

REWARE Classic - Wardrobe staples for the Classic Woman. (Classic, Elegant, High-end)

Branding Questionnaire

Before we get this party started, I have some homework for you! Please fill out the questionnaire below. The more detailed, the better! These answers are super helpful to me in both the strategy and design phases.

Client Name: Alice Vaughn

Business Name: REWARE CLASSIC

What is your mailing address?

12th Ave S, New York, NY 11004

Can you give a brief overview of your business?

Reware is a business created in hopes of offering collections of simple, thoughtfully created and sourced clothing. Slow fashion is important, and our goal is to leave our customers with something that will last for years to come.

What is the meaning or story behind your name?

REWARE - The name comes from the hope that our pieces will be staples in each customer's wardrobe. Our pieces are quality and versatile and can be worn time & time again without losing shape or style.

Classic - Our branding should be catered to women who appreciate timeless, classic pieces and appreciate the finer things in life.

Why did you get into this business?

To try and make a personal impact on the slow fashion industry, and show others that with the higher price tag, comes quality that lasts. Slow fashion advocates for manufacturing in respect of people, the environment, and animals – and that is a movement we wanted to get behind.

Are you experiencing any difficulties in your business right now?

It's important that we show these pieces are every bit as quality and high-end as the name brands our clients are used to.

Where do you see your business in 1 year?

Our first brick & mortar shop is up and running well. We have also launched E-commerce and have a steady stream of orders.

Where do you see yourself in 3 years?

We have opened a handful of new brick & mortar stores and have a booming E-commerce platform.

Describe your brand in only 1 sentence:

An ethical clothing brand focused on empowering and enlightening others on the issues of fast fashion.

If you had to choose 3 words to describe your brand, what would they be?

Quality, High-End, Empowerment

Who is your dream client or target audience? (Gender, age, location, income, values)

Women, Aged 30-55, New York City, Middle/Upper Class, Values A Sustainable Lifestyle, enjoys the finer things in life

What do they do for a living?

They work in creative fields: i.e. Fashion, Photography, Graphic Design, Social Media, Art Direction, Writer, Copywriter, etc.

Pretend your audience is one person and use this paragraph to describe them in detail. For example, what kind of house do they live in? What makes them happy? Where do they shop? What do they wear? What kind of music do they listen to?

They are an Illustrator based in New York City, and live in a studio apartment in Brooklyn. They value a sustainable lifestyle and try their best to shop second hand or slow fashion brands. Their favorite clothing brands are Everlane, & Other Stories, and Sezane. They stick to a more classic, sophisticated style and try to buy clothing that will last beyond trends. They tend to listen to jazz and alternative/indie music.

Why will these people be drawn to your business?

Reware is perfect for our dream client because our values align, as well as our styles.

Please list 2 or 3 others in your field - What are they doing well? What are they NOT doing well?

- Neiman Marcus <https://www.neimanmarcus.com/>
 - Has a reputable brand, known for quality high-end pieces. Not sure how transparent they are about their pieces or if they are made ethically. Also don't have a cohesive stand out brand identity
- Nordstrom
 - Reputable & well known. Quality pieces at a decent price point. Also not sure how transparent they are about their pieces or if they are made ethically.

-- Bloomingdales

Has a reputable brand, known for quality high-end pieces. Not sure how transparent they are about their pieces or if they are made ethically. Their logo and website do not seem as classic and high end as their clothing does.

Where will your logo primarily be used?

On our website, social media, and email newsletters, clothing tags, packaging.

Do you have any color specific preferences or existing brand colors that you want to keep? Do you have any colors you want to stay away from?

I'm imagining classic, sophisticated colors. Possibly an off-white, navy, or light blush but I trust your expertise in this area!

What are some websites you love? What do you love about them? Drop the urls here:

<https://www.floreanaais.com/>
<https://alexandrakaehler.com/>
<https://isabellefox.com/>
<https://agencehotelparticulier.com/>

I love the side navigation of the first two, and I love the minimalistic design of all three. They are also both very easy to navigate, and user-friendly.

Please list 3-5 visual examples of logos or type that you believe are in line with your brands aesthetics and describe why (paste the links here)

<https://alexandrakaehler.com/>
<https://www.floreanaais.com/>
<https://www.pinterest.com/pin/259027416057746166/>
<https://www.pinterest.com/pin/259027416057420581/>
<https://www.pinterest.com/pin/259027416057269829/>
<https://www.pinterest.com/pin/259027416057265288/>

Do you have any imagery ideas for your branding?

We are open to your ideas! We just want to feel classic & high end.

Additional Comments: