

The image features the word "FARAI" in a stylized, calligraphic font. The letters are arranged horizontally and are contained within a dark green, ornate frame with a scalloped, decorative border. The word is rendered in two colors: light blue and red. The letters 'F', 'A', 'R', and 'A' are light blue, while the letters 'I' and 'I' are red. The font has a classic, elegant feel with some decorative flourishes, particularly on the 'F' and the second 'I'.

FARAI

# Brand Overview



The logo is the face of FARA, and this section explains how to showcase it with perfection. It explains where to place the logo, how big or small it should be. It's a guide to ensure that our visual identity always shines through consistency.

---



## VISION

To redefine Indian luxury footwear by transforming vintage silhouettes into innovative heels that honour heritage, spark individuality, and bring Indian design onto the global stage.

The rich heritage of India's culture along with western culture is handed down from one era to the next, creating beauty for new generations.

## MISSION

To craft heels that merge artisanal Indian traditions with sculptural innovation, making every pair a story of culture and creativity.

To ensure comfort and functionality through ergonomic design so that heels are wearable for both everyday and occasion use.

To use sustainable packaging and transparent supply chains, supporting fair wages for artisans and responsible sourcing.

# 2.0

## Brand Name

FARA is a modern footwear brand that blends the elegance of vintage heels with avant-garde design sensibilities. Inspired by Indian heritage and crafted with a global outlook, FARA creates statement pieces that embody sophistication, culture, and individuality.

---

## BRAND NAME

A name that fuses cultural roots with contemporary global resonance. Phonetically simple and versatile across languages, it signifies elegance, individuality, and forward motion – aligning with the brand’s vision of re-imagining vintage heels through innovation. In Hindi and Urdu, “फ़रा”/“فرح” (faa-rah) carries connotations of joy and delight, further reinforcing the emotional connection to fashion as a source of self-expression.



Logo design (Hand drawn by Huda Shaikh on PROCREATE)

# 3.0

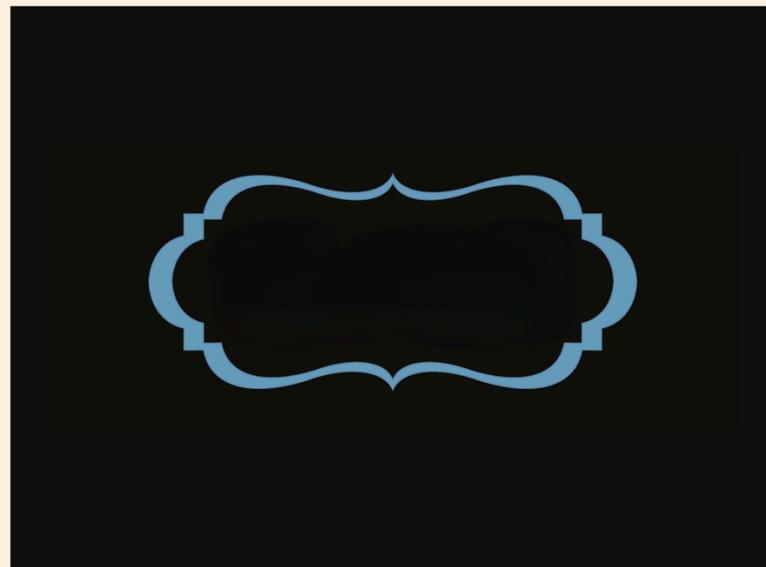
## Brand Logo

The logo is the face of FARA, and this section explains how to showcase it with perfection. It explains where to place the logo, how big or small it should be. It's a guide to ensure that our visual identity always shines through consistency.

---

# Our Logo

“FARA is more than a footwear brand – it’s a cultural statement. The logo blends English and Hindi, East and West, modern and traditional. It reflects our mission to create footwear that is timeless, global in appeal, yet deeply rooted in heritage. Every detail from the font to the frame, from the colors to the Hindi character has been carefully chosen to represent elegance, identity, and aspiration.”



Symbol



Logo Font



Main Logo

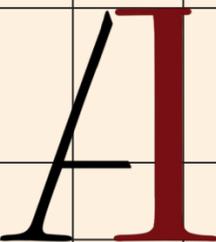
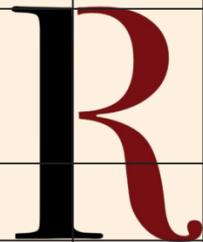
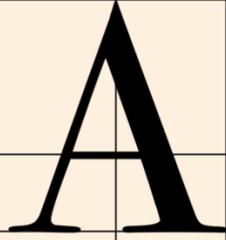
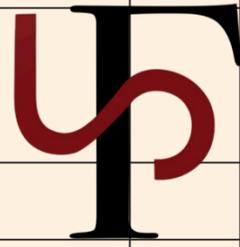
This fusion signifies the blend of modern global fashion (English) with deep cultural roots (Hindi/Indian script).

फरा + FARA

### Integration of Hindi Script with English

The inclusion of Hindi typography (फरा) within the logo serves two main purposes:

- **Cultural Authenticity:** By incorporating Hindi, the logo reflects the Indian roots of the brand, highlighting tradition and heritage while positioning FARA as a culturally proud fashion label.
- **Fusion of Tradition & Modernity:** The brand philosophy revolves around re-imagining vintage heels by combining Western silhouettes with Indian influences. The Hindi character subtly infused in the design visually communicates this East-meets-West fusion.
- **Unique Identity:** Most international footwear brands rely solely on Roman typography. By embedding Hindi, FARA stands out in the luxury footwear market, reinforcing its distinctive identity.



