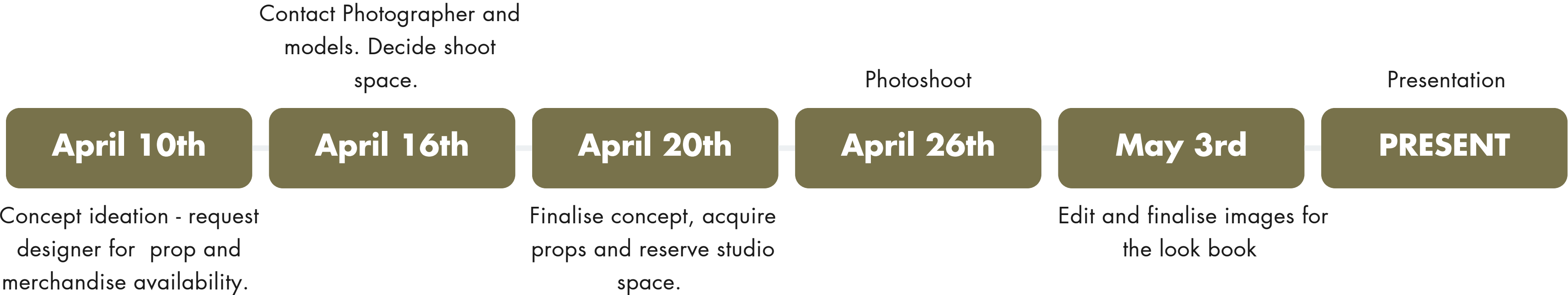
Photos should be a mix of **dynamic and static**,

Casual and spontaneous poses.

REQUIRED SHOTS



TIMELINE



4:45 -5:00 pm	5:00 pm - 6:00 pm	6:00 pm to 7:00 pm	7:00 pm to 8:00 pm
Arrive on set and set up		Re-brief and Touch-up	
	Shoot detail images	Shoot dynamic/stylised images	
Models change			
	Break		Pack up and wrap

BUDGET

1,532\$

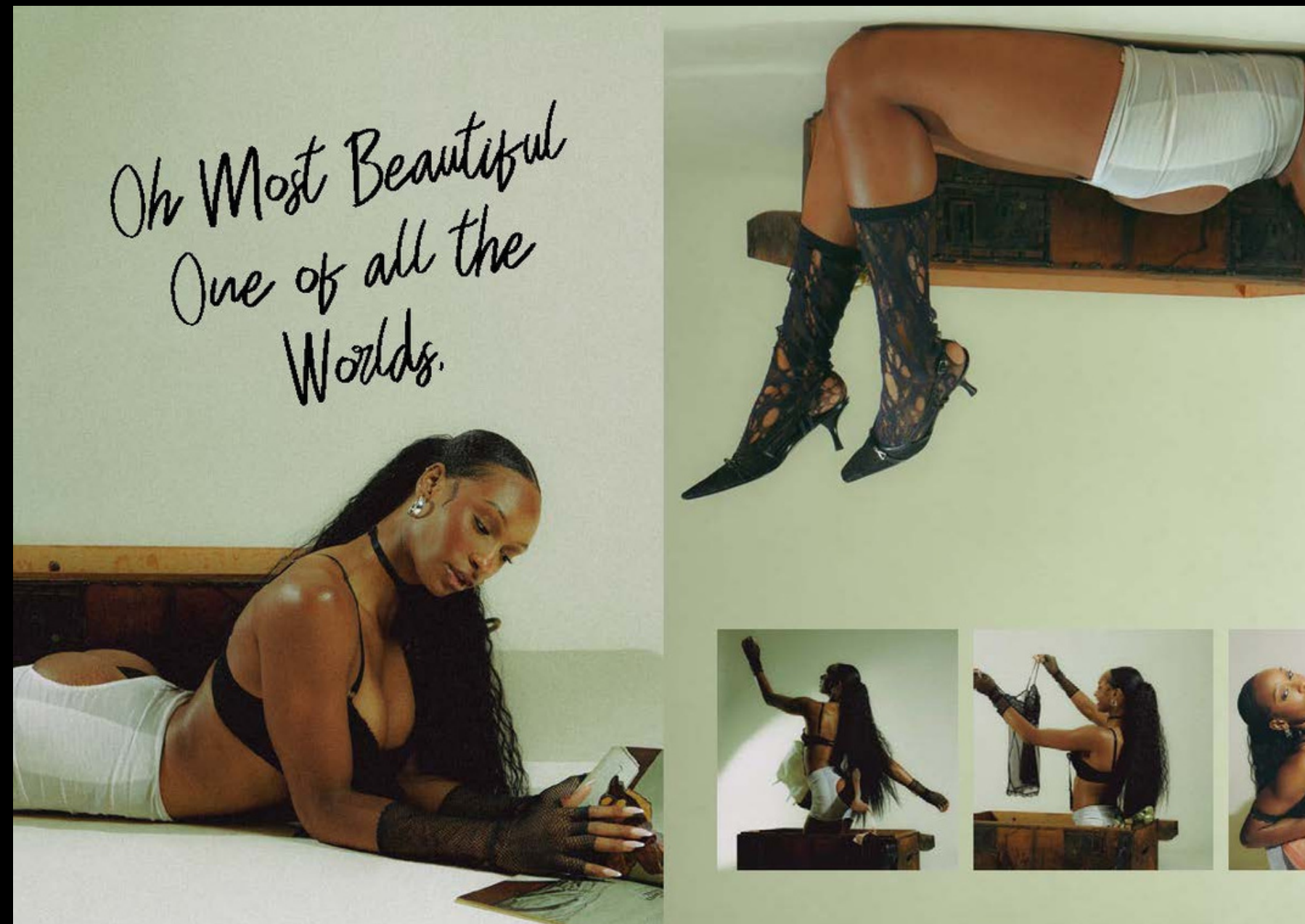
ITEM	COST	HRS	TOTAL
STUDIO	50\$	3.5	175\$
LIGHTING	47\$	full day	47\$
PROPS			100\$
CRAFT SERVICES	110\$		110\$
HAIR & MAKEUP - Half day rental & styling	380\$		380\$
PHOTOGRAPHER	200	3.5	700
MODELS	10\$	3.5 x 2	70\$

