

GRADUATION PROJECT

VISUAL COMMUNICATION (MASTER OF DESIGN)

Vol. 1 of 1

Project Title:

Brand & Visual Identity Design
PREMPATRA

Name:

Om Mandar Bhave (20210301090)

Project Mentor:

Amirali Nancey, Isha Patel

2025



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GRADUATION PROJECT

VISUAL COMMUNICATION (BACHELORS OF DESIGN)

Vol. 1 of 1

Project Title:

Brand & Visual Identity Design
PREMPATRA

Name:

Om Mandar Bhave (20210301090)

Project Mentor:

Amirali Nancey, Isha Patel

2025



The Graduation Project Evaluation Jury recommends **OM MANDAR BHAVE** from **Visual Communication** for the Bachelor’s Graduation Degree of **Unitedworld Institute of Design, Karnavati University, Gandhinagar, India** herewith, for the project titled **Brand & Visual Identity Design for Prempatra**. The project is complete in every aspect in accordance to the guidelines set by the institution.

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Written and designed by **Om Mandar Bhave**, under the guidance of **Isha Patel**.

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***Disclaimer** – Please be advised that this project is subject to a Non-Disclosure Agreement (NDA). Consequently, the circulation, sharing, photographing, viewing, copying, and distribution of this work are strictly prohibited without the explicit written consent of the author and the aforementioned brand.

Any unauthorized access, use, or dissemination of this material may result in legal and financial penalties. Your compliance with these confidentiality terms is mandatory until the brand is launched officially.

You are a legacy of change, a timeless romance between rooted and the radical, a carnival of familiar and the free.

Brand & Visual Identity Design

This is a gift for her, who has carried forward the past and lived that legacy with keeping her essence alive.

Prempatra

This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

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This is a letter of womanhood, a drapery of love that has been passed on from generations to the present, from us to you.

ACKNOWLEDGEMENT

That's the formal word for the kind of thank you's I have in mind. I deeply appreciate the assistance, help support, and guidance of numerous creative people in my life.

Respected HODs, for always being kind and patient. For all the teachings and inputs along every step of the way. For being supportive in whatever we wish to explore.

"The greatest creative people are great precisely because they hold on to a childlike simplicity and urge to question everything."

Sir John Hegarty

Foremost I would like to thank **Lord Almighty** for giving me this opportunity. **My Parents** for all the love, for giving me the space & freedom to explore and grow, for always being supportive of my decision.

UID, for all the education on design and life, & for being this place where I got a chance to discover myself. For being an institute which is accommodative of everyone's crazy whims and ideas.

Amirali Nancey & Isha Patel, my mentors for this project. They have always been kind & patient, and for always being there as great listeners & observers, giving me inputs and feedbacks whenever necessary.

Placet Design Team for helping me explore & tackle the industry and work fluently in a professional manner.

Sambit Kumar Pradhan, Nihar Acharya, Mukesh Singh & Salil Sakhalkhar for all the conversations that we share about trends, life & design & for inspiring me with their thinking and approach at design.

Esha Lapalikar for helping me give different perspectives at the project during internship

All my friends and batchmates at UID, who have contributed in my growth and learning with their stories & experience. My heartfelt thanks to Mukta, Nitya, Arnav, Anushri, Isha, Maitri, Lavanya, Sarthak & Het for making UID a second home.

This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

ABOUT UID

Unitedworld Institute of Design (UID), founded in 2012 as a constituent college of Karnavati University has been build on a strong foundation of teaching, learning, innovation and research excellence in design education.

UID aims to create globally sought-after professionals who can exhibit their creativity & trigger novel trends. It offers a diverse range of UG & PG courses through various departments; Visual Communication (Graphic Design), Animation and Motion Graphics. Fashion Design, Lifestyle & Accessory Design, Textile Design, Interior Design, Industrial Design and Automobile and Transportation Design.

Unitedworld Institute of Design (UID) stands out among India's premier Design Institutes. Established to surpass top Design Institutes in the country, UID distinguishes itself with cutting-edge labs and immersive creative learning.

Among the top design institutes in India, Unitedworld Institute of Design (UID) is the finest design institute. UID always put students at the centre of all its efforts, strive for excellence by creating unmatched research driven academia, and offer infrastructure that can support the advanced learning techniques.



This is a letter of womanhood, a drupe of love that has been passed on from generations to the present, from us to you.

ABOUT ME



Om Bhawe

Namaste, now you are connected to a कथाकार, an individual who likes to communicate ideas and stories through his work. I believe that simple ideas are the key to generating a creative and comfortable future. Designing identities is an essential and toughest tool to excel in today's era of competition which excites me to work in minimalist design and clever copy writing.

I can narrate my ideas through English, Hindi and Marathi as well. I like to empathize with the users to discover the gaps, and then provide ideal problem solving solutions.

This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

MY MENTOR



Isha Patel

Isha, a Mumbai-born design enthusiast with a multidisciplinary background including an MA in Branding Strategy and an MBA in Designing Value for Business, leverages over six years of experience from organizations like Landor India and ATLAS SkillTech to revolutionize design education in India. She focuses on cultivating independent, agile mindsets in students, moving beyond traditional instruction to prepare them for future-focused careers. Currently, she balances strategic consulting and mentorship across Indian universities with her passion for travel, and is developing 'fortomorrow.club' to offer workshops and IPs that empower creatives to thrive in a rapidly changing world.

MY MENTOR



Amirali Nancey

Amir Ali Nancey is the Creative Director at The Placet, a Pune-based design agency specializing in branding, strategy, and immersive experiences, with a strong presence in the F&B industry. He collaborates with businesses of all sizes to refine their purpose, define their voice, and build compelling brand identities. Rooted in research and fearless iteration, his approach ensures cohesive, impactful branding that fosters lasting connections. Passionate about clarity and creativity, Amir is an accessible brand expert, ready to engage with clients worldwide.

ABOUT PLACET



The Placet is a brand that creates effective strategies, powerful identities, seamless interactions, and memorable experiences to connect people to brands and organizations with a huge hold in the F&B industry. Whether a company is evolving or new to the industry, Placet works with businesses and organizations of all sizes to clarify their purpose, find their voice, understand their customers, and define their goals.

Placet builds brands that inspire. Branding is about expressing a company's personality and values, building a comprehensive and consistent experience that resonates with customers and nurtures lasting relationships.

This is a letter of womanhood, a drop of love that has been passed on from generations to the present, from us to you.

Brief & Research

- Project Brief
- Timeline
- About Brand
- Competitor/Market Analysis
- Target Audience
- Surveys
- Insights

You are a legacy of change, a timeless romance of the old and the radical, a carnival of familiar and the free.

This is a gift for her, who has carried forward the past and lived that legacy with keeping her essence alive.

This is an ode to her who embodies and complements the change. A vibrant soul who carries her essence forward.



This is a letter of womanhood, a drapes of love that has been passed on from generations to the present, from us to you.

Project Brief:

Prem Patra is an ethnic wear brand specializing in handcrafted Banarasi and Lucknowi sarees that celebrate Indian craftsmanship. The brand embodies love and connection, encouraging people to gift a saree to themselves or to loved ones as a symbol of appreciation, legacy and heartfelt emotion.

Each piece is designed with the highest attention to cultural heritage and quality, seeking to make every interaction feel like receiving a love letter—cherished, thoughtful, and eternal.

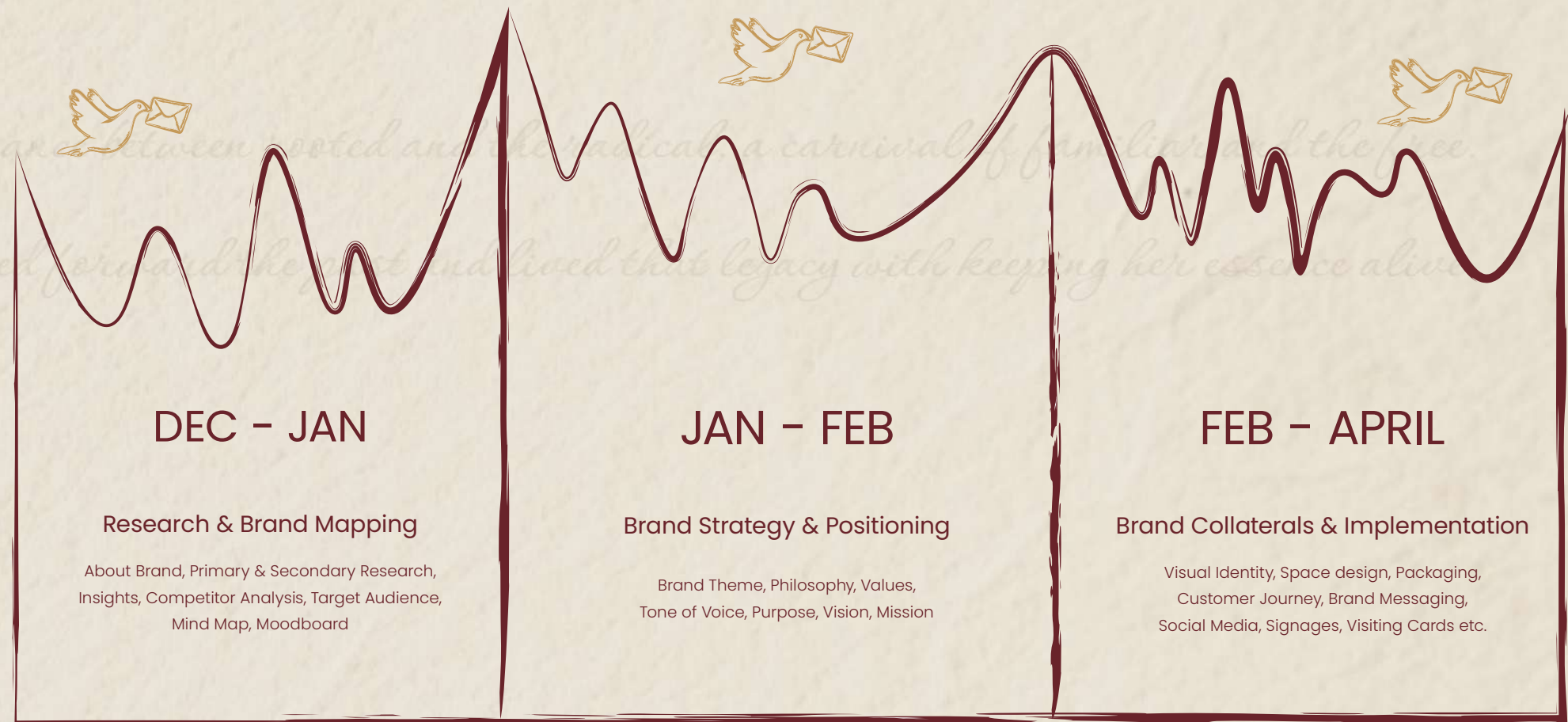
Objectives:

Create a Unique Brand Identity: Develop a brand identity that encapsulates Prem Patra’s values of love, heritage, handcrafted quality, appealing to modern audiences who appreciate traditional artistry.

Highlight Indian Craftsmanship: Showcase the brand’s commitment to handcrafted quality and Indian artisanship, positioning it as a proud advocate of cultural heritage and skilled craftsmanship.

Developing a Story-Driven Visual Experience: Design a brand story & visual identity that evoke the warmth and significance of meaningful gifting, ensuring the brand feels emotionally resonant and inviting.

Timeline:



This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

Prempatra in a nutshell:

Prempatra is a bold yet sophisticated tribute to the timeless artistry of Banaras, where tradition meets modern flair. Curating meticulously handcrafted pieces from master artisans of Banaras, we offer culture connoisseurs a rebellious yet refined connection to their roots. Each piece tells a story—steeped in heritage and rich culture of India.

With this romantic blend of old-world charm and know how of the art, Prempatra invites the global audience to wear their pride with elegance, feeling both connected and unafraid to redefine what tradition means today.

Why Prempatra?

PremPatra by Shruti & Mangesh Mahadev is a luxury fashion label dedicated to preserving and celebrating India's rich textile heritage through meticulously handcrafted designs. Founded by the acclaimed designer duo, the brand specializes in Banarasi silk sarees and intricate embroidery, offering timeless pieces that honor artisanal craftsmanship.

The brand's core philosophy revolves around:

Sustainable Luxury: Creating heirloom-quality garments that uphold traditional weaving & embroidery techniques.

Cultural Revival: Reviving and sustaining India's heritage by working closely with master artisans.

Bespoke Elegance: Offering custom-designed pieces that seamlessly blend heritage with contemporary aesthetics.

Global Recognition: Showcasing the artistry of Indian craftsmanship on international platforms while making it accessible to culture enthusiasts worldwide.

At PremPatra by Shruti & Mangesh Mahadev, each weave is a love letter to tradition, ensuring that heritage remains alive and relevant for generations to come

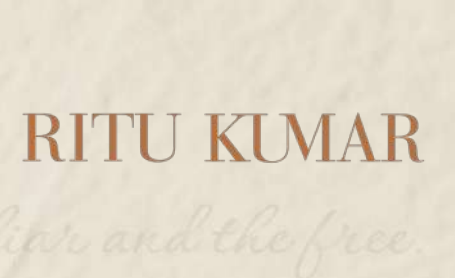
Ethnic Apparel Landscape:

Here is an analysis of the current & prominent ethnic apparel brands or potential competitors in the market. The examination is done on the basis of their strengths & weaknesses, Market positioning, Themes, Brand strategies, Product Price Ranges, Brand Identity & their USPs.

