



Brand Presentation

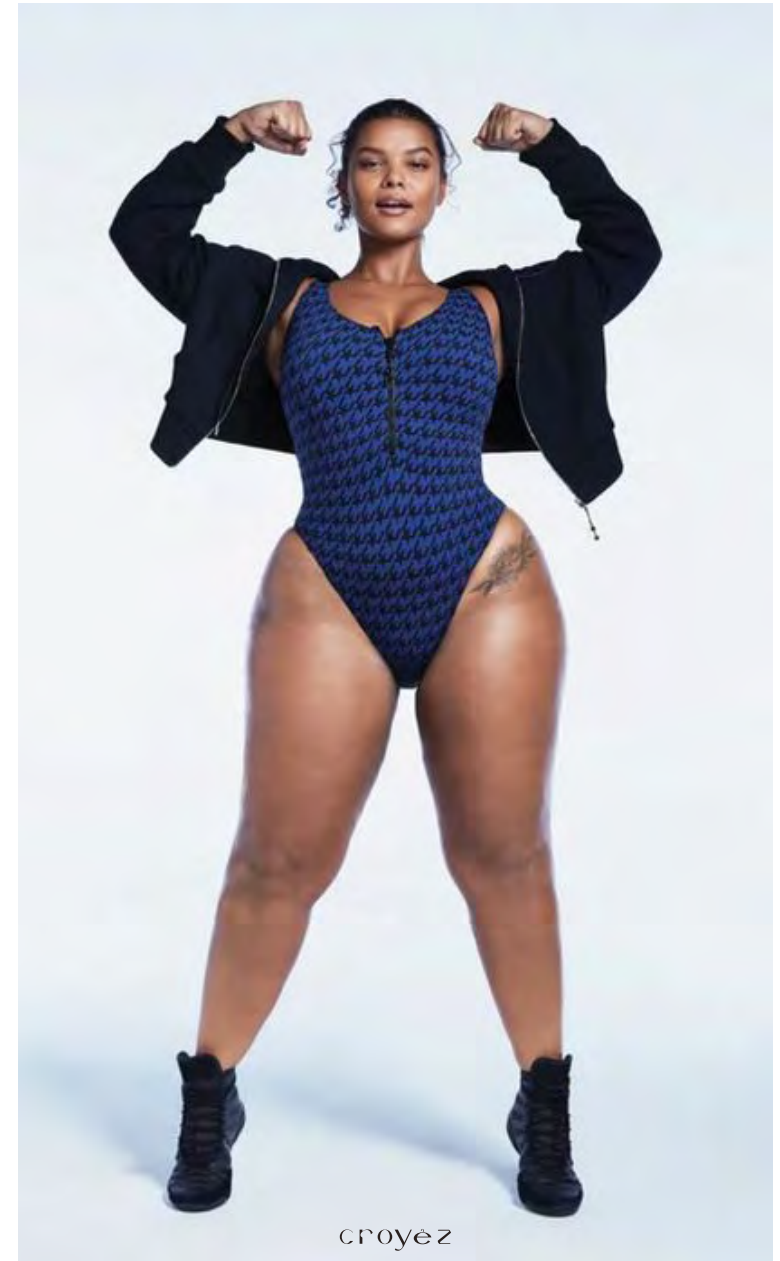
2012834
Ziqiao Wen
Final Major Project



Croyez

Who we are?

We are croyez, a symbol of confidence. We think it's about us - we make your life more comfortable and brighter, and, unlike all the brands in our category, we preach against body anxiety, offer clothes in all sizes, we care about the clothes themselves as well as the hearts of our customers, and we encourage confidence through visualisation, which is the winning formula for the 21st century.



Why the name croyez?

The name croyez comes from the French word confidence and the brand will be as French as its name, carrying the idea of elegance and fashion, dedicated to providing the best quality and the best experience for women.



Our mission

Our mission is to help people re-examine body anxiety. We hope that through our brand. Firstly, we provide clothing of various sizes so that people will not have difficulty in choosing clothes. Secondly, a strong visual image of the brand, especially with words encouraging posters, makes people feel mentally free from anxiety.



Our Philosophy

The overall atmosphere of the croyez brand is relaxed and gives the power of confidence. Our clothing range is made from high quality materials so that our customers can improve their quality of life from their clothes, we serve our customers by offering clothes in all sizes so that they don't struggle with dressing because of their body shape, we give our customers the confidence that every body shape deserves to be respected and to wear the best clothes. Simply put, "BY FREEDOM, BE YOURSELF", is a mantra in our marketing.



Location & Target audience

Our branded company is based in London, but our delivery locations are all over the world. Our clients primarily target young women aged 18-25 who are anxious about their figure.



