



LINGERIE
BRAND, MADE
IN FRANCE

La Rochelle

BRANDBOOK



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La vie est belle.

La Rochelle

French lingerie for women is the standard of elegance and high style. It implements interesting ideas of designers and modern technologies. This approach to the creation of lingerie has made France the leading country for its production.

French manufacturers believe that a woman should look great, regardless of age and occupation. They offer sophisticated and quality wardrobe items for every day and special occasions.



La Rochelle

Brand: La Rochelle

Tagline: La vie est belle

Galuz: trade

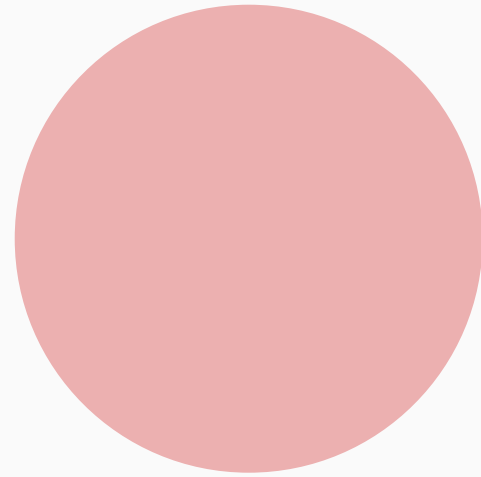
Products: underwear

Year people to brand: 2021

Creator: Bykova Vladyslava



Logo

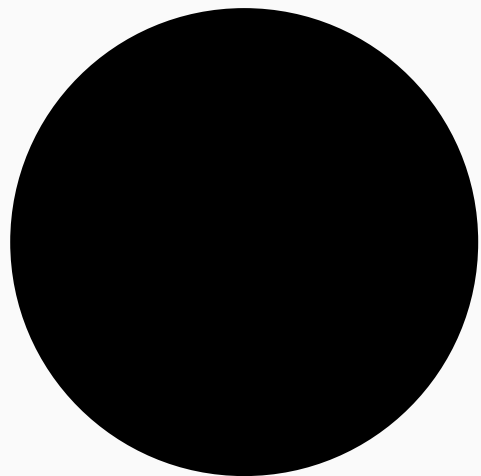


The logo is made in two colors: black and pink.

Black is the color of luxury, power, sophistication, minimalism, austerity, elegance, protection, stability, sophistication. Often used to emphasize formal, business style.

Pink - innocence, sweetness, happiness, femininity, imagination, creativity; infantilism, rebellion, impulsivity.

The pink target audience is predominantly girls. This color is most often found in advertising for cosmetics, women's clothing, underwear,



Firm font

brand = image of your company + identity +
point of sale + communication

Another Shabby AaБбДд

Open Sans Extra Bold AaБбДд



With the help of a special font, a company at the initial stage of its development can declare itself on the market and attract potential buyers.

The logo for 'La Rochelle' features the brand name in a white, elegant script font. Below the text is a stylized, white outline of the Eiffel Tower. The entire logo is centered on a solid red square background.

La Rochelle



Mockups

Business card