PRODUCT ASSORTMENT

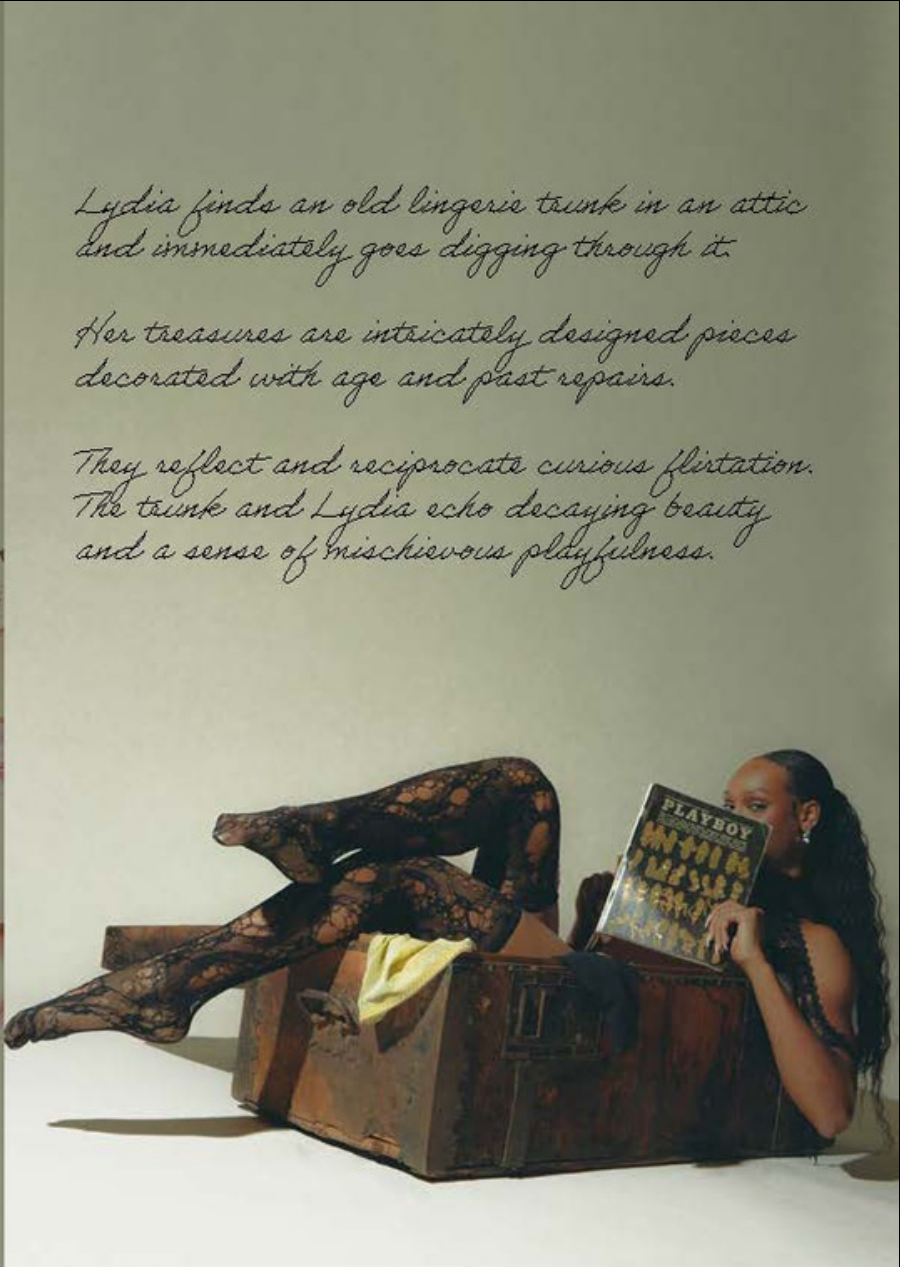


PRODUCT ASSORTMENT





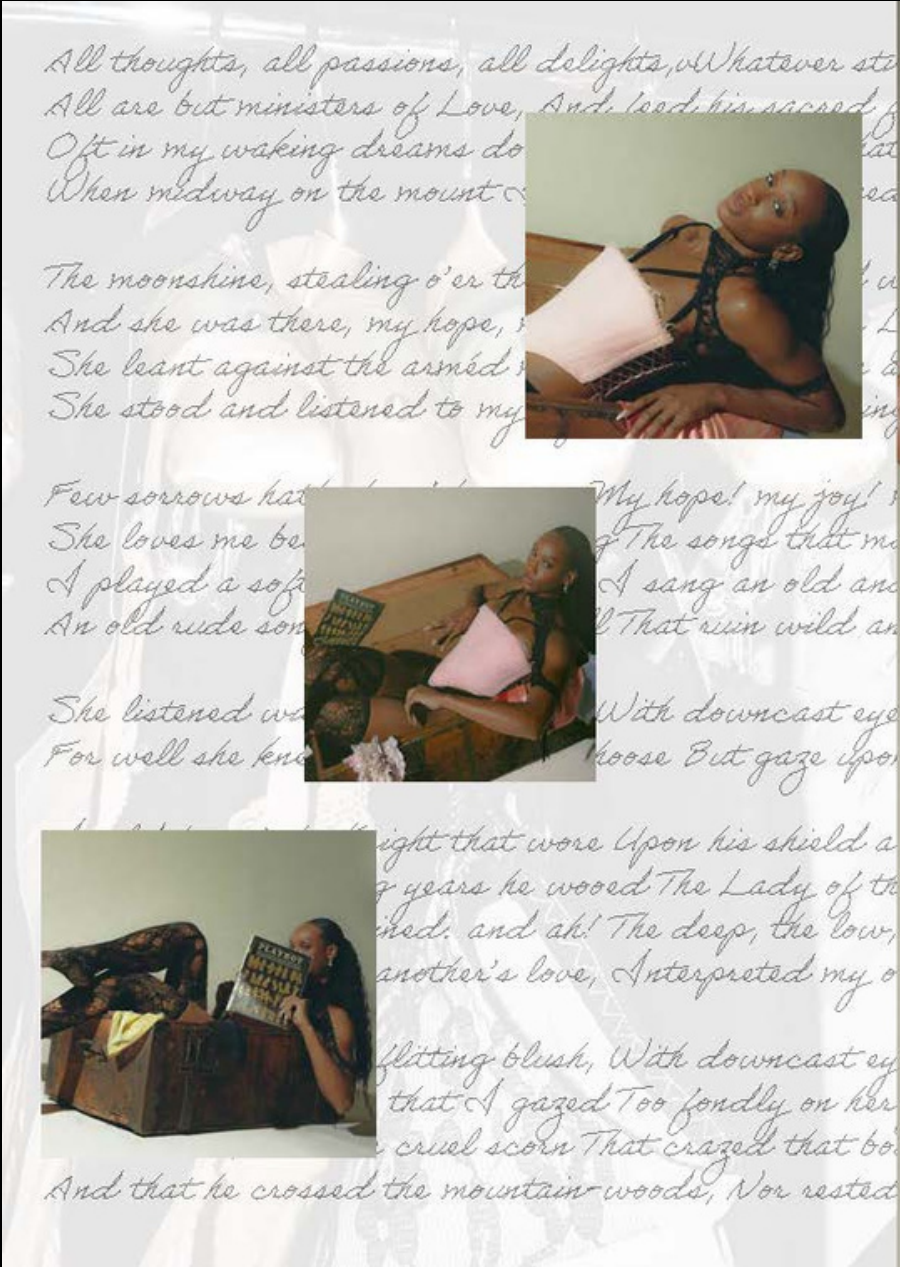
Flipbook mock-up



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

*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.*



*All thoughts, all passions, all delights, whatever stirs
All are but ministers of Love, And lead his sacred fire
Oft in my waking dreams do I see thee
When midway on the mount I see thee*

*The moonshine, stealing o'er the
And she was there, my hope, my joy,
She leant against the armed knight
She stood and listened to my song*

*Few sorrows hath my heart known
She loves me better than I love myself
I played a soft and sweet love song
An old rude song that she would sing*

*She listened with a downcast eye
For well she knew that I was lying*

*My hope! my joy! my life!
The songs that men have sung
I sang an old and true
That ruin wild and true*

*With downcast eye
Moose But gaze upon
The night that wore upon his shield a
years he wooed The Lady of the
shed. and ah! The deep, the low,
another's love, Interpreted my own*