Brand Keywords

Confident

I hope that my brand can give women the power to be confident, to encourage them to be a better version of themselves, without having to anxiety about their bodies, they are synonymous with "perfect".

Colorful

I hope my design style is colorful. On the one hand, color is a very modern and small fresh design style, which can bring fresh energy to people. On the other hand, color can make people feel happy. I hope to see people don't anxiety.

High quality

High quality has a double meaning. First of all, I hope that the clothes of the clothing brand I founded are of good quality and durable. Secondly, I hope that everyone can be a high-quality woman, such as having a high quality of life and a perfect mentality, so as not to be troubled by body anxiety.

Our slogan

"Be Yourself, For Freedom"

croyez

Logo Variants

The brand's logo is a direct design of the brand name, modified from the Gaia Display font created by our company founder Wen Ziqiao. This logo represents the high quality of our clothing and reflects our brand spirit of encouraging women.

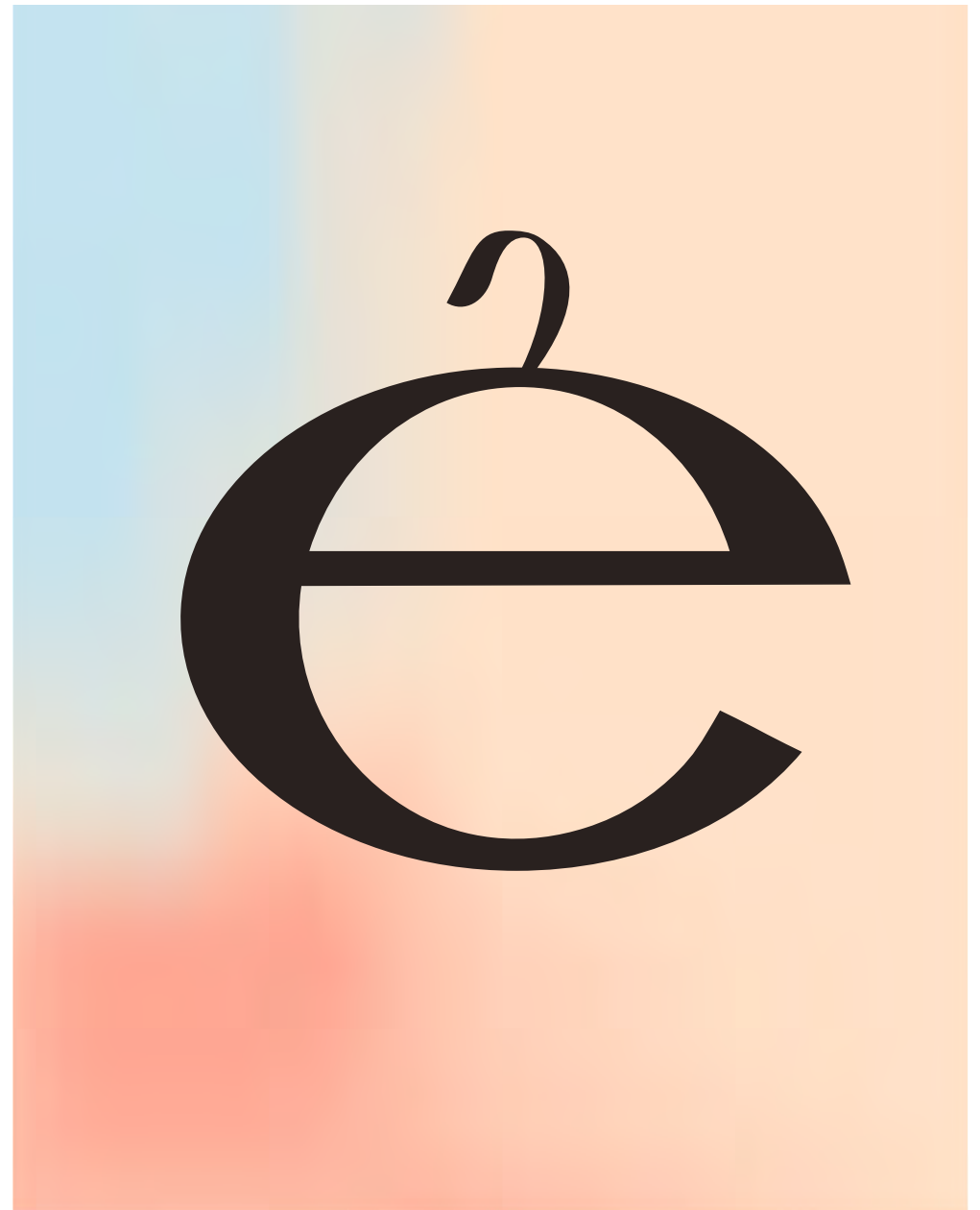
croyez

croyez

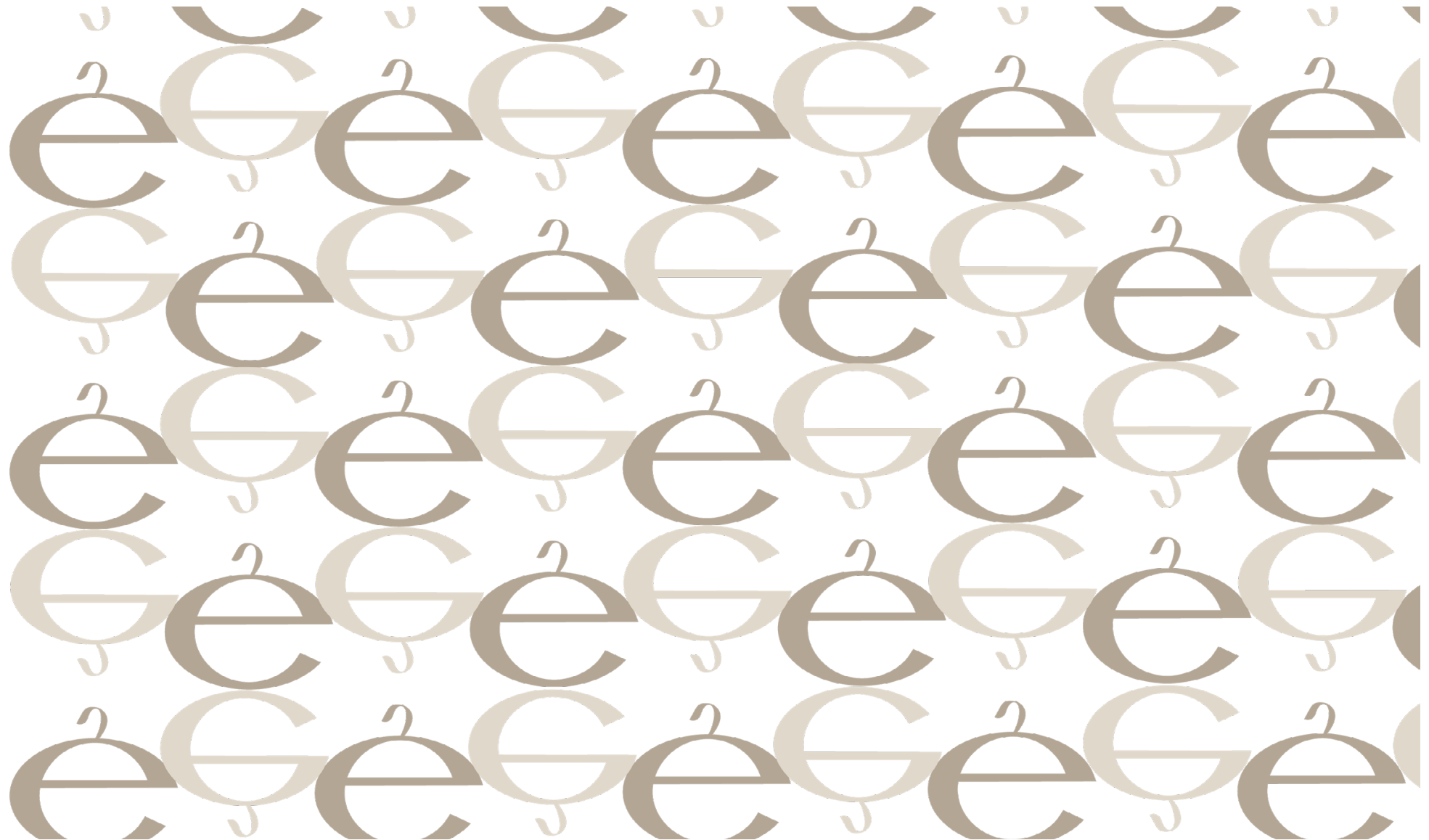
croyez

Our icon

The brand's icon is derived from the brand name, from which the letter e is extracted and deformed. We can see that the letter e resembles the shape of a hanger, and the obvious design represents our clothing as a brand.



Icon pattern



Typeface

Gaia
Display

The croyez logo was created by Created using a custom alphabet called Gaia Display. This is mainly used on brand names, this font cannot be used as body text.

