



NEW PREMIUM COLLECTION

BRAND CAMPAIGN

Practical Evaluation

GRAPHIC DESIGNER

Dustine Kibagendi



Founded in 1916, Etam now operates in over 45 countries throughout the world. This is the brand's first East Africa location, and we plan to expand further over the coming years as we seek to meet the increasing demand for high-quality and affordable lingerie.

sexiness

comfort

sustainability

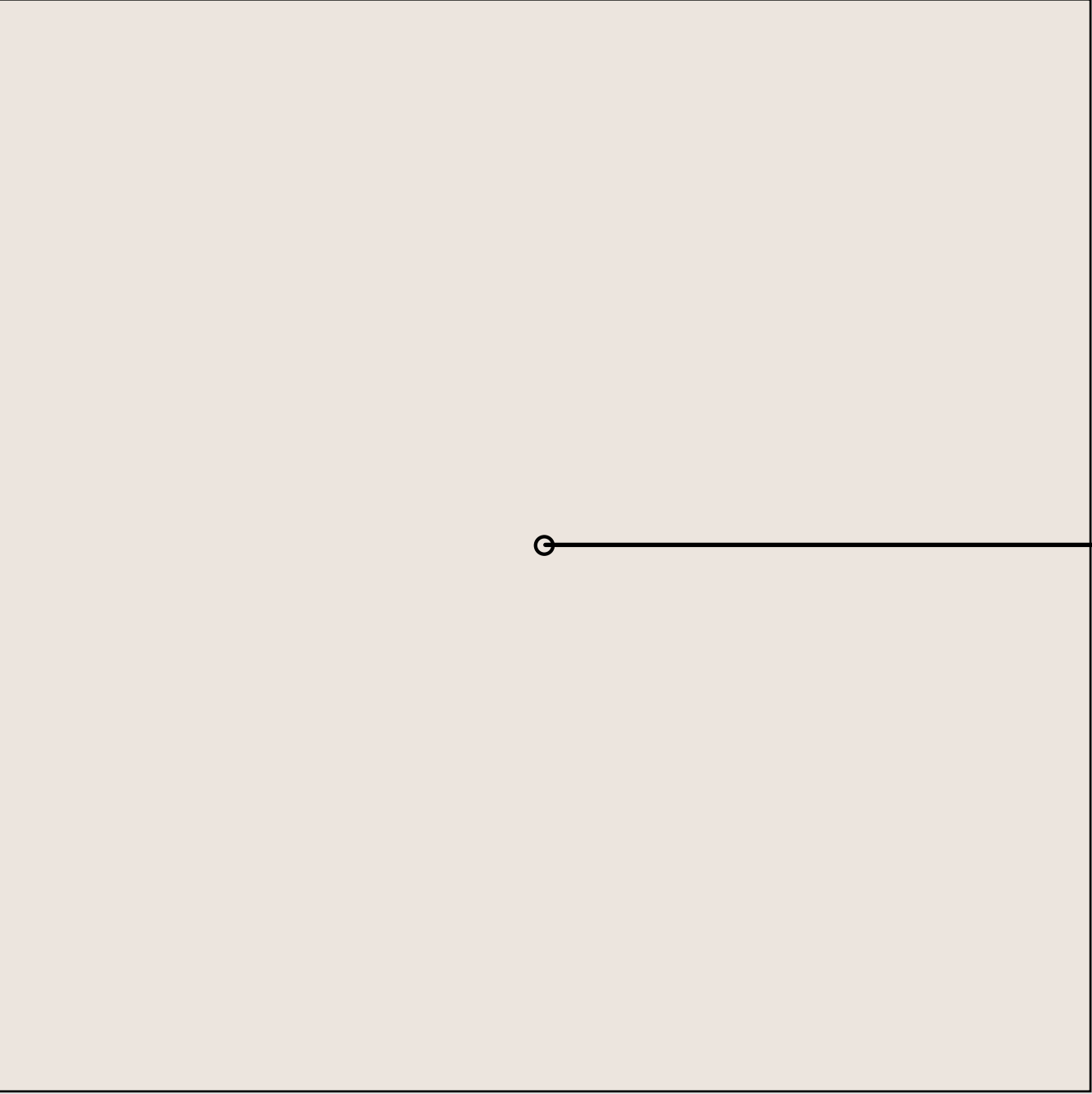
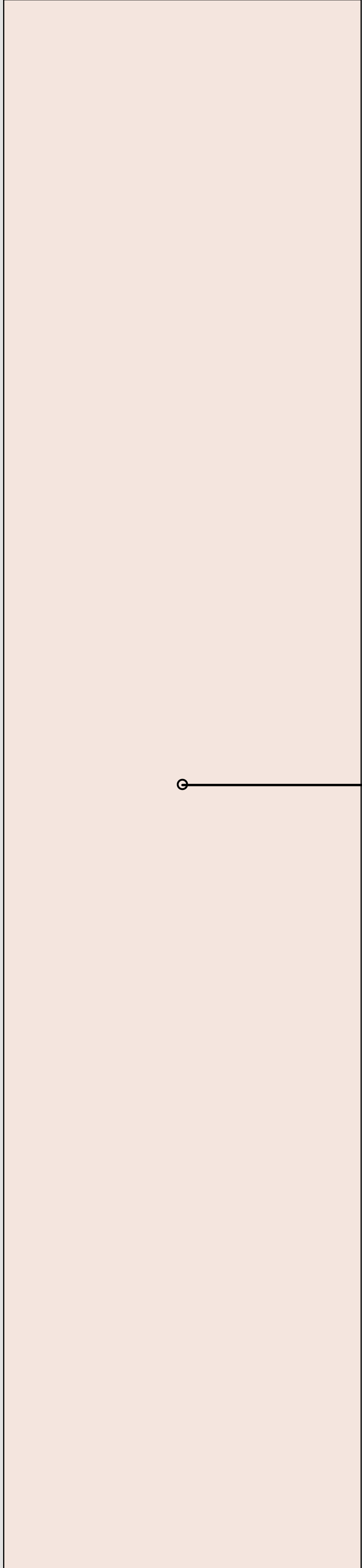
find the 'PERFECT FIT'

lingerie

nightwear

swimwear

accessories



TISSUE PAPER*
C: 9 / M: 9 / Y: 10 / K: 0
R: 236 / G: 231 / B: 228
#ECE7E4

PANTONE 9240 C
C: 4 / M: 12 / J: 12 / N: 0
R: 244 / V: 229 / B: 222
#F4E5DE

FONTS

Recoleta Semibold

aA b B cC

Gill Sans Std

aA bB cC

Baton Turbo

aA b B cC d D eE

Etam
PARIS



Find the
'perfect
fit'

