Brand Architecture
Esika

09/23/03

Archetype

Verbal

Visual

Values & Personality
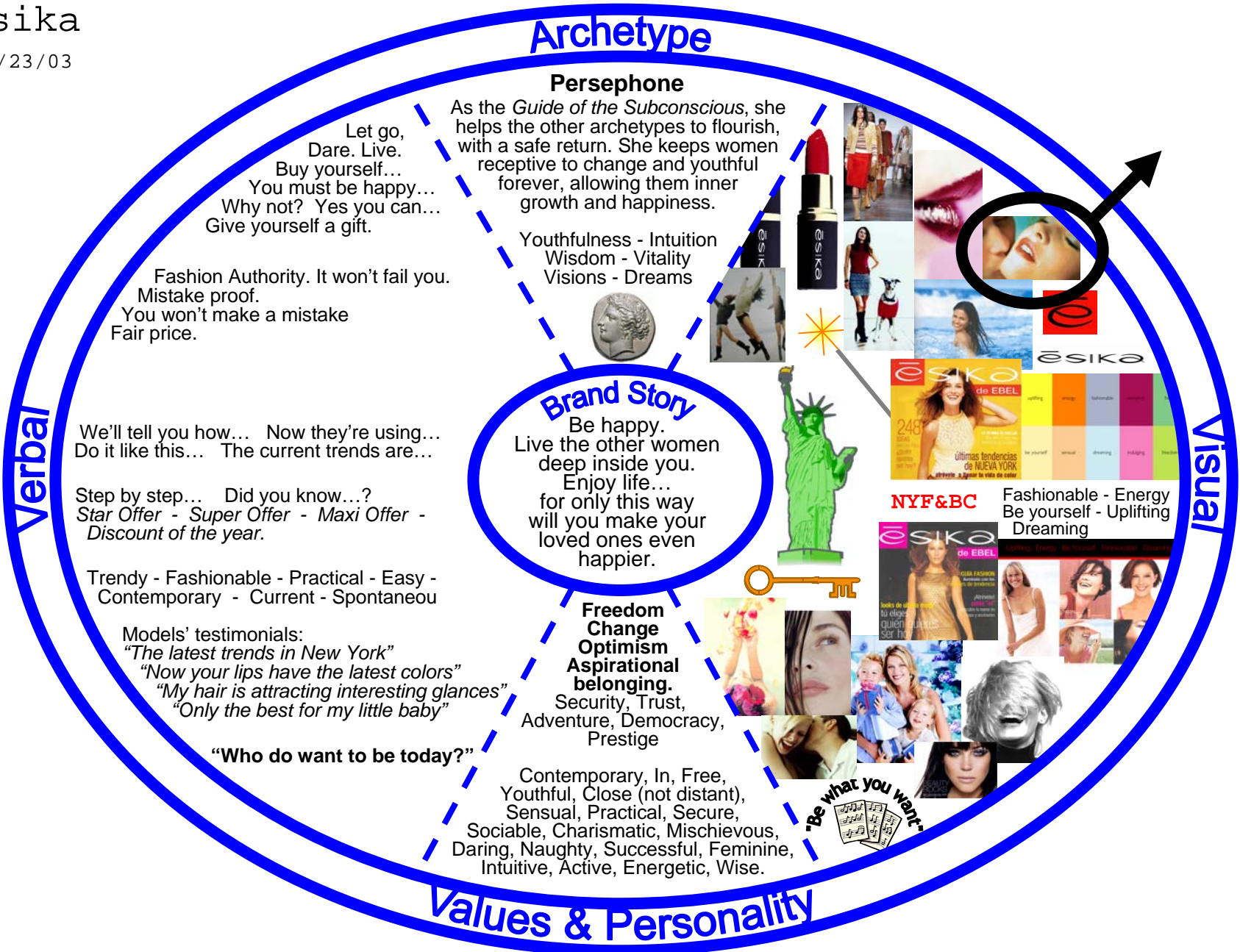
Persephone

As the *Guide of the Subconscious*, she helps the other archetypes to flourish, with a safe return. She keeps women receptive to change and youthful forever, allowing them inner growth and happiness.

Youthfulness - Intuition
Wisdom - Vitality
Visions - Dreams

Let go,
Dare. Live.
Buy yourself…
You must be happy…
Why not? Yes you can…
Give yourself a gift.

Fashion Authority. It won't fail you.
Mistake proof.
You won't make a mistake
Fair price.

We'll tell you how…   Now they're using…
Do it like this…   The current trends are…

Step by step…   Did you know…?
Star Offer - Super Offer - Maxi Offer - Discount of the year.

Trendy - Fashionable - Practical - Easy -
Contemporary - Current - Spontaneou

Models' testimonials:
"The latest trends in New York"
"Now your lips have the latest colors"
"My hair is attracting interesting glances"
"Only the best for my little baby"

"Who do want to be today?"

Brand Story
Be happy.
Live the other women deep inside you.
Enjoy life…
for only this way will you make your loved ones even happier.

**Freedom
Change
Optimism
Aspirational
belonging.**
Security, Trust,
Adventure, Democracy,
Prestige

Contemporary, In, Free,
Youthful, Close (not distant),
Sensual, Practical, Secure,
Sociable, Charismatic, Mischievous,
Daring, Naughty, Successful, Feminine,
Intuitive, Active, Energetic, Wise.

Fashionable - Energy
Be yourself - Uplifting
Dreaming

NYF&BC

"Be what you want"