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJK

LMNOPQRSTU

VWXYZ

0123456789



Our Brand Assets

Business card



Clothing tag

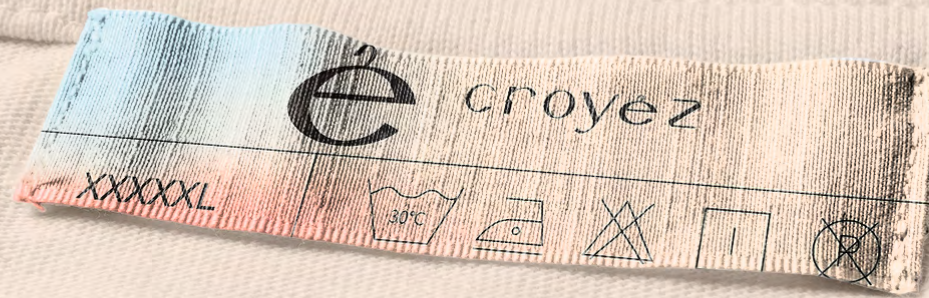


Shopping bag



Clothes hanger





Sewing label

We specialize in producing sewing labels in a variety of sizes to suit every body type.



Box Variants 1

We have designed two styles of boxes to pack clothes of different materials.

Box one are suitable for packing large clothes such as sweaters and coats.



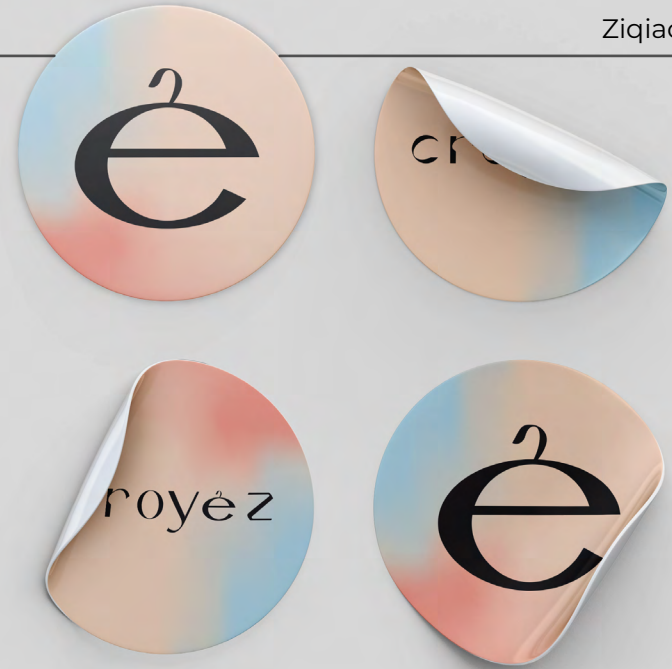
Box Variants 2

Box two are suitable for packing short-sleeved, shorts and other small clothes.

Clothes



Adhesive tape &
Sticker



Shop sign



Three-dimensional
signboard



Dear, I hope you remember: Dress up for yourself, not to please others!

EVERY BODY IS BEAUTIFUL


Does it have to be a face the size of a palm?
Does it have to be a nine-headed body?
Does it have to be chopstick legs?
Does it have to be tall? Does it have to be skinny?


	CONFIDENCE	COMFORT	HIGH QUALITY
www.croyez.com	We are croyez, a clothing store in all sizes, where there is no body anxiety, everyone should be PERFECT , CONFIDENT , FREE , be yourself.		

Series 1 - Black and White Poster:
 These two posters are from the brand's black and white collection, with a bold colour scheme of black on white with red accents