PREMIUM COLLECTION

lingerie nightwear swimwear accessories

Etam
PARIS



 The Village Market
 0791 999 299
 Mon-Sun 10am-8pm



ICONIC
lingerie



 **The Village Market**
 **0791 999 299**
 **Mon-Sun 10am-8pm**

www.int.etam.com



with a knack for

HIGH FASHION APPEAL

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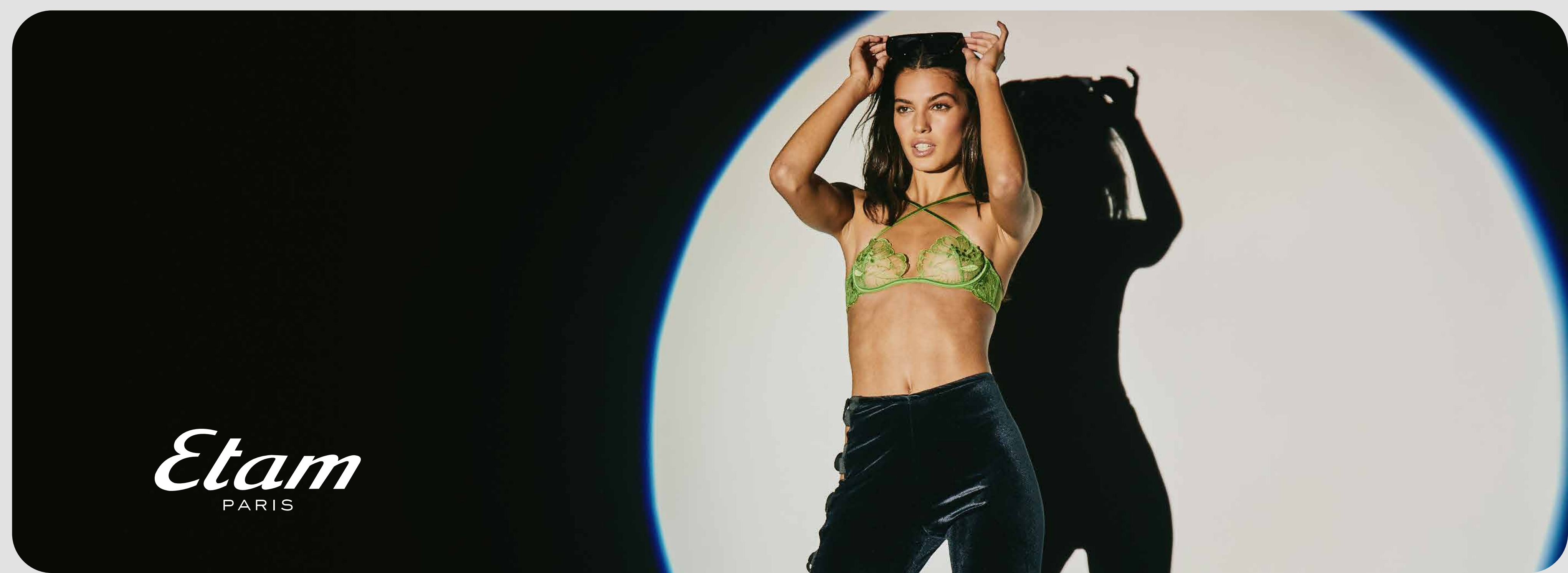
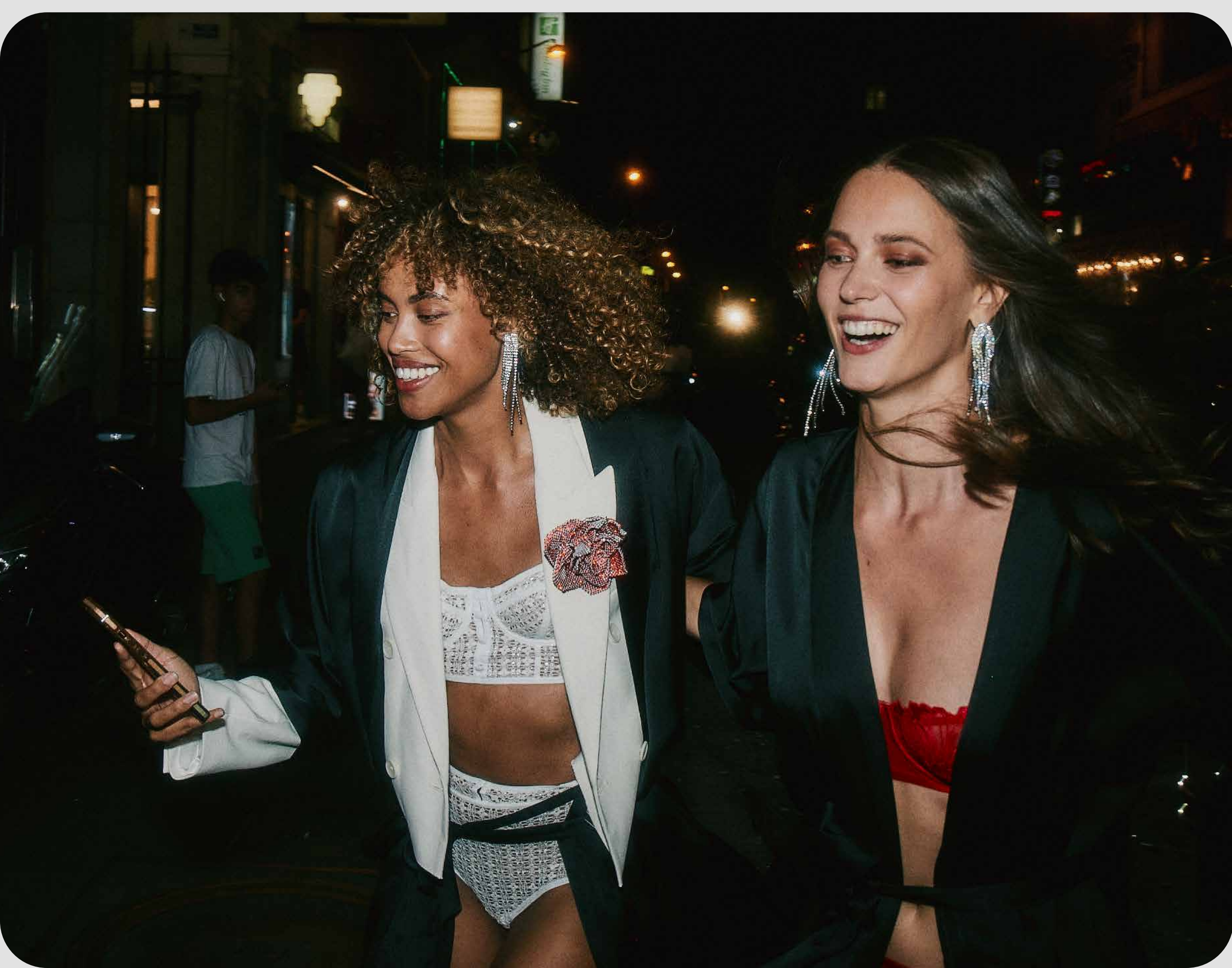
The Village Market
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