VYLA - Brand Strategy

Brand Positioning

Local (Regional Brands)



Independent, Homegrown, Innovation Budgeted multi-brand outfits, unique features, giving platform to home grown brands. ▲ THE SUMMER H • USE

a sustainable, ethical fashion brand focused on creating minimalist, luxurious clothing for women, emphasizing handcrafted techniques and natural fibers, with a strong focus on responsible production practices like using organic cotton and recycled materials;

BODICE

a high-end luxury brand, a label known for its exquisite fabrics, artisanal techniques, and focus on impeccable construction, placing it within the realm of designer fashion.

Premium

(Luxury)

Low Cost (Affordable)





leading online fashion, range of brands and styles, focus on trendy, youth-centric clothing, partnerships with both domestic and international brands.



Afoordable with international brand. Trend oriented with customised home page for each users.



Leading, trusted online platform for beauty and fashion products. Selection of high-quality brands, accessible pricing, and expert advice, and an omnichannel approach. Can shop nykaa from other countries.



Premium, tech driven,beauty retail platform. Stores in Mumbai,Pune, Banglore, Hydrabad and Chennai. Stores have international brands

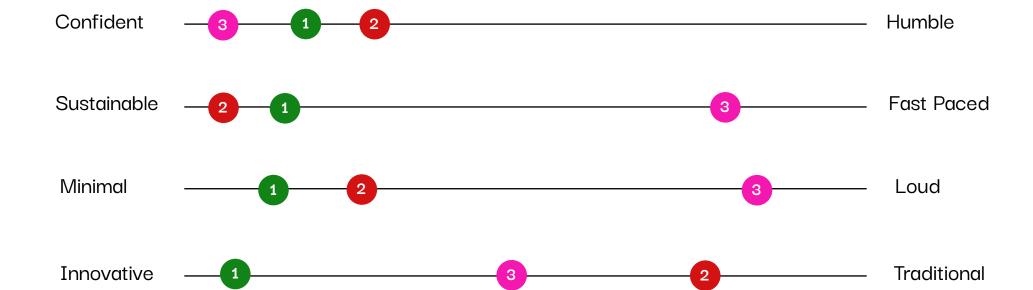
Global (International Brands)

Brand Voice



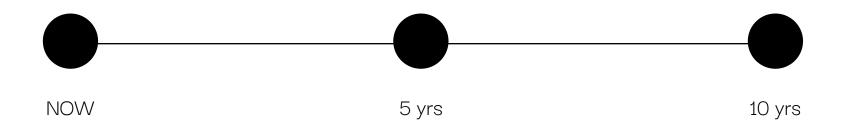






Market Research

Brand Vision



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

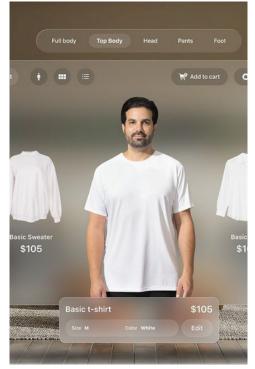
Don't just follow trends—set them. Each month, wear your persona and express your identity. Leading in fast fashion innovations and technologies.

- · 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

Brand Value









Authentic Exclusive Innovation Sustainable

Mood Board 1

Confident, Minimal, Innovative ,Energetic

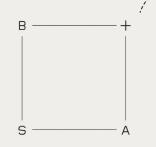
The mood board aims to embody a fresh, energetic, and fun aesthetic that resonates with today's fashion-forward generation. It captures the vibrancy, confidence, and individuality of young consumers who seek bold and expressive styles. With a dynamic and innovative approach, the visuals reflect a fast-paced,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



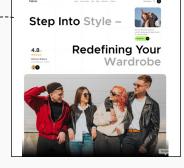




With each letter of VYLA can be placed on 4 corners of box showing brand consistency and making memorable. This will also use to frame images.

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

materials.



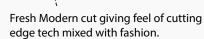




More fun, confident and distinct look that attracts young and trendy audience in market.









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

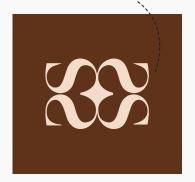
Confident, Authentic, Exclusive, Sustainable.

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.

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.

design.







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





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.

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

THANKYOU