

Rebranding an Old **Ethnic Fashion Brand** for Modern Times

Ethnic Wear | Fashion

The Mission

Vikas wanted to rebrand his business to create a fresh, modern identity for RUPDARSHI DESIGNS PRIVATE LIMITED.

Our mission was to simplify Vikas's brand message and express it clearly through updated branding.

The Outcome

We developed a brand name and identity for Vikas that is modern and distinctive, perfectly resonating with his target audience.

The Impact

The new brand message and identity have helped Vikas attract the right customers, making his business more appealing and understandable.

Services

- Brand Strategy
- Brand Naming
- Brand Messaging
 - Brand Slogan
 - Brand Positioning
- Identity Design
 - Logo Design

JIVNIC

ICONIC LIFE





The Problem

Vikas had been running his business, Rupdarshi Designs Private Limited, for 20 years.

However, he faced a problem: the name was too common and didn't reflect a modern, up-to-date brand image.

Seeking a fresh identity that resonated with contemporary customers, he approached us for brand naming and design solutions.

The Solution

Brand Strategy: Developing a clear vision and positioning for the brand to align with modern market trends.

Brand Name & Slogan: Creating a unique and contemporary brand name and slogan that resonates with today's customers.

Brand Identity: Designing a cohesive and modern brand identity that reflects the new name and strategy.





1. Brand Strategy

- Client Profiling
- Brand Vision
- Simplified Positioning

Jivnic targets customers in India who seek high-quality, stylish ethnic wear for **special occasions** and **events**. Our clients are those who appreciate fine craftsmanship and elegant designs, wanting to look their best at weddings, festivals, and other important celebrations.

Client Profiling





Brand Vision

We believe in enhancing your style with premium ethnic wear that blends tradition and modernity, offering you a luxurious fashion experience.

Our vision is to be the leading indian icon of premium ethnic wear, celebrated for our commitment to quality, craftsmanship, and timeless elegance. We aspire to redefine ethnic fashion by blending tradition with contemporary aesthetics, creating a brand that resonates with customers around the world and inspires confidence and cultural pride in every wearer.

Jivnic is a professionally managed brand that delivers exceptional quality and sophisticated designs. Jivnic combines **traditional craftsmanship** with **modern elegance** to offer a truly unique and luxurious fashion experience.

Simplified Positioning



A tall stack of 15 small, light-colored ceramic pots, possibly terracotta, is positioned on the left side of the frame. The pots are stacked vertically, with the bottom ones being larger and the top ones being smaller, creating a tapered shape. They are resting on a light-colored wooden surface. In the background, there is a textured, light-colored wall. To the left of the stack, there are a few more small pots and bowls scattered on the surface.

2. Brand Naming

- Brand Name
- Brand Tagline

Jivan (जीवन)
meaning Life in
Hindi

Jivnic

Nic is from the word
iconic

This Brand name denotes that this brand will
make its customer's lives Iconic.

Iconic Life

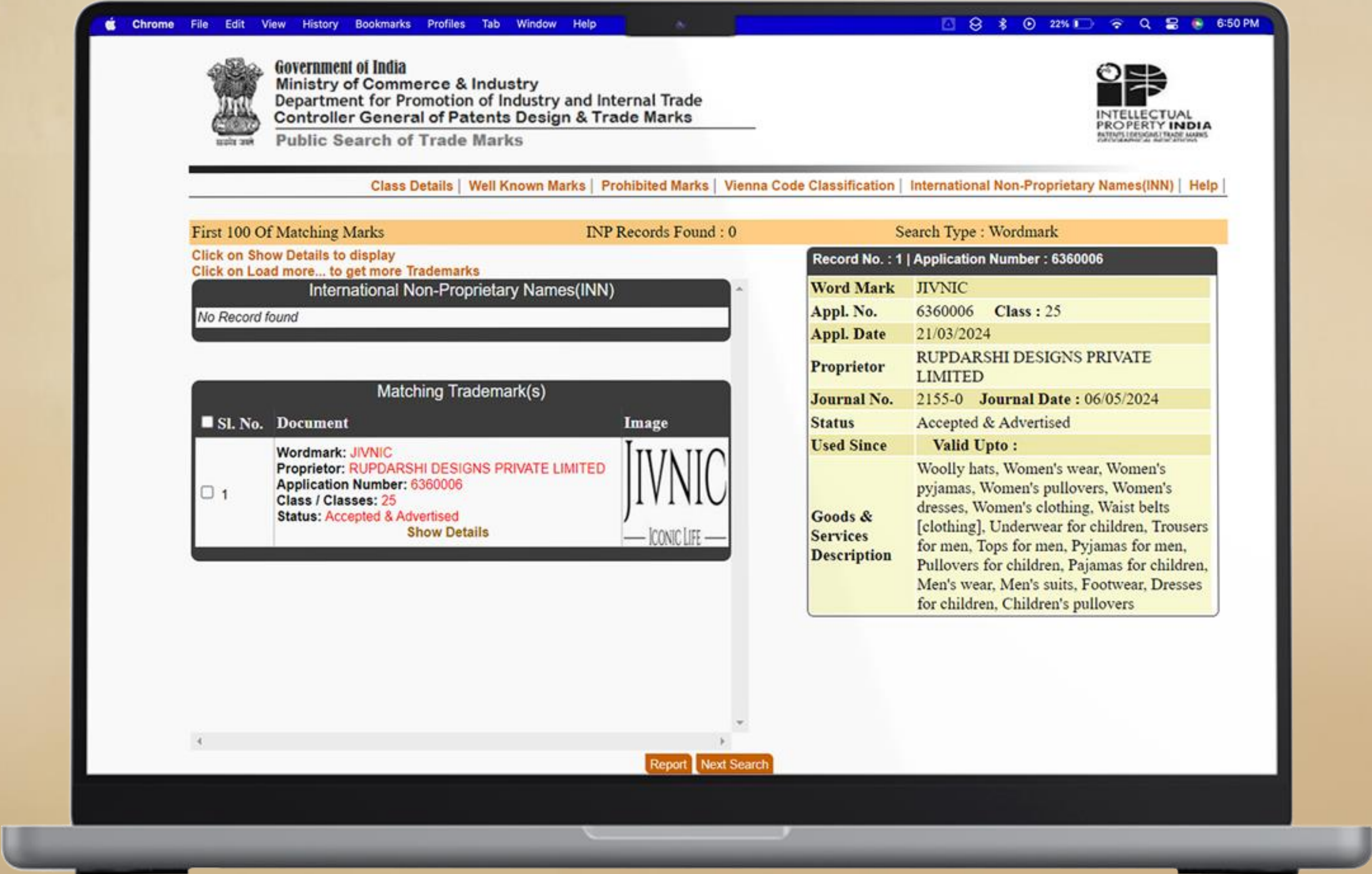
The word "**Iconic**" suggests that the brand's clothing stands out as classic and memorable, while "**Life**" evokes a sense of vibrancy and ongoing relevance. Together, "**Iconic Life**" conveys a message of enduring style and a celebration of cultural richness of India.

Brand Tagline



3. Registration

- Trademark in Class 25



Trademark Accepted



3. Brand Identity

- Reference Gathering (Moldboard)
- Logo Design



Facey



Stylish



Premium

The "Look & Feel" process gives us insight into the client's vision, allowing us to see the brand from their perspective. Through collaborative efforts, we've distilled a long list of attributes down to three key words. These words define the brand's essence and can guide the creation of the logo, as well as other design materials such as brochures, letterheads, websites, and even interior design.

Look & Feel

ZARA

BVLGARI

Calvin Klein

auros

Von Bond

Reference Gathering

We curated a set of visual References to align with the brand's strategy and desired aesthetic. These **References** serve as a comprehensive mood board, capturing the brand's intended look and feel. They provide creative direction, informing the design process and guiding the development of a logo that embodies the brand's essence

Jivnic

Option 1

JIVNIC

Option 2

Jivnic

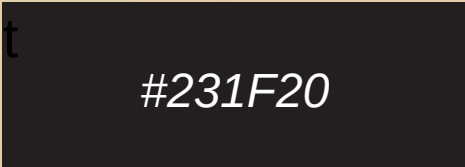
Option 3

We presented several logo options after reviewing the curated references and exploring various conceptual directions. Among these, option 2 resonated strongly with the client, as it seamlessly aligned with the aesthetic and ethos of their ethnic wear clothing brand.

Logo Options

JIVNIC

Final Logo



Final Primary Color

JIVNIC

जिवनिक



JIVNIC

ICONIC LIFE



Small vertical text on the right side of the window, likely a list of items or prices.



JIVNIC

— ICONIC LIFE —

JIVNIC

— ICONIC LIFE —