## ABOUT LOGO

- “F” mirrors the structure of फ (pha)
  - “A” takes influence from the open form of अ (a)
  - “R” integrates the fluid motion of र (ra)
  - “A” again connects back to अ (a) for balance and symmetry
- 
- Minimalist, yet culturally rich.
  - Strong, clean lines for luxury appeal, combined with script-inspired forms for identity and storytelling.
  - The bilingual play ensures the brand resonates both locally in India and globally.

FARA

FARA

FARA

FARA



# Brand Colors

The color section is the primary guide to the color palette that defines our brand, establishing the foundation for a strong and consistency brand identity. The carefully chosen colors reflect the characteristics and visual aesthetic.

---

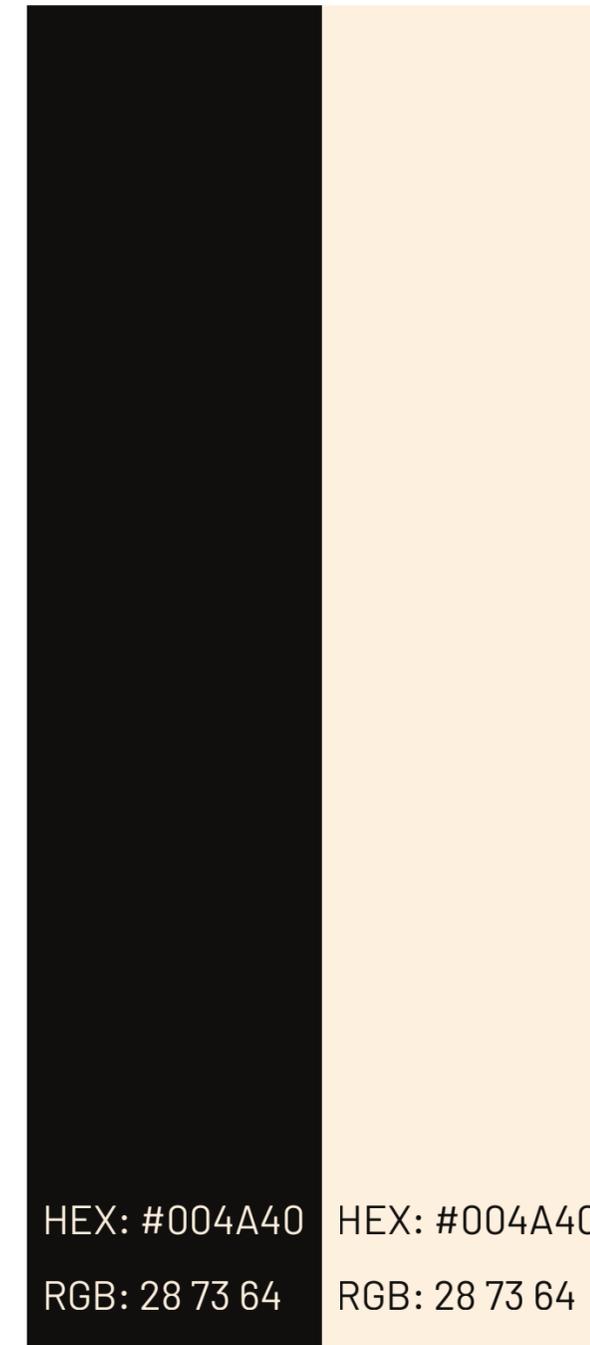
# COLOR PALATTE

- “F” mirrors the structure of फ (pha)
- “A” takes influence from the open form of अ (a)
- “R” integrates the fluid motion of र (ra)
- “A” again connects back to अ (a) for balance and symmetry