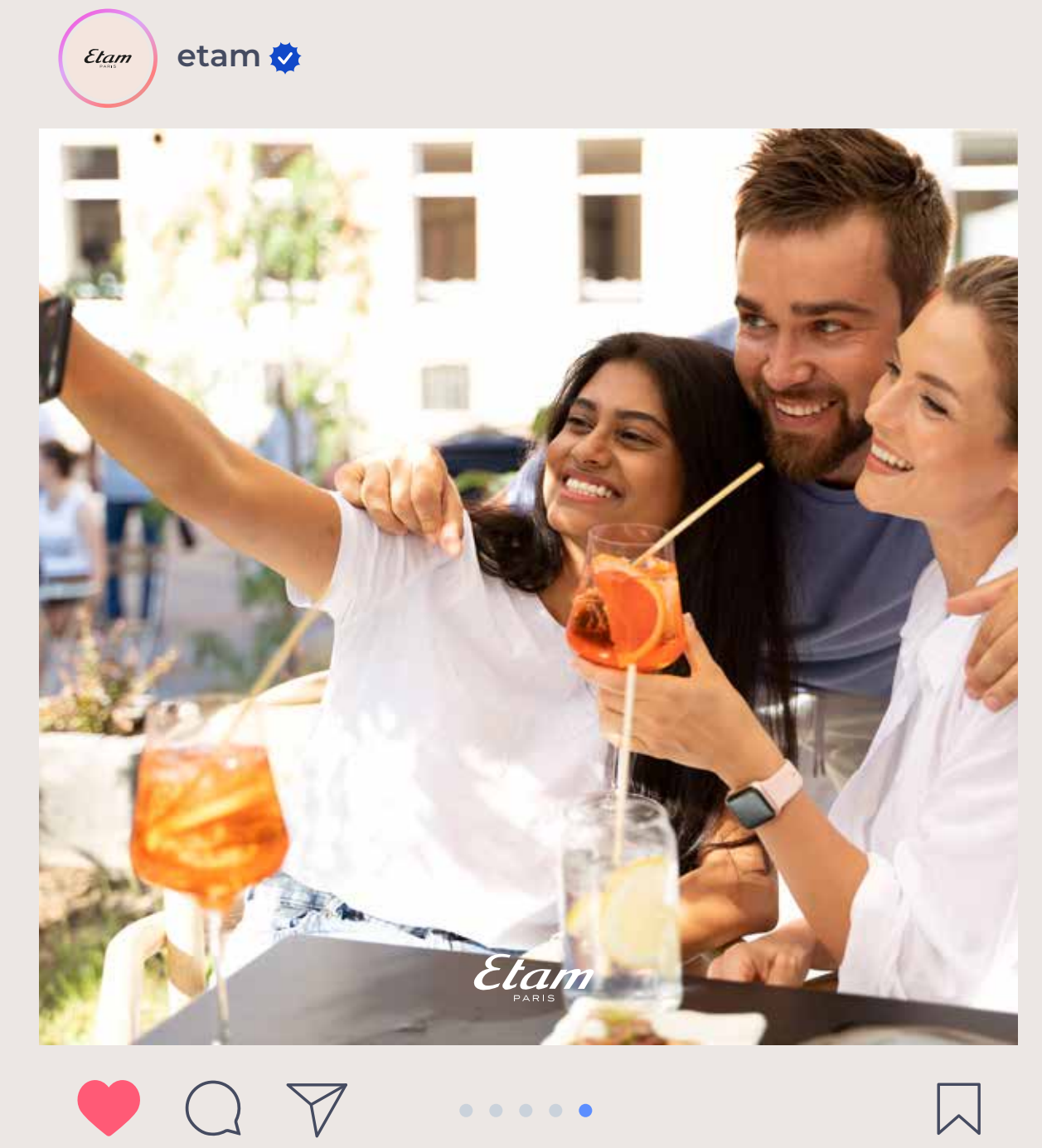
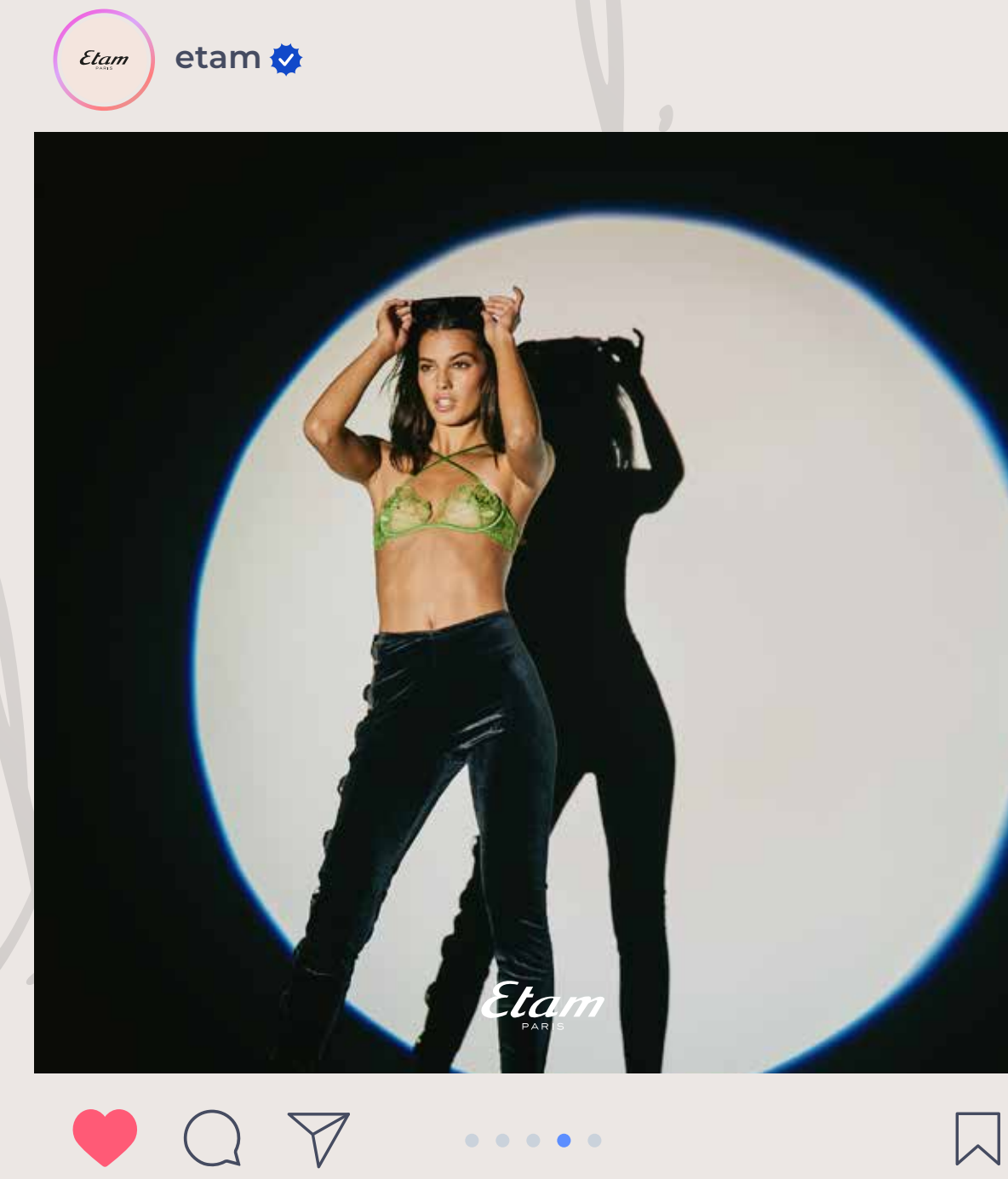
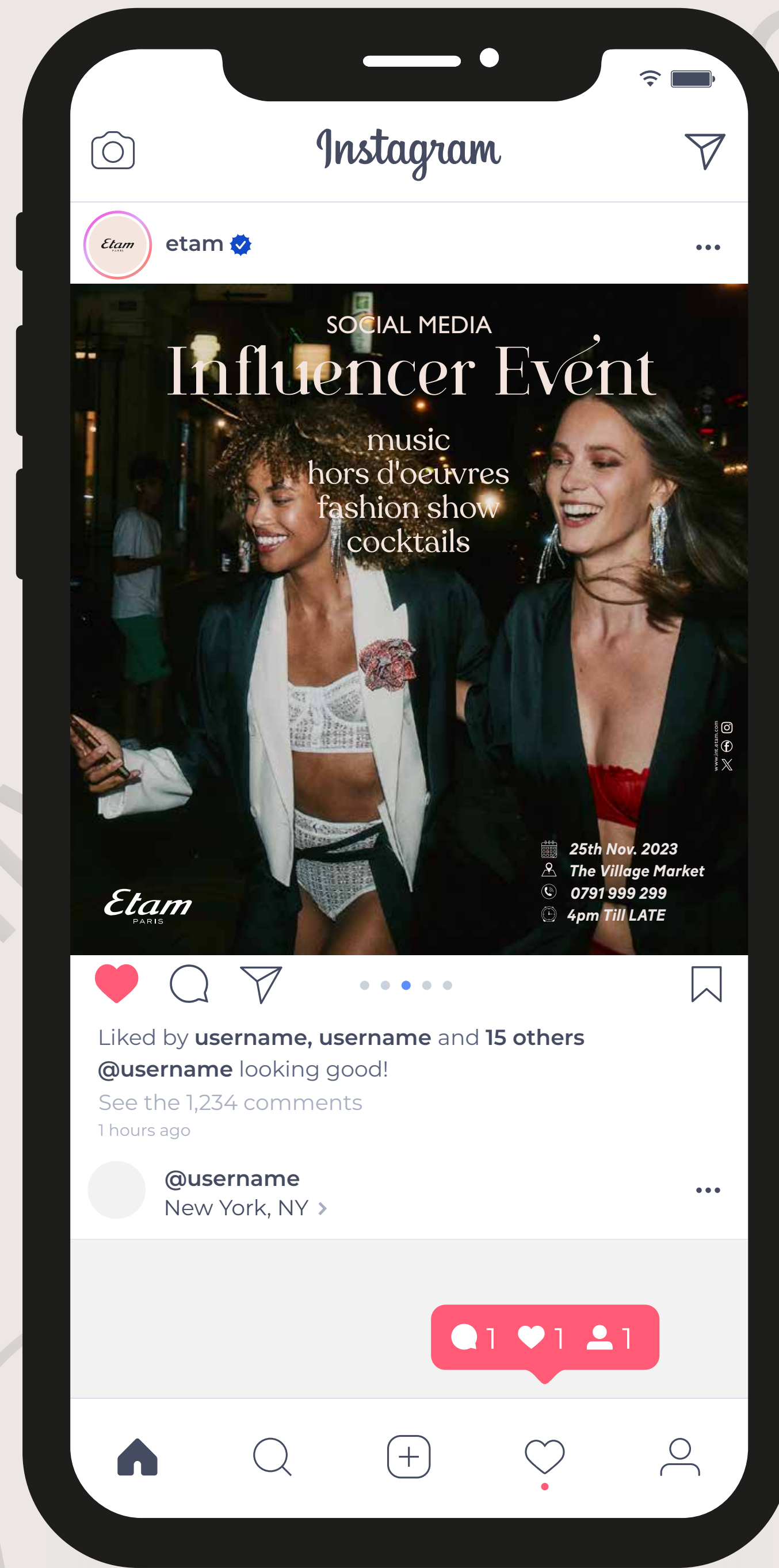
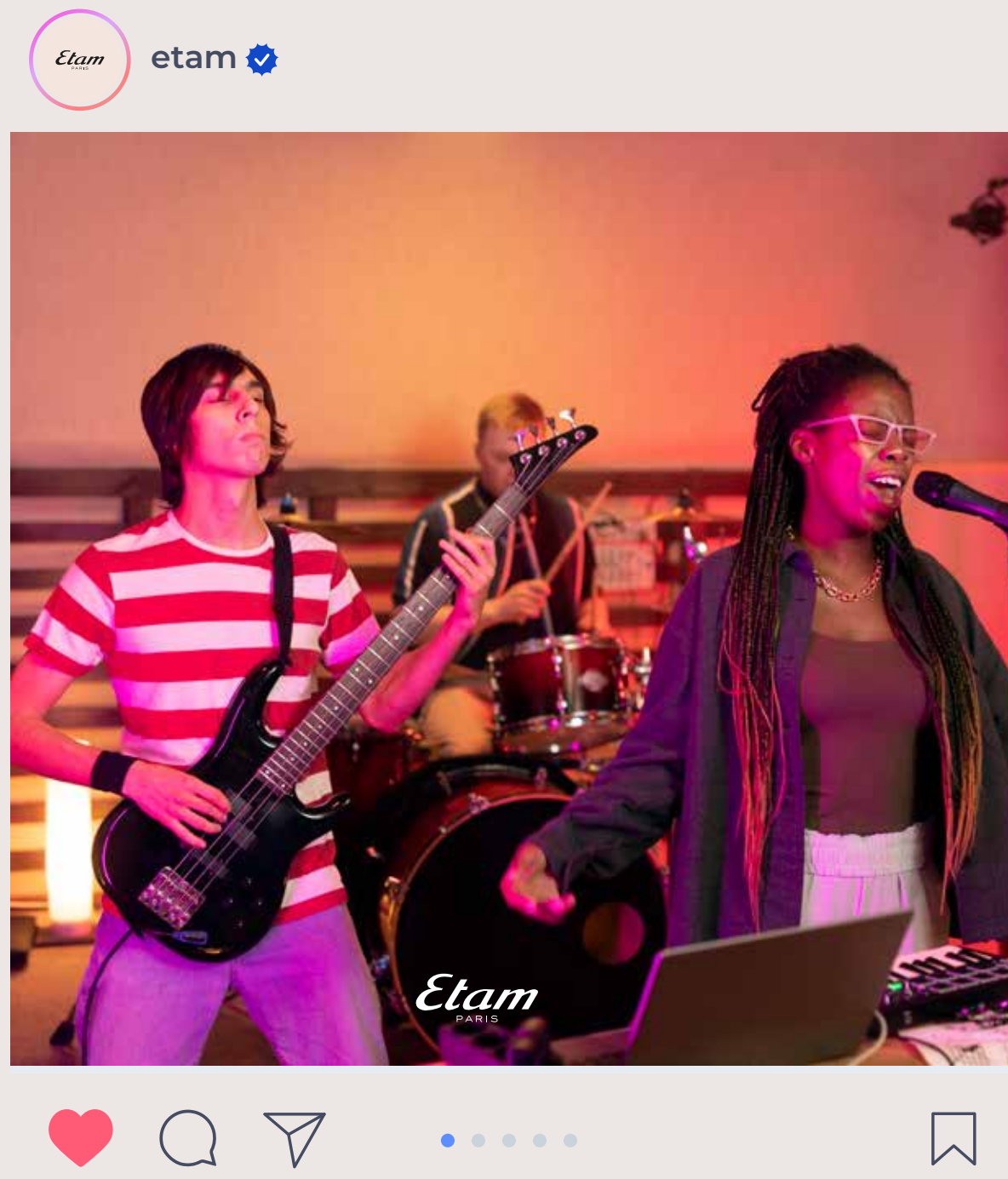
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SOCIAL MEDIA

