

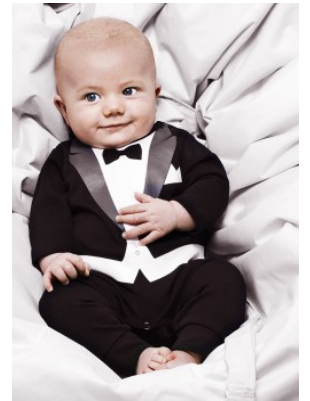
Logo Brief

What does your business do?

Buttercup Lane Boutique is a brand new online gift boutique in Australia for mother and baby showcasing a superb mix of distinctive brands picked for quality, function-ability, style, and comfort and Über cool collections. We have access to some of the trendiest and award winning brands coming out of the UK, America and Europe, as well as quality products that are produced here in Australia. The brands are picked to showcase great fashion, durable everyday wear and all the other coordinating wardrobe essentials - including footwear, party wear, swimwear and accessories. We are always striving to find the very best in Baby Couture. We cover two of the largest growing sectors; Gift giving and the Baby Industry. The store will gravitate towards the inclusion of pet couture late next year.

The boutique style store for the trendiest will replicate the famously salt-of-the-earth Covent Garden marketplace, an element to identify with my own heritage.

Here are some of the items that I sell!



What are the goals?

Most of my competitors have cute whimsical logos. My point of difference is that I have what most customers cannot get unless they sent overseas for the items, so my logo needs to be professional, classy but timeless. The ranges of clothing options vary from Shabby Chic Victorian inspired, ultra modern to multicultural heritage, so an eclectic mix for all taste, but think classy like VICTOR&ROLF, Tiffany&Co or PANDORA

Who is the target market?

My target market will be largely fuelled by the income of parents, work colleagues, friends and family members. Cashed-up parents buy up big for their newborns, with only the best in mind and these are my main audience. This attitude, combined with rising birth rates to older parents, has given rise to a new area of growth: middle-range to high-end consumer markets. Higher aged parents are considered to be financially more stable and hence have more money to spend on their baby's care and convenience.