## PRIMARY

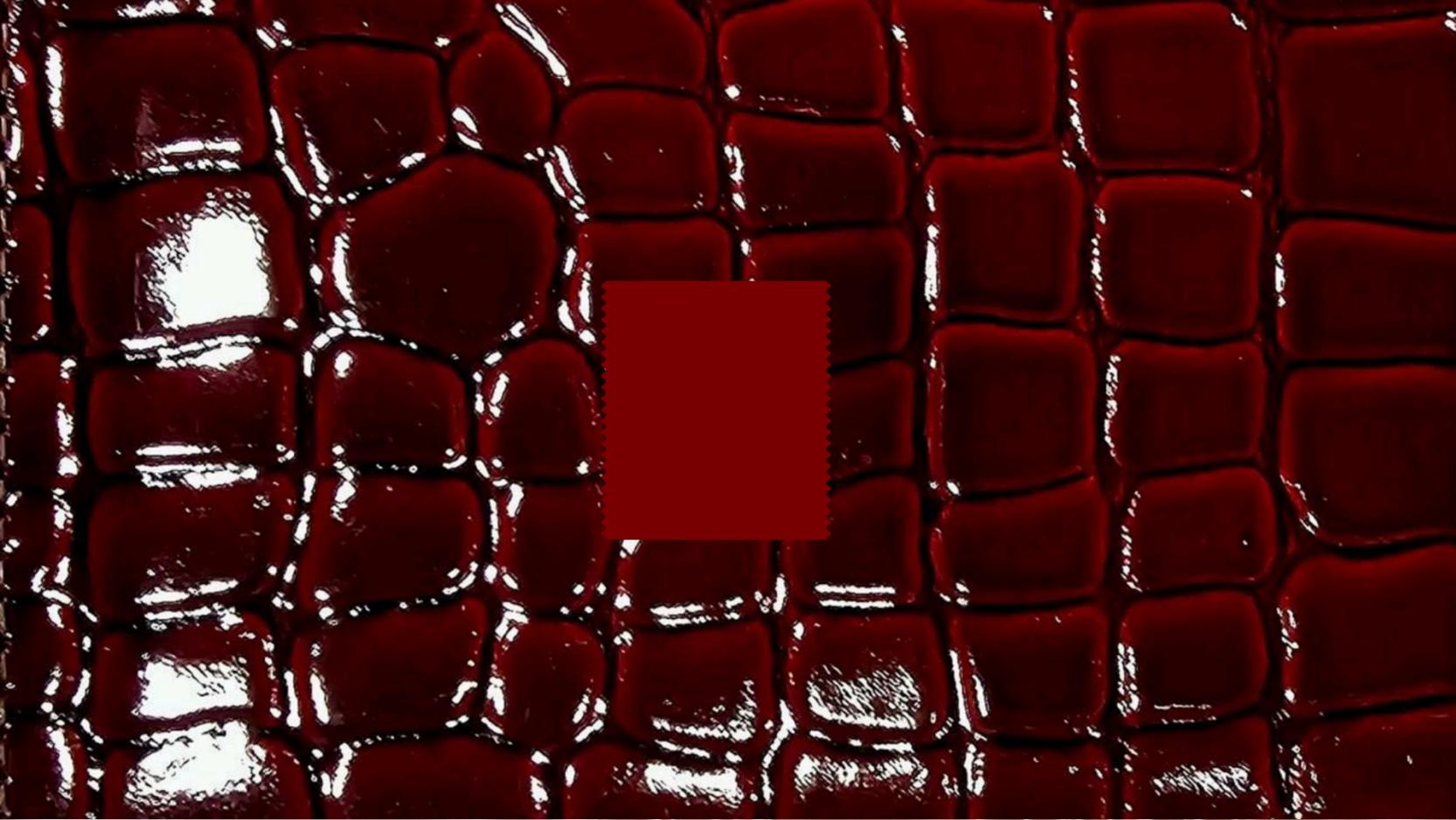


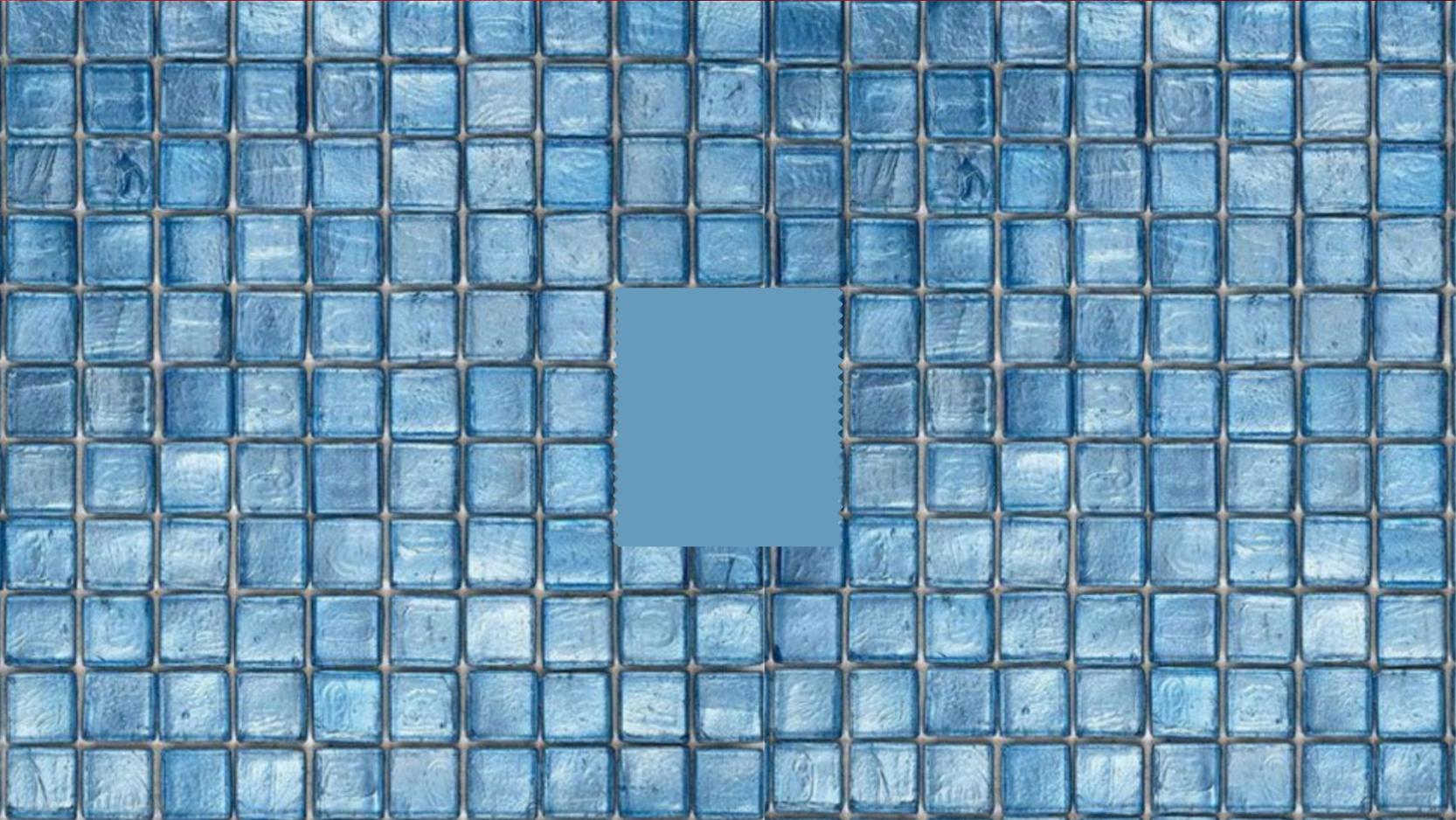
## SECONDARY



## EXTRAS







5.0

# Brand Typography

In the context of FARA, typography guidelines establish consistent use of typefaces, font styles, font sizes and text layouts. This ensures the brands vintage and regal message is conveyed professionally through optimal readability.

