



# Brielle

BY, MACKENZIE SNIDER

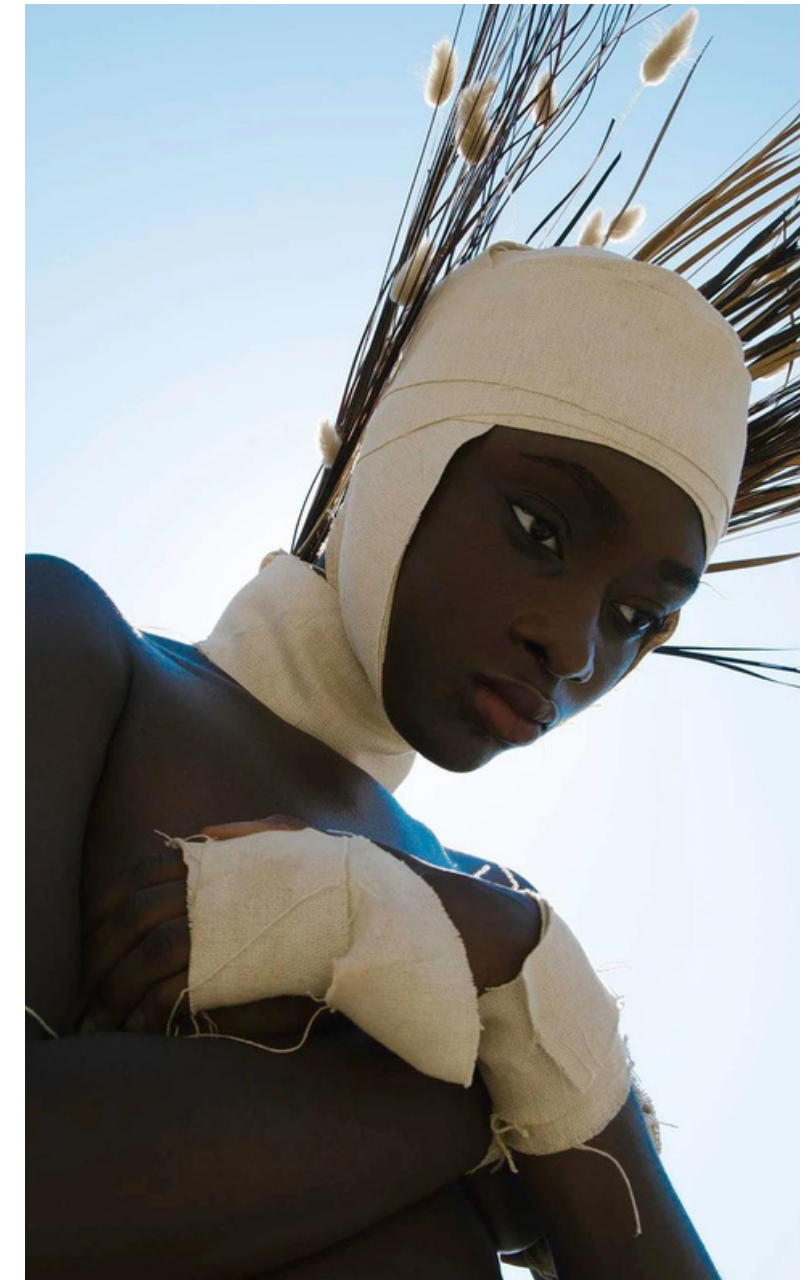


# About

The designer of the brand GABRIELLE SZYNKARSKY has a love for blending the lines between fashion and nature. along with also this fashion brand is Where Fashion & Poetry intertwine.

## WHAT IS THE BRANDS VIBE

- Sexy
- Modern
- High end





# Target Group

The target audience for this brand is clearly high end female celebrities that have expensive taste and that love the sex appeal of this brand.

Target: Celebrities  
Gender: Mainly Female  
Age: 21+





535 FOLLOWING  
@brielle\_officielle

9,387 FOLLOWERS  
@brielle\_officielle

219 POSTS  
@brielle\_officielle

Social Media



# Brielle Moodboards

Here are some of the brand moodboards I created...