*flitting blush, With downcast eye
that I gazed Too fondly on her
cruel scorn That crazed that boy
And that he crossed the mountain woods, Nor rested*



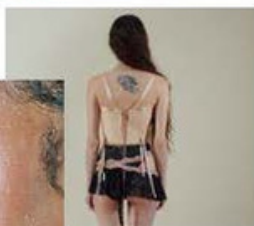
Flipbook mock-up

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For all who listen and whom you
have entered through the openings
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 Lydia

My blind eyes are desperately waiting
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.

All thoughts, all passions, all delights, Whatever stirs this mortal frame,
All are but ministers of Love, And feed his sacred flame
Oft in my waking dreams do I Live o'er again that happy hour,
When midway on the mount I lay, Beside the ruined tower.

The moonshine, stealing o'er the scene Had blended with the light
And she was there, my hope, my joy, My own dear Lydia!
She leant against the armed man, The statue of the armed man
She stood and listened to my lay, Amid the lingering light.

Few sorrows hath she of her own, My hope! my joy! my Lydia!
She loves me best, where'er I sing The songs that make her grieve
I played a soft and doleful air, I sang an old and moving story
An old rude song, that suited well That ruin wild and hoary.

She listened with a flitting blush, With downcast eyes and modest grace,
For well she knew, I could not choose But gaze upon her face.

I told her of the Knight that wore Upon his shield a burning
And that for ten long years he wooed The Lady of the hand
I told her how he pined: and ah! The deep, the low, the pleading
With which I sang another's love, Interpreted my own.

She listened with a flitting blush, With downcast eyes and modest grace,
And she forgave me, that I gazed Too fondly on her face
But when I told the cruel scorn That crazed that bold
And that he crossed the mountain woods, Nor rested day nor night.



Flipbook mock-up

I'M MY VALENTINE WINDOW DISPLAY

Inspired by Simone de Beauvoir's book *The Second Sex* and the play, "A Doll's House" by Henrik 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.



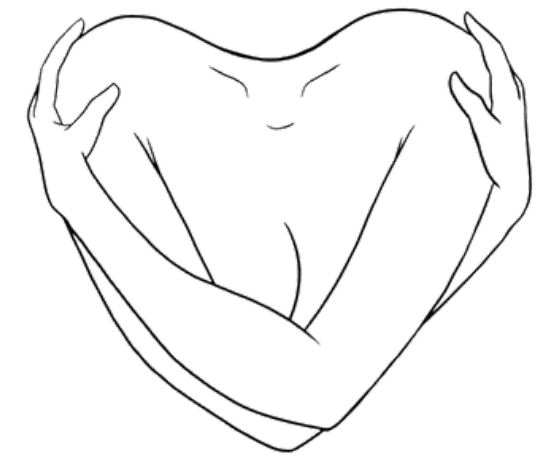
MOODBOARD



LOUIS VUITTON F/W '20



I am not just a painting, an object of desire.



