

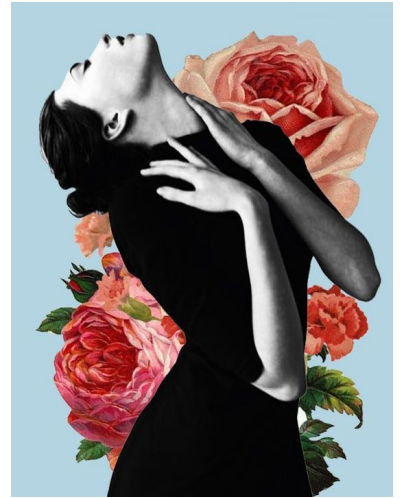
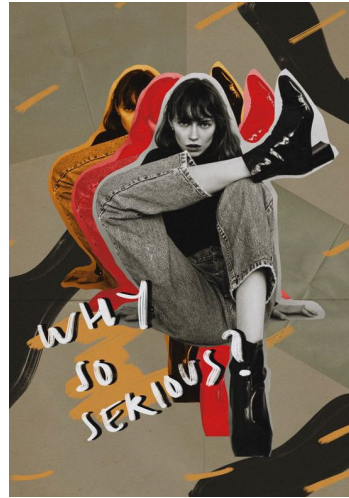
**PURÉE
FANTASTICO**

If everyone
is thinking the same,
then someone
isn't thinking.

I broke these down into how I think they *COULD* be organized, but if there's an element (or elements) that feel mislabeled, it's important to let me know!

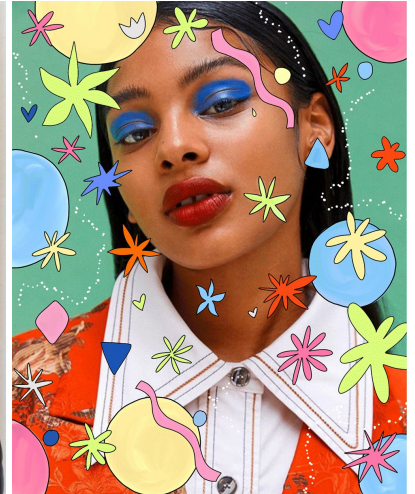
Data Storytelling

The overall brand vibe is the feeling of a teenage girl's inner journal, poetry notebooks, and bedroom. I would say 17-25 where rage is being explored and experienced, honesty comes from an innocent place, but is intended to challenge other people. The goal is not to be mean but to find the boundaries of self, community, belonging, and finding your own way.



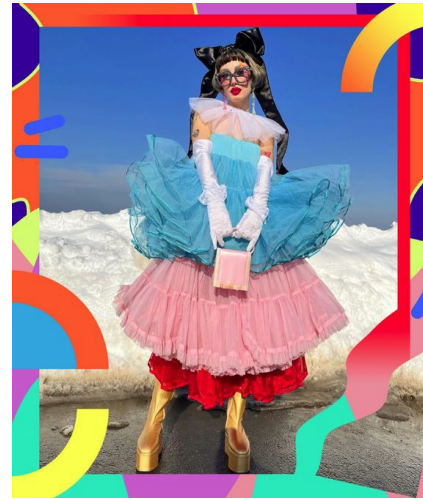
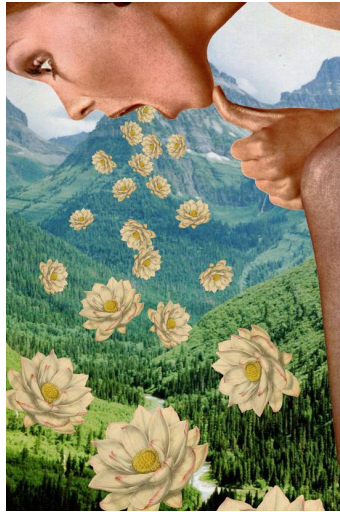
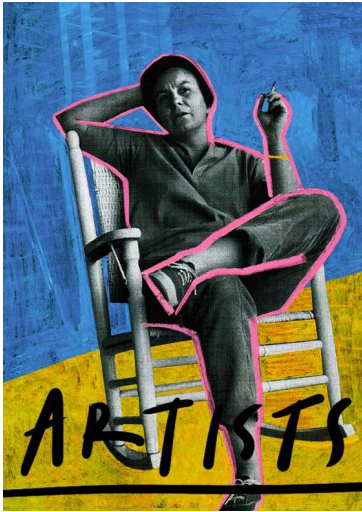
Overall Brand Vibe Direction

The imagery direction is BOLDNESS. Layered patterns— all loud. Bold colors— all vibrant. If people are included, it's editorial where their bodies make shapes, and their actual humanness is bold. Additional elements: illustrations, random doodles, messy handwriting, collages— especially if they are integrated with the photographic elements.



