

Design re-brand brief

Ribbon Rouge

Navan, Co. Meath, Ireland

What is Ribbon Rouge?

- Ribbon Rouge is a successful ladies boutique located in the centre of the Navan, Co. Meath.
- The boutique is in operation for over 10 years and dresses all ladies in the most beautiful outfits to make them feel amazing for their special occasion.
- The target market is from 30 years old to 70 years old with a price range of €50 to €1000.
- The clothes range covers everything from well recognised branded jeans, casual tops, smart dresses and fur coats.
- In 2012 Ribbon Rouge acquired the shop next door and converted it to a shoe shop called Shoes at Rouge.
- In 2015 Ribbon Rouge acquired a new boutique in an expensive area of Dublin, hence commencing the expansion of Ribbon Rouge.
- Ribbon Rouge is a boutique that ladies love to shop in as they get a personalised styling service. They receive honest advice in a fun atmosphere and a guarantee that they will look spectacular when leaving the shop

What does Ribbon Rouge stand for?

- Style
- Honesty
- Friendliness
- A familiar face
- Fashion you can rely on
- A personal shopping service
- Dedicated and ambitious owner
- On trend garments

What are we looking for?

- A new contemporary fresh look. The branding has not changed in 10 years. Due to the expansion to the capital city we feel it is important to make an impression and have a new fresh look.

Competitor Analysis





Brands



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Current Branding & the owner

<https://www.facebook.com/RibbonRougeNavan/timeline>

www.ribbonrouge.ie



New acquisition in Dublin



What are we looking for?

- A subtle facelift
- A need to improve the image in line with trends & keeping up to date
- A new fresh look to boost the image of the company
- Create a more contemporary & professional image
- To see the new logo on a bag, the shopfront, facebook page etc
- Project deadline: Monday 18th of January