

Psycho Sisters Rebrand Proposal

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Business Overview

A second hand store in Little 5 Points that sells vintage clothing

PSYCHO SISTERS



Audience

- People who want one of a kind items
- Artsy and eccentric people
- Young people that like vintage clothes

Their Story

Founded in the 90's to be a one stop shop for outfits for all occasions with personality that can't be found in any department store

Distinctive Qualities

- The store is packed full of clothes
- The staff and atmosphere of the store is unconventional compared to other stores

Archetype

Outlaw

A watercolor-style background with soft, blended colors of purple, blue, and pink, transitioning into a white background on the right side.

Business Analysis

Strengths

- Exciting atmosphere
- Unique
- Lots of variety

Weaknesses

- Cluttered
- Pricey
- Minimal online presence



Opportunities

- Vintage clothes are making a comeback among youth
- A lot of young people are in the area
- Second hand store shopping has become a craze

Threats

- There are many clothing store in the area
- They are not in the center of Little 5 Points

Logo Strengths

- Contrasting

Logo Weaknesses

- Does not give a second hand store vibe
- Not very expressive
- Very minimal compared to the store



Proposed Solutions

Keywords

- Iconic
- Eccentric
- Vintage



Business Proposal

- More online presence
- Better effort to drive traffic in
- Cater more toward youth

Design Proposal

- A logo that reflects the store experience
- More expressive typeface
- More colorful

Thank You

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