Influencer Event

music
hors d'oeuvres
fashion show
cocktails

Etam
PARIS

25th Nov. 2023
The Village Market
0791 999 299
4pm Till LATE

www.etam-paris.com

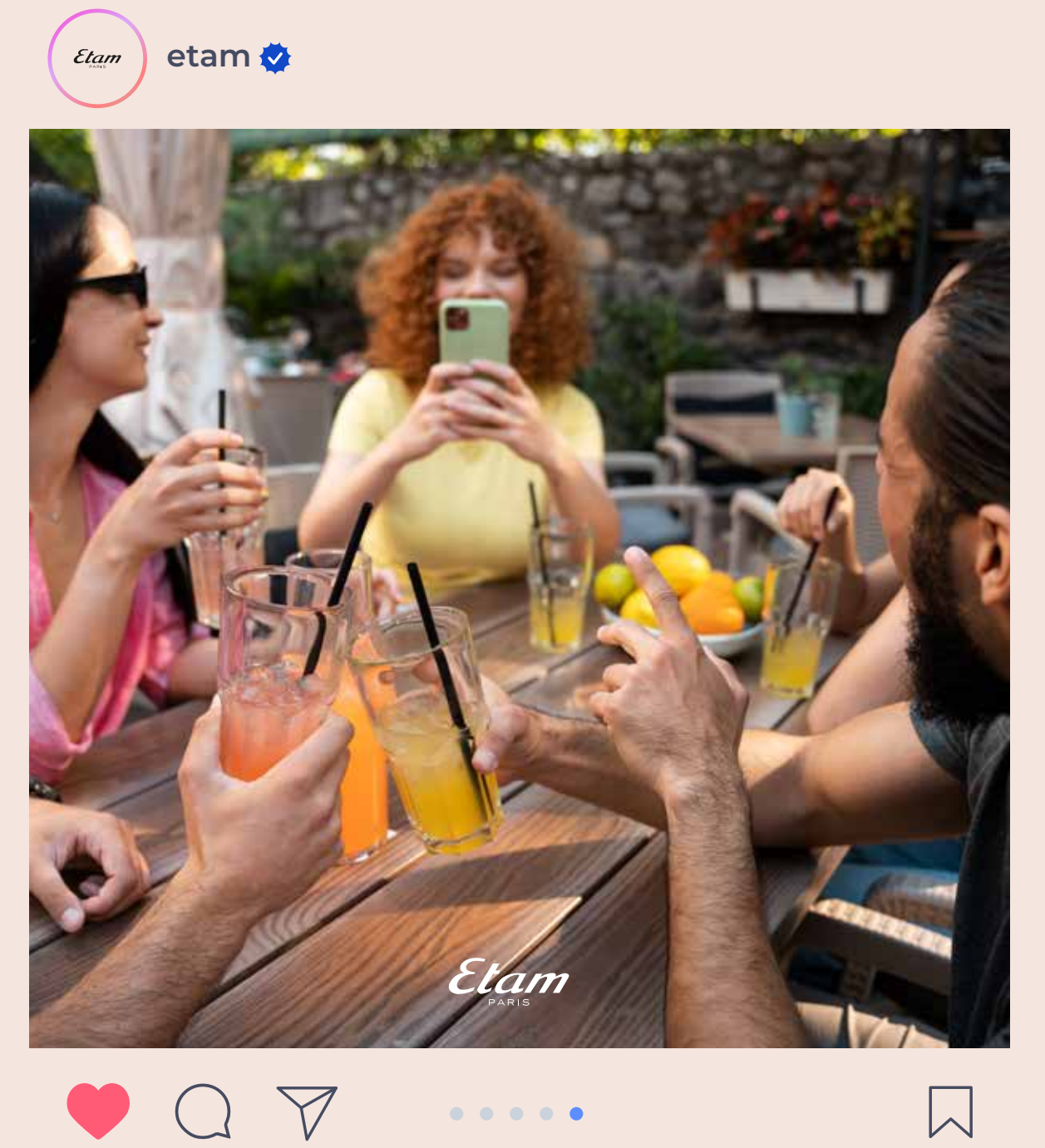