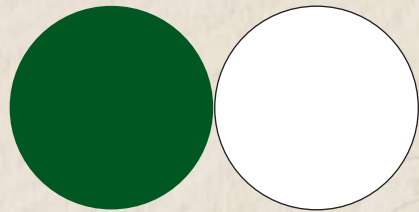
The Analysis was done to identify the potential opportunities & the market positioning for Prempatra in comparison with other brands, to create a user experience that differentiates Prempatra's products or service within the market.

***Note-** Some aspects of the analysis may involve subjective interpretation based on observations & insights. Sincere efforts to gather information from reliable sources online, including the brand's official website were made.

Current Competitors:



Raw Mango



USP:
Modern Indian aesthetics
Fusion of traditional & contemporary

Market Position:
Premium niche market

Price Range:
5,000 – 1,00,000+

Target Audience:
Urban, affluent women who appreciate
traditional Indian aesthetics &
contemporary design

Theme:
Celebrates Indian heritage
and Modernizing traditional textiles

Key Features:
Handwoven textiles
Intricate embroidery, Bold colors,
Sustainable practices

Brand Voice:
Elegant, Sophisticated
Authentic, Artistic

Strength:
Strong brand identity,
High-quality fabrics, Innovative designs,
Celebrity endorsements

Weakness:
Limited availability,
Higher price point



Handwoven Textiles



Authentic & Sophisticated



*Fusion of traditional &
contemporary designs*

Suta



USP:
Everyday luxury
Accessible designer wear

Market Position:
Mid-premium, Masstige market

Price Range:
2,500 – 50,000

Target Audience:
Modern, urban women who seek effortless luxury & contemporary Indian fashion.

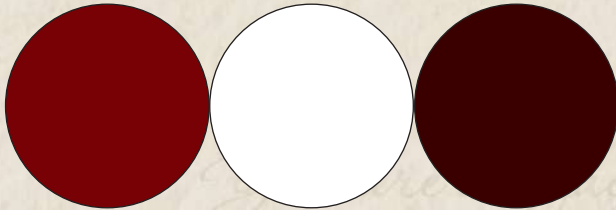
Theme:
Effortless luxury
Contemporary Indian wear with a focus on quality fabrics & clean lines

Key Features:
Sustainable fabrics
Versatile styles Contemporary silhouettes,
Affordable pricing

Brand Voice:
Casual, Modern, Relatable

Strength:
Affordable luxury
Wide range of products
Strong online presence
Efficient customer service

Weakness:
Limited offline presence
Potential for quality inconsistencies



*Affordable contemporary
Indian Fashion*



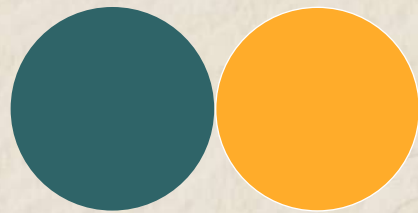
*Quality Fabrics &
Clean Lines*



Everyday luxury

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Banarasi Baithak



USP:
Timeless elegance
Authentic Banarasi weaves

Market Position:
Premium Niche market

Price Range:
10,000+

Target Audience:
Affluent women who appreciate
traditional Indian textiles
and craftsmanship

Theme:
Luxury in tradition

Key Features:
Pure silk fabrics, Intricate zari work
Traditional motifs, Bespoke tailoring

Brand Voice:
Traditional, Opulent, Exclusive

Strength:
Authentic Banarasi silk,
Rich heritage, Skilled artisanship

Weakness:
Limited product range, Traditional designs,
Potential for modernization

Timeless Elegance



*Skilled craftsmanship
Bespoke Tailoring*

Luxury in Tradition



This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

Fab India



USP:
Ethical and sustainable fashion
Handcrafted products

Market Position:
Premium ethnic wear & home decor

Price Range:
15,000 – 40,000

Target Audience:
Urban, affluent consumers seeking sustainable, high-quality products

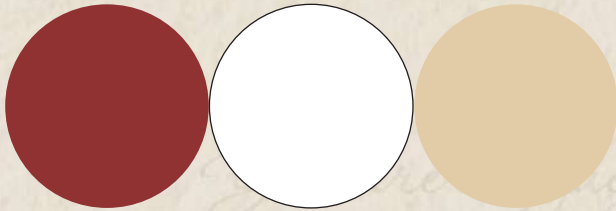
Theme:
Heritage, Natural and organic

Key Features:
Natural fabrics, handcrafted products, fusion of traditional & contemporary designs

Brand Voice:
Friendly, Community Focused

Strength:
Strong brand recognition,
Wide product range, Extensive retail network,
Strong supply chain

Weakness:
Inconsistent Quality



Urban Sophistication
and Elegance



Sustainable Fashion



Fusion Designs

Taneria



USP:
Sustainable luxury handcrafted textiles, Minimalist aesthetic

Market Position:
Niche luxury brand

Price Range:
20,000 - 1,00,000+

Target Audience:
Discerning consumers seeking unique, high-quality, and sustainable fashion

Theme:
Timeless elegance, Sustainability

Key Features:
Handwoven textiles, Minimalist designs, Natural dyes

Brand Voice:
Minimalistic, Sophisticated, Exclusive



Minimalist Designs & Natural Dyes



Handwoven Textiles



Focus on handloom and sustainable textiles

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Kankatala



USP:
Curated collection, Family
legacy
Personalized service

Market Position:
Established luxury brand

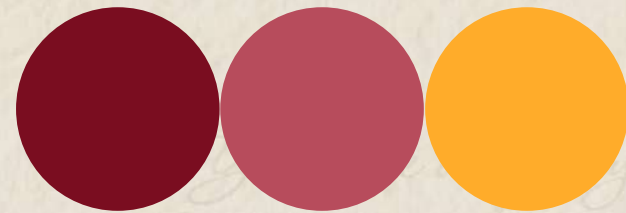
Price Range:
25,000 - 2,90,000+

Target Audience:
Affluent women who appreciate
fine textiles & traditional Indian
attire

Theme:
Celebrating the rich heritage
of Indian textiles

Key Features:
Wide range of styles from
various regions (Kanchipuram,
Patola, Banarasi, etc.) Intricate
craftsmanship, Heritage rich

Brand Voice:
Family, Authentic, Timeless, Luxurious



This is a gift for her, who has carried

Family Legacy



Authentic Luxury



*Celebrating the rich heritage
of Indian craftsmanship*

This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

Torani



USP:
Exquisite craftsmanship
& attention to detail

Market Position:
Niche luxury brand

Price Range:
15,000–2,00,000

Target Audience:
High-income earning
women seeking exclusive &
handcrafted designs

Theme:
Traditional Indian heritage
with
a contemporary twist

Key Features:
Intricate embroidery, rich
fabrics, and bespoke designs

Brand Voice:
Elegant, sophisticated, &
timeless



Intricate Embroidery

Rich Fabrics

Bespoke Designs

Anita Dongre



USP:
Blend of traditional Indian aesthetics with contemporary designs

Market Position:
Premium designer brand with a wider appeal

Price Range:
20,000–4,00,000

Target Audience:
Fashion-forward women who appreciate traditional designs with a modern twist

Theme:
Fusion of Indian heritage with global trends

Key Features:
Vibrant colors, flowy silhouettes, and intricate details

Brand Voice:
Modern, feminine, & empowering

Strength:
Strong brand recognition and a wide range of products

Weakness:
Can be perceived as more expensive than other designer brands



Ritu Kumar



USP:
Promoting elegance, heritage, and luxury

Market Position:
Premium luxury ethnic wear brand

Price Range:
5,000-2,00,000+

Target Audience:
Mature, sophisticated women who appreciate tradition and luxury

Theme:
Traditional Indian heritage with a modern twist

Key Features:
Intricate embroidery, fine fabrics, and classic silhouettes

Brand Voice:
Elegant, sophisticated

Strength:
Strong brand recognition, Wide range of products

Weakness:
Traditional designs may not appeal to younger generation

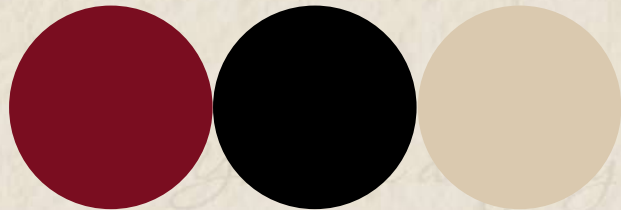


Heritage & Regalia

Elegant, Sophisticated

Classic silhouettes

Masaba



USP:
Bold, unconventional designs, vibrant colors, & modern aesthetic

Market Position:
Contemporary, modern ethnic wear luxury brand

Price Range:
10,000-1,50,000

Target Audience:
Young, modern, & confident women who embrace individuality

Theme:
Bold, vibrant, and unconventional designs

Key Features:
Daring prints, bright colors, and modern silhouettes

Brand Voice:
Bold, confident, & unconventional

Strength:
Bold and unconventional designs, Innovative marketing strategies

Weakness:
Limited retail presence

Bold and challenging



Bright Colors



Unconventional design prints

Tilfi



USP:
High level of consumer education about the products, Providing direct access to genuine services.

Market Position:
Niche, luxury brand

Price Range:
10,000-2,80,000

Target Audience:
Discerning customers who value quality, craftsmanship & tradition.

Theme:
Preservation & promotion of authentic Banarasi handloom traditions and heritage.

Key Features:
In depth product information, Intricate designs & traditional weaving techniques.

Brand Voice:
Authentic, knowledgeable, & respectful

Strength:
Strong online presence with detailed product information. Commitment to supporting weavers

Weakness:
While increasing, Retail presence is still smaller then some competitors, dependence upon the traditional craftsmanship can lead to longer production times.



Trends

Industry & Sarees

Dominant

Fusion Wear:

Seamless integration of contemporary fabrics and styles with classic Indian silhouettes

Sustainable and Eco-Conscious Fashion:

Brands are increasingly utilizing traditional handloom techniques, ethical sourcing practices, and eco-friendly fabrics.

E-commerce and digitalization:

Online shopping provides more variety in brands and styles to cater to diverse tastes and various alternate preferences.

Celebrity influence:

Their fashion sense often inspires customers and creates demand for specific brands and styles.

Comfort and Versatility:

As a result, ethnic wear companies are creating clothing that is comfortable and versatile enough to be worn in any environment.

Emerging

Customization and Personalization:

Companies are offering customization options, such as bespoke styles and customized embroidery.

Diversity and Inclusivity:

By offering a wider range of sizes and styles to accommodate more consumers, ethnic clothing brands are becoming more inclusive.

Experiential Retail:

Companies are developing immersive retail environments that highlight their history and craftsmanship in an effort to improve the shopping experience. These areas frequently offer customized styling services, cultural performances, and interactive features.

Metaverse and Virtual Fashion:

New opportunities for ethnic clothing are being created by the incorporation of technology. Digital avatars, augmented reality try-ons, and virtual fashion shows are becoming more and more popular because they provide engaging and interactive experiences.

Macro

Enduring Elegance:

Sarees have maintained their position as a symbol of grace and sophistication, transcending generations & cultural boundaries.

Regional Heritage:

The rich tapestry of Indian culture is reflected in the diverse regional styles of sarees, each with unique weaves, motifs, & draping techniques.

Evolution of Fabrics:

From traditional silks and cottons to modern blends and innovative materials, the saree has adapted to changing times & preferences.

Fusion and Innovation:

Contemporary designers have infused sarees with modern aesthetics, blending traditional elements with contemporary silhouettes and draping styles.

Micro

Sustainable Sarees:

Increasing awareness of environmental issues has led to a rise in demand for eco-friendly & sustainable sarees, crafted from natural fibers.

Digital Sarees:

The emergence of digital printing technology has revolutionized saree designs, allowing for intricate patterns & vibrant colors difficult to achieve.

Pre-Draped Sarees:

These ready-to-wear options offer a convenient alternative for those who may not be familiar with traditional draping techniques.

Saree Fusion Wear:

Experimenting with different blouse designs, pairing sarees with unconventional accessories, & exploring unique draping styles have given rise to a new wave of saree fusion wear.

Revival of Vintage Styles:

A renewed interest in vintage and heritage sarees has led to a resurgence of classic styles & techniques, reinterpreted for modern audience.

Over time

Ancient India:

Simple, unstitched garments made of cotton or linen were worn by women during the great Indus Valley Civilization.

Medieval India:

Sarees became more elaborate, with intricate weaves, embellishments, & regional variations.

Colonial Era:

Western influences led to changes in saree designs & draping styles.

Post-Independence:

Sarees continued to evolve, reflecting the changing social & cultural landscape of India. Adapting more of simple designs.

Modern Era:

Contemporary designers have reimaged the saree for a global audience, blending tradition with innovation.

Direct Competitors:

Suta: Known for its contemporary take on traditional Indian wear, including Banarasi sarees.

Raw Mango: Focuses on handwoven textiles and offers a range of sarees, including Banarasi.

Banarasi Baithak: Specializes in authentic Banarasi sarees.

Indirect Competitors:

Fabindia: Offers a wide range of Indian ethnic wear, including sarees, but with a broader focus on everyday wear and a more affordable price point.

Taneria: Primarily known for leather goods, but also offers a limited selection of Indian clothing.

Kankatala: Focuses on handloom textiles & offers a variety of products beyond sarees, such as kurtas & home decor.

Torani: Specializes in Indo-Western fusion wear, with a focus on contemporary designs.

Anita Dongre: Offers a wide range of Indian ethnic wear, including sarees, but with a focus on luxury and bridal wear.

Ritu Kumar: A well-established brand known for its elegant and sophisticated Indian wear, including sarees.

Masaba: Known for its bold prints and contemporary designs, with a focus on ready-to-wear clothing.

