

welcome

Developing Brand Identity



GAAMI

Online Clothing store



Brand Overview

Gaami caters to a spectrum of women, including working professionals, homemakers, and students, driven by a passion for stitching. Offering top-quality fabrics and fresh designs, the brand redefines the intersection of style and comfort. Celebrate individuality with meticulously crafted pieces that elevate wardrobes. Experience the essence of femininity through Gaami's diverse collections, where every woman finds her unique expression.

Brand Philosophy

Infused with an Indo-Western aesthetic, the design philosophy embraces premium quality fabrics, transforming clothing into a canvas for expression among powerful women. Each piece is meticulously crafted to stand out not only in its material but also in reflecting the wearer's unique personality. The emphasis lies in enhancing self-confidence, creating garments that empower and inspire confidence in every stride.



Design Aesthetic

With a minimalistic design aesthetic, Gaami exudes a light and effortless feel. The emphasis on simplicity creates a versatile and easy-to-wear collection, capturing the essence of understated elegance for a modern, on-the-go lifestyle.



Logo



GM
GAAMI

GM
GAAMI

GM
GAAMI

GM
GAAMI



Significance

The G and the M belong to the initials of the client's future generation who are 2 and 21 years old respectively.

The client believes to target the younger and modern audience with this notion.

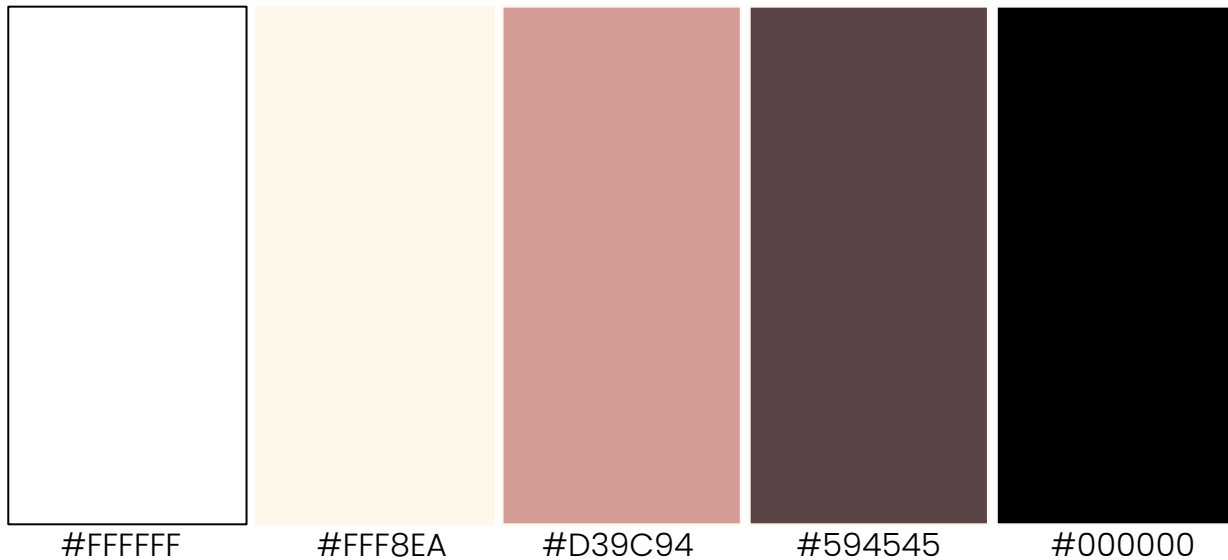


Packaging

- Tags
- Paper Envelope
- Tote Bag



Colour Palette



TYPOGRAPHY

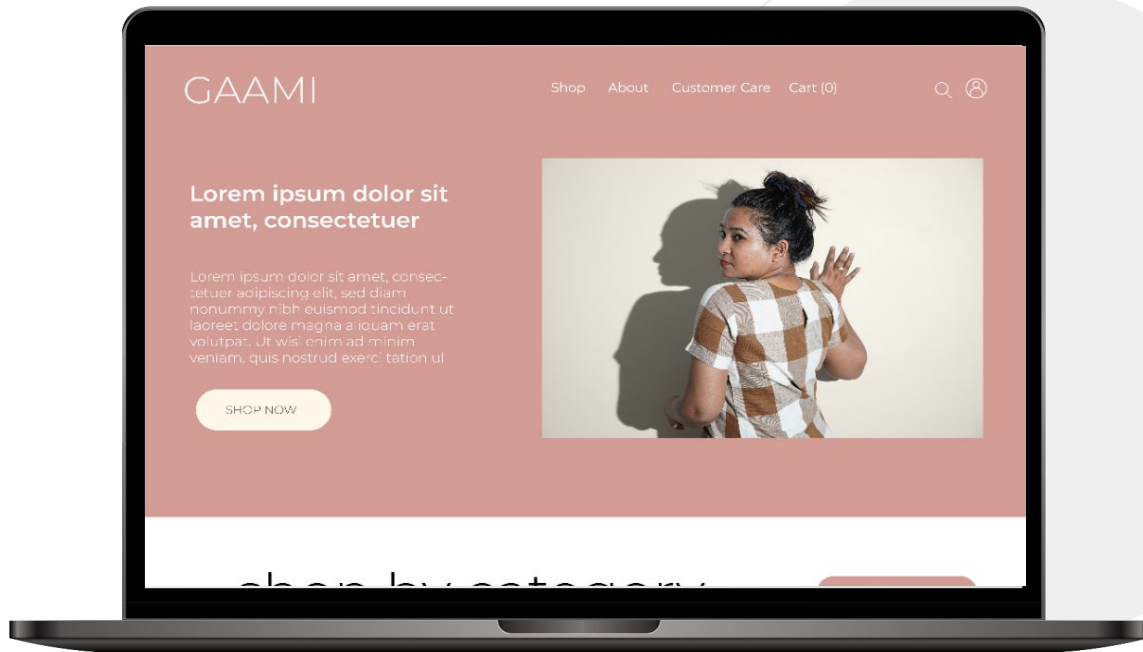
MONTSERRAT

- LIGHT
- SEMI BOLD
- BOLD

A B C D E F G

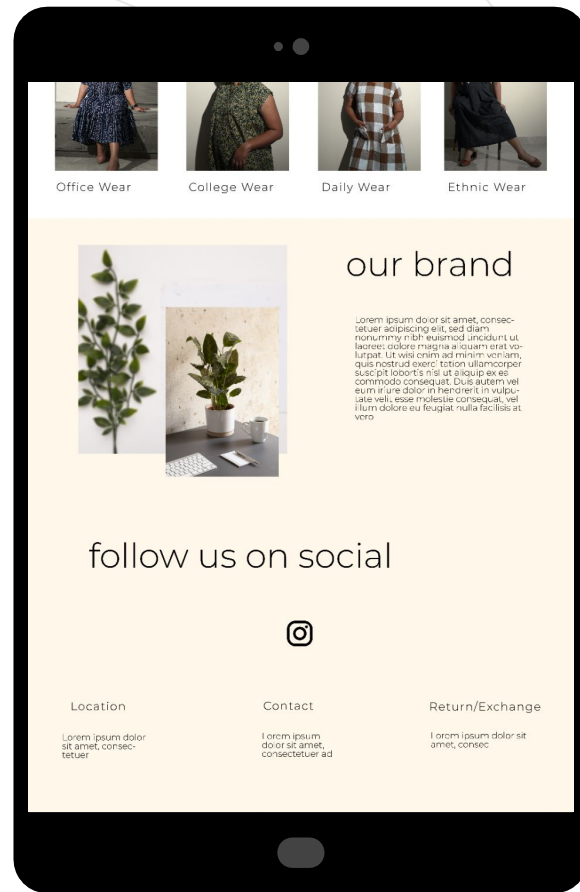
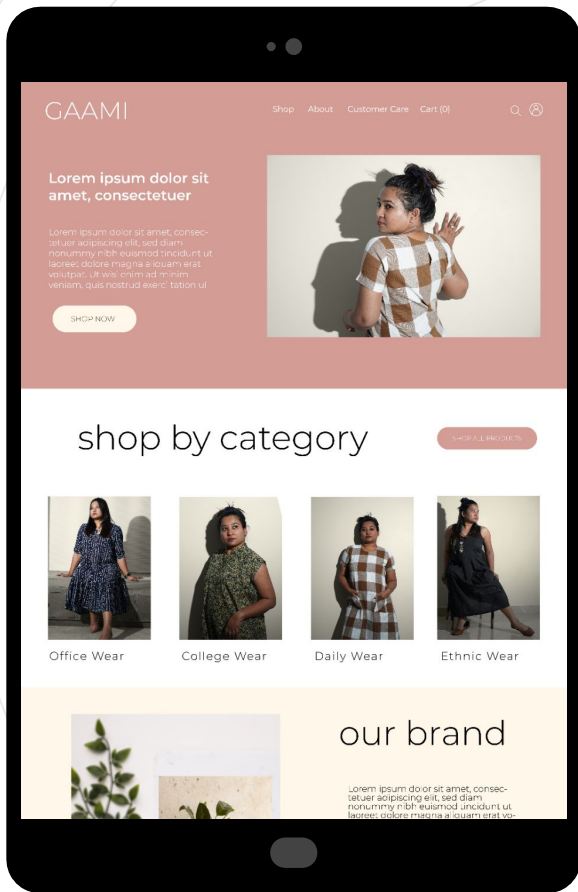
1 2 3 4 5 6 7 8 9

Website



User Flow





Product Photography





**Thank
You!**