Imagery Direction

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Imagery Direction, continued

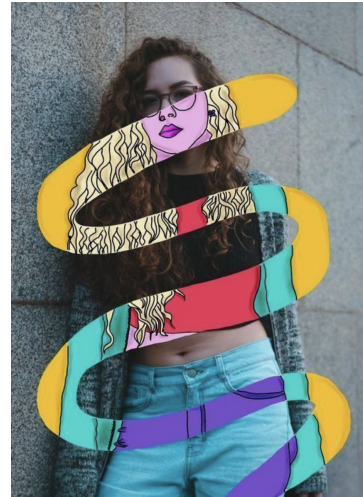
Collages featuring bold colors and editorial features are an easy suggestion! The suggestion is to keep playing, keep building. Follow the call of your inner weirdo.



Imagery Direction, potential suggestions

Overlaps to show 'hidden aspects' or 'multiple aspects' is an easy opportunity.

Based on the doodles on photographs (both samples), exploration could be paid to overlaying two or more styles. This effect/concept could be used for your archetypes— showing a half of your photographed face (identifying as a whole self, or a singular embodied archetype), and then the other side could be a doodle, collage, pattern— which could be splintered into EVERY archetype you embody (showing the wide variety of archetypes we embody), OR the other side of the face could be visualizing a singular archetype— styled in whatever way you saw fit.



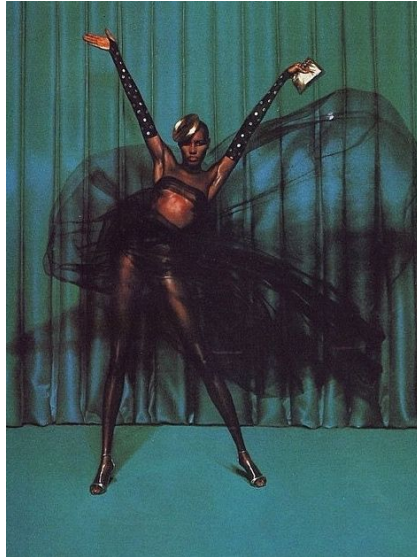
Imagery Direction, potential suggestions

Editorial Editorial EDITORIAL!! Make the body MAKE SHAPES.



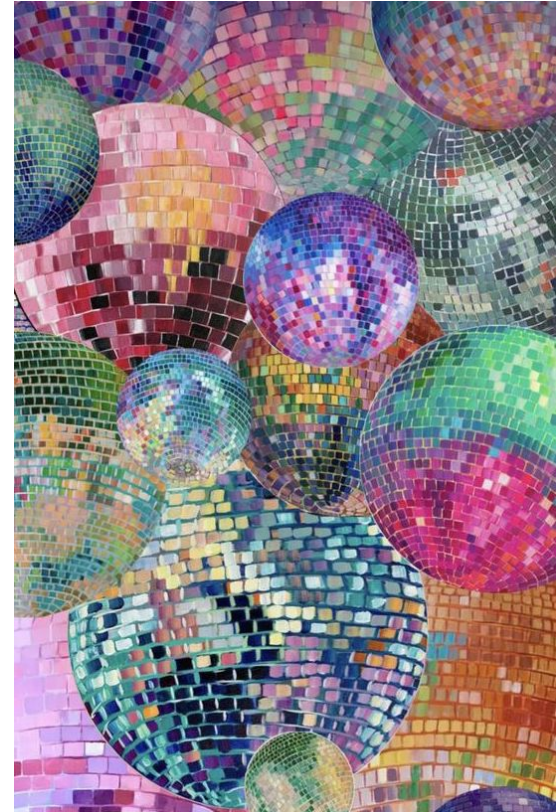
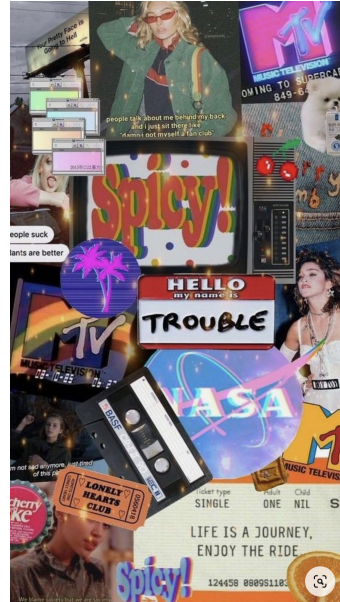
Body/pose direction