Business Landscape:

Market Trends

- Rising demand for handcrafted, sustainable, and heritage textiles.
- Growth in wedding, festive, and heirloom fashion.
- Increasing global interest in Indian craftsmanship.

Location

- Pune-based studio catering to HNWLs, wedding shoppers, & heritage lovers.
- Expanding via online channels and global exhibitions.

Revenue Streams

- Bespoke designs, retail sales, bridal wear, collaborations, and e-commerce

Customer Behavior

- Prefers heritage-rich, meticulously handcrafted, and exclusive pieces.
- High spending on wedding and heirloom fashion

Challenges

- High competition in the luxury ethnic wear segment.
- Scaling handcrafted production while maintaining exclusivity.
- Expanding global reach without compromising authenticity.

Business Analysis:

Industry Forces

- **Intense Competition:** Competes against heritage luxury brands (Torani, Anita Dongre) & new digital first labels.
- **Dependence on Skilled Labor:** Is dependent on master craftsmen, with issues of artisanal migration & skill retention.
- **Supply Chain Restraints:** Inability to access adequate supplies of quality raw materials & handwoven textiles.

Macroeconomic Forces

- **Luxury Market Growth:** India’s luxury fashion market is expanding rapidly, driven by rising disposable income.
- **Global Recession Risks:** Economic slowdowns may impact high-end consumer spending.
- **Government Policies:** Initiatives supporting handloom & textile industries can aid growth with regulatory challenges.

Key Trends

- **Heritage Revival:** Surge in demand for handcrafted, artisanal textiles as consumers value cultural authenticity.
- **Sustainable Fashion:** Shift toward eco-friendly, slow fashion, influencing material sourcing and production methods.
- **Digital Disruption:** Increasing use of e-commerce, social media, & virtual showcases to reach global audience

Market Forces

- **Changing Consumer Preferences:** Customers seek exclusive, story-driven fashion, blending tradition with modernity.
- **Premium Pricing Challenge:** The brand caters to a niche, high-spending audience, requiring strategic positioning.
- **Global Demand for Indian Textiles:** Interest from NRIs & international buyers creates an global expansion opportunity

Pain points:

High Competition

- Competes with top luxury heritage brands.
- Rising digital-first competitors.
- Needs stronger brand differentiation.

Scalability Challenges

- Hard to expand while maintaining exclusivity.
- Limited skilled artisans affect production.
- Risk of over-commercialization.

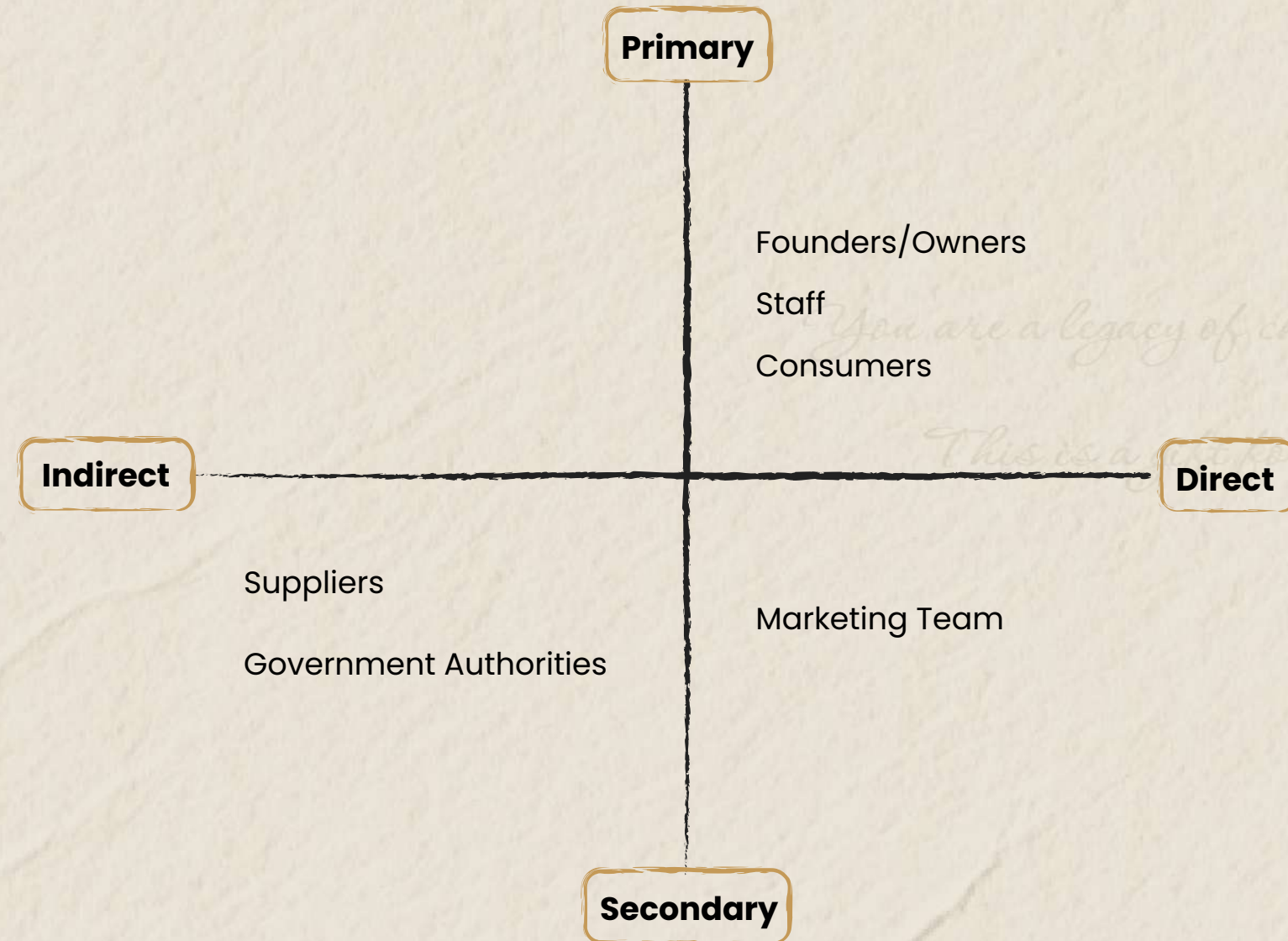
Artisan Dependence

- Declining weaver population.
- Migration to other industries.
- Time-intensive, costly handmade production.

Limited Digital Presence

- Needs stronger e-commerce and marketing.
- Over-reliance on physical retail.
- Difficult to showcase craftsmanship online.

Stakeholder Mapping



Perceptual Mapping



This is a letter of womanhood, a drape of love that has been passed on from generations to the present, from us to you.

Who are we here?

1. Women that have been wearing sari for years and want to collect and gift more to others.

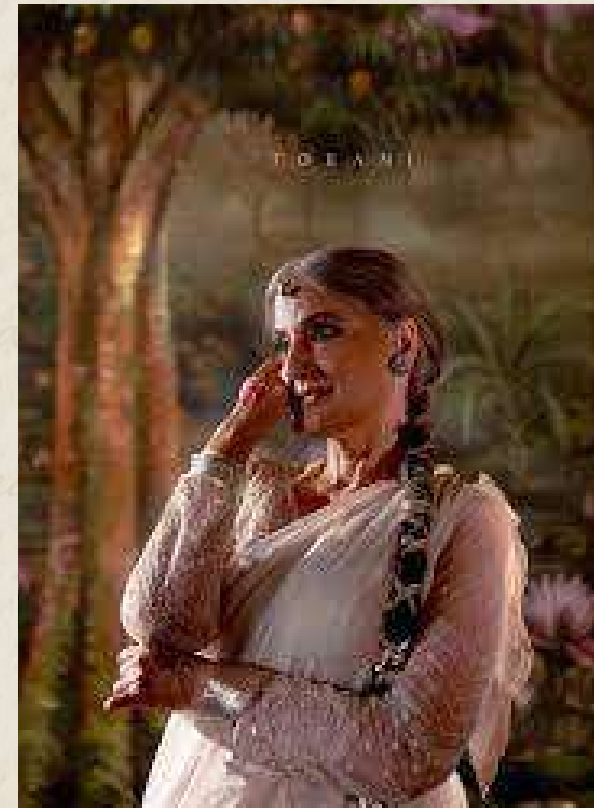
She seeks not just beauty, but the enduring legacy of craftsmanship, to cherish & bestow upon generations. Her eye recognizes quality, & her heart desires to share the timeless elegance of a sari.

2. Women about to get married

Capturing the joy of new beginnings, our sarees are designed for brides radiating elegance and tradition. Celebrate your special day with timeless pieces that will be cherished for generations.

3. Women about to wear sari for the first time

Newly embracing cultural elegance, these women seek a blend of tradition and modern comfort for their inaugural sari experience. They value guidance and accessible styles that make them feel confident and beautiful.



This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

Interpretations of love:

- Strong affection for another arising out of kinship or personal ties
- Affection based on admiration, benevolence, or common interests
- An assurance of affection
- Attraction based on desire : affection and tenderness felt by lovers
- Warm attachment, enthusiasm, or devotion
- Unselfish loyal and benevolent concern for the good of another

*Love is a subjective concept

Interpretation of Prem:

Prem is a Sanskrit word for “love.” More specifically, it refers to pure, unconditional love which is completely selfless, it also has honor and devotion. Throughout Indian history, the name Prem has found its place in various literary works, religious texts, and poetry, often portraying it as a profound and everlasting emotion that transcends boundaries. In modern-day usage, the name Prem continues to be embraced by individuals across different cultures, albeit with its Indian roots remaining intact.

It is a name that exudes warmth, tenderness, and compassion. People who bear the name Prem are often associated with their caring and affectionate nature, epitomizing the essence of love in its purest form. In a world where love and compassion are highly valued, the name Prem serves as a reminder of the profound impact of love and its ability to nurture the human spirit. With its rich history and meaningful associations, the name Prem remains a timeless expression of love, cherished by both individuals and communities alike.

1. What is your name?

2. What is your age?

12. How frequently do you wear a saree? (In a year/In a month)

11. What’s the minimum–maximum price range you buy sarees (For yourself or for gifting too)?

9. Where do you buy sarees from?

10. What’s the reason you buy them online/offline?

8. Can a saree be a prempatra symbol of love? If yes it’ll be great if you can explain in one or two lines.

7. If you were given the chance to write a love letter to an independent and progressive woman from the 1950s, what would you tell her?

3. What is your perception of love? (It can be for anyone your partner, friend, towards culture)

4. When you hear about a brand called Prempatra, what services/products do you think it offers?

5. What do you think can be a Prempatra other than a letter or a message (like love language)?

6. What do you think were the symbols or perceptions of love during the 1950s in India?

Questionnaire for Target Audience

Insights from Interviews:

Interviewees – Women from Age group: 18-55
Location: Pan India
Interviews collected – 40

Perceptions of love:

Love is a complex term that includes friendship, family affection, and self-love alongside romantic love.

- **Focus on Empathy and Understanding:** Most interviewees emphasized mutual respect, empathy, and understanding as the key elements of loving relationships.

- **More Than Love:** Love is most often seen in daily support, small acts of kindness, and shared experiences instead of grand gestures.

- **Contemporary Views:** Individuality, personal development, and respect for one another among partners are becoming increasingly vital.

- **Contemporary Views:** There's an increasing focus on individuality, personal growth, and mutual respect in relationships.



Expressions of love:

- **Shifting from Traditional to Modern:**

While traditional expressions like letters and gifts remain relevant, modern expressions include acts of service, shared experiences, and personalized gestures.

- **Experiential Gifts:**

Experiences like travel, cooking together, and attending events are increasingly valued as meaningful expressions of love.

- **The Power of Gestures:**

Small gestures like remembering preferences, offering support, and spending quality time are seen as powerful ways to express love.

Saree as a symbol of love:

- **Mixed Perspectives:**

While some interviewees view the saree as a symbol of love, representing heritage, elegance, and cherished memories, others do not necessarily associate it directly with romantic love but rather consider it as a symbol of womanhood.

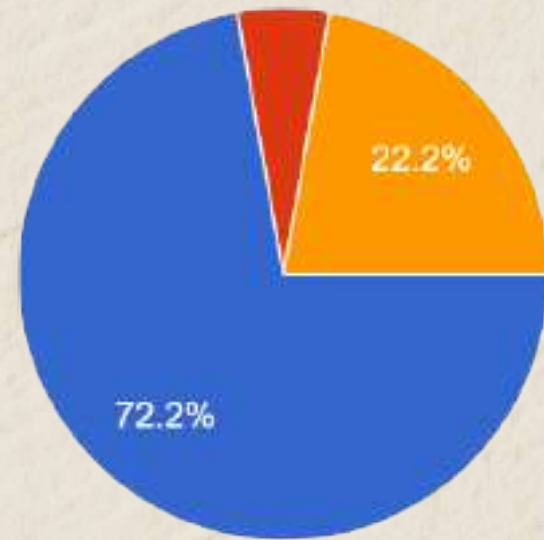
- **Empowerment and Self-Love:**

For many, the saree symbolizes womanhood, empowerment, and personal style, reflecting individual preferences and celebrating cultural heritage.



This is a letter of womanhood, a drape of love that has been passed on from generations to the present, from us to you.

Shopping Preferences:



- From stores/offline
- Online websites
- Both

- **Offline:**

The majority of interviewees prefer offline shopping for sarees, emphasizing the importance of touch, feel, and the personal experience of trying on different styles.

- **Value of Personal Interaction:**

Customers highly value the ability to interact with store staff, get personalized recommendations, and experience the drape and feel of the fabric firsthand.

