



LOTUS

ELEGANCE REDEFINED.

INSPIRATION

- Toxic masculinity in America
- Typical stereotypes for men's fashion
- Lack of uniqueness and creativity in men's fashion
- Double standards for female vs. male fashion
- The strict limits of femininity and masculinity



OUR IDEA

Affordable high fashion line for
men, with a touch of femininity

Clothing that is elegant,
timeless, unique, and
sophisticated



SYMBOLISM

Coordinated name and logo for cohesion

Simple, but elegant

Shows complexity and layers of fashion and femininity

Pink is associated with more feminine energy

l o g o

n a m e

Feeling of elegance

Easy to remember

Represents enlightenment

Lotus roots are in murky waters, but the flower is beautiful



PHOTO BY
YIBO-OFFICIAL
VIA WEIBO

PHOTO BY SCOTT
WEST VIA CLASH
MAGAZINE



inspiration *photos*

STYLE
ELEGANCE
FEMININITY
UNIQUENESS



PHOTO VIA DICON
MAGAZINE



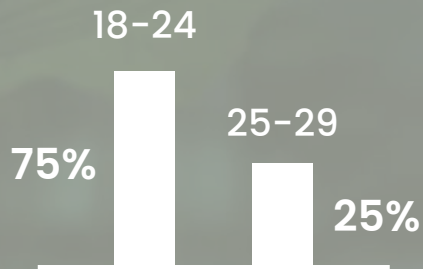
PHOTO VIA
ELLE MEN

TARGET MARKET

GENDER

MALE

AGE



LOCATION



INCOME

\$\$-\$\$\$

LOGO DESIGN + PROCESS

1



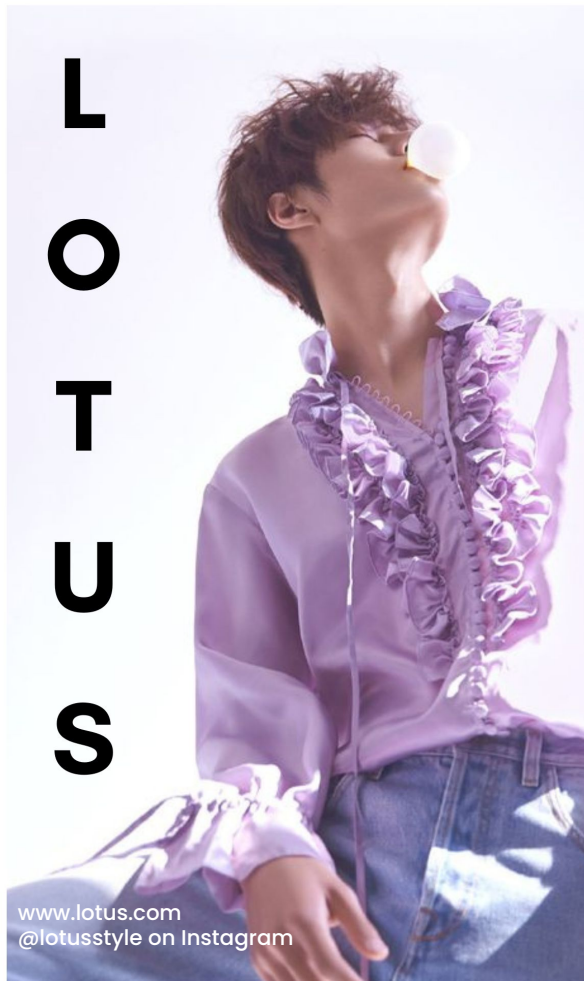
2



3



print ads



FRONT

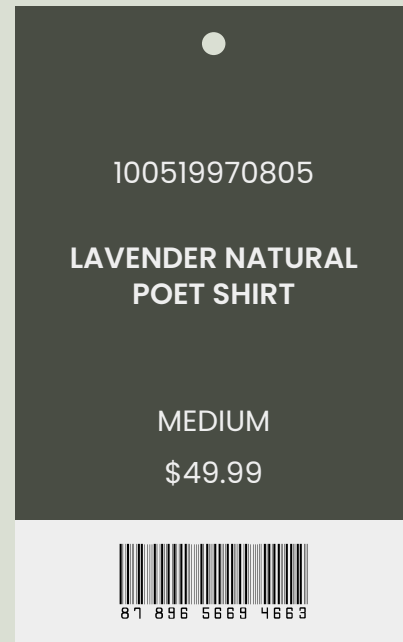
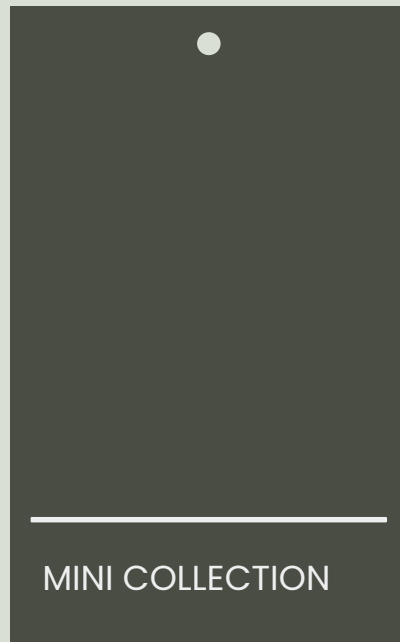
LOTUS

BACK



store
sign

clothing tags



stickers





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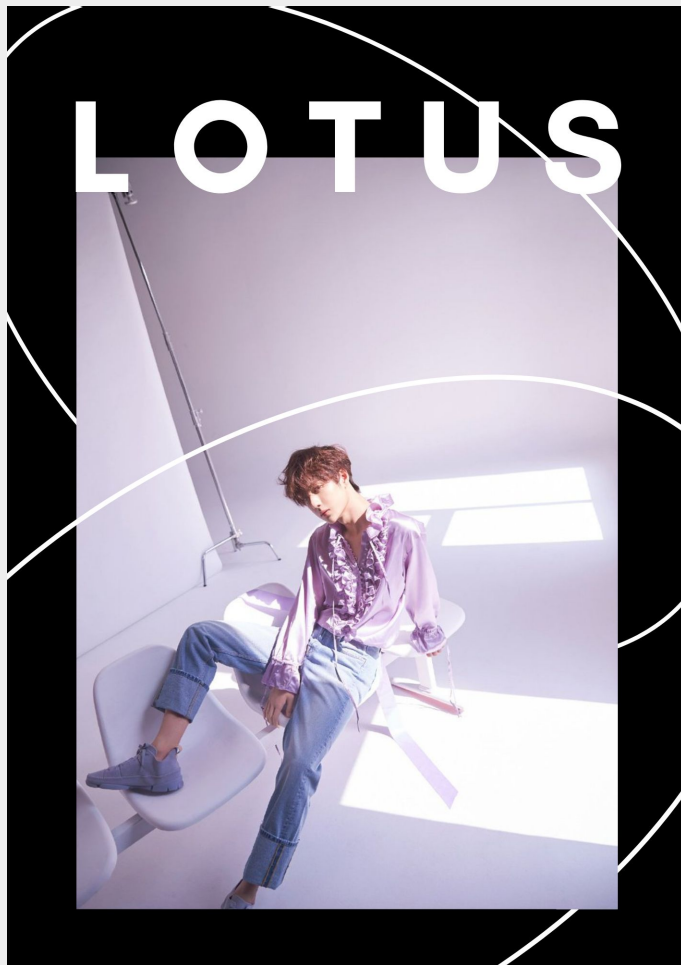
A large, semi-transparent white lotus flower logo with eight petals, centered behind the brand name.

LOTUS

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magazine



Elegance is the only beauty
that never fades.

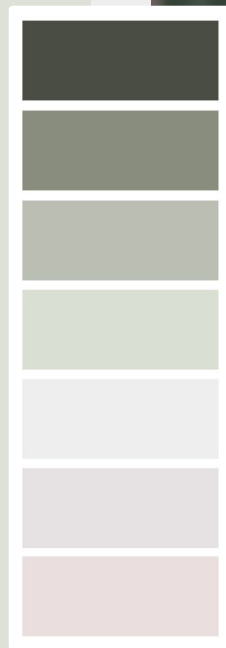
-Audrey Hepburn-

LOTUS

www.lotus.com
@lotusstyle on instagram

Techniques

- Less is more
- Contrast of green and pink
- Varied letter spacing and fonts
- Upper and lower case
- Golden ratio
- Negative space
- Transparency
- Color filter
- Overlap
- . . . and more





THANK YOU!

Note: Photo credits to their respective owners.