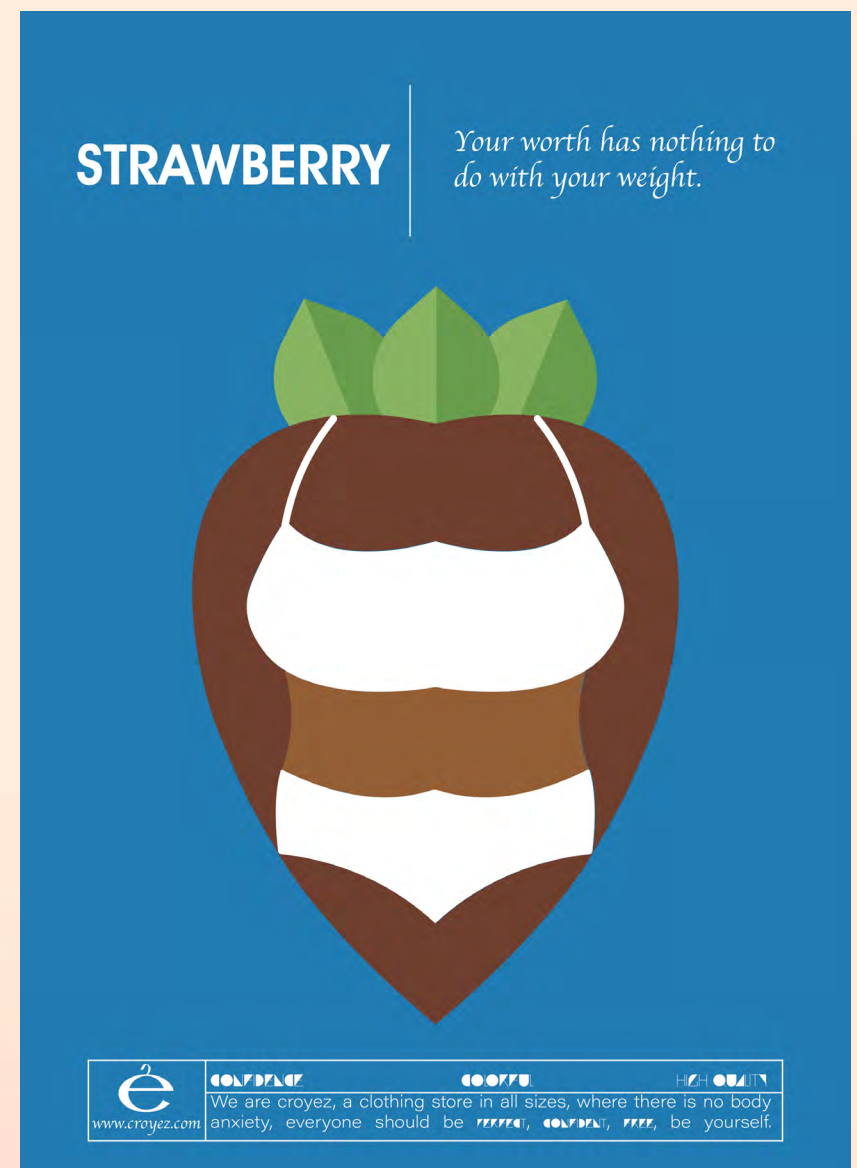
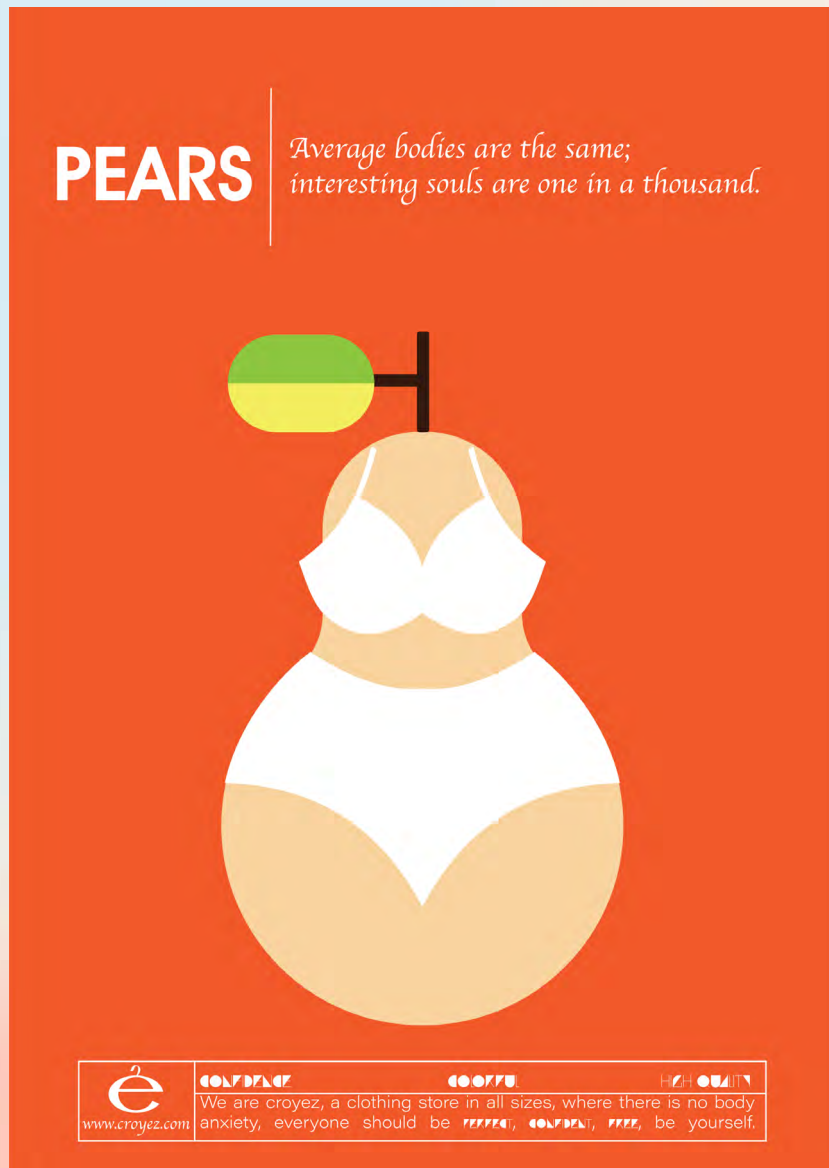
PLEASE DONOT BODY ANXIETY.

Does it have to be a face the size of a palm? Does it have to be a nine-headed body? Does it have to be chopstick legs? Does it have to be tall? Does it have to be skinny? **NO!!!** Body anxiety is the mind's exaggerated assumption that eventually you can handle any situation and you'll be fine. Body anxiety will not remove the sorrows of tomorrow, it will only wipe out the strength of today. There is really no need to worry about your body. Ordinary bodies are the same, and interesting souls are one in a thousand. Although you don't have the perfect body, it's even more important to have a good heart, you're great, you should be free and be yourself!



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to remind people that every body type should be confident and worthy of respect.




Series 2 - fruit Poster:
These four posters are from the brand's fruit series, comparing fruits to different body types with warm words, also emphasising our

brand's aim of every body beautiful.

APPLE

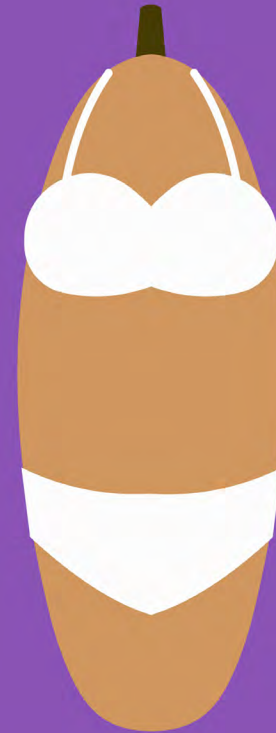
When you begin to accept yourself and learn to appreciate yourself, then you have put on the strongest armour in the world.




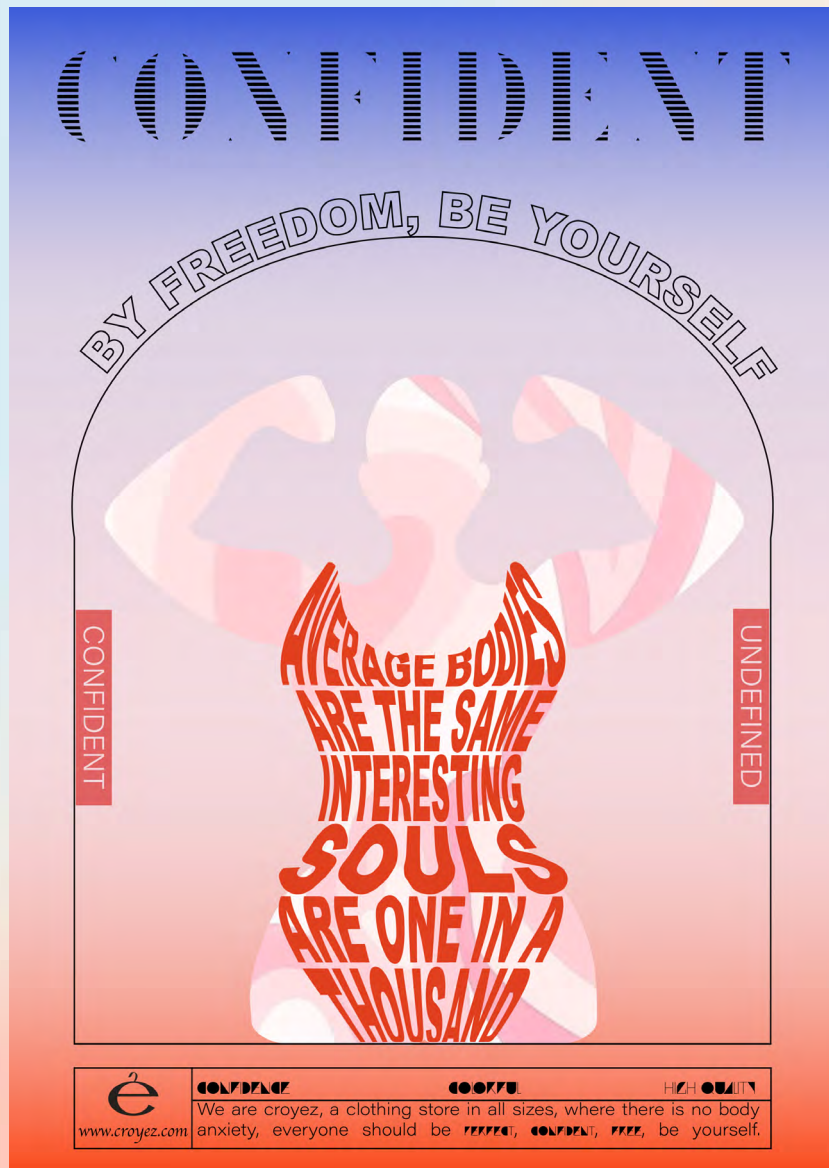
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CUCUMBER