Think graphically with your body. Make shapes with your legs, your arms, your nose and chin. Explore posing and look into editorial models, dance. The grace and effortlessness embodied in the vintage photography— yes shows luscious fabrics, but grace in the body. Using your body in photos in this way mimics the bold graphic nature of the colors and patterns. Sunglasses- shapes. Lipstick- shape. Hand gesture? SHAPE. Turban! SHAPE!!



Body/pose direction, continued

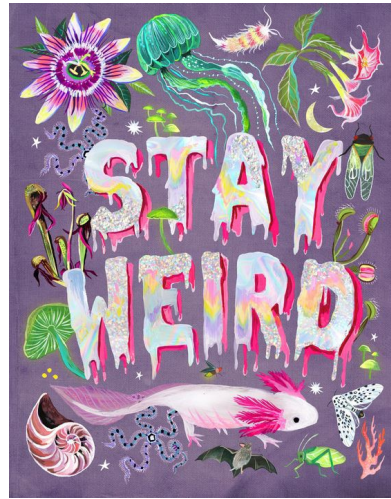
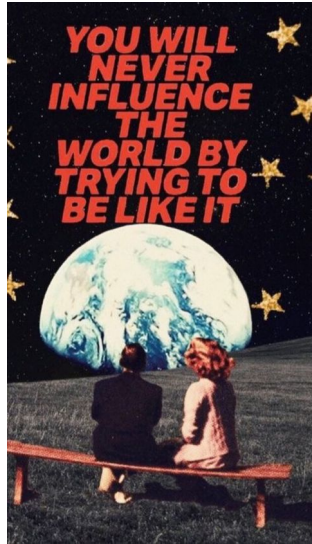
All of them. All at once. Loudly. Think of “pattern” as a color. Leopard is now a neutral. Hot pink, also a neutral. Think of TEXTURES. Holographic is a color now.



Color Palette Direction

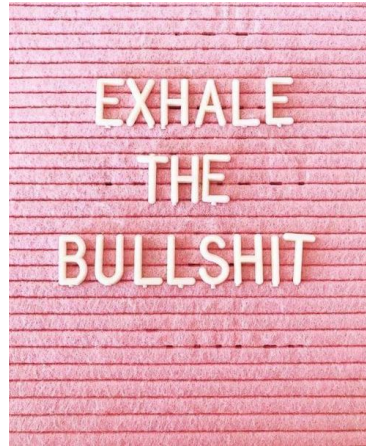
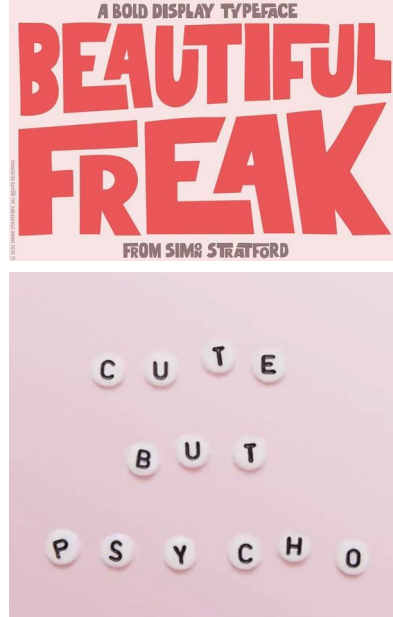
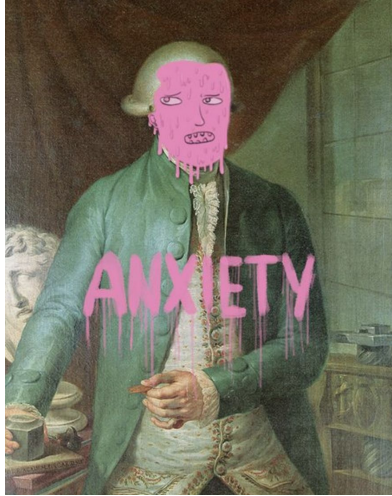
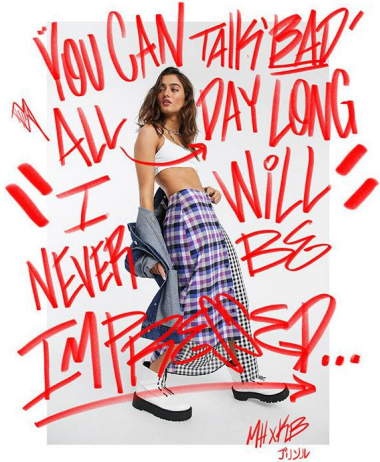
The tone is confident, playful, poking fun with irreverence and curiosity, but profound observation of a world that's taken for granted.