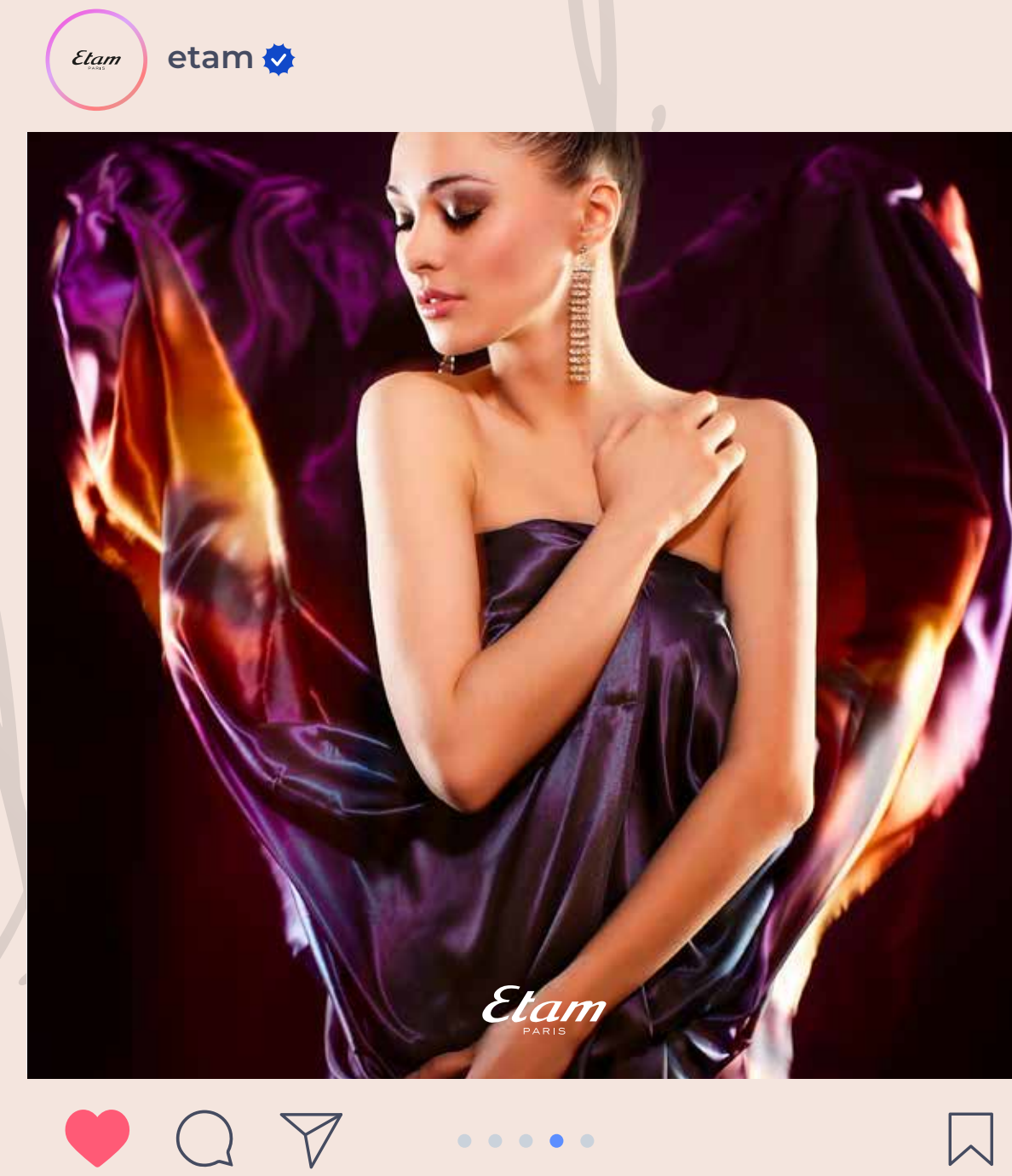
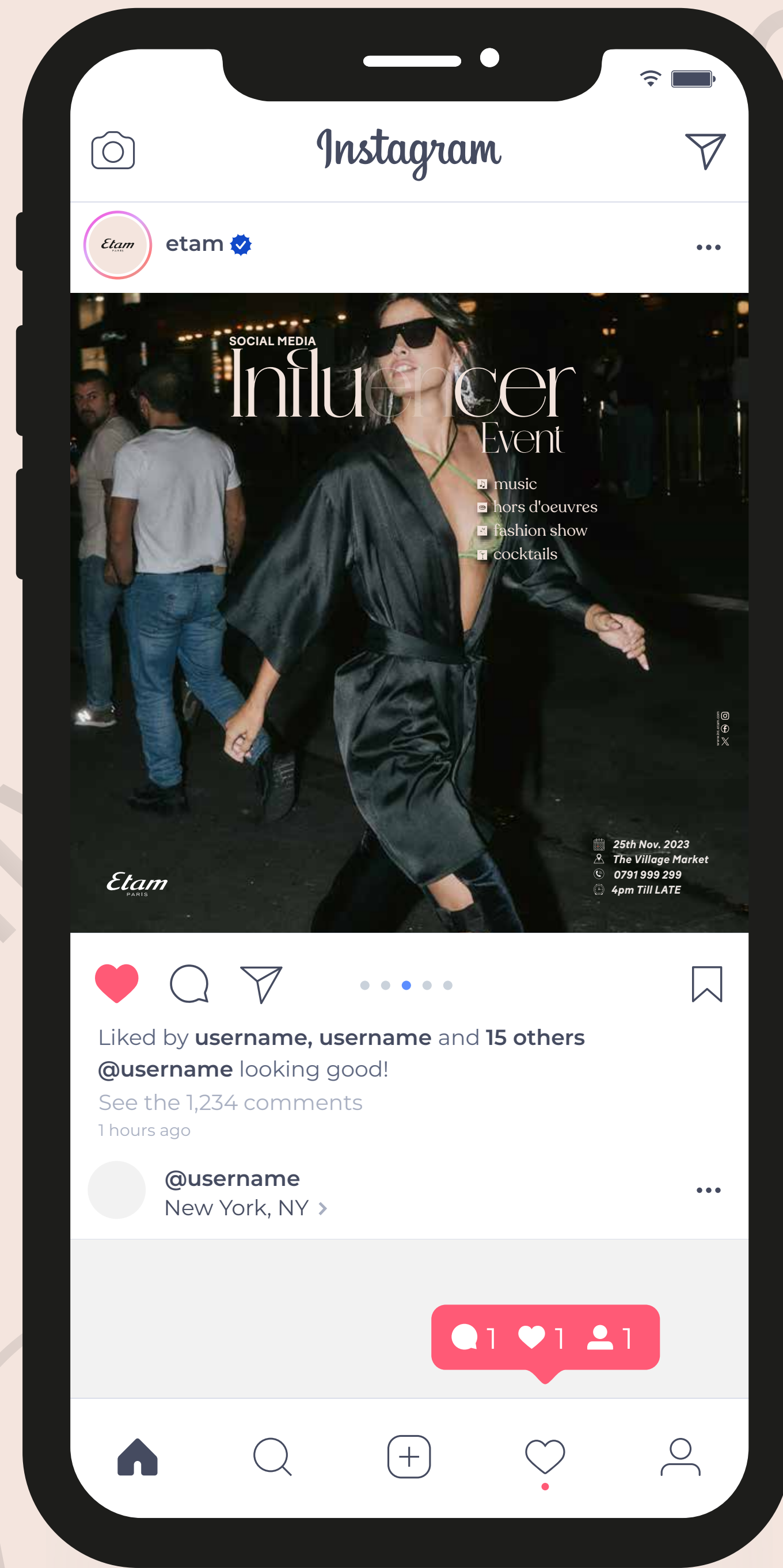
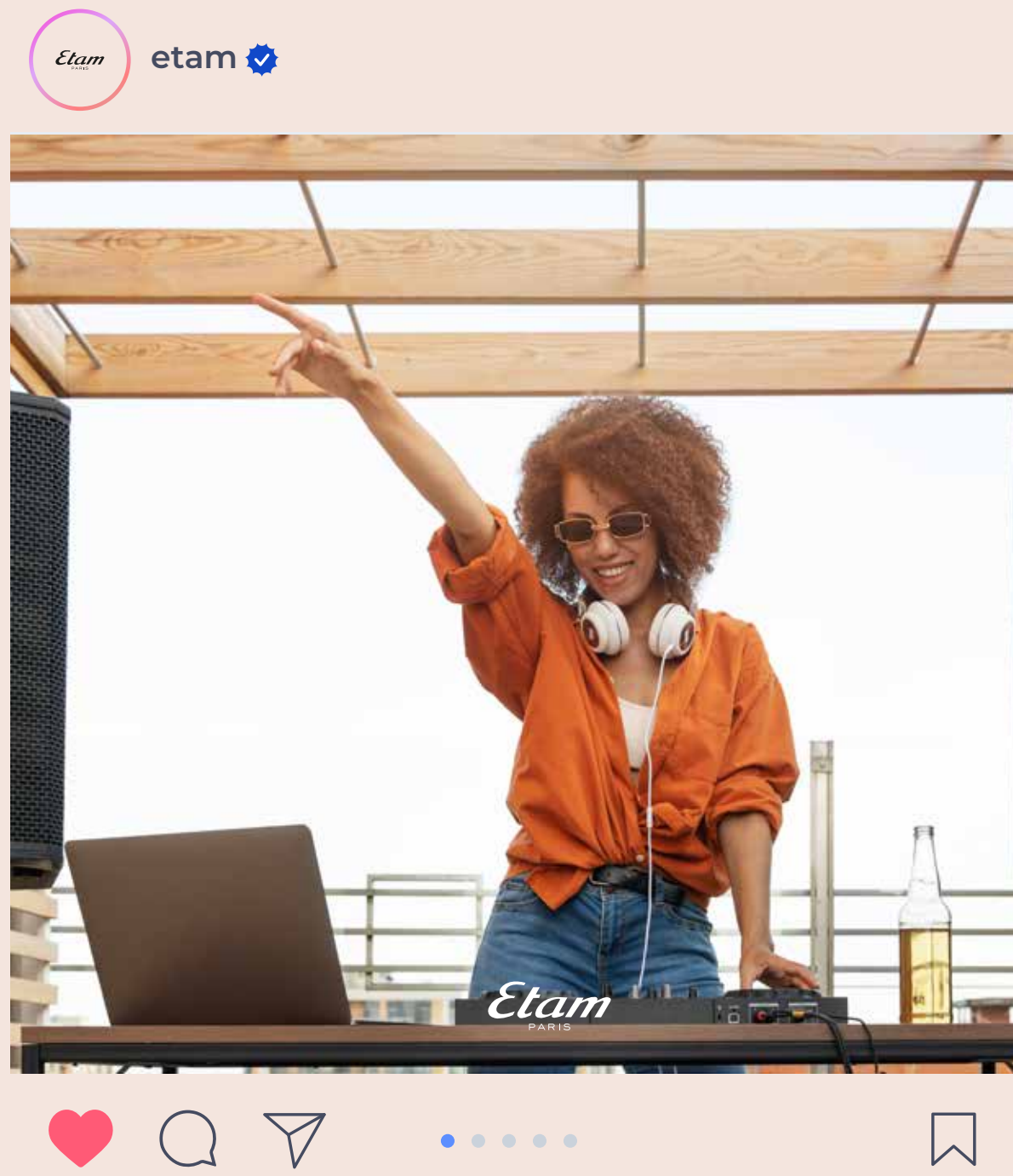
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SOCIAL MEDIA