- **Online as Inspiration:**

Online platforms are primarily used for inspiration and research, with the final purchase often made offline

Key Observations:

- **Respect for Heritage:**

There is a high respect for heritage crafts and the cultural value of the saree, with numerous interviewees having a wish to patronize local artisans.

- **Increasing Consciousness of Self-Worth:**

The interviewees have a high consciousness of self-worth and a need to assert their individuality through their decisions, including the sarees they choose to wear.

- **Changing Role of Women:**

The interviews indicate an increasing consciousness of women's empowerment and their evolving roles in society.



Key Insights for Brand:

A saree is gifted or passed on from one woman to another(her daughter or Daughter-in-law during marriage)

Saree is seen as an aspirational heirloom as, a grandmother, mother, or an aunt wears it and the youngest lady of the house/grand-daughter dreams to wear that drape of legacy and love.

A saree is never out of fashion it is multi-use apparel and is also a memorabilia for a woman.

Love is seen as verbal/nonverbal/materialistic/little things/care/beauty/praises/individuality/dignity/respect.

A saree represents this all differently for everyone.



This is a letter of womanhood, a drapery of love that has been passed on from generations to the present, from us to you.

Brand Design

- Mind Map
- Moodboard
- Concept/Theme
- Business Model Canvas
- Brand Positioning
- Tone of Voice
- Purpose
- Vision
- Mission

You are a legacy of change, a timeless woman, rooted and the radical, a carnival of familiar and the free.

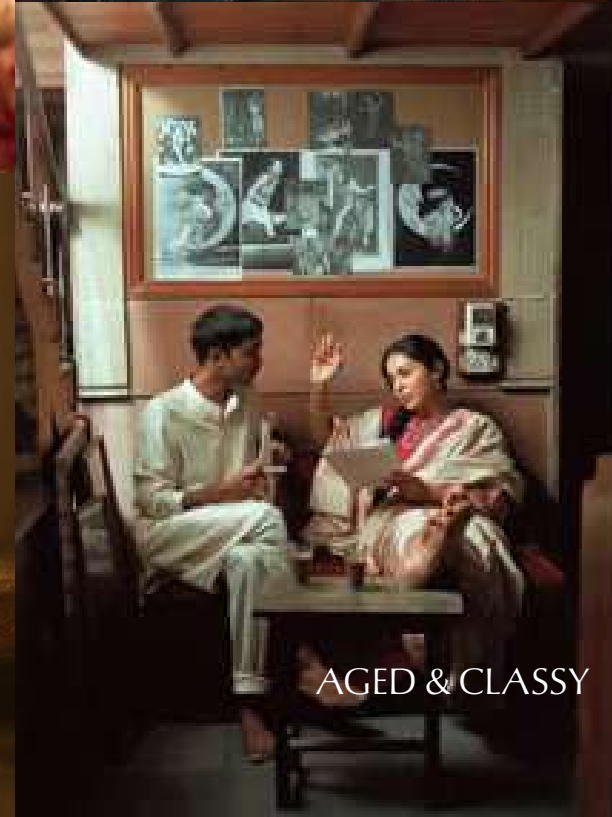
This is a gift for her, who has carried forward the past and lived that legacy with keeping her essence alive.



This is an ode to her who embodies and complements the change. A vibrant letter that carries her own story with love and passion.

MOOD BOARD

LOOK & FEEL



Brand Concept & Theme:

PremPatra selects beautiful Banarasi and Lucknowi sarees created by master craftsmen. Focusing on culture lovers worldwide, the brand provides not just a product, but a romantic, immersive experience that interweaves rich storytelling and heritage.

Through its celebration of the craftsmanship of Indian art, PremPatra imbues the viewer with an immense sense of pride and identification with one's cultural heritage. The brand masterfully unites India's ancient traditions with modern sophistication, recreating the magnificence of Maharajas and Maharanis during a time when Indian royalty merged with British culture during the time of independence.

Independent & Progressive Women of Anglo-Indian Era (1950s)

* The Theme is aligned with the name - Prempatra (according to the client brief)

A Prempatra to culture:

My dear culture,

This is my love letter to you—an ode to your timeless beauty, your vibrant soul, and the quiet strength you carry in every thread of our heritage. You have been my muse, my anchor, and my reminder that tradition, like love, is not meant to be preserved in a glass case but lived boldly, with passion.

I imagine you as a woman from the 1950s, draped in six yards of grace, her laughter rippling through a room as she raises a glass of wine. She is cultured but defiant, elegant yet rebellious—her very existence a celebration of duality. That's who you are to me: a dance between the rooted and the radical, the familiar and the free.

Prem Patra is born from this romance—a desire to bring your stories to life. In the bustling lanes of Banaras, where artisans weave magic into silk, I found your whispers in the clink of looms and the shimmer of zari. These sarees are not just garments; they are love letters too. Letters from artisans to their craft, from generations to the present, and from me to you. In our store, where Anglo-Indian charm mingles with traditional accents, I have created a space for you to breathe, to thrive, to be seen. Here, every saree tells a story of love—whether it's a heartfelt token of self-love or a tribute to the artistry of our roots.

The rare, one-of-a-kind pieces we host are treasures for those who seek the extraordinary, while our more popular creations ensure that everyone can experience and celebrate this timeless romance. You taught me that heritage isn't about looking back; it's about carrying forward. And so, I promise to keep your essence alive—not just in Banarasi weaves but through every artisan we meet, every region we celebrate. Together, we will write a new chapter, one where tradition is approachable, where art is sustainable, and where romance is always in the air.

With love

Business Model Canvas

Revenue Streams

- Direct saree sales (boutique & online)
- Custom orders & limited-edition collections
- Collaborations with designers & stylists
- International exports & NRI clientele

Key Partners

- Master artisans & weavers (Banarasi & Lucknowi)
- Textile suppliers for premium fabrics & natural dyes
- Luxury fashion retailers & concept stores
- E-commerce platforms & logistics providers
- Heritage preservation organizations

Key Resources

- Skilled artisans & weaving clusters
- Premium quality textiles & dyes
- Strong brand storytelling & marketing assets
- Luxury boutique store & online presence

Value Proposition

- Luxury heritage sarees handcrafted by master artisans
- A romantic, immersive experience blending tradition & modernity
- Exclusivity & rarity – heirloom worthy, limited-edition pieces
- Supporting artisan livelihoods & sustainable fashion

Key Activities

- Designing & curating handcrafted sarees
- Collaborating with artisans & maintaining craftsmanship quality
- Brand storytelling & marketing (social media, content, events)
- Managing retail & e-commerce sales
- Expanding into global luxury markets

Customer Relationships

- Personalized shopping experiences (in-store & online)
- Exclusive previews, trunk shows and heritage events
- Bespoke & custom saree orders
- Engaging storytelling through digital content

Cost Structure

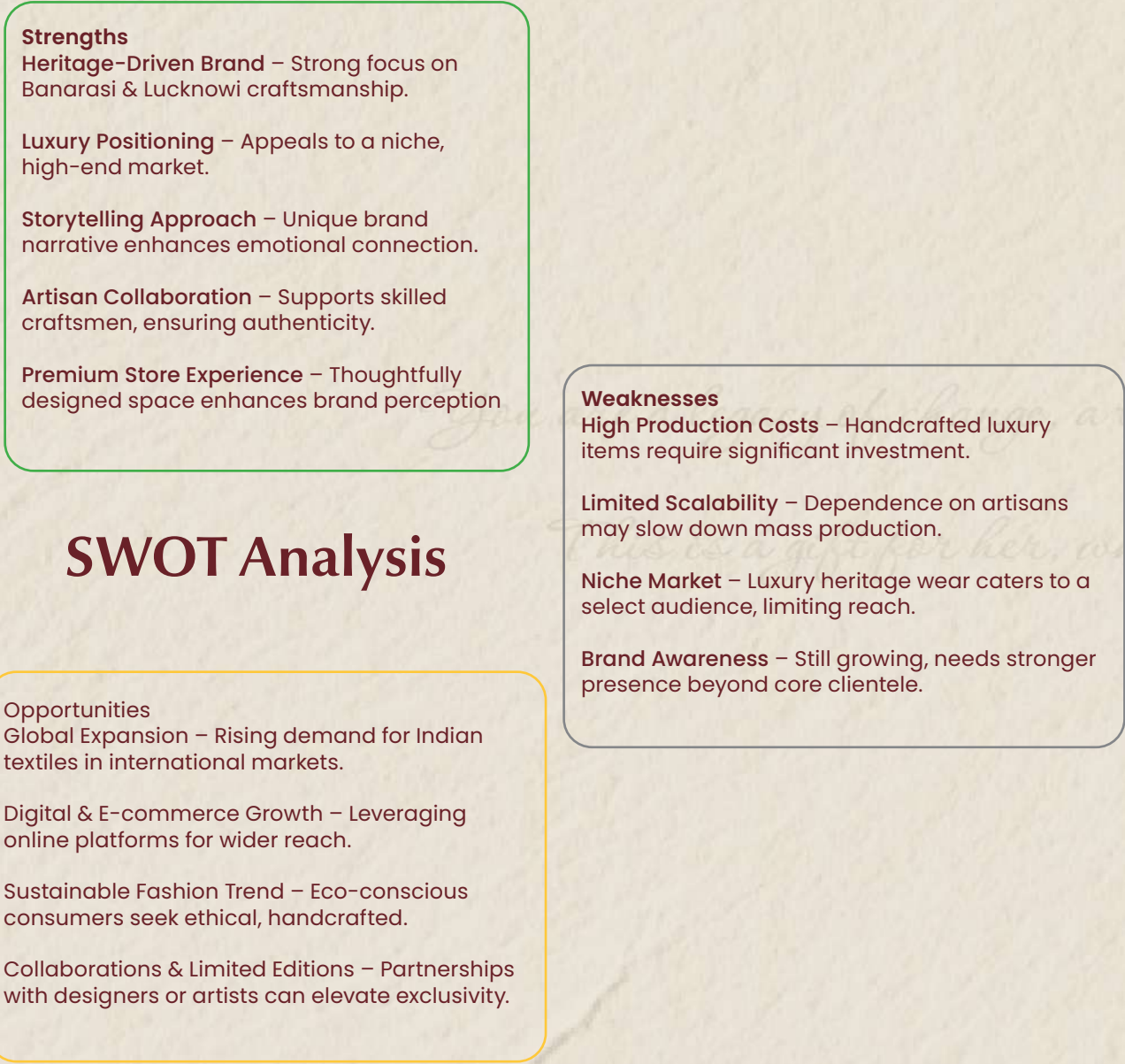
- Artisan wages & fair trade sourcing
- Material procurement (silk, zari, dyes)
- Brand marketing & PR investments
- Retail store operations & logistics
- R&D for design innovation & heritage revival

Customer Segments

- High-net-worth individuals (HNWIs) seeking luxury ethnic wear
- Brides & wedding shoppers looking for handcrafted sarees
- Heritage & culture enthusiasts who value craftsmanship
- Global Indian diaspora wanting a cultural connection

Channels

- Flagship store & pop-ups
- E-commerce website & curated marketplaces
- Social media (Instagram, Pinterest, YouTube)
- Luxury retail collaborations & fashion exhibitions



Market Maturity:

The market for high-end Indian ethnic clothing, especially handcrafted Banarasi and Lucknowi sarees, is still in its infancy but is already established and changing to suit changing consumer tastes. Despite the dominance of legacy brands, demand for handcrafted, sustainable, and heritage-driven items is rising, particularly among wealthy consumers.

people looking to connect culturally, wedding shoppers, and international NRIs. Today’s consumers want experiential luxury, customization, and narrative in addition to sarees, which opens doors for niche brands like PremPatra. PremPatra is able to establish a unique niche by fusing tradition with contemporary sophistication because the industry is mature in craftsmanship but still changing in how tradition is marketed and experienced.

This is a letter of womankind, a drape of love that has been passed on from generations to the present, from us to you.

Brand Positioning:

According to Maslow's hierarchy of needs model, characters of PremPatra primarily fall under level 4 of esteem needs.

Why?

- **Luxury & Exclusivity** – People who seek status, prestige, and knowledge of cultural sophistication are attracted to the brand.

- **Craftsmanship & Heritage** – Customers appreciate the limited edition appeal of the sarees, the artisanal quality, and stories of heritage that accompany them.

- **Social recognition** – PremPatra sarees denote wealth, taste, and respect for India's textile heritage. The secondary alignment is self-actualization (aspirational customers). For some people, they also experience self-actualization through PremPatra, as they feel like they are supporting artisans, preserving culture, and self-expression through fashion. In addition the prestige, these consumers also buy due to the deep, intimate connection to heritage and sustainable fashion.

Final Thought:

Esteem needs (luxury, status, and recognition) define the position. – Aspirational appeal:
Self-Actualization (Purposeful driven luxury, connection to heritage).

Brand Archetype:

PremPatra's Brand Archetype: The Lover

PremPatra embodies The Lover, focusing on romance, beauty, and deep emotional connection to heritage. It sells more than sarees, it offers a sensory and cultural experience, making tradition feel intimate and luxurious.

Supporting Archetype: The Creator

The brand also aligns with The Creator, emphasizing artisanal craftsmanship, storytelling, and the preservation of heritage through design.

Final Positioning:

Primary: The Lover (Elegant, Passionate, Romantic, Exclusive)

Secondary: The Creator (Artistic, Visionary, Heritage-Driven)

You are a legacy of change, a timeless romance, a story that has been passed on from generations to the present, from us to you.