Every body is beautiful.



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Series 3 - Gradient Posters.

These six posters are from our branded gradient series. Strong feminine visuals with six encouraging words made into the shape

of the clothes on the body, six uplifting words at the top, and our brand tagline. The aim is also to give women the power of confidence.

PERFECT

BY FREEDOM, BE YOURSELF

CONFIDENT

UNDEFINED

YOU ARE Perfect

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UNDEFINED

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UNLEASH YOUR UNIQUE BEAUTY

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COLOURFUL


BY FREEDOM, BE YOURSELF

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UNDEFINED

OUR WORD
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WEIGHT



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FREEDOM

BY FREEDOM, BE YOURSELF

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CONFIDENCE
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Series 4 - The Perfect Girl
 This series of posters uses a colourful gradient of colours to show that girls can be diverse and undefined, and the lines and elements that wrap around to show freedom embody our brand slogan, by freedom be yourself.



Dear, I hope you remember: Dress up for yourself, not to please others!



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PLEASE DON'T BODY ANXIETY.

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Every body is beautiful.

PEARS Average bodies are the same, interesting souls are one in a thousand.

STRAWBERRY Your worth has nothing to do with your weight.

APPLE When you begin to accept yourself and learn to appreciate yourself, then you have put on the strongest armour in the world.

CUCUMBER Every body is beautiful.

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CONFIDENT

UNDEFINED

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PERFECT

6003: Final Major Project 21/22

BY FREEDOM, BE YOURSELF

YOU ARE Perfect

UNDEFINED

FREEDOM

BY FREEDOM, BE YOURSELF

CONFIDENCE WILL GIVE YOU STRENGTH

CONFIDENT

UNDEFINED

GORGEOUS

BY FREEDOM, BE YOURSELF

PLEASE STOP ACCEPTING YOURSELF AND LEARN TO APPRECIATE YOURSELF

CONFIDENT

UNDEFINED

UNDEFINED

Ziqiao Wen

BY FREEDOM, BE YOURSELF

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DURABLE

BY FREEDOM, BE YOURSELF

YOUR WORDS AS NOTHING TO DO WITH YOUR WEIGHT

UNDEFINED

CONFIDENT

BY FREEDOM, BE YOURSELF

AVERAGE BODIES ARE THE SAME INTERESTING SOULS ARE ONE IN A THOUSAND

CONFIDENT

UNDEFINED

PERFECT

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YOU ARE Perfect

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pretty ♥ girl

 www.croyez.com	CONFIDENCE We are croyez, a clothing store in all sizes, where there is no body anxiety, everyone should be PERFECT , CONFIDENT , FREE , be yourself.	COOLFEEL	HIGH QUALITY
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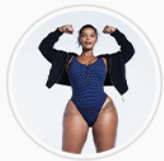
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1,048 posts 13.5k followers 22 following

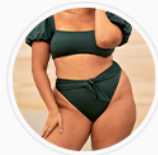
croyez A clothing brand against body anxiety
www.croyez.com