---

# FARA

Headings

**BAUER  
BODONI**

**abcdsefghijklmno  
pqrstuvwxyz1234  
567890&%\$!~**

Body

**BE VIETNAM**

**abcdsefghijklmno  
pqrstuvwxyz1234  
567890&%\$!~**



*Italic*

**Medium**

**Bold**



*Italic*

**Medium**

**Bold**



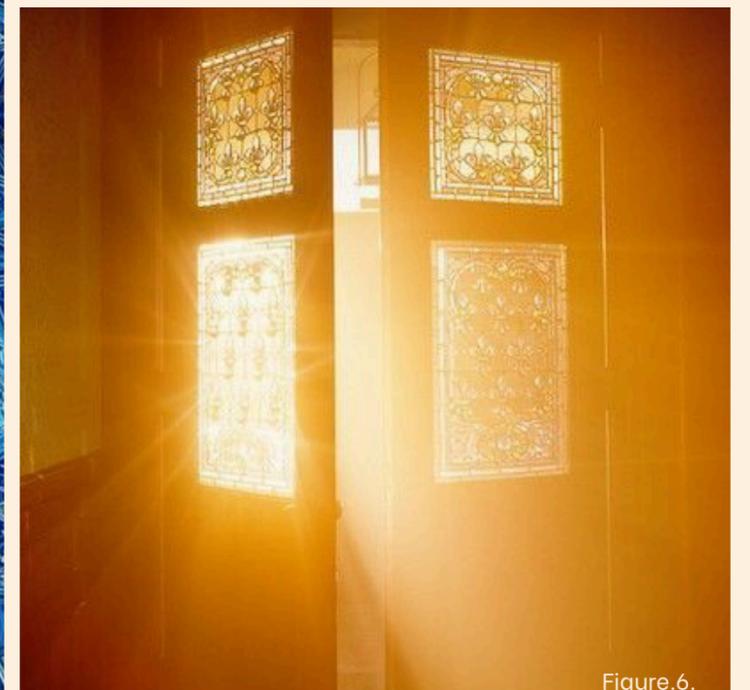
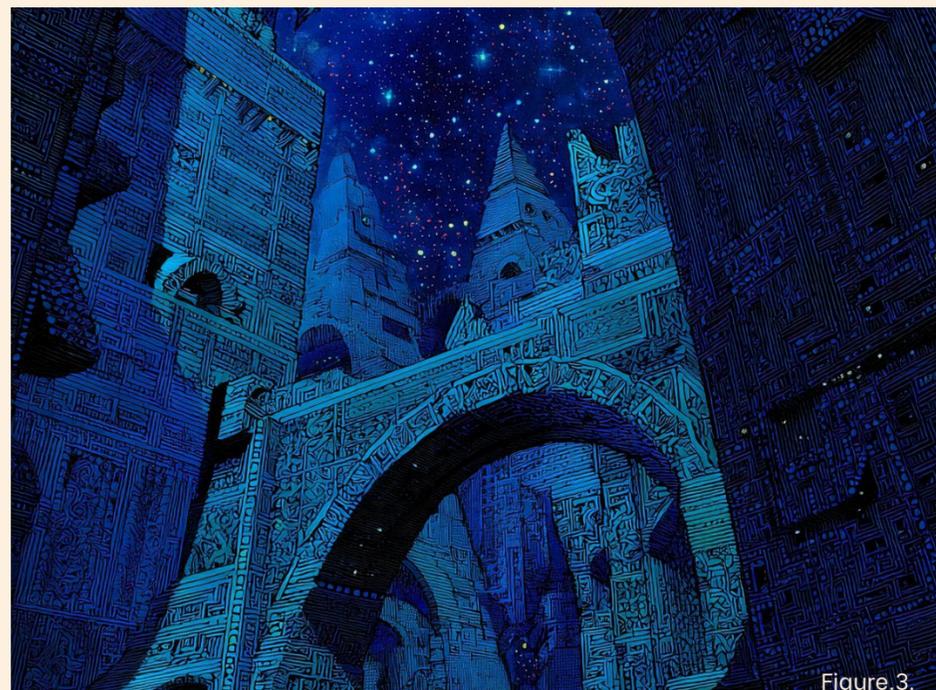
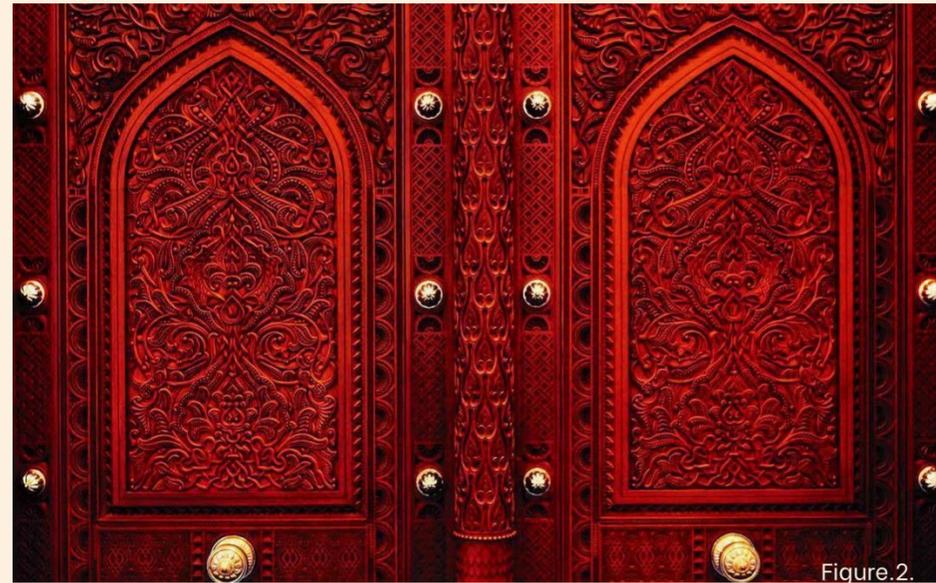
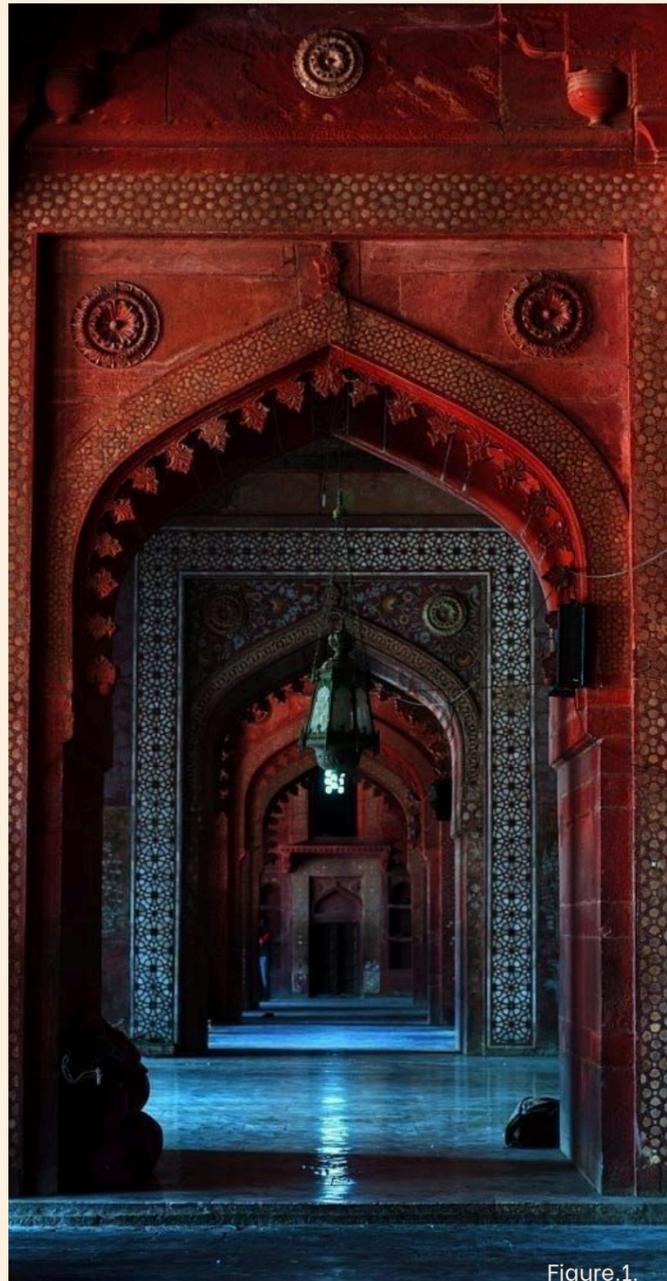
# Brand Imagery

The imagery associated with FARA is a visual celebration of vintage coming from ll parts of the world to India and giving a new life to old artisans. It often features vibrant and unique footwear with jewels for the footwear.

---

# IMAGERY STYLE

“FARA is more than a footwear brand – it’s a cultural statement. The logo blends English and Hindi, East and West, modern and traditional. Chosen to represent elegance, identity, and aspiration.”



70

# Brand Packaging

The imagery associated with FARA is a visual celebration of vintage coming from ll parts of the world to India and giving a new life to old artisans. It often features vibrant and unique footwear with jewels for the footwear.

