

1. A modern, classic logo that takes its inspiration from the drawings and logos of:

Louis Vuitton-

http://commons.wikimedia.org/wiki/File:Louis_Vuitton_Logo.svg

Halston Heritage - <http://www.ajluvstyles.com/brands/Halston-Heritage.html>

Elise Kim - <http://cresk.nl/work/logo-ontwerp-elise-kim>

Fashion 8 - <http://www.pinterest.com/pin/381398662163103844/>

Marina Marina -



Font/Script –modern scripts like those of Halston, Elise Kim, Victoria Beckham, etc,

<http://vintagewhere.blogspot.co.uk/2013/12/the-look-for-less-victoria-beckham.html>

I R O V I C T O R I A B E C K H A M



2. An interesting lower case interpretation of the logo and emblem – like the theory and milli millu logos using either the lower case a to create an interesting emblem design or a deconstruction/reconstruction of an image that symbolises sophistication and uniqueness (like the mulberry or milli millu logo).

Theory - <http://modelloungenyc.com/theory/>

Milli Millu - <http://www.millimillu.com/>

Mulberry - <http://constructlondon.com/projects/mulberry-branding>



MULBERRY

Milli Millu
LONDON

t h e o r y

You can re-interpret the sample I have drawn (using 4 a's in a diamond as the base of a key logo) or come up with something unique. Font similar to century gothic –

ara luna