When in doubt, use facial expressions, play, hand gestures, metaphor, analogy, and snark.



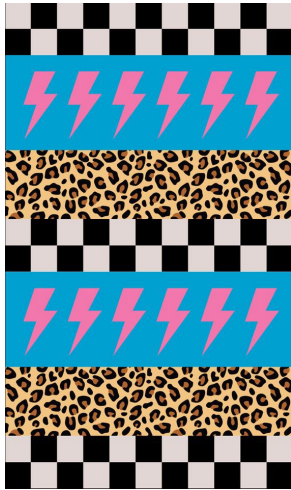
Brand Tone of Voice Direction

The only fonts that should be used as ugly free fonts with abandon, typewriter fonts to give the feeling of 90's zines, and handwriting (or messy authentic handwriting fonts), found typography in label makers, beads, notice boards. Things should feel messy, handwritten, spur of the moment. Just balance this with legibility.



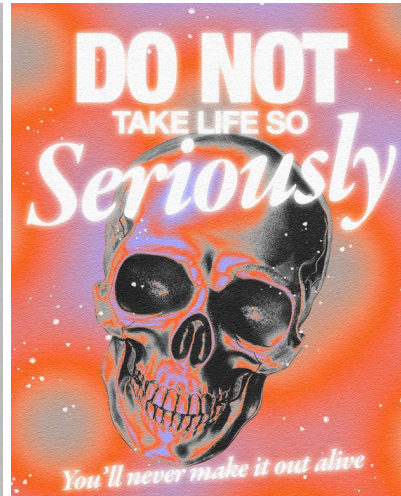
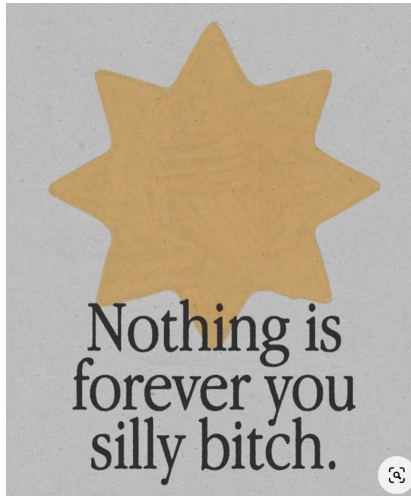
Typography/ Lettering Direction

Checkerboard, leopard print, indigenous patterns, freeform line art, stars, drips and swirls. You get the idea. The visual maximalism of pattern and loud colors are a metaphor for the intensity of the inner-world's experience. By layering it, you're sharing it. There are a few samples with see-through/tulle, and this would speak to vulnerability in femininity. Having an 'underneath' and gesturing towards a softness, but not revealing it totally.



Style/Pattern Direction

The experience is an invitation to YOUR inner world but showing THEIR inner worlds. Flipping through a notebook, an editorial fashion magazine, the channels on tv to find the perfect watch. Variety, visual and conceptual explosions, intricacies with different avenues to ponder.



Experiential (Strategic) Direction

Let's GO!

Purée Fantastico

www.pureefantastico.com

