

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.

22 MAR 2022

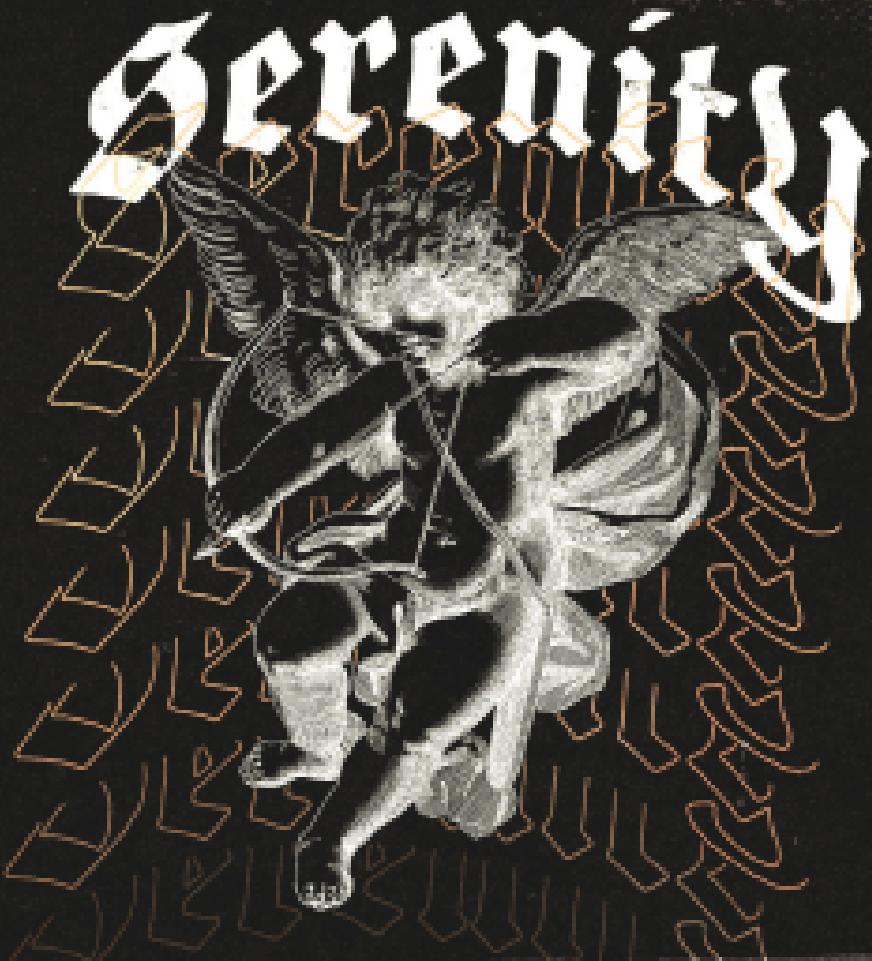


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The imagery of the first design centered around Cupid, the Roman god of love, paired with a modern Blackletter typeface.





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



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.

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.

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