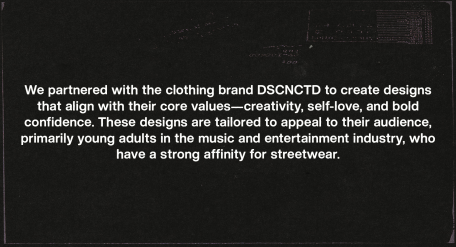





CASE STUDY #2

DESIGNING FOR A CLOTHING BRAND



We partnered with the clothing brand DSCNCTD to create designs that align with their core values—creativity, self-love, and bold confidence. These designs are tailored to appeal to their audience, primarily young adults in the music and entertainment industry, who have a strong affinity for streetwear.



The brand already had a clear vision for this collection; focusing on mythology as the central theme, while ensuring it appealed to their existing customer base and target audience.

We collaborated with the brand to curate imagery and symbolism from Roman and Greek mythology. The final selections resonated with the client's values and were well-received.



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The imagery of the first design centered around Cupid, the Roman god of love, paired with a modern Blackletter typeface.





For the second design, we chose the image of a griffin from Greek mythology, symbolizing freedom. Additionally, we incorporated a phrase that reflects confidence to stay aligned with the brand's values.

EMERGE FROM THE SHADOWS LIKE A GRIFFIN
BREAKING THROUGH STORMY CLOUDS, AND LET
YOUR BRILLIANCE ILLUMINATE THE SKIES



In the following slides, we will showcase the results of our collaboration with DSCNCTD, of which we are proud, resulting in a unique collection that remains true to the client's brand and their established customer base.



Handwritten notes in the top left corner, including a signature and some illegible text.

Small vertical text or label near the top left corner.

Handwritten notes at the top center, possibly a list or series of small text.

Small vertical text or label near the top right corner.

Large, stylized, vertical text on the left sleeve, possibly reading "BAND" or similar.

Handwritten signature or initials in the middle left area.

Small vertical text or label near the bottom left corner.



EMERGE FROM THE SHADOWS LIKE A PHOENIX
BREAKING THROUGH STORMY CLOUDS, AND LET
YOUR BRILLIANCE ILLUMINATE THE SKY

Small vertical text or label near the bottom right corner.

Handwritten notes at the bottom center, including a signature and some illegible text.