

Iki & Ivory Collection

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I created an online boutique targeted at young women valuing one's natural beauty and inspiring their confidence through style. My first practical was the development of my brand iki and ivory, I created a message and fit it with a name, a mood board, logo, website, swing tags, packaging and social media pages. I was inspired by a sentence I came up with in the early stages of creating my brand 'inspire confidence through style' as I mid-sized women I know and understand how hard it is to shop for my body type, feeling like I have to compromise on style for comfort while lacking confidence. I also want to make sure that my brand is inclusive of people of colour, though I cannot speak to their experience there is a lack of representation in the fashion industry and this needs to change.

I was greatly influenced by the work of graphic and branding designers and Ebony Forsyth of Ebby designs and Madeline Rawlings of The Binding. Their natural, feminine and minimalist aesthetic is on trend while remaining timeless, in particular I was greatly inspired by their logo and mood board creation as a starting point for their logo concepts and attempted to use their techniques when I conceptualised my own logo. I was also inspired by the 'everybody movement' this movement is a modernised version of the 'body positivity movement' its mission is for the media and fashion industries become inclusive of all shapes and colours of women, real women.

I successfully met my design brief which outlined the creation of an online boutique for young women with a minimalist, neutral toned and timeless aesthetic. I aimed to create a logo, website, social media, swing tag and packaging, which I did and more. I used Photoshop to create the swing tags, packaging and logo which was comfortable for me as I had prior skills. My website was created on Wix.com which was a program I wasn't familiar with, however, after many hours of testing I was able to create a website that for my design brief.

The minimalist and neutral aesthetic is evident through the use of neutral colours and simple shapes throughout my entire folio and practical. My main focus didn't change throughout the creation of my brand though the idea of inclusivity continued to grow through colour palette, and an array of sizes explored. There is an obvious connection between my work and the work of Ebony Forsyth of Ebby designs throughout the conceptualisation of my logo, mood board and social media posts. I was influenced by her minimalistic aesthetic featuring thin lines and neutral colours, as well as her process of creating logo concepts. Ebony is able to take a theme or message and create a logo that reflects that which is what I did with my log which features a butterfly's wing which hints to the statement that all women are unique as no two butterflies share the same patterns.

Upon completing this practical, I have learnt so much about branding and the process of creating concepts, I also greatly developed my design skills in Photoshop. I can't wait to use the new skills and knowledge I've gained in future projects.