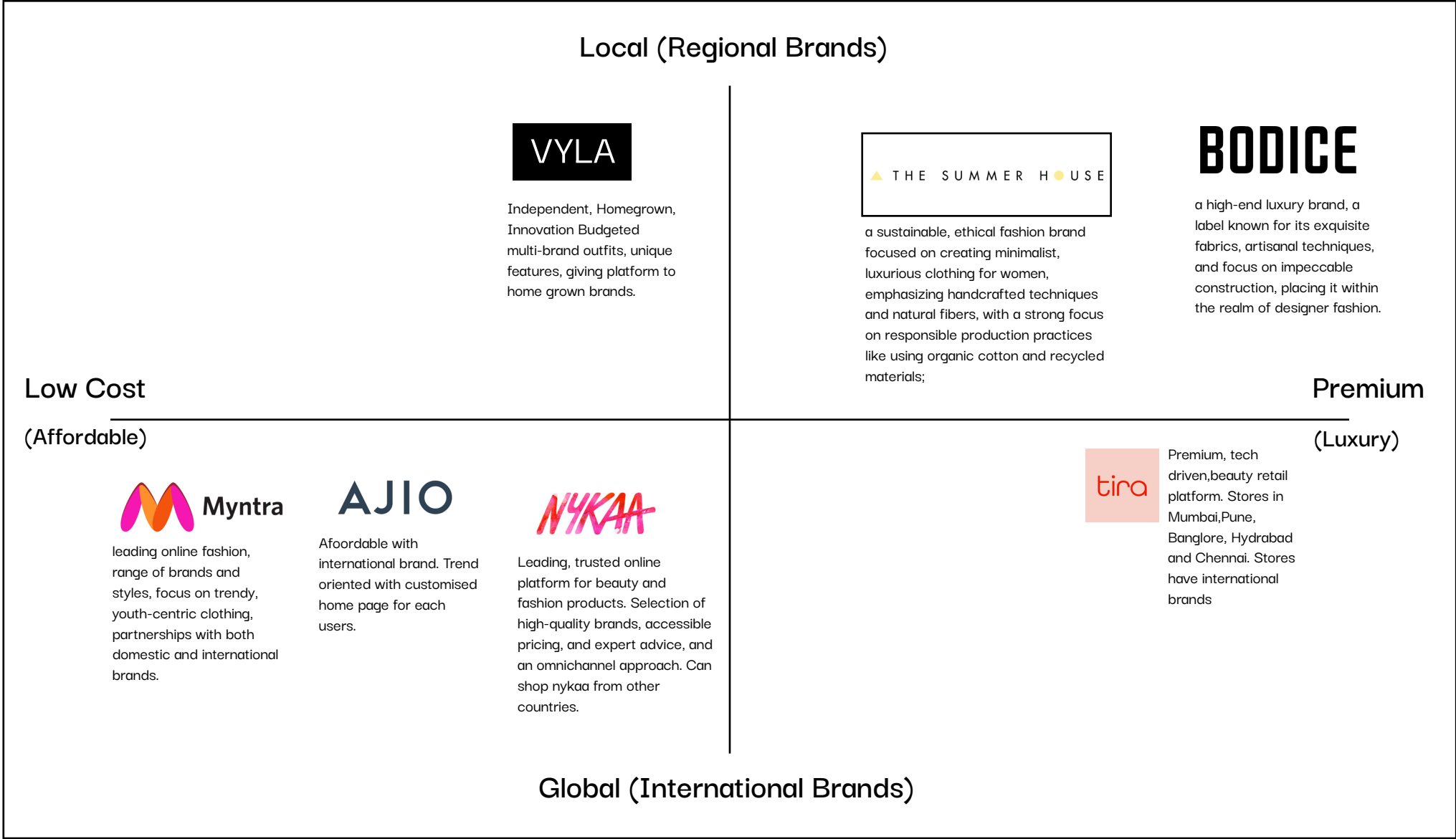
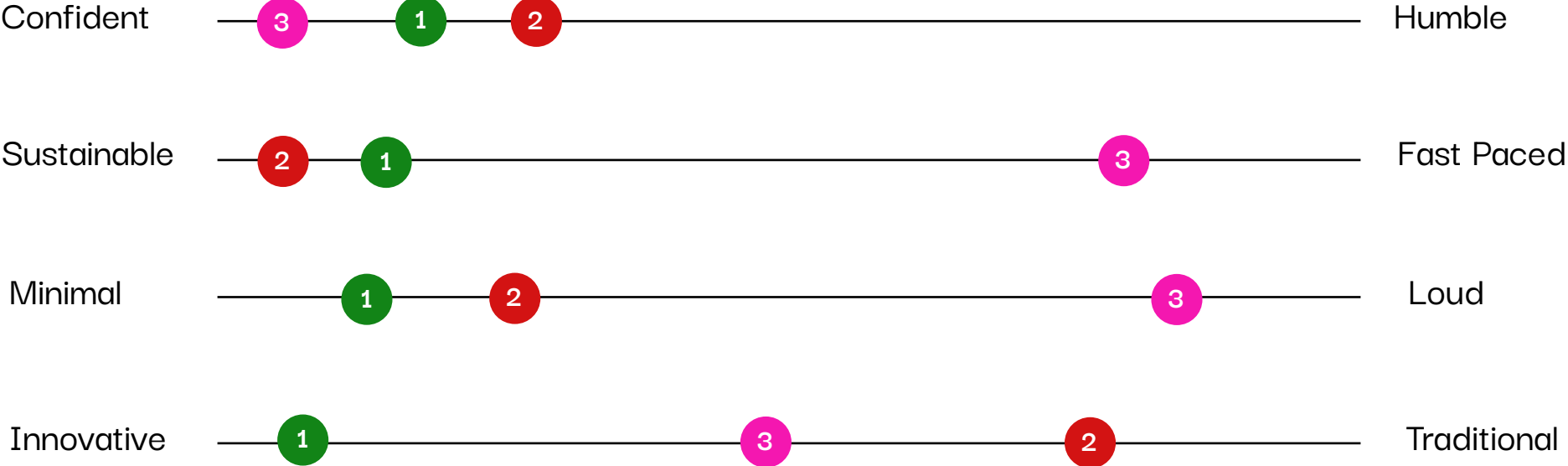