Influencer Event

- music
- hors d'oeuvres
- fashion show
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The Village Market
0791 999 299
4pm Till LATE

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www.etam.com

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MIND MAP

Wednesday • www.sales@foreverbrand.co.ke • 07-10-2023 •

Etam - Paris.

Flyer design

location: Village Market, Nairobi

product: lingerie

advert: ~ new collection & pertinent information

- ~ catchphrase from Etam product
- "...sexiness, comfort and sustainability..."
- "...perfect fit ... free measurements..."
- "...high fashion appeal... runway..."
- "...Paris Fashion Week, ... affordability..."
- ~ iconic lingerie brand.
- ~ "...premium lingerie, nightwear, swimwear and accessories."

about: - operates in over 45 countries

- first East Africa location.
- expansion for increasing demand.

- FROM FRANCE -

PHANTONE 9290C # * GREY ?? => #ece7e4

F4E5DE * BLACK ? ✓ => #1D1D1B

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www.sales@foreverbrand.co.ke

Flyer: Poster ad package.

LOGO

POSTER

IMAGE CAROUSEL

BOOK MARK

Flyer front

Flyer back

mini flyer

mini flyer

LIBERTY EAGLE LTD.

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www.sales@foreverbrand.co.ke

Etam - PARIS

CONST

NEW PREMIUM COLLECTION

BRADING CAMPAIGN

MKTNG DEPT.

Practical Evaluation.

Graphic Designer: J-K.

Brand Strategist.

Const. www.ans.com

FOREVER BRAND

Etam PARIS

Sexiness

Comfort

Sustainability

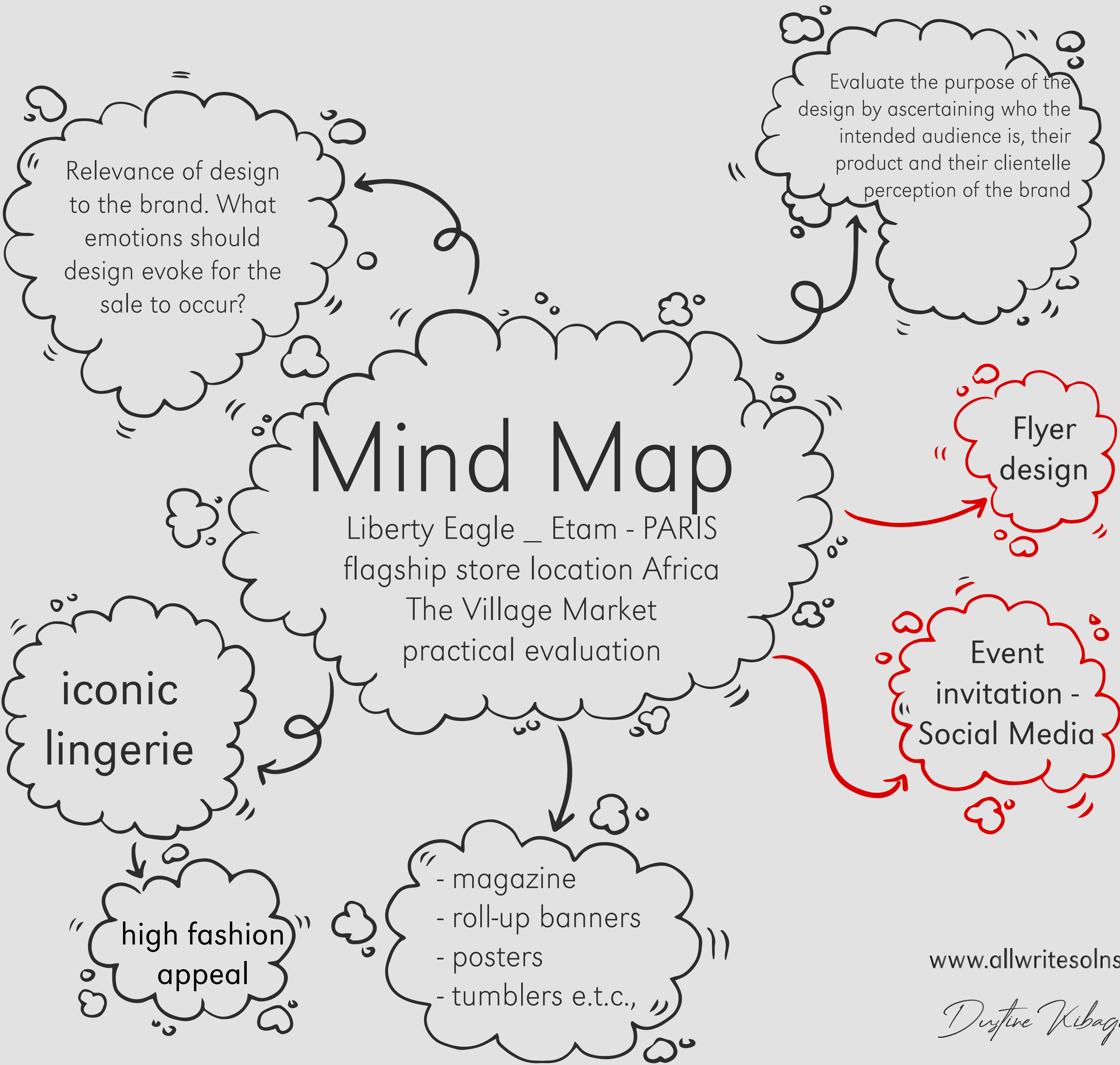
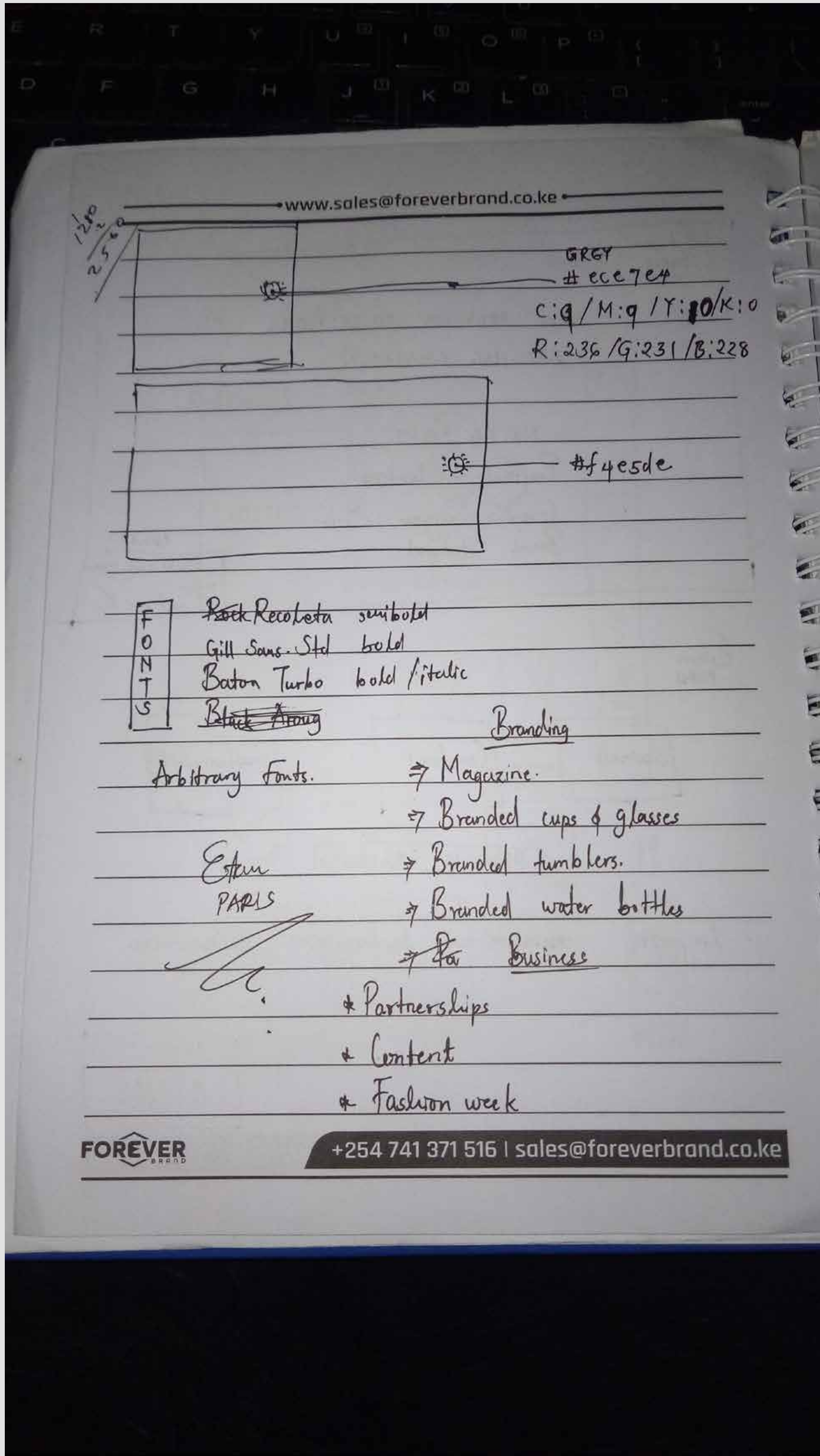
PREMIUM COLLECTION