# Moodboard



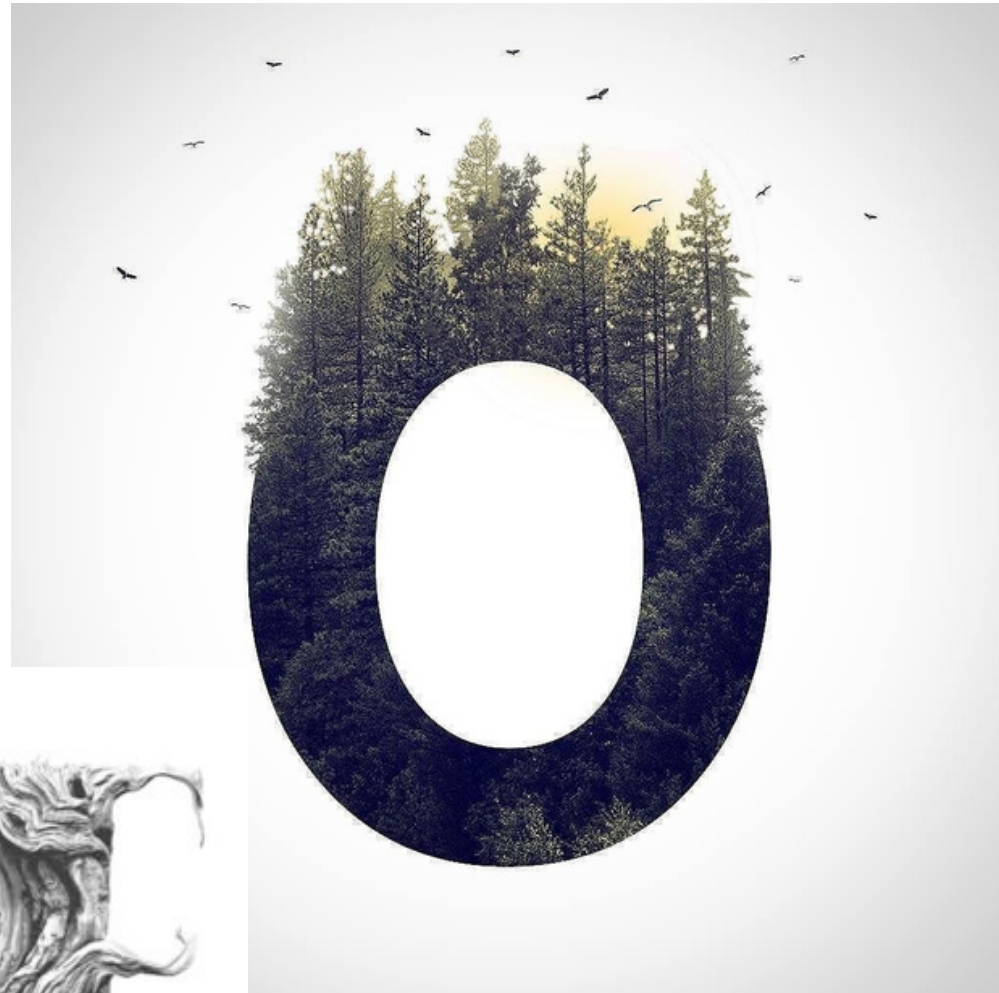
