

Pretty Little Thing

By: Grace Skowron

Presentation Portfolio

The Client

- Pretty Little Thing is a clothing brand based outside of Manchester, UK,
- Their style is accessible to all bodies, low budget, and sustainable
- Pretty Little Thing is best known for its collaborations with celebrities

The Audience

- The target audience is women between the ages of 16-24
women
- The women who shop this brand are confident in themselves
and unique in their fashion choices
- These women are also interested in the fashion industry



PRETTY LITTLE THING

Mood Board



Logo Design Drafts

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Final Logo Design

Event Poster

- Catchy headline
- Logo and location are clear and visible
- Colors that coordinate with the brand logo

Pretty Little Pop-Up Shop

January 5th - 12th, 2023
Hollywood Blvd,
Los Angeles, California



Step into a pretty world and
experience all the little things that make us happy!
Open 11a.m. - 8p.m. everyday
Whole store 50% off !!!

Pretty
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Thing



Unique, Elegant, Classy

About Our Brand *How We Give Back*

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18M
@prettylittlething



2.6M
@prettylittlething

Contact Us:

customer.services@prettylittlething.com

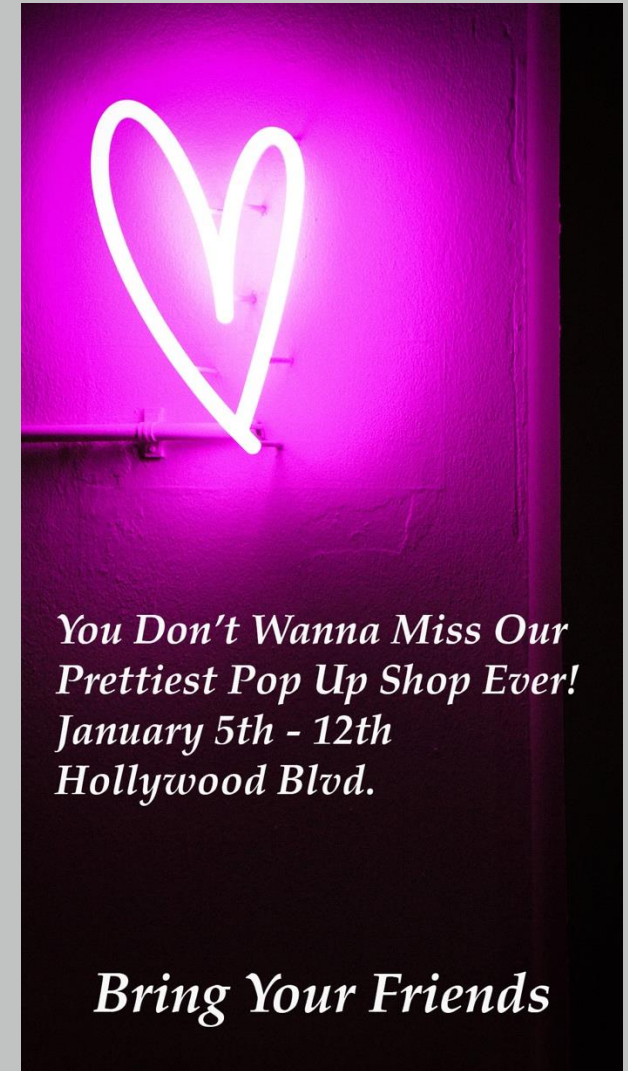
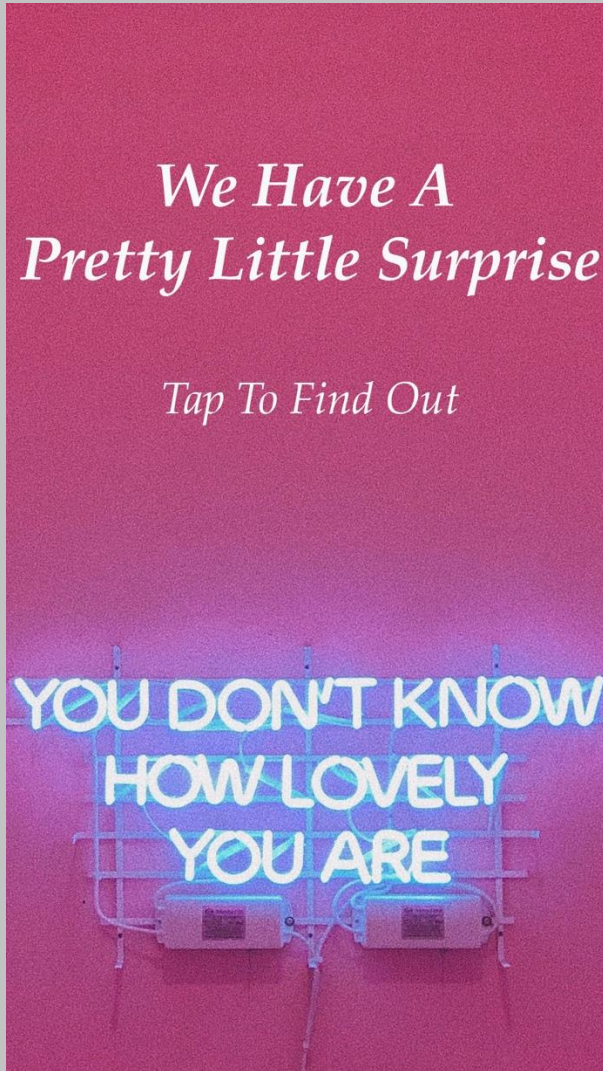
49-51 Dale Street, Manchester

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Fact Sheet

- Catchy headline that aligns with brand goals
- Colors that coordinate with the logo
- Brand headquarters location and contact information available
- Social media accounts

Social Media Stories





Social Media Post

Style Guide

- Shows the only variation of the logo
- Shows all colors used for all the projects
- Shows the typography used for all the projects
- Shows the main graphics that encompass the overall brand

Pretty Little Things Style Guide

Logo

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Typography

Aa Minion Pro Regular
Aa Bodoni 72 Bold
Aa Athelas Bold Italic
Aa Athelas Italic

Color Swatch



CMYK 0, 42, 0, 0
RGB 246, 169, 203
HEX #f6a9cb



CMYK 0, 20, 0, 0
RGB 255, 212, 239
HEX #fd4ef



CMYK 22, 28, 32, 0
RGB 201, 179, 165
HEX #c9b3a5

Graphics



Questions?

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