

Brand Questions

Brand Identity

1. **What is the mission?** Inspire play and fun using vintage clothing sized for children's dress up. Sustainable and fun.
2. **What three adjectives would you use to describe your brand?** Nostalgic, imaginative, feminine/childish (?)
3. **How do you want your customers to feel after interacting with your brand?** Excited, nostalgic, "why didn't they have that when i was a kid", " oh my gosh my daughter/niece/friends kid, NEEDS this" "FABULOUS!" "FUN"
4. **What makes this brand unique compared to competitors?** We don't have plastic portraits of the princess's on the dress - it looks legit and kids know that. Each item is unique. Tie backs for an accessible/playable fit. Great employer esp to women/moms.

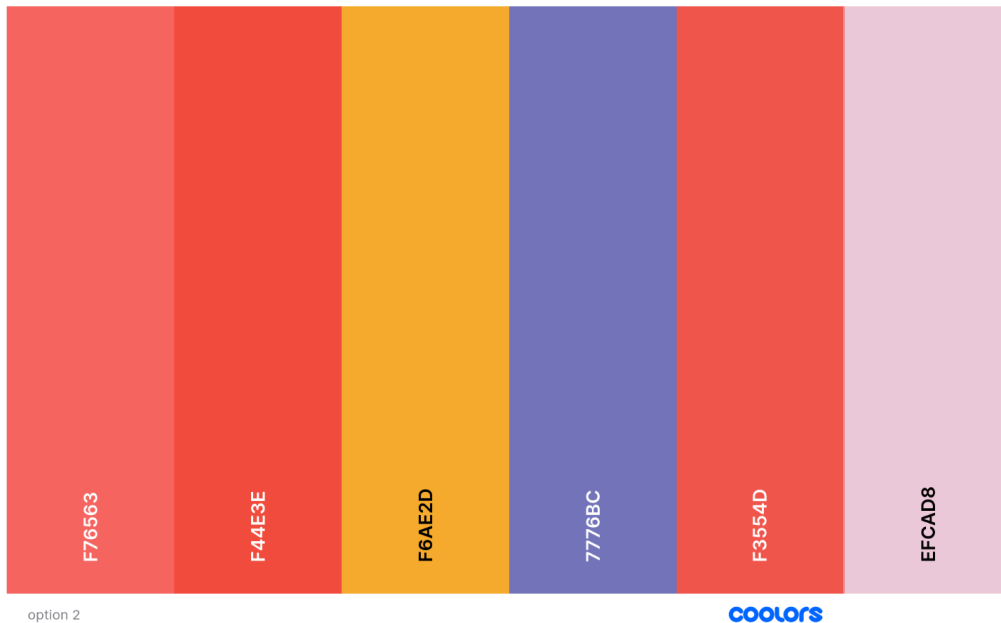
Target Audience

1. **Who is your ideal customer?** (Think about age, lifestyle, budget, and preferences.) Parents born from 1980-2000 with young children who play with dress up, +\$200k household income, comfortable to spend on toys, suburban and urban. Schools. Theatre programs.
2. **What problems do your customers face that this brand solves?** Dress up is plastic, unimaginative/brand focused, and causing more waste in the world. This solves textile waste and provides children with richer and more fabulous dress up.
3. **What values or priorities do your customers care about most when choosing toys for their children?** Developmental advantages, open ended, safety, slight competitive edge

Visual and Communication Style

1. **What colors, styles, or themes reflect your brand's personality?** Lots of colors, jewel tones but in a dark/film camera tones, think the pictures of you playing dress up as a kid, i think that could be really compelling. Not afraid of super femme and pink just not sure how far to take that
2. **What tone do you prefer in your communications?** Main. Character. Energy.





3. **What design elements or aesthetics are key to your work that you want reflected in your branding?** See pic above of Miss Piggy.

Goals and Aspirations

1. **Where do you see this brand in 5 years?** Everyone wants a chest (we sell sets of dresses in treasure chests). Simultaneously building a vintage warehouse and sustainable textiles brand. Partnership with a brand like LoveShackFancy where we repurpose their deadstock. Building towards major corporate partnerships.
2. **What milestones do you want to achieve?** I want a giant warehouse with vintage sorting/wholesale (b2b), this is our direct to customer brand but this will fuel a warehouse that has a vintage marketplace/wholesale, potential home textiles brand, this is the flagship DTC brand though.
3. **Are there any industries, brands, or influencers that inspire your vision?** Suay Shop and Super Smalls have a baby and it is this brand. Will be using Material Return + Opportunity Threads (Morgonton, NC)

<https://suayla.com/>

<https://supersmall.com/>

<https://www.opportunitythreads.com/>

<https://www.thematerialreturn.com/>

4. **What type of projects or clients would you like to attract more of in the future?**
Every toy store ever - partnership with Target as first vintage items to make it to big box rollouts.

Customer Experience

1. **What experience do you want your clients to remember most about?** I want them to feel the same way they do when they see old toys or get to play with a child and are reminded of the fun that comes with imagination/nostalgia. No pressure environment. Free to play. Play is important.
2. **How do you ensure your customers feel heard and valued throughout the project?**
Submit dress up ideas section/ return policy matches Suay's.

Brand Story

1. **How did this brand start? What inspired it?** Growing up I loved to play dress up. I loved going to other people's houses and seeing what they had for dress up. I played dress up far "too old" and to this day "play dress up" for weddings and special occasions. I always hated when the dresses were too plastic or had a picture of the princess on them. The older, more ornate, more legit - the better. I still loved all of the logo stuff but just not for my dress up. Growing up I worked in vintage clothing, traveled abroad and witnessed the large second hand clothing market. For many of these dresses, due to the nature of their fabric there is no recycling possible. This gives them a second life.
2. **Do you have any memorable projects or testimonials that capture what your brand stands for?** My friend's mom had all of her old dresses she wore as a bridesmaid cut for them to use as dress up - this is the heart of the brand. - Potential ad idea a smash cut of all of the brides saying "you can even wear it again" and then the closet of dresses you clearly can't wear again, then they get altered for the kid. Blamo.

Social Media & Marketing

1. **What message do you want each social media post to convey about your brand?** I want it to convey the feelings/sentiments expressed above - can't focus too much on individual products as they will all be unique. More about the experience of getting one of these dresses and the potential that it has for fun. Also all dresses will be tailored for children.
2. **Are there any topics, trends, or themes you want to showcase more frequently on platforms like Instagram?** Play. Sustainable toys. Fun. Good Employers.
3. **What is one thing you want customers to always think of when they hear of this?**
What! Omg that's so cool I want one! (adult)