---

## INDIAN

- Mughal Miniature Motifs: The central floral medallion resembles lotus and paisley-inspired motifs often found in Mughal architecture and miniature paintings.
- Block Print Aesthetics: The intricate vines and repetitive borders recall Rajasthan's Sanganeri and Bagru block prints, known for their fine floral detailing.
- Lotus & Paisley Symbolism: Both motifs carry cultural resonance in Indian craft traditions—lotus symbolizing purity, paisley being a recurring element in Kashmiri shawls and Persian-influenced Indian textiles.
- Color Palette: The dominance of red, indigo, and earthy tones reflects Jaipur textile dyes and Banarasi brocade colors, historically tied to royal garments.

## WESTERN

- Baroque and Rococo Flourishes: The curling acanthus leaves and vine scrolls on the borders show clear inspiration from European Baroque and Rococo decorative art.
- Symmetry and Framing: The use of balanced, framed panels resembles Western heraldic ornamentation and the medallion style of Renaissance tapestries.
- Geometric Borders: The interlocking Greek key patterns along the edges are borrowed from classical Greco-Roman design, frequently reused in European textiles and architecture.
- Ornamental Typography Frame: The dark cartouche-like space where the "FARA" logo sits recalls Western coat-of-arms shields and Renaissance signage plaques.

### Overall Aesthetic

The design harmonizes Indian textile richness with Western decorative order. It is luxurious, artisanal and timeless.

It signals FARA's positioning: Indian in soul, global in vision, innovation in spirit.

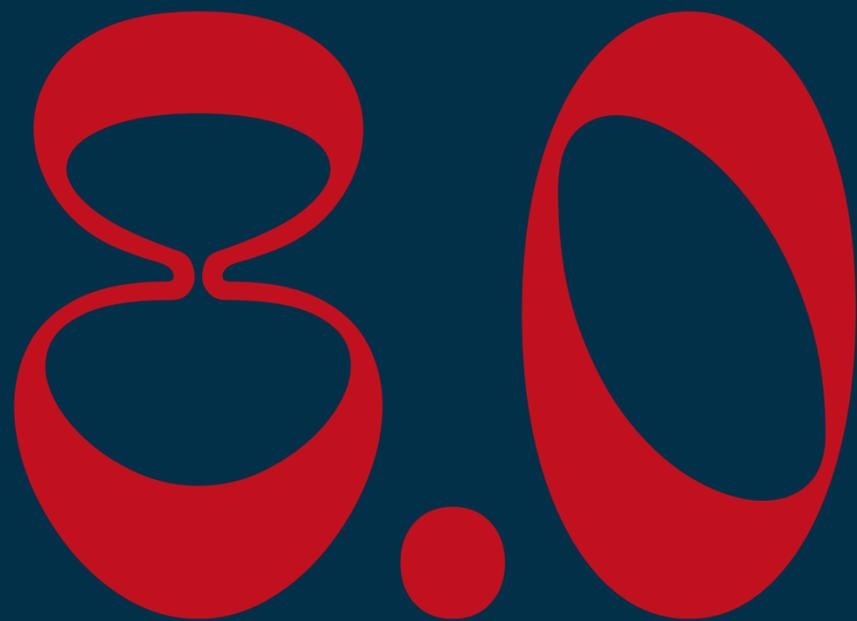


Packaging design (Hand drawn by Huda Shaikh on PROCREATE)





Figure 8.



# Products

FARA will introduce itself to the market through a capsule collection of “SIX HEELS”

Each design represents a dialogue between Indian heritage and innovation.

---

# MALIKA TOWER

## THE SHOE

- Base: A Western pointed-toe pump with a structured block heel (evoking 1970s retro aesthetics).
- Upper: Transparent straps (modern Western minimalism) paired with embroidered floral lace (very Indian, like chikankari or bridal lehenga textures).
- Ankle cuff: Patchwork denim in earthy tones (Western ruggedness) fused with artisanal hand-stitched vibes (Indian patchwork traditions).
- Heel: Sculpted stacked wood block heel

## COMBINATION

- Western Elements: The pointed-toe silhouette, transparent PVC straps, and sculpted block heel are straight out of European architecture design.
- Indian Elements: The lace embroidery and patchwork fabric - reminiscent of Indian bridal embroidery and regional patchwork (like Kutch or Kantha).



# BEGUM ROYALE

## THE SHOE

- Base: A Western platform Mary Jane with a chunky block heel, echoing 1970s glam rock and couture runway styles.
- Upper: Deep velvet body with ornate gem embellishments and floral embroidery, giving it a regal, almost Mughal richness.
- Straps & Buckles: Double-strap Mary Jane design (Western heritage) adorned with jeweled floral buckles (Indian jewelry influence).
- Heel: Solid platform heel

## COMBINATION

- Western Elements: Platform silhouette, exaggerated block heel, double straps – referencing retro Western glamour.
- Indian Elements: Velvet base, gem settings, pearl accents, and intricate gold embroidery, reminiscent of royal zardozi and temple jewelry.
- Fusion: Western brings the bold form and retro attitude, Indian brings the ornamentation and regal artistry.



# MAHARANI OXFORD

## THE SHOE

- Base: A Western oxford-style lace-up shoe with a block heel, echoing 1920s–1930s women's dress shoes.
- Upper: Mustard suede richly embroidered with floral motifs, adorned with pearls and gemstone studs, evoking Mughal jewelry and zardozi work.
- Heel: Squared block heel inlaid with miniature art and surrounded by gem settings, reminiscent of palace frescoes and temple adornments.
- Details: The structured lace-up form (Western tailoring) contrasted with intricate ornamental surfaces (Indian artistry).