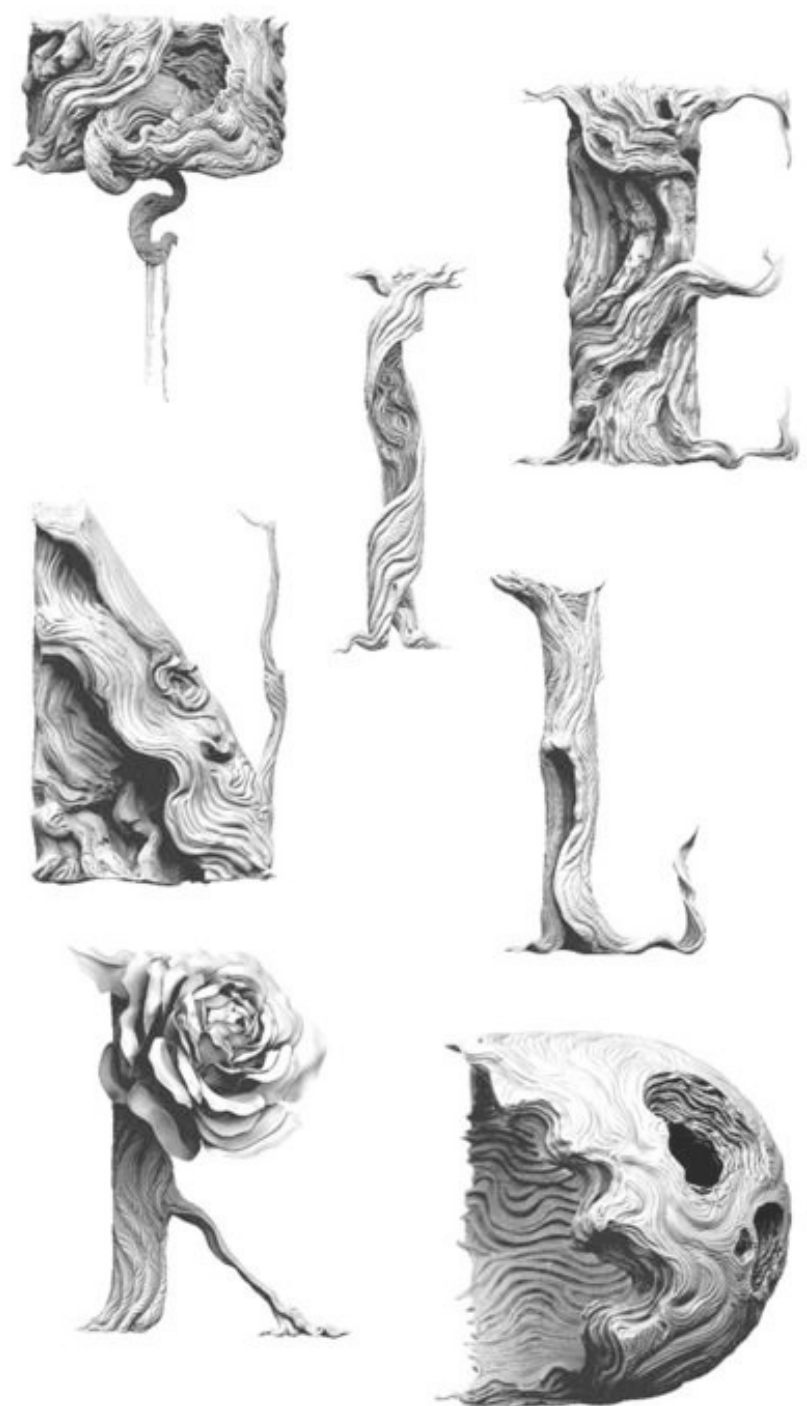
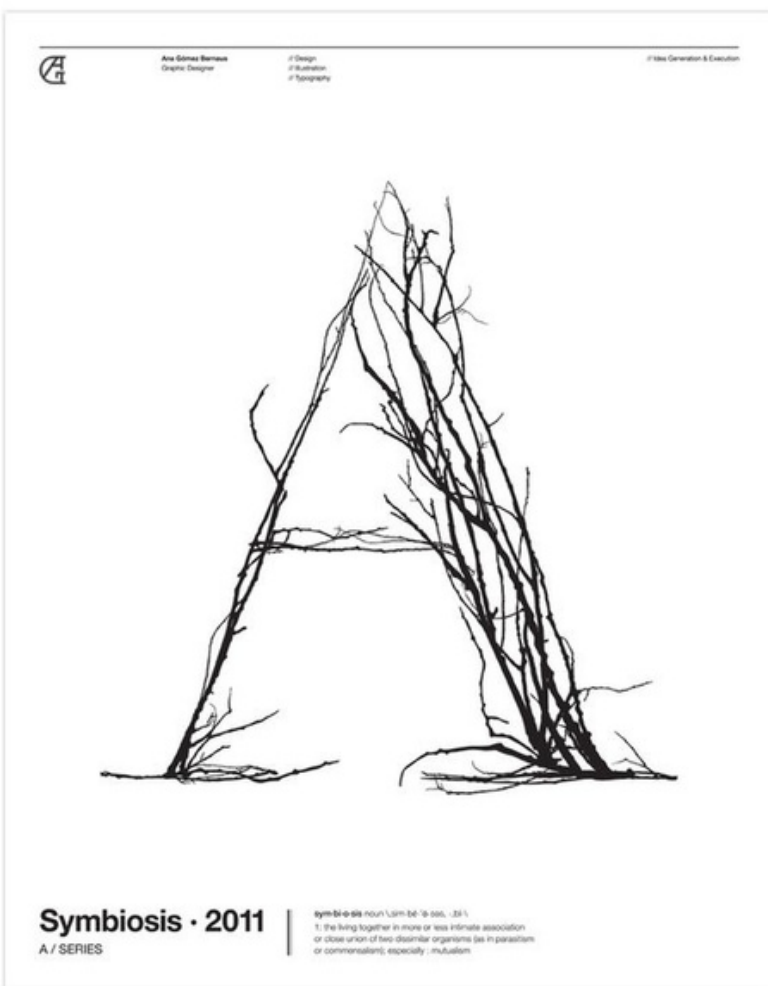