lingeries nightwear swimwear accessories

www. J.K.

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MIND MAP



QUESTIONS.

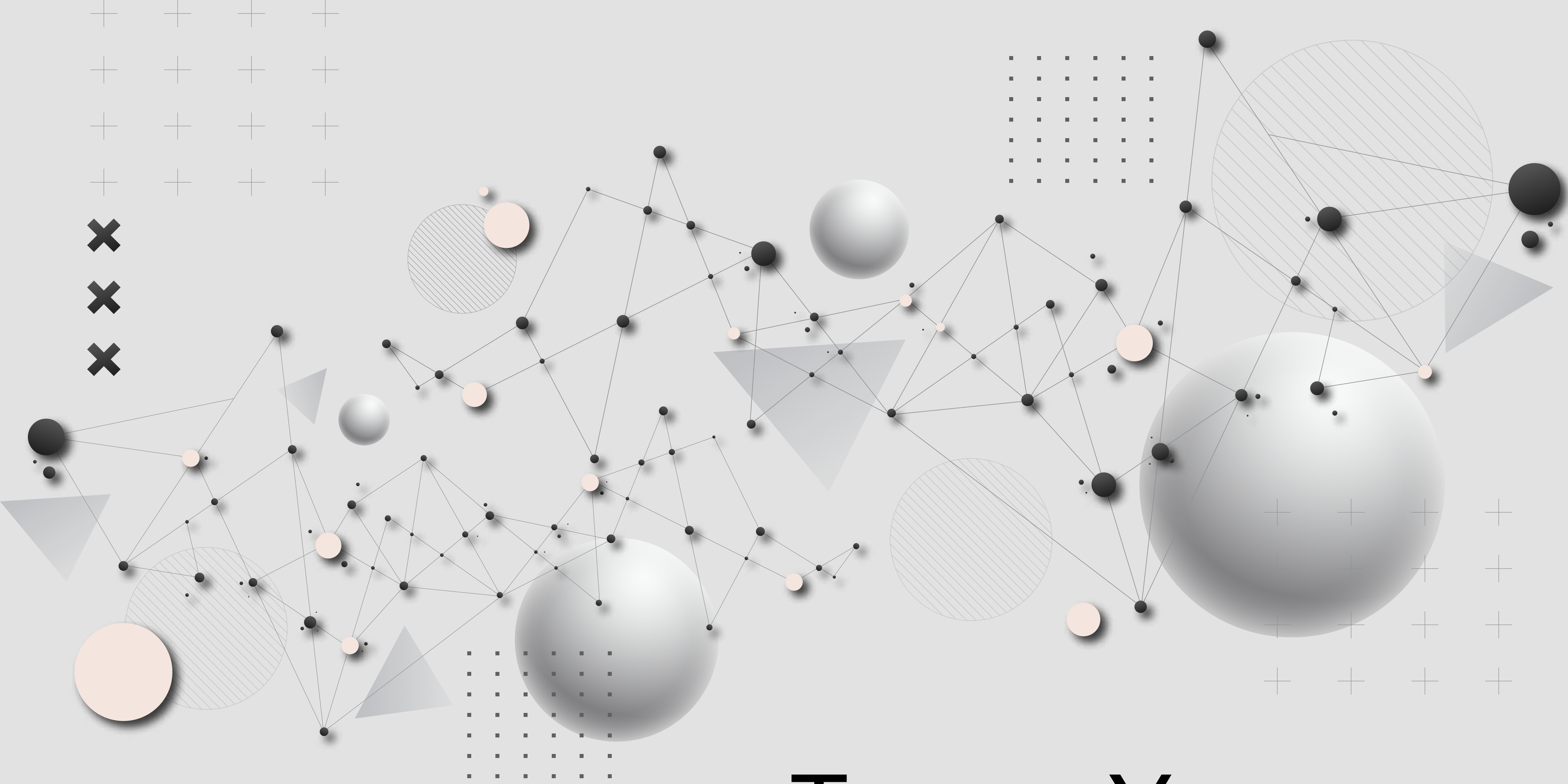
Liberty Eagle Ltd. - Etam

“



- a) What would my typical workday look like as a Graphic Designer for Liberty Eagle Ltd.? Is your performance assessment based on the amount of work done, the quality of the same or the implied benefits garnered through similar activities?
- b) Why the choice of a flyer and a social media event invitation as the items of assessment for the practical evaluation? Based on your history of operation, would the same suffice for a brand campaign? What does your customer funnel look like? What would I be required to do to improve it?

”



THANK YOU

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Dorothy Kibagendi.