VYLA - Brand Strategy

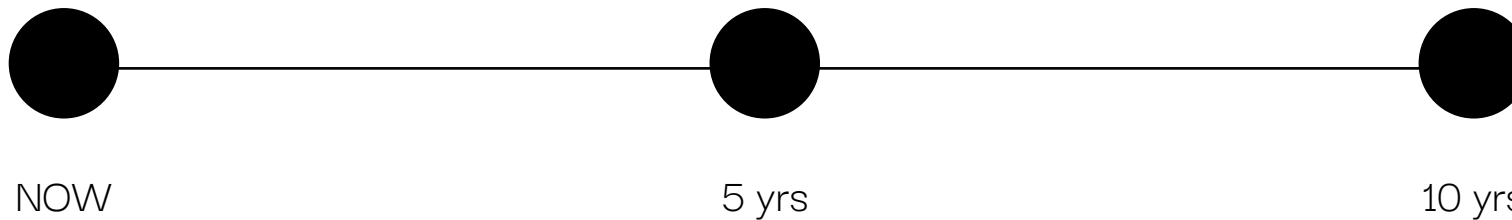
Brand Positioning



Brand Voice



Brand Vision



A multi-vendor e-commerce platform that helps you shop homegrown brands without worrying about authenticity, size problems, or exchanges.

Don't just follow trends—set them. Each month, wear your persona and express your identity.

Leading in fast fashion innovations and technologies.