# Text Moodboards

Here are some of the typeface moodboards I created...



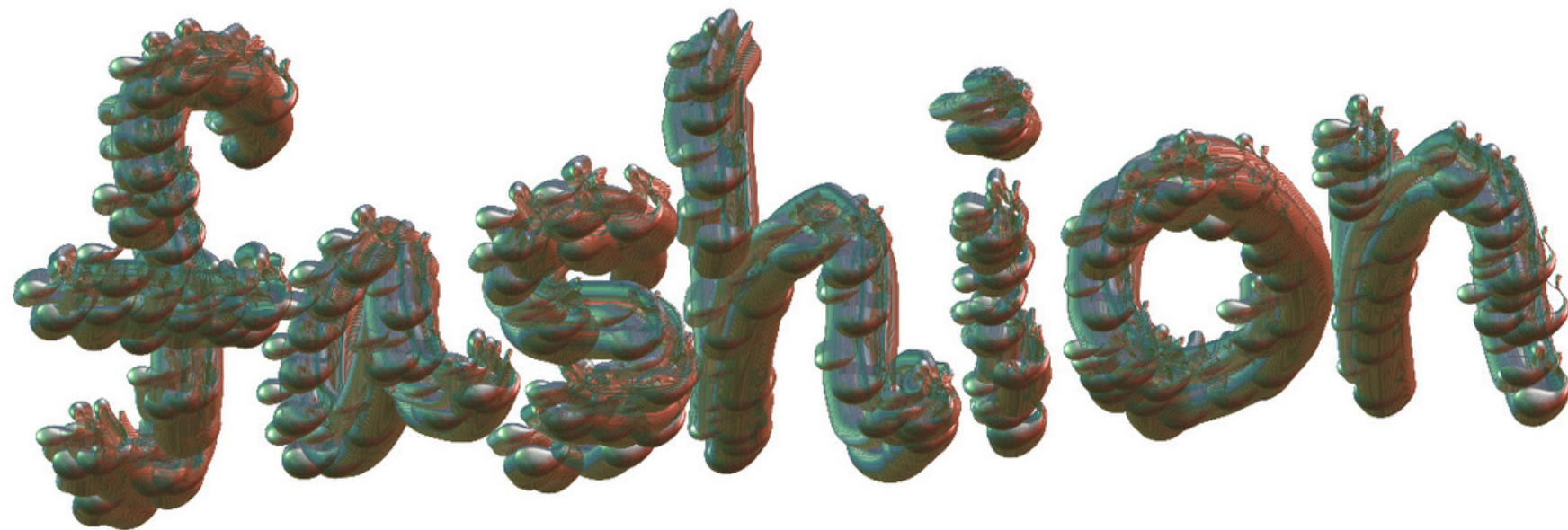
# Text Moodboard





# Typography Studies

Here are my three type studies...





# Chosen Font

Here are my three type studies...



# Color Palettes

Here are my color palette ideas..





# Color Palette



# Chosen Words

Next here are the words I picked to do it in my non font..



QUEEN

MAN

ELIZABETH

MOTHER

SIREN

MATTHEW



# Final Process

Next here is my final process for my posters...