RODARTE '21



love is "founded on mutual recognition of two liberties," always freely chosen and sustained

PRODUCTS & PROPS

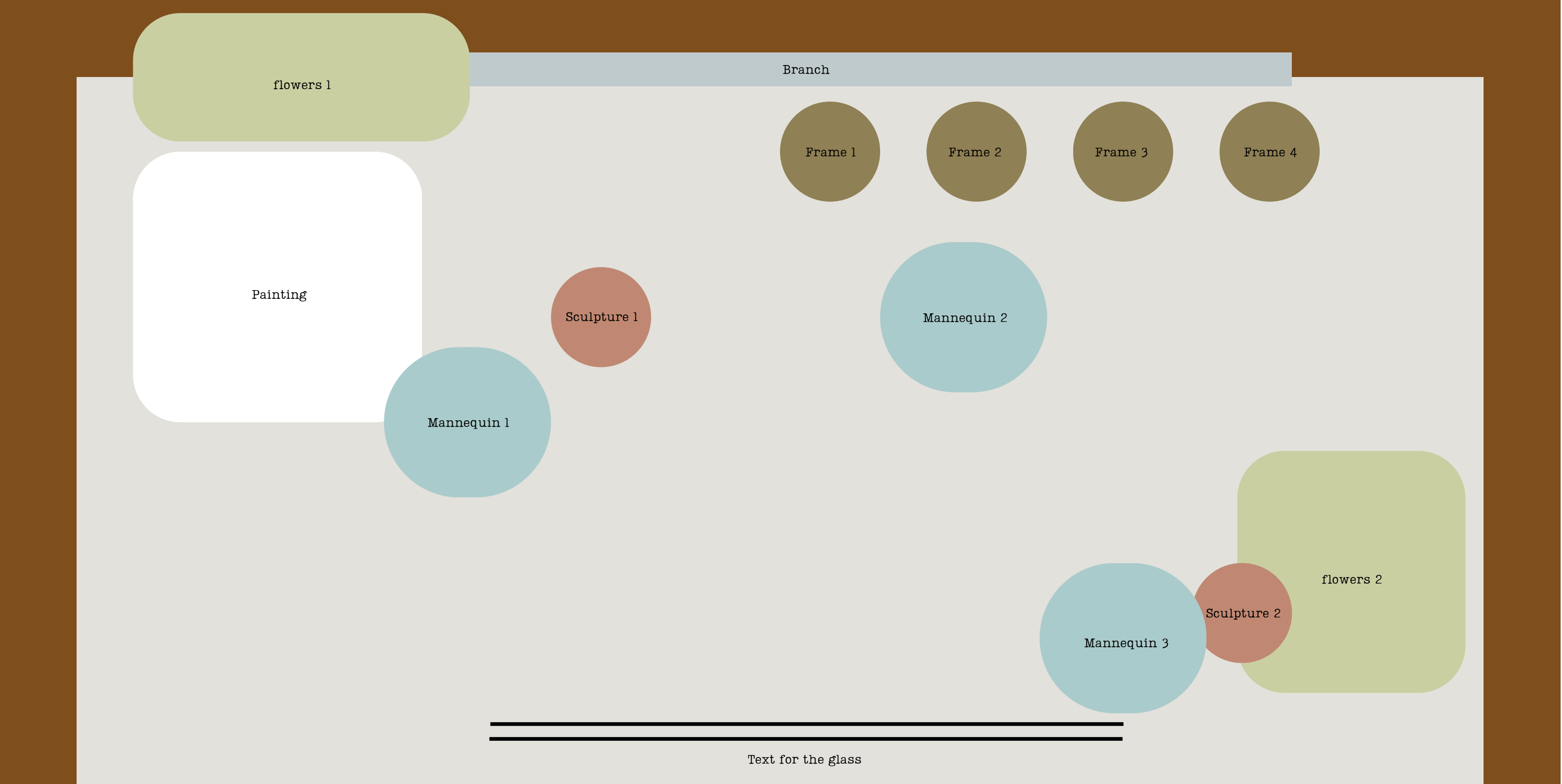


BUDGET

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\$

LAYOUT AND PLACEMENT





SOURCES

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