## COMBINATION

- Western Elements: Oxford lace-up silhouette, tailored shoe form, block heel structure.
- Indian Elements: Embroidery, gemstone and pearl embellishments, painted miniature art on the heel.
- Fusion: Western provides the discipline and structure, Indian adds ornament, story, and regal detail.



# SULTANA REGAL

## THE SHOE

- Base: A Western high platform sandal with a towering block heel, echoing 1970s glam couture.
- Upper: Midnight blue velvet richly embroidered with golden floral motifs, finished with scalloped edges and a jeweled buckle – regal and ornamental.
- Heel: Embellished with pearls, emerald-green stones, and intricate gold filigree, resembling Mughal jewelry and palace architecture.
- Details: The structure is Western and bold, while the surface design channels Indian opulence, reminiscent of royal costumes, zardozi, and temple treasures.

## COMBINATION

- Western Elements: Platform sandal silhouette, oversized block heel, dramatic proportions (glam rock and couture runway).
- Indian Elements: Velvet + zari embroidery, pearls, and gemstone inlay, echoing Mughal regalia and palatial interiors.
- Fusion: Western provides the grand form and height,



# LADY IN LACE

## THE SHOE

- Base: A Western lace-up stiletto boot with a sharp pointed toe and high heel, giving it a sleek, modern silhouette.
- Upper: Black panel embroidered with deep red roses, golden leaves, and metallic studs, enriched with pearl embellishments for a jewel-like effect.
- Collar: Black lace trim at the ankle, adding Gothic romance and feminine elegance.
- Details: The maroon borders and paisley embroidery at the heel tie it to Indian craft traditions, blending with the sharp tailoring of a Western boot.

## COMBINATION

- Western Elements: Lace-up boot silhouette, stiletto heel, pointed toe, Gothic lace details.
- Indian Elements: Floral embroidery, paisley motif, pearls, and ornamental studs, echoing lehenga borders, zardozi work, and bridal jewelry.
- Fusion: Western gives the sleek, fierce form, Indian brings the opulence and storytelling.



# DUCHESS HEIRLOOM

## THE SHOE

- Base: A Western block-heeled pump, structured and retro in spirit, with a 1970s-inspired silhouette.
- Upper: Ivory floral brocade fabric with embroidered blossoms, reminiscent of vintage upholstery and Indian bridal textiles.
- Ankle Cuff: Gold jewelry-inspired adornment with dangling gemstone motifs, layered with a pearl anklet and satin ribbon bow, merging footwear with the richness of Indian jewelry design.
- Heel: Solid block heel wrapped in matching floral brocade, balancing strength with delicacy.

## COMBINATION

- Western Elements: Pump silhouette, block heel structure, retro tailoring.
- Indian Elements: Floral embroidery, pearl anklet, gemstone-studded gold cuff, satin bow, evoking bridal jewelry and regal ornamentation.
- Fusion: Western provides the form and structure, Indian brings the ornament and grandeur, making the shoe a true couture statement.