This is a gift for her, who has carried the legacy of her ancestors and passed it on to the next generation, a legacy of family and the future.

This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

Brand Positioning Statement(Explorations & Final):

- A fabric soaked in the hues of elegance
- A souvenir of timeless love
- A classic tale redefined with every fold
- Draped in a legacy, dressed for the future
- Crafted with love in an heirloom of heritage
- A classic tale redefined with every fold
- A classic tale redefined with love
- A classic tale redefined
- Threads that weave stories of passion
- Threads that weave stories of love
- Threads that weave magical stories
- Threads that weave your own story
- A romantic tale of love & legacy
- A Charming Tale of Love & Legacy
- A timeless tale of love & dignity
- A timeless stitch of strength and love
- A timeless stitch of love & glory
- Befriending your roots
- A letter to our roots
- A magical weave of duality
- Enchanting your story
- A weave that enchants your story
- An enchanting tale of grace & glory
- A glory that enchants your story
- A romantic tale of love & legacy
- Where every fold unfolds a story
- Memories you can drape
- Romanticizing with our roots
- Where every thread tells a story
- Crafting timeless stories
- Inheriting a legacy of love
- A fabric that is dyed with colors of love.

Final Postioning Statement:

Romanticizing our Roots

Tone of Voice:

Honoring & Elegantly Contemporary:

Tone: Respectful, refined yet subtly modern.

“At Prem Patra, we celebrate a timeless legacy of Banarasi craftsmanship, presenting sarees that are a reverence to tradition and a testament to contemporary elegance.”

Warm & Intimate:

Tone: Personal, engaging, and emotionally resonant.

“Each saree is a love letter, woven with threads of legacy and heartfelt emotion, designed to be cherished and passed down through generations.”

Purpose:

To foster authentic expressions of womanhood, love & legacy and elevate a rich heritage of craftsmanship.

Vision:

Inspiring women to embrace their individuality and celebrate meaningful connections through the beauty of Indian craftsmanship.

Mission:

To create a collection of exquisite sarees and unique experiences for women that celebrate the art of self-expression, the richness of Indian craftsmanship, and a legacy of love.



This is a letter of womanhood, a drapery of love that has been passed on from generations to the present, from us to you.

Visual Identity

- Color palette explorations & Final Palette
- Logo explorations & Iterations
- Final Logo & Explanation
- Typography Explorations
- Final Typography
- Brand Guidelines

You are a legacy of change, a timeless romance between the traditional and the radical, a carnival of familiar and the free.

This is a gift for her, who has carried forward the past and lived that legacy with keeping her essence alive.

This is an ode to her who embodies and complements the change. A vision of her who will be remembered for

Color Pallete(Exploration & Final)



Vintage & Retro Sepia—like tones, turntables, and vintage radios all harken back to bygone eras.

Cozy & Warm: The warm hues and gentle lighting create a welcoming ambiance.

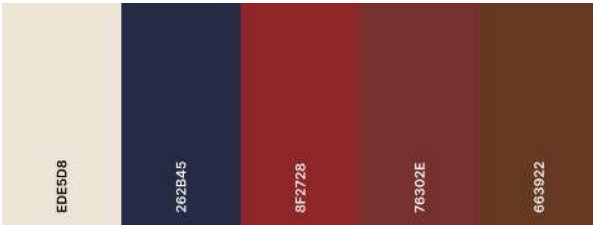
Cultural & Classic: The traditional components and Indian sarees demonstrates a strong cultural influence.



Intellectual & Vintage: The letters and typewriters convey a strong love of literature and the past.

Elegant & Nostalgic: The marigolds, chandelier, and mirror create an opulent yet nostalgic atmosphere.

Warm & Autumnal: The textures and color palette produce a classic, ambiance.



Dramatic Harmony: Lush deep reds, browns, and navy give the space a moody richness, grounded by soft ivory.

Heritage & Indulgence: Influenced by royal Indian architecture, textiles, rustic luxury.

Emotive Textures: Takes cues from shades inherent in silk, wood, and wine—to elicit an emotional, sensual depth.



Balanced Contrast: Deep navy, earthy golds contrast with soft beige, adding both richness and softness.

Vintage Luxe: Evokes timeless luxury—ideal for heritage, storytelling, & elegant gifting.

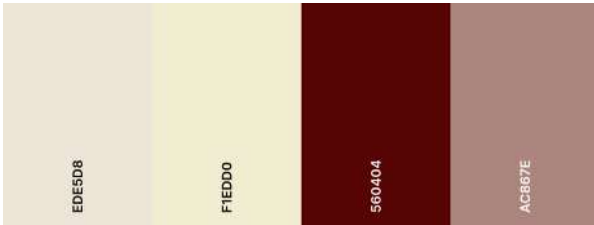
Storytelling Cues: Each hue reflects textures of heirlooms, letters, & fabric, stirring memory and emotional aspect.



Romantic Contrast: Deep maroon and navy add emotion, balanced by soft sand and beige for warmth and nostalgia.

Rooted Elegance: A blend of traditional Indian tones with refined, modern appeal.

Textural Storytelling: Each color echoes tactile elements like silk, paper, and stone—bringing the story to life

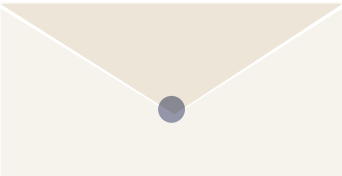


Soft & Intimate: Bold maroon meets blush and ivory, creating quiet emotional warmth.

Cultural Romance: Inspired by Indian textures and architecture, blending heritage with poetic a charm.

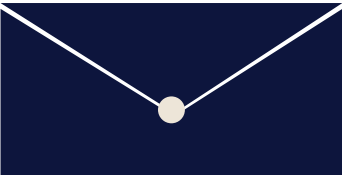
Tactile Nostalgia: Shades echo silk, old books, and rose petals—evoking touch and memory.

Proposed Color Pallete:



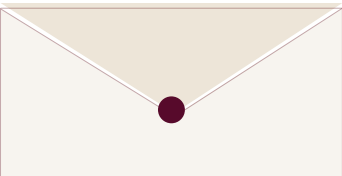
Alabaster
#EDE5D8
Elegance & Luxury

This soft, creamy off-white represents purity, grace, and understated elegance. It provides a beautiful backdrop for the richer colors, highlighting their vibrancy while also conveying a sense of refined luxury & sophistication. A symbol of natural hues of fine silks.



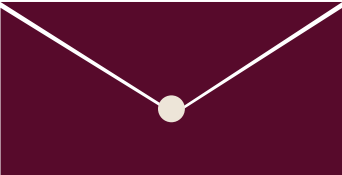
Deep Oxford Blue
#0D153D
Dignity & Timelessness

This deep, saturated shade evokes a sense of timeless tradition and profound sophistication. It represents the dignified heritage and luxurious craftsmanship of the brand’s apparel. In Indian culture, the deep blues and the indigos are often associated with royalty and wisdom.



Lighter Beige
#E3D6C1
Sophistication & Classy

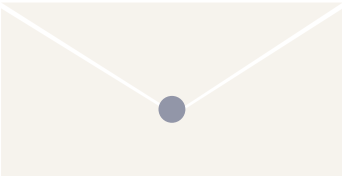
A warm, neutral beige, this color represents stability and understated dignity. It complements other colors, adding depth & a sense of heritage. It also subtly suggests the earthiness and natural origins of the fabrics, connecting to the idea of enduring love & timeless traditions.



Wine
#570A2B
Love & Passion

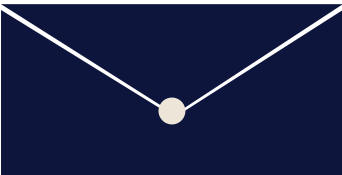
A rich, wine-red hue, this color embodies passion, love, and celebration. It’s a color deeply rooted in Indian culture, often associated with bridal wear and auspicious occasions. It lends an air of elegance and opulence, suggesting the richness of emotions and the beauty of tradition.

Final Color Pallete:



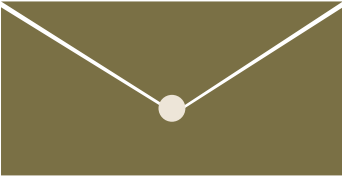
Alabaster
#EDE5D8
Elegance & Luxury

This soft, creamy off-white represents purity, grace, and understated elegance. It provides a beautiful backdrop for the richer colors, highlighting their vibrancy while also conveying a sense of refined luxury & sophistication. A symbol of natural hues of fine silks.



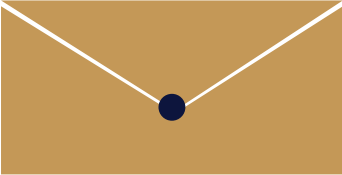
Deep Oxford Blue
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Dignity & Timelessness

This deep, saturated shade evokes a sense of timeless tradition and profound sophistication. It represents the dignified heritage and luxurious craftsmanship of the brand’s apparel. In Indian culture, the deep blues and the indigos are often associated with royalty and wisdom.



Coyote Green
#7A7045
Rooted & Permanence

Symbolizing roots, permanence, and authenticity. As an earth tone, it suggests durability, reliability, and a sense of timelessness. Feels rooted, like something that withstands change and ages in a graceful manner.



Lion Yellow
#C49857
Earthly Luxury & Gifting

A rooted luxury depicting regalia and memorable gifting. The warmness in the yellow invokes the feeling of hospitality and comfort. Think of royal corridors, vintage jewelry, artisanal textures—this color evokes quiet grandeur, perfect for brands or stories that seek to marry culture with class.

* The Pallete is aligned with the theme and chosen during cllient meetings

This is a letter of remembrance, a drop of love that has been passed on from generations to the present, from us to you.

Wordmark Exploration:

Prem Patra Prem Patra
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This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

This is a letter of remembrance, a drop of love that has been passed on from generations to the present, from us to you.

*Prem Patra
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Prempatra

*Prem Patra
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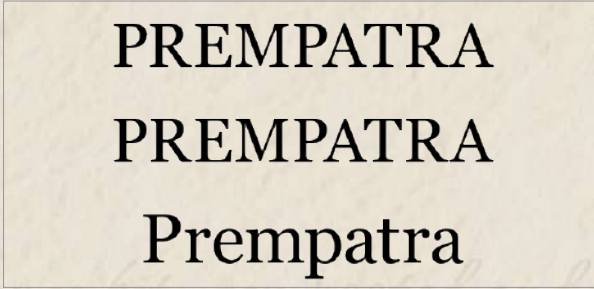
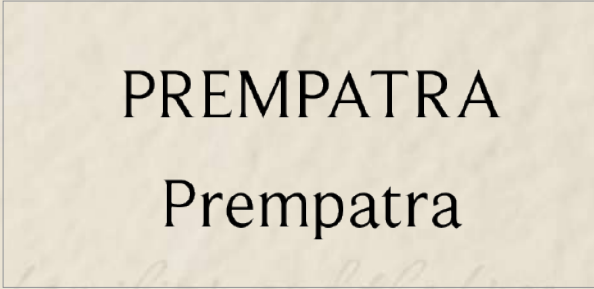
Prem Patra

This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

Lettermark Exploration:



Wordmark Exploration:



This is a letter of womanhood, a drupe of love that has been passed on from generations to the present, from us to you.

Proposed Word/Letter Marks:



A bold expressive mark depicting prempatra with an inking feel.

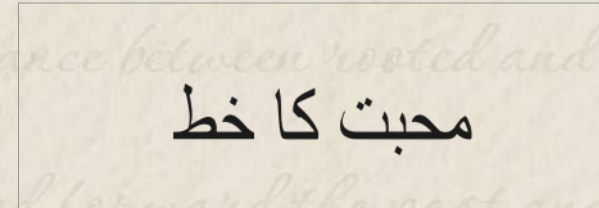
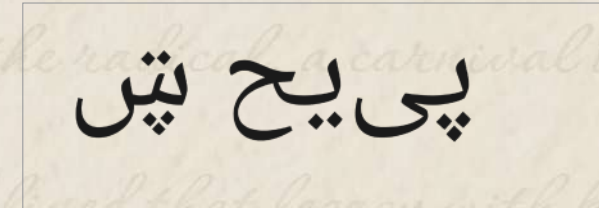
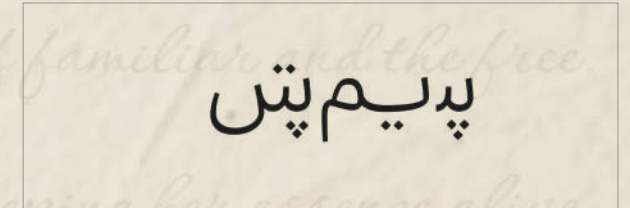
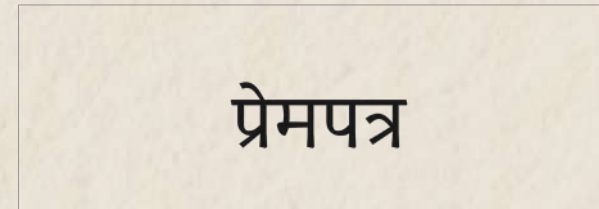
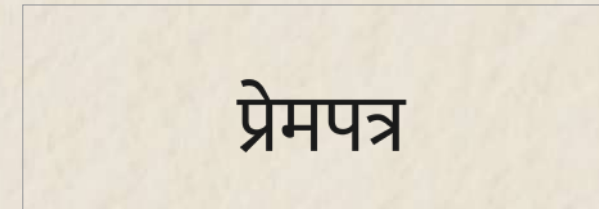
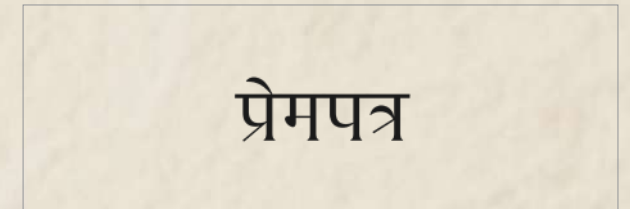


A handwritten script giving a natural feel to the logo and a balanced composition, visually looking like written by a quill.