Perfect



Undefined



Confident



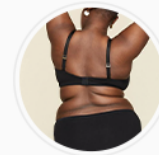
Colourful



Freedom

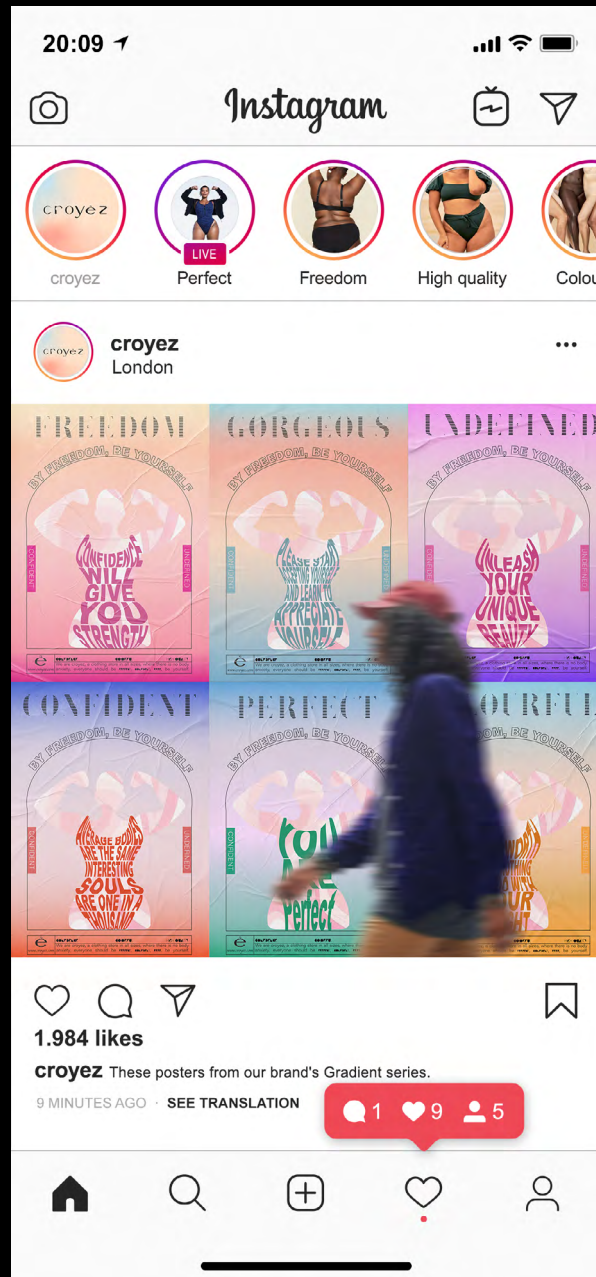
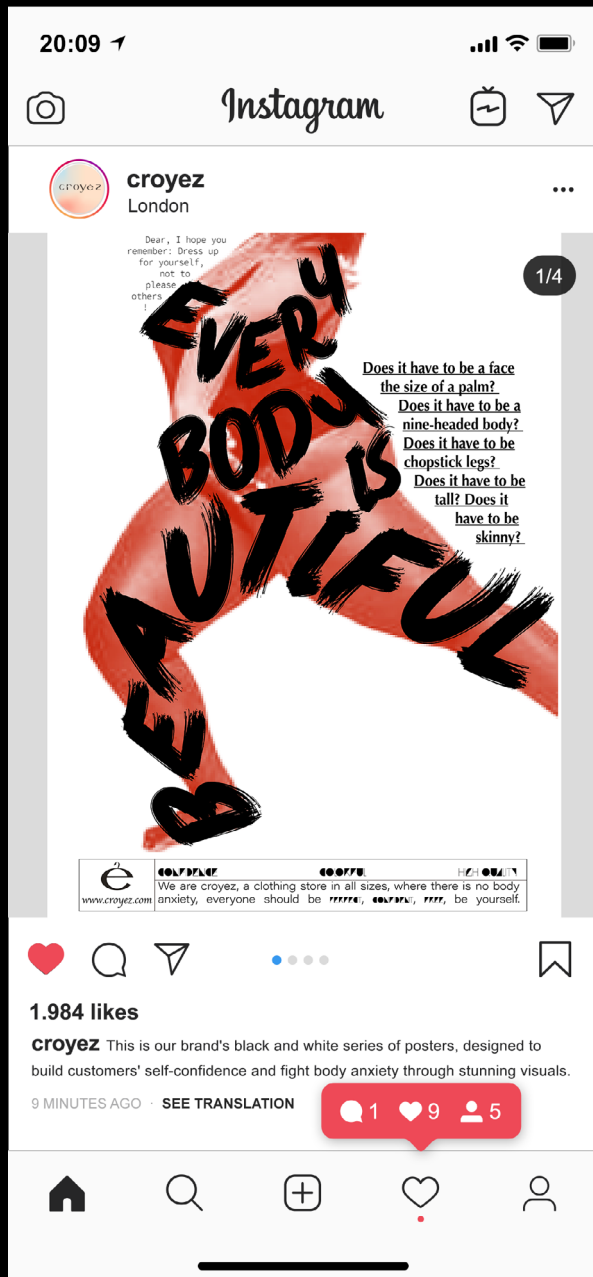


High quality



Nice





Wall of Encouragement

**Do
not
be
body
anxious.**

**When you
begin to
accept
yourself and
learn to
appreciate
yourself, then
you have put
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in the world.**

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**You
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**Be Yourself,
For Freedom**

**Confid
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croyez

Thanks for watching!