# Outlining:



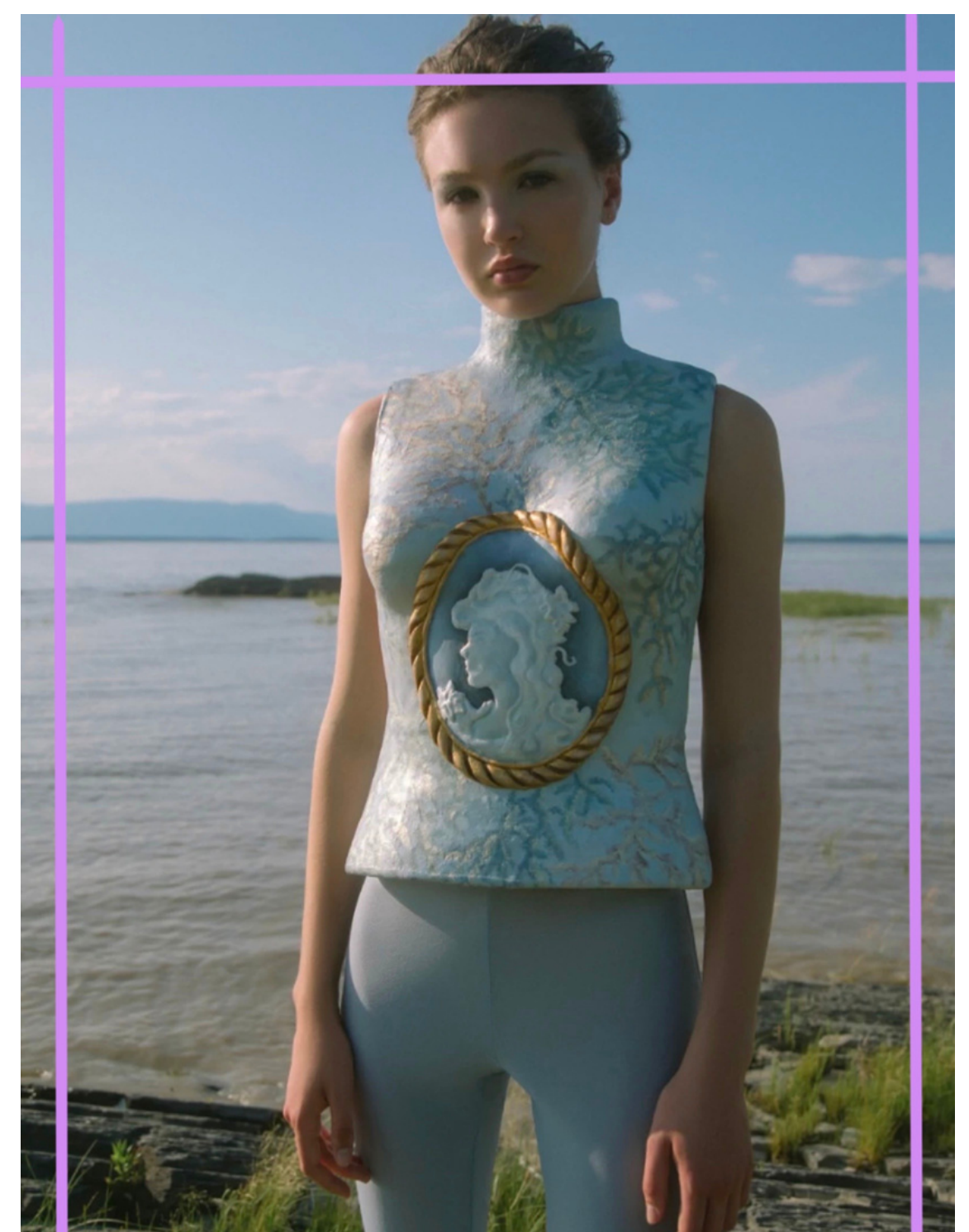
BRIELLE

*Sex Pour Moi*



BRIELLE

*Sex Pour Moi*



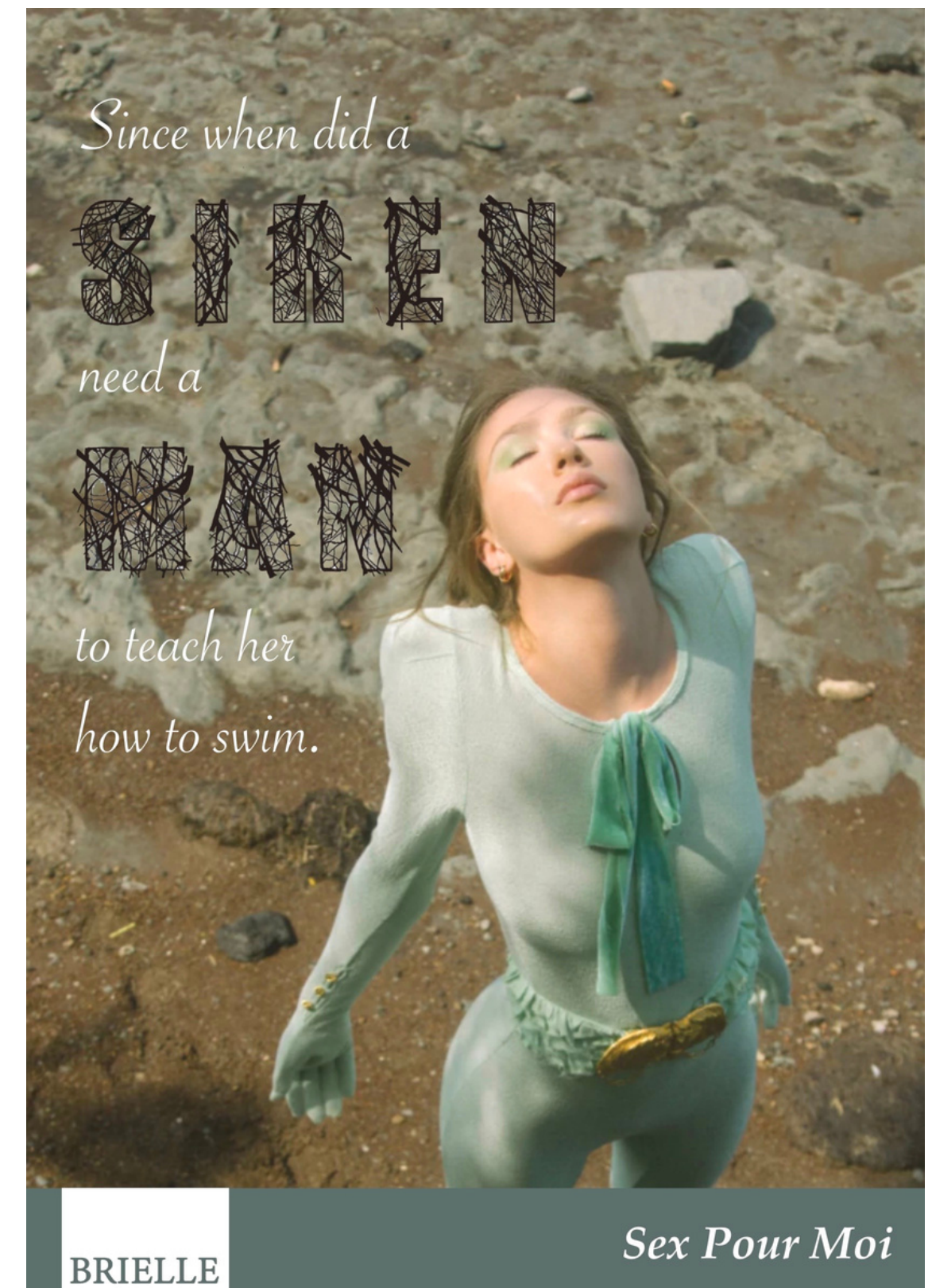
BRIELLE

*Sex Pour Moi*



# Roughs:

This was the final headlines that I wanted to use. The only problem is that I noticed my non font wasn't that prominent so I darkened the branches.





# Finals:



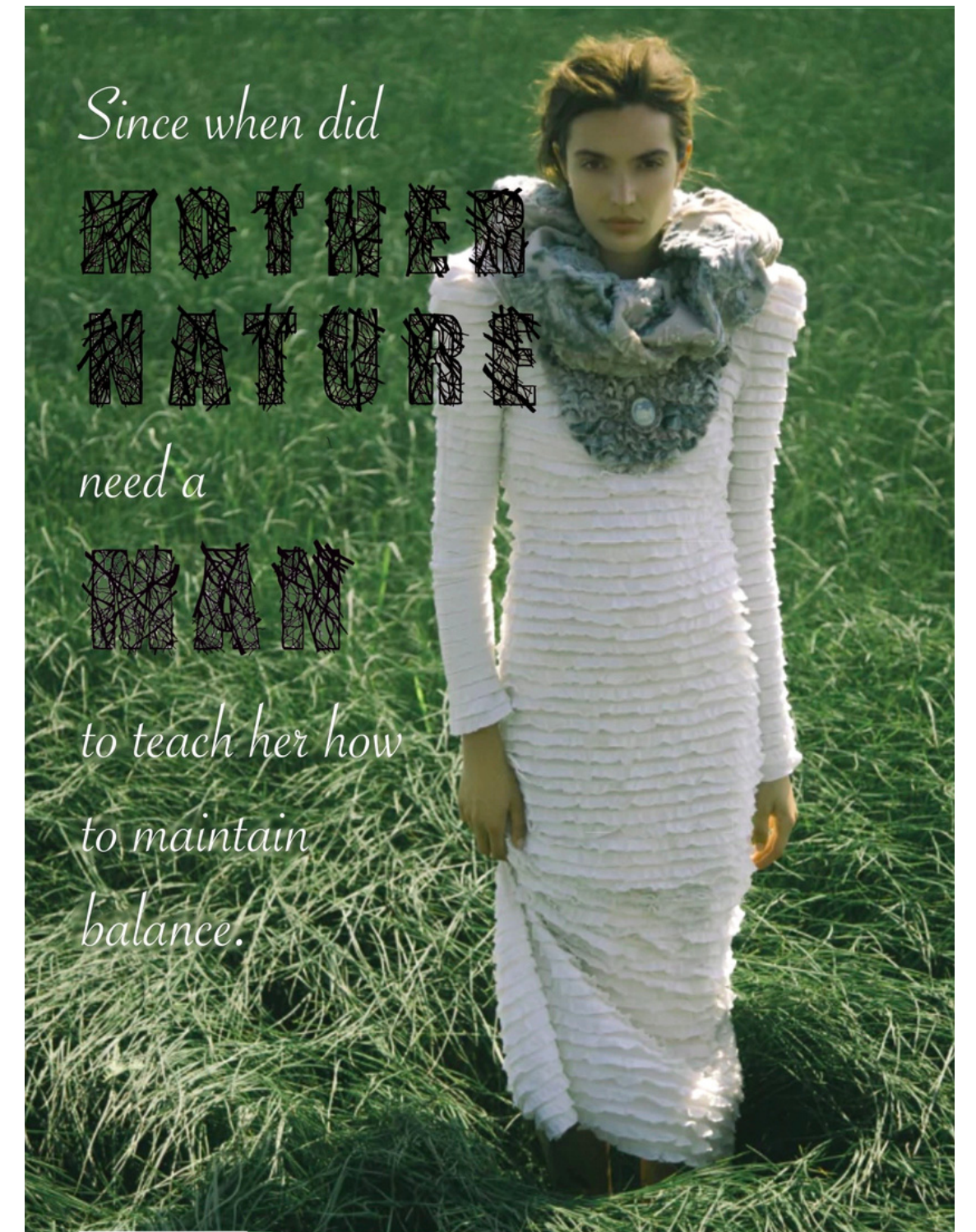
Since when did  
**QUEEN  
ELIZABETH**  
the 1st need a  
**MAN**  
to teach her  
how to rule  
a country.

**BRIELLE** *Sex Pour Moi*



Since when did a  
**SIREN**  
need a  
**MAN**  
to teach her  
how to swim.

**BRIELLE** *Sex Pour Moi*



Since when did  
**NOTHEN  
NATURE**  
need a  
**MAN**  
to teach her how  
to maintain  
balance.

**BRIELLE** *Sex Pour Moi*



# Mockup's:





# Mockup's:





# Mockup's:







Thank You