The font gives the feel of Victorian era and Anglo-Indian typography and aesthetic.

Devanagari & Urdu mark exploration:



This is a letter of womanhood, a drapery of love that has been passed on from generations to the present, from us to you.

Selected Wordmark(Review 1):



Sharp and smaller/shorter serifs can cause readability issues in smaller font sizes.



Unbalanced kerning causing a visual clutter in smaller sizes



Appex looks sharp at smaller point sizes.

Final Wordmark(Review 1):



Smoother and transitional serifs, maintain a visual balance even at smaller sizes

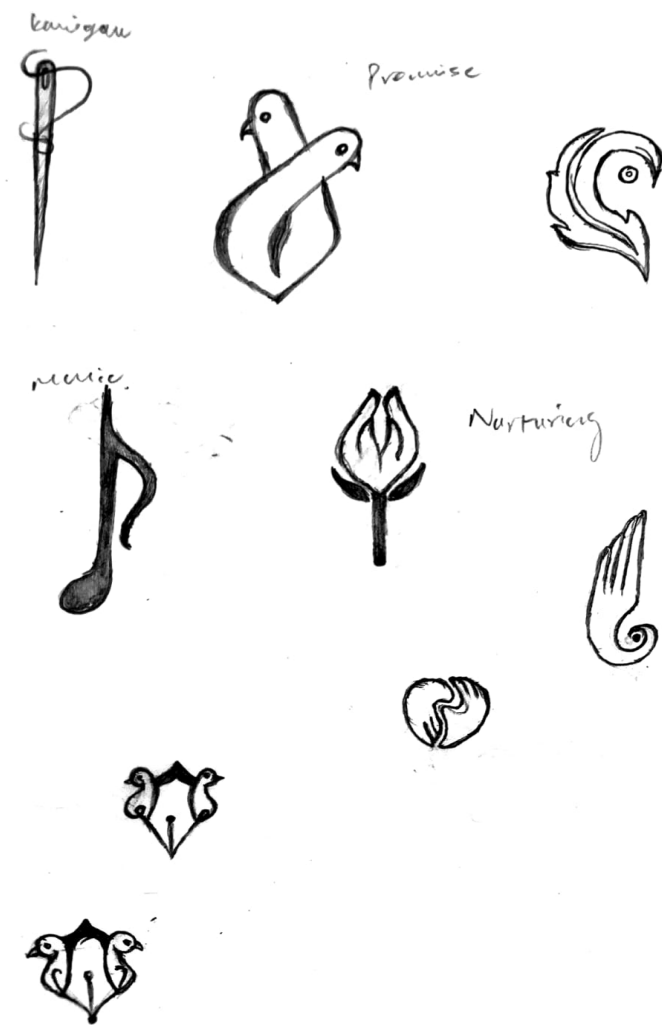
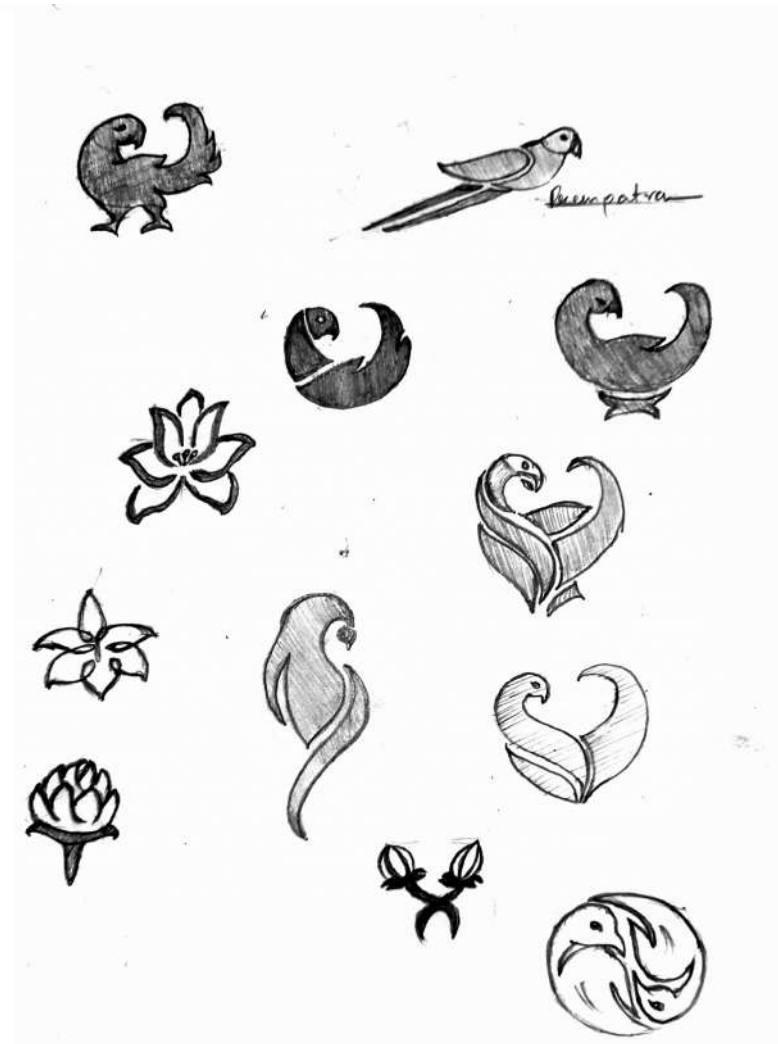
Versatility along both digital & print media platforms

Overall font aligns with the brand theme of anglo-indian/ victorian era.

* The Font is aligned with the theme - Prempatra(according to the client brief)

This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

Icon Exploration:



This is a letter of womanhood, a drupe of love that has been passed on from generations to the present, from us to you.

Proposed Icons:



Prempatra: A quill with a ink pen nib at the end, the main tool for writing a letter during the anglo-indian era.

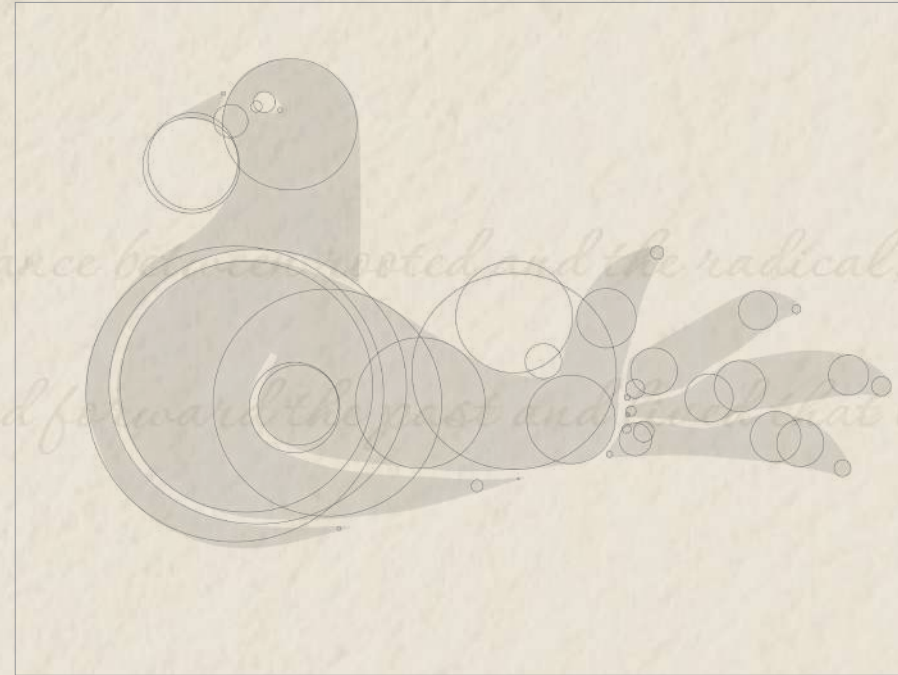


Prempatra: Dove considered a messenger of love carrying a bud of flower(symbol of love and new blooming emotions) in its beak.



Prempatra: A combination mark of the bird and quill, use of negative space to showcase the bird.

Final Icon:



From the Karigars to you, Dove a messenger of love and the hand of a karigar

* The concept of the icon is made by Amirali Nancey (Creative Director – The Placet)

This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

This is a letter of womanhood, a drupe of love that has been passed on from generations to the present, from us to you.

Final Brand Mark & Grid:



This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.



Primary Typeface Exploration :

PREMPATRA Lane No. 10, Prabhat Rd, opp. Punjab National Bank, Pune, Maharashtra	PREMPATRA Lane No. 10, Prabhat Rd, opp. Punjab National Bank, Pune, Maharashtra	PREMPATRA Lane No. 10, Prabhat Rd, opp. Punjab National Bank, Pune, Maharashtra
PREMPATRA Lane No. 10, Prabhat Rd, opp. Punjab National Bank, Pune, Maharashtra	PREMPATRA Lane No. 10, Prabhat Rd, opp. Punjab National Bank, Pune, Maharashtra	PREMPATRA Lane No. 10, Prabhat Rd, opp. Punjab National Bank, Pune, Maharashtra
PREMPATRA Lane No. 10, Prabhat Rd, opp. Punjab National Bank, Pune, Maharashtra	PREMPATRA Lane No. 10, Prabhat Rd, opp. Punjab National Bank, Pune, Maharashtra	PREMPATRA Lane No. 10, Prabhat Rd, opp. Punjab National Bank, Pune, Maharashtra

Primary Typeface:

Georgia Pro Family

Pr

Features:

Weights: 20
Languages: 31
Foundry: Carter & Cone

About:

Designed by Carter & Cone, a timeless typeface designed for versatile mediums including print, branding, promotional etc. The transitional and smooth serifs maintain a visual balance even at smaller sizes.

Utilised weights:

Georgia Pro Regular
Georgia Pro Italic
Georgia Pro Light
Georgia Pro Semibold

Overview:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Secondary Typeface Exploration :

PREMPATRA

Lane No. 10, Prabhat Rd,
opp. Punjab National Bank,
Pune, Maharashtra

PREMPATRA

Lane No. 10, Prabhat Rd,
opp. Punjab National Bank,
Pune, Maharashtra

PREMPATRA

Lane No. 10, Prabhat Rd,
opp. Punjab National Bank,
Pune, Maharashtra

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Lane No. 10, Prabhat Rd,
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opp. Punjab National Bank,
Pune, Maharashtra

PREMPATRA

Lane No. 10, Prabhat Rd,
opp. Punjab National Bank,
Pune, Maharashtra

Secondary Typeface:

Domaine Sans

Pr

Features:

Weights: 16
Languages: Multilingual
Foundry: Klim Type

About:

Sans-serif typeface family designed by Kris Sowersby. The design began as a version of Domaine Text with the serifs chopped off, but has evolved into its own unique family. It's available in three optical sizes: Domaine Sans Text is sturdy and robust which makes it flourish at small sizes.

Utilised weights:

Domaine Sans Text

Overview:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

This is a letter of womanhood, a drupe of love that has been passed on from generations to the present, from us to you.

Brand Guidelines - Prempatra

Our visual identity is bold, transitional(A dance between rooted & radical) and elegant. It is derived from the form of a dove which is considered a messenger of love and is integrated with the hand of a karigar/craftsman which builds up the narrative as a letter from the karigars to you.

The main ingredients of our guidelines consists, the brrandmark, the typeface, the brand messaging, color pallet, the logo placement and its usage.

These elements help us create an identity that defines authentic expressions of womanhood, love & legacy and elevate a rich heritage of craftsmanship.

Overview

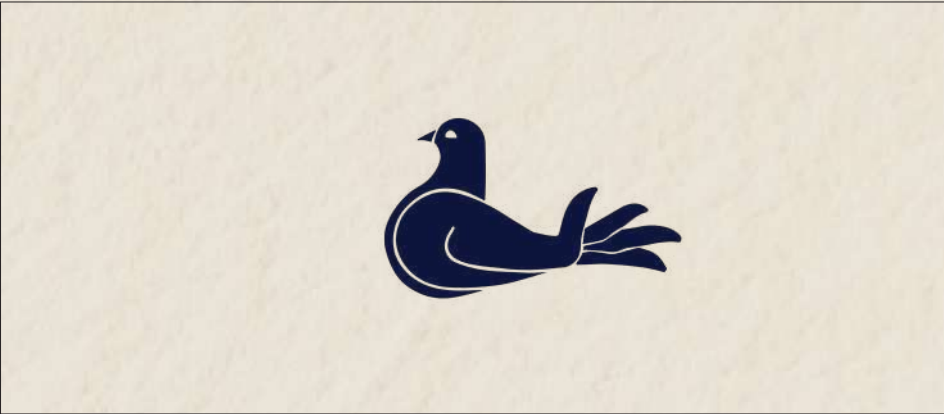
Our brand identity consists of a combination mark and a brand icon.

These brand marks are never used in isolation unless as specified in this mannual or agreed via written consent by the brand management team.

Prempatra brand icon must be only utilised in exceptional circumstances. For example when their is not enough space for the combination mark or an unconventional scale print format or if the combination mark does not fits well in the creative or collaterals.