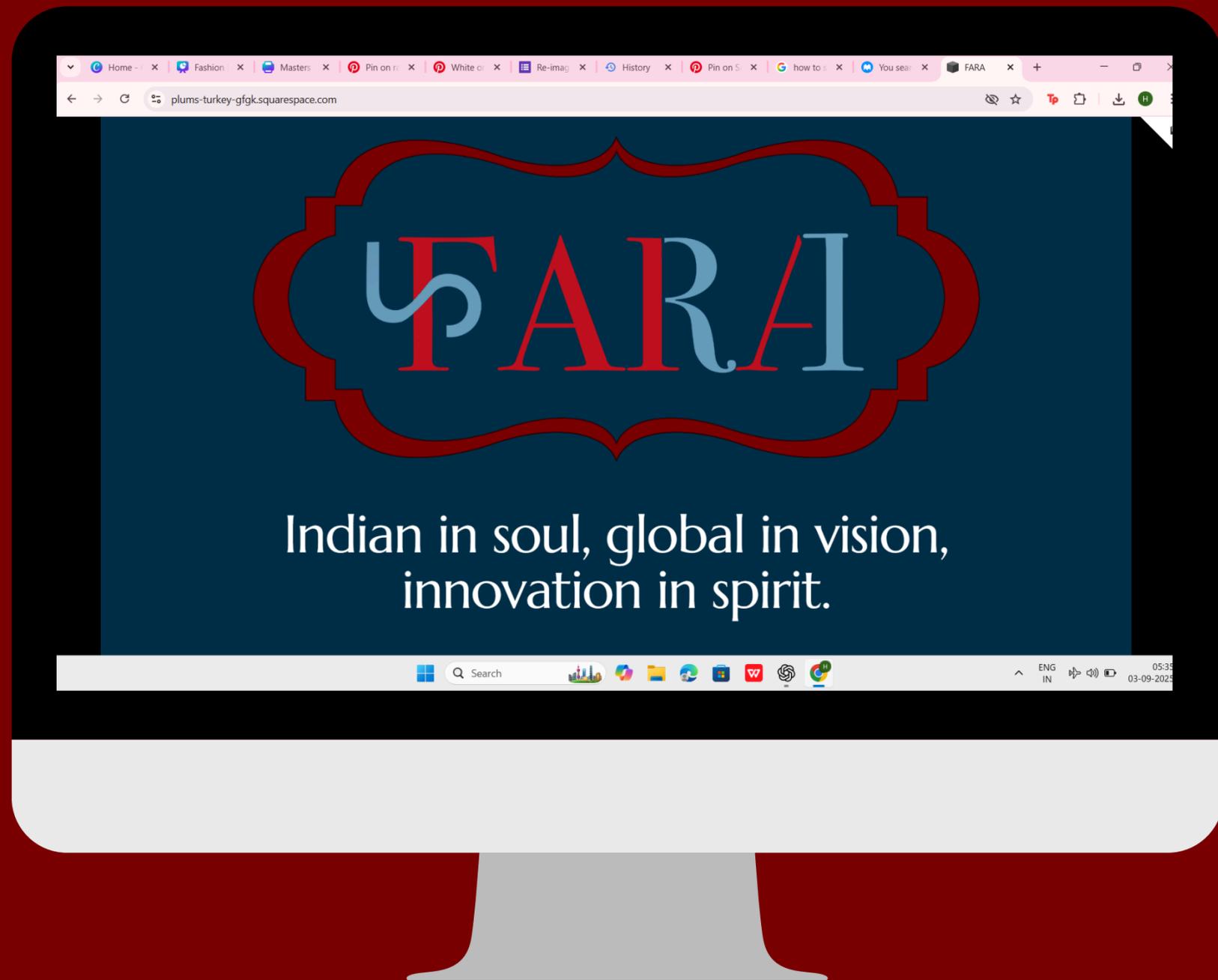




# Brand Website

The First Steps of FARA introduces a capsule of six heels that weave together the richness of Indian craftsmanship with the innovation of Western design. FARA a brand that is Indian in soul, global in vision, and timeless in spirit.

---



**WEBSITE**



**MOBILE**

Shop About Contact



Indian in soul, global in vision,  
innovation in spirit.

Products



SULTANA REGAL  
£300.00



LADY IN LACE  
£150.00



MAHARANI OXFORD  
£250.00

Shop all

Contact Us

Location  
Garden View, Elysia, India

Contact  
fara@gmail.com  
+91 9930000000

WEBSITE



Indian in soul,  
global in vision,  
innovation in spirit.

Products



SULTANA REGAL  
£300.00



MAHARANI OXFORD  
£250.00

Shop all

Contact Us

Location  
Garden View, Elysia, India

Contact  
fara@gmail.com  
+91 9930000000

MOBILE

10

# REFERENCING

Harvard references and list of illustrations

---

# LIST OF ILLUSTRATIONS

- Figure.1. Traditional palace (2019) =. Pinterest. Available at: <https://uk.pinterest.com/pin/294422894411225372/> (Accessed: 05/08/2025)
- Figure.2. Mughal doors (2017). Pinterest. Available at: <https://uk.pinterest.com/pin/42362052739276103/> (Accessed: 07/08/2025)
- Figure.3. Twinkle traditonal sky (2024) Pinterest. Available at: <https://uk.pinterest.com/pin/3518505954878348/> (Accessed: 12/08/2025)
- Figure.4. Blue dream pattern (2020). Pinterest. Available at: <https://uk.pinterest.com/pin/9570217953034193/> (Accessed: 25/08/2025)
- Figure.5. Crafted ceiling (2024). Pinterest. Available at: <https://uk.pinterest.com/pin/633387443116648/> (Accessed: 18/08/2025)
- Figure.6. Crafted ceiling (2024).. Pinterest. Available at: <https://uk.pinterest.com/pin/1196337404218957/> (Accessed: 25/08/2025)
- Figure.7. OpenAI (2025) AI-generated image of my packaging design on shoe box. Created using ChatGPT. Available at: <https://chat.openai.com/> (Generated: 15/08/2025).
- Figure.8. OpenAI (2025) AI-generated image of my packaging design on 3 shoe box. Created using ChatGPT. Available at: <https://chat.openai.com/> (Generated: 15/08/2025).
- Figure.9. OpenAI (2025) AI-generated image of Malika tower - heel concept. Created using ChatGPT. Available at: <https://chat.openai.com/> (Generated: 17/08/2025).
- Figure.10. OpenAI (2025) AI-generated image of Begum Royale - heel concept. Created using ChatGPT. Available at: <https://chat.openai.com/> (Generated: 17/08/2025).

- Figure.11. OpenAI (2025) AI-generated image of Maharani Oxford - heel concept. Created using ChatGPT. Available at: <https://chat.openai.com/> (Generated: 07/08/2025).
- Figure.12. OpenAI (2025) AI-generated image of Sultana Regal - heel concept. Created using ChatGPT. Available at: <https://chat.openai.com/> (Generated: 20/08/2025).
- Figure.13. OpenAI (2025) AI-generated image of Lady in Lace - heel concept. Created using ChatGPT. Available at: <https://chat.openai.com/> (Generated: 07/08/2025).
- Figure.14. OpenAI (2025) AI-generated image of Duchess Heirloom - heel concept. Created using ChatGPT. Available at: <https://chat.openai.com/> (Generated: 18/08/2025).
- Figure.15. Squarespace (2025) Website template image library. Squarespace. Available at: <https://www.squarespace.com> (Accessed: 29/08/2025).
- Figure.16. Squarespace (2025) Website template image library. Squarespace. Available at: <https://www.squarespace.com> (Accessed: 29/08/2025).