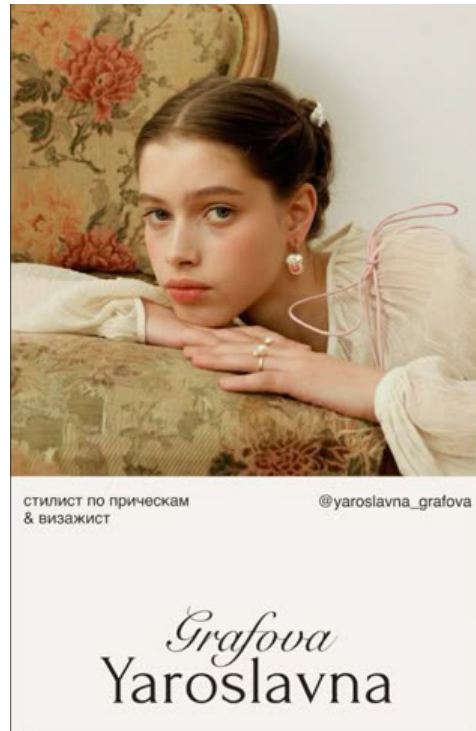
- International Outreach.
- Add menswear also
- Help homegrown brands grow in the right direction
- RFID systems and faster delivery as well as returns
- Providing a Personalised style feature
- Integrating Chatbot for Customer support, Personal shopping Assistant, Order Tracking, and Product Discovery

Market Research

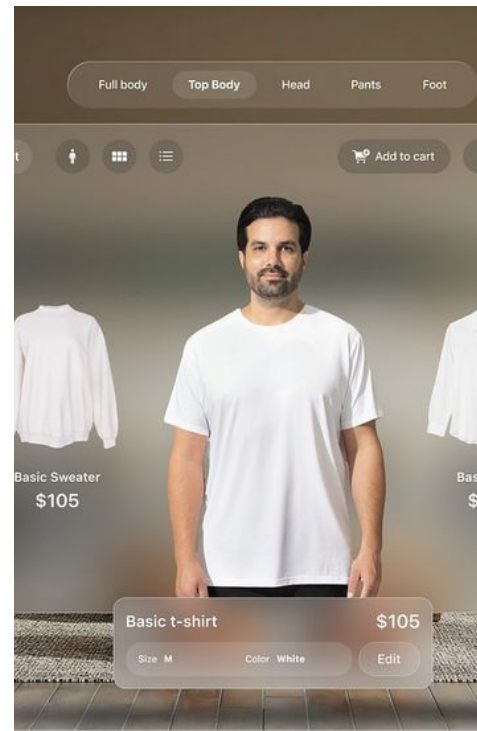
Brand Value



Authentic



Exclusive



Innovation



Sustainable

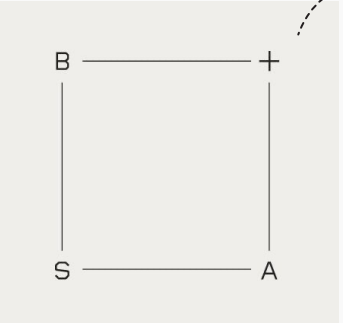
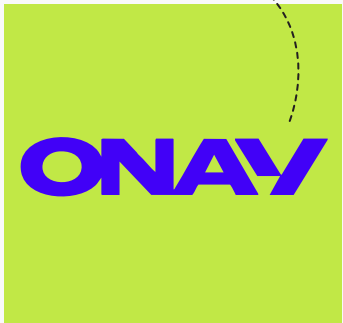
Mood Board 1

Confident, Minimal, Innovative ,Energetic

The mood board aims to embody a fresh, energetic, and fun aesthetic that resonates with today's fashion-forward generation. It captures the vibrancy, confidence, and individuality of young consumers who seek bold and expressive styles. With a dynamic and innovative approach, the visuals reflect a fast-paced, trend-setting culture that thrives on creativity and self-expression.

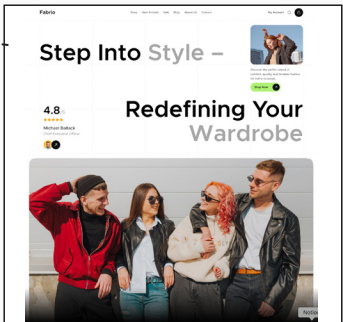
Beyond just showcasing fashion, the mood board focuses on the spirit and energy of the target audience, ensuring it feels authentic and engaging. It sets the brand apart from competitors by embracing a unique blend of playfulness and innovation, delivering a visually striking and forward-thinking experience that speaks directly to the modern generation.

Innovative letter "Y"
also use for brand mark and favicon mark



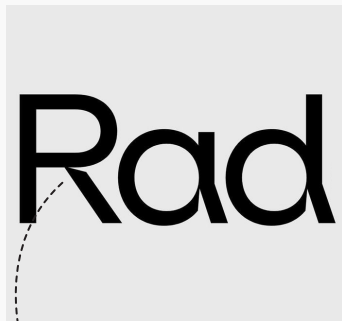
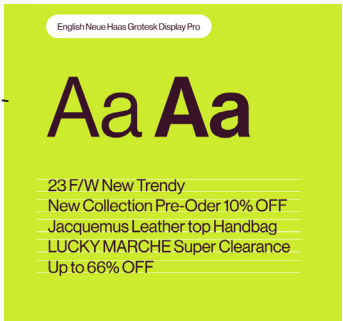
With each letter of VYLA can be placed on 4 corners of box showing brand consistency and making memorable. This will also use to frame images.

A look of image that can be used on website showing happiness



More fun, confident and distinct look that attracts young and trendy audience in market.

Neue Hass Grotesk a minimal typeface that can be used for all brand materials.



Fresh Modern cut giving feel of cutting edge tech mixed with fashion.



Bright, enegetic and playful photo of young target audience. Also a great way to show the brand enthusiasm towards their audience through this imagery style

Mood Board 2

Confident, Authentic, Exclusive, Sustainable.

This mood board embodies a confident, authentic, exclusive, and sustainable aesthetic that reflects a refined yet contemporary fashion brand. It is designed to connect with an audience that values quality, heritage, and originality while maintaining a modern and sophisticated appeal.

With a focus on timeless elegance and trust, the visuals evoke a sense of exclusivity through premium materials, carefully curated typography, and a minimal yet bold design language. The combination of textures, earthy yet rich color palettes, and sleek typography reinforces the brand's strong identity and commitment to sustainability.

Beyond just fashion, this mood board captures the essence of authenticity by highlighting craftsmanship, high-quality fabrics, and classic styling. It sets the brand apart from competitors by seamlessly blending tradition with innovation, ensuring a luxurious yet approachable feel. Every element is intentionally selected to create a visually striking and credible brand experience that resonates with a discerning audience.

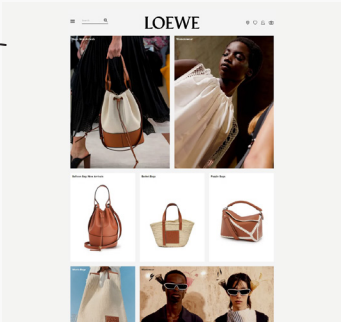
Selected Direction

A wordmark that feels connected with little boldness to it.



Minimal yet gives a true original wibe that gives a look of class and higness nature to the brand.

A look of image that can be used on website focusing on the fabrics, accessories.



A blend of type with showing the authentic and true value of brand.

For easy readability space grotesk fits best for over all design.



A bold, Sensual style of images giving more priority to the fabric.

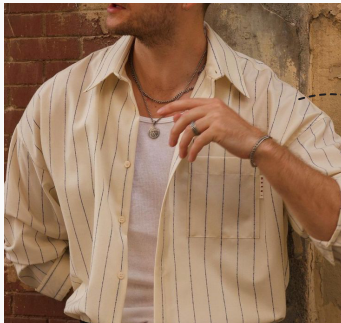


Image style mainly focuses on the clothes as close shoot showing the classic and exclusive look of the fabric used to gain trust from the audience.

THANKYOU