Combination Mark



Brand Mark/Icon

This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

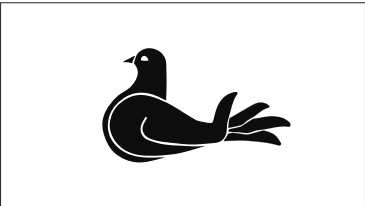
Variations:



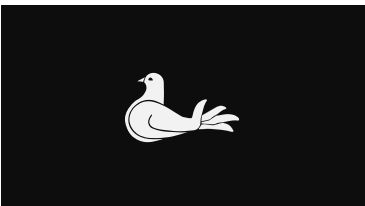
Full Colour



Full Colour Reverse



Gray scale



Gray scale reverse

Standard size:

For accurate reproduction of the brandmark, refer to the sizes specified in this guideline.

To ensure reproduction quality, please carry out a print test whenever necessary.

Any smaller size than specified in this guideline should not be used otherwise stated for specific medium.

Always use the brandmark provided, do not attempt to recreate or redesign the brandmark.

Minimum standard size for combination mark



Minimum standard size for brand mark



Logo Misuse:

Below are the examples of the incorrect use of the brandmark, that have to be considered at all times



Do not the strech and distort the logo.



Do not add any gradient to the logo.



Do not change the alignment of the logo.



Maintain the color pallete, do not change.



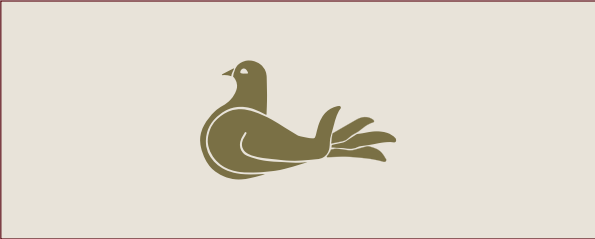
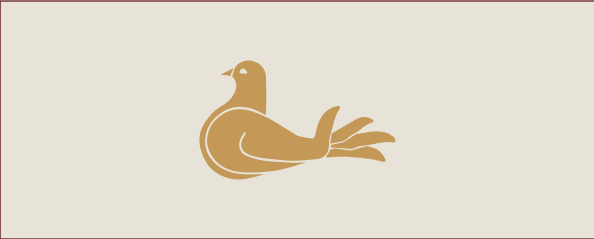
Icon placement should be maintained.



Do not add unnecessary textures/effects.

Color Usage:







Primary Typeface:

Georgia Pro Family

Features:

Weights: 20
Languages: 31
Foundry: Carter & Cone

About:

Designed by Carter & Cone, a timeless typeface designed for versatile mediums including print, branding, promotional etc. The transitional and smooth serifs maintain a visual balance even at smaller sizes.

Secondary Typeface:

Domaine Sans

Features:

Weights: 16
Languages: Multilingual
Foundry: Klim Type

About:

Sans-serif typeface family designed by Kris Sowersby. The design began as a version of Domaine Text with the serifs chopped off, but has evolved into its own unique family. It's available in three optical sizes: Domaine Sans Text is sturdy and robust which makes it flourish at small sizes.

Pr

Utilised weights:

Georgia Pro Regular
Georgia Pro Italic
Georgia Pro Light
Georgia Pro Semibold

Overview:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Utilised weights:

Domaine Sans Text

Overview:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Brand Messaging Tone:

- **Elegant** – Refined and sophisticated, reflecting the luxury and craftsmanship of the brand.
- **Romantic** – Evokes deep emotion, nostalgia, and a sense of timeless beauty.
- **Cultural** – Rich in heritage, storytelling, and historical references.
- **Exclusive** – Speaks to a discerning audience with an appreciation for rarity and artistry.
- **Warm & Personal** – Creates an intimate connection, as if addressing a connoisseur of culture.
- **Poetic** – Uses lyrical language to enhance the storytelling of sarees and their legacy.
- **Authentic** – Rooted in sincerity, celebrating craftsmanship and tradition with integrity.
- **Aspirational** – Inspires customers to embrace heritage while embodying contemporary sophistication.

For Example:

“This is an ode to her who embodies and compliments the change.
A vibrant soul who weaves her own story with love and finesse.”

“ये एक कहानी है, जिसे बनारस की खुशाल गलीयारो में, करीगरो के कुशल हातो ने बुना है । “

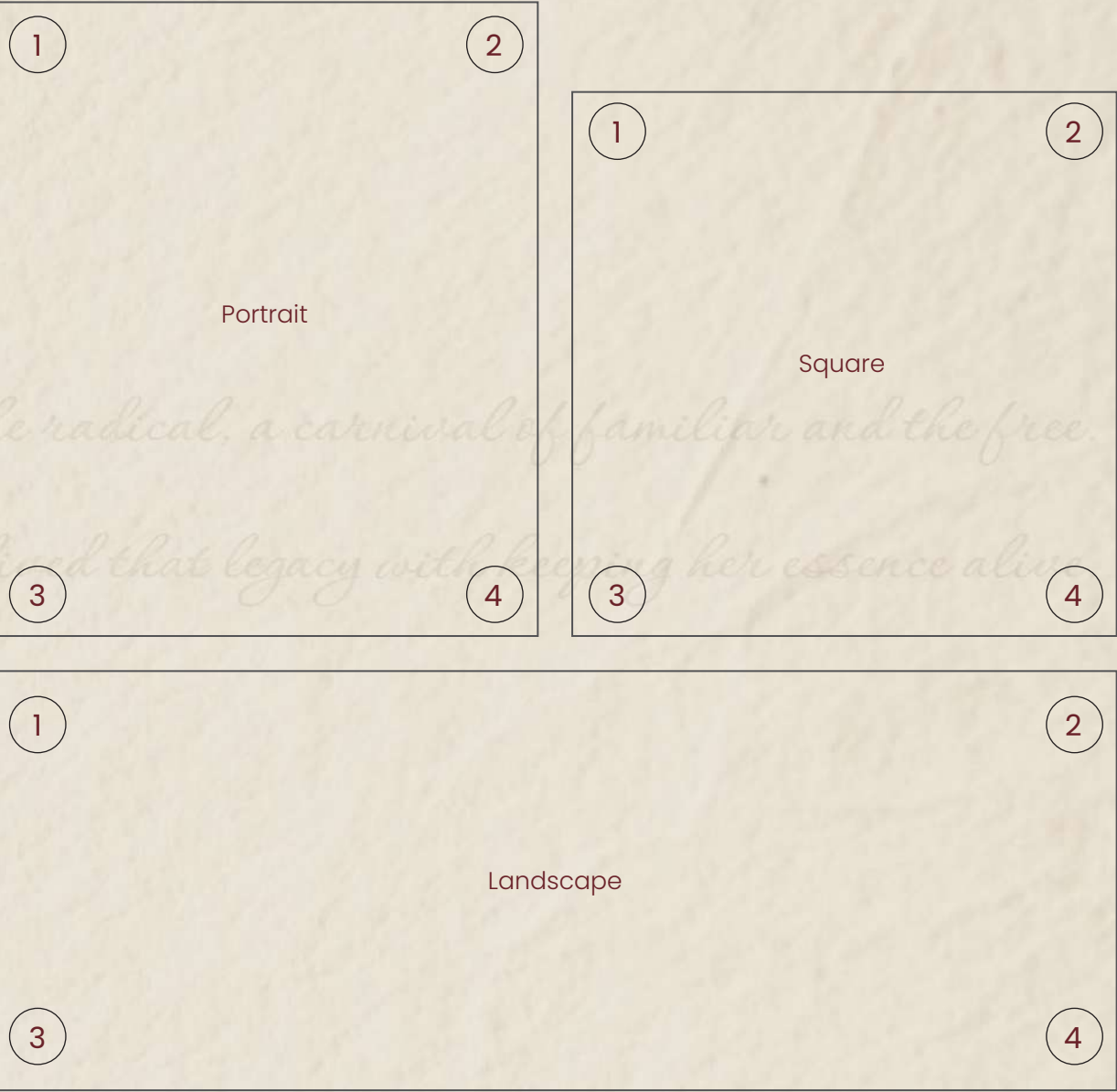
Logo Placement:

Positioning

Regardless of communication size or dimension, the logo can be placed in four locations, this keeps placement of the logo simple and consistent, while allowing enough flexibility to adapt our dynamic graphic system. Please keep in mind the logo exclusion zone while placing the logos in the corners.

In no particular order the options are:

1. Top left corner
2. Top right corner
3. Bottom left corner
4. Bottom right corner



This is a letter of womanhood, a drapery of love that has been passed on from generations to the present, from us to you.

Collaterals

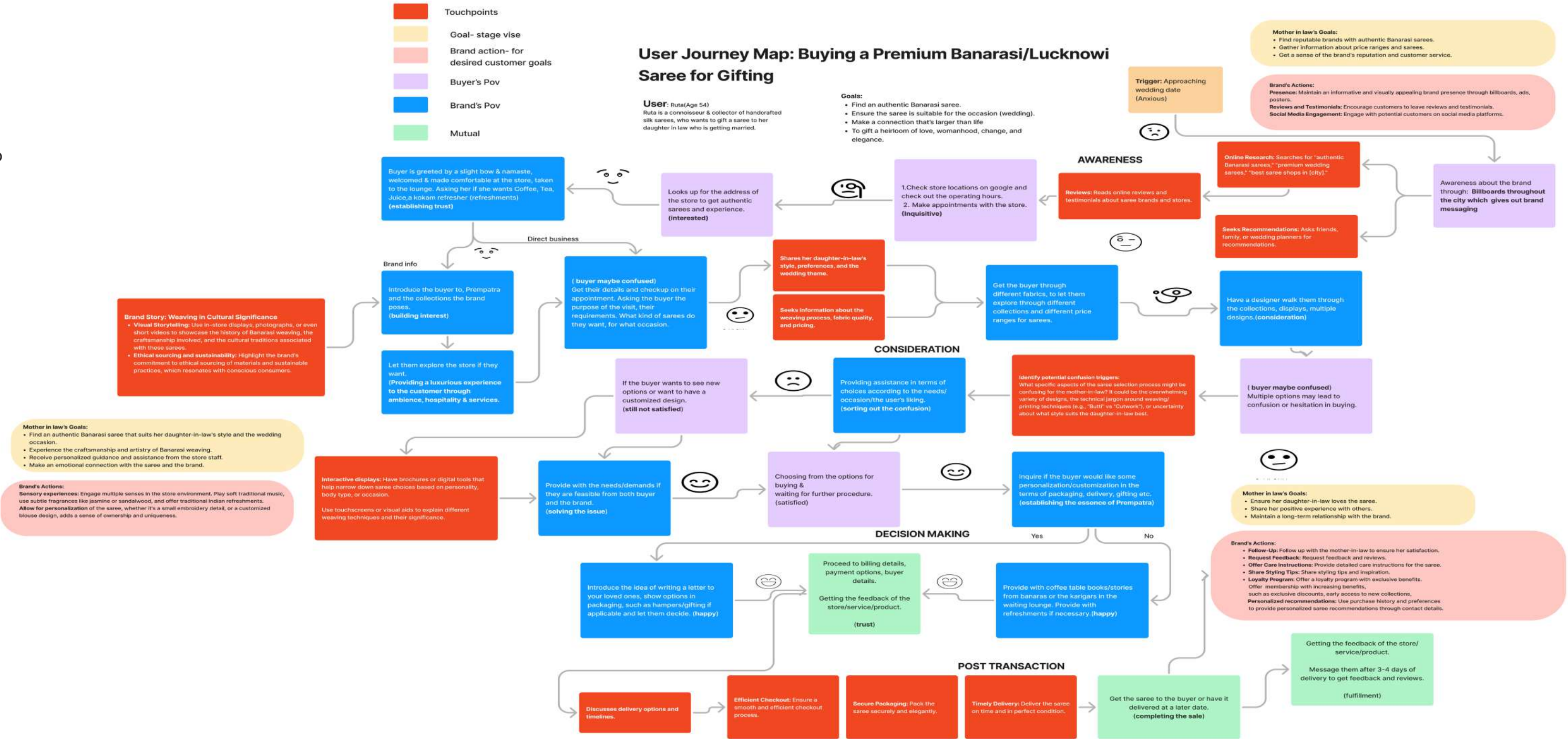
- Customer journey(In-store experience)
- Store/space Design
- Signages
- Visiting & Business cards
- Letter heads
- Packaging
- Coasters
- Stamps & Seals
- Brand Messaging & Launch

You are a legacy of change, a timeless romance between the traditional and the radical, a carnival of familiar and the free.

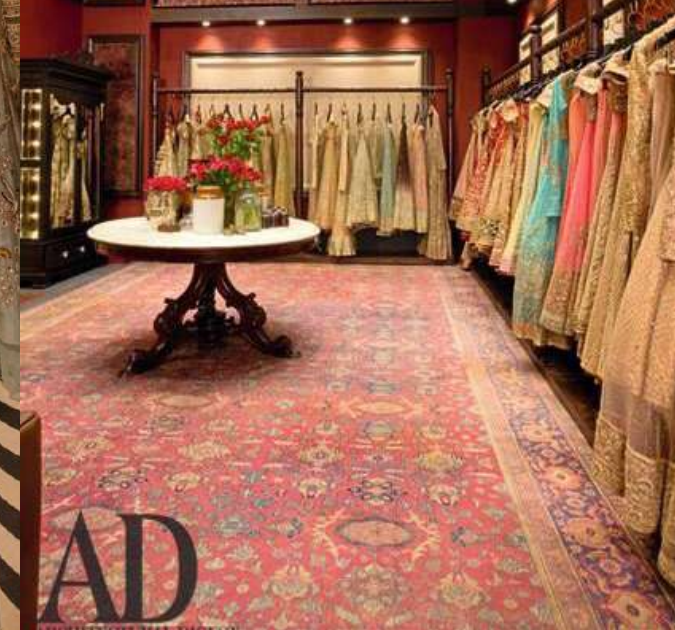
This is a gift for her, who has carried forward and lived that legacy with keeping her essence alive.

Customer Journey:

Customer journey to be stuck as a pop up in the print of book.



Space design Moodboard Prempatra Store

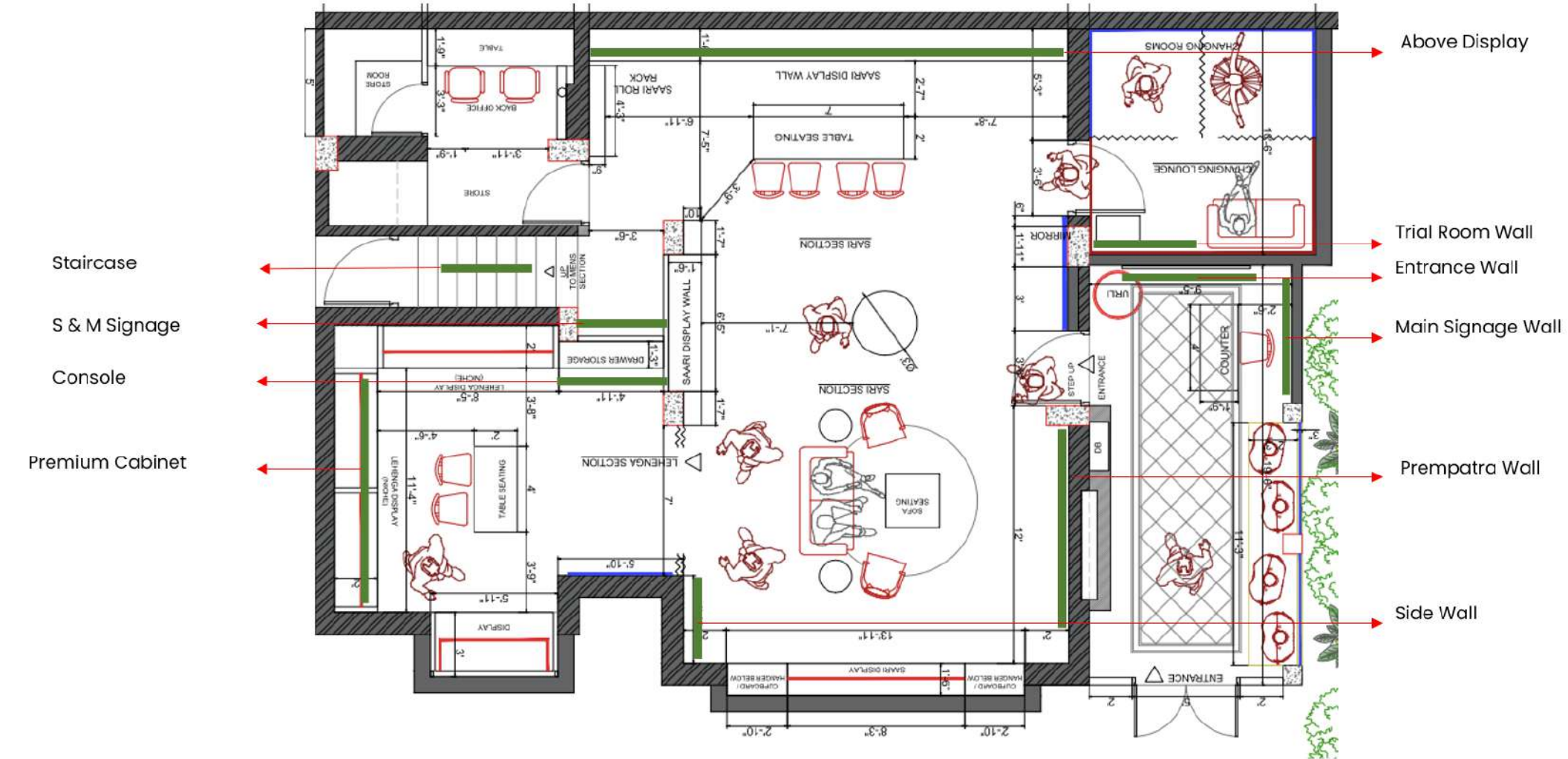


House of Shruti Mangayash:



Prempatra is a sub brand in the House of Shruti Mangaayash at Prabhat Road, Pune. Shruti Mangaayash is a luxury fashion label focused on Indian traditional textiles. The building is a brand house consisting of brands like - Prempatra, Dhaam & Shruti Maangayash.

Prempatra is at the ground floor at the entrance, designed in alignment with anglo-indian charm. The store is designed to provide a multi-sensory buying experience to the consumer, providing a sense of satisfaction and fulfillment.



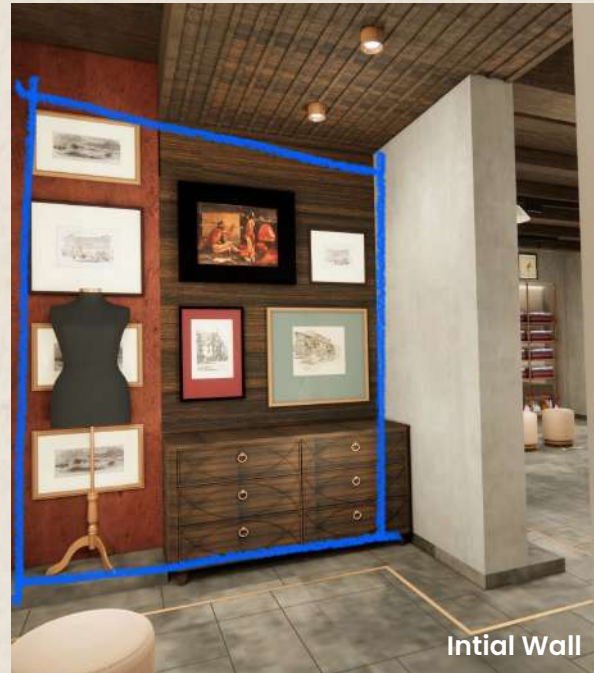
This is a letter of womanhood, a drapery of love that has been passed on from generations to the present, from us to you.



This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

This is a letter of womanhood, a drupe of love that has been passed on from generations to the present, from us to you.

Re-designign Walls:



Intial Wall

1. A bookshelf made of wood, like old house in Lahore. Which has books regarding the quality, types of silk, Fabric and color sample books, about the history of Banaras and its heritage of the craftsmanship.



Changed Wall

2. On the right wall, we can have paintings or murals of the Ganga ghats, as that's where this craft has been rooted and is getting flourished and nurtured.



3. On the left wall we can have photographs, of the 1950s Romance (the photoshoot).



Intial Wall

Imagery of women with their love story with their Partners, themselves, glorifying their work, lifestyle.



Changed Wall

Aroma oil steamers and antique lamps to give it an Elite/sophisticated look.

*f familiar and the free.
keeping her essence alive.*

This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

Option 1 for the table/T wall:



Intial Wall

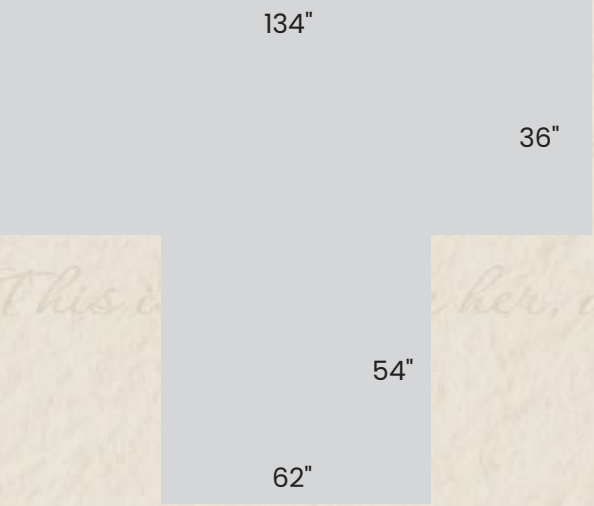
1. In the premium section, we could have the customer/lady, write a letter to the next buyer as a woman, what this saree means, what being a woman means to her & to you.



Changed Wall

We could have the previously written letters/ love letters written by the brand hanging/ pinned/framed to the wall, with a warm light above the letters.

The wall is T shape with the following measurements:



Option 2 for the table/T wall:



Brass Letters – 2mm thick sheet. Abstract handwritten prem patra lettering on wall. Fill the T up. Must squint your eye to read.

A fusion of Hindi & English love letter written by an lover to his muse during 1950s, an pure old school romance, a classic Indian love story.

Mumbai, 7th December, 1967
Dilruba,

Aaj bade arse baad phir unhi rassto se gujar raha hu jaha tumhe pehli baar dekha tha. Kaam se Mumbai aaya tha par tumhare naam pe atak gaya. Aaj bhi waisa hi hai ye Marine lines, bas log aur romance badal gaya hai. Kuch log guitar bajate hai, date pe jaate hai aur humane tariko ko old school batate hai. Par isi jagah pe pehnae hue gajre ki khushboo aaj bhi ye samandar mehfuz rakhta hai.

Roj wahi office, wahi trains, crowd hai par tumhari ek photo wallet me dekh kar chehre par ek sukoon bhari muskaan aati hai aur sari thakan door ho jaati hai.

These rains, this city sab mujhe teri yaad dilata hai, ek hi cycle pe Mumbai ghumna, shyam ko aake kulfi aur fir tumhare ghar ke pass chupke se tumhe vida karna.

Yahi yaade hai jo filhal mujhe himmat de rahi hai. Sheher hai, kaam hai bas ye ghar nahi hai. Jaldi hi sara kaam nipta ke tumhare paas aana hai aur gale lagakar firse inhi yaado ko jeena hai. Tab tak alvida nahi kahunga bas humare favorite gaano ko gungunate rahunga aur tujhe yaad kar muskata rahunga.

Tumhara,

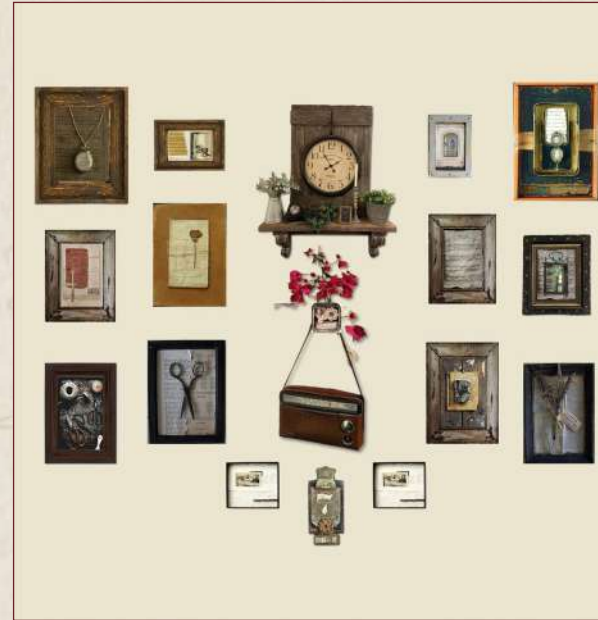
Option 3 for the table/T wall (Finalised):



3D Frames containing antiques, which give the feeling of the Anglo-Indian era(1950s)



Compositions made from these antiques and frames on the wall forming an Victorian aesthetic and feeling.

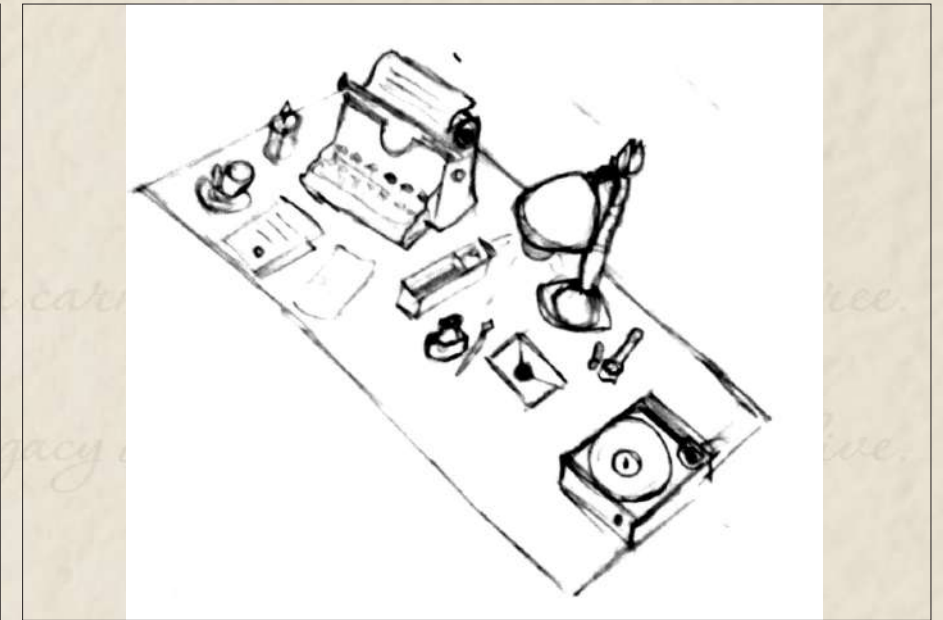


Antiques sourced: Gramophone, Vinyls, Typewriters, Brass frames, Radios, Antique Table clocks, Cameras, Trunks, Cassettes etc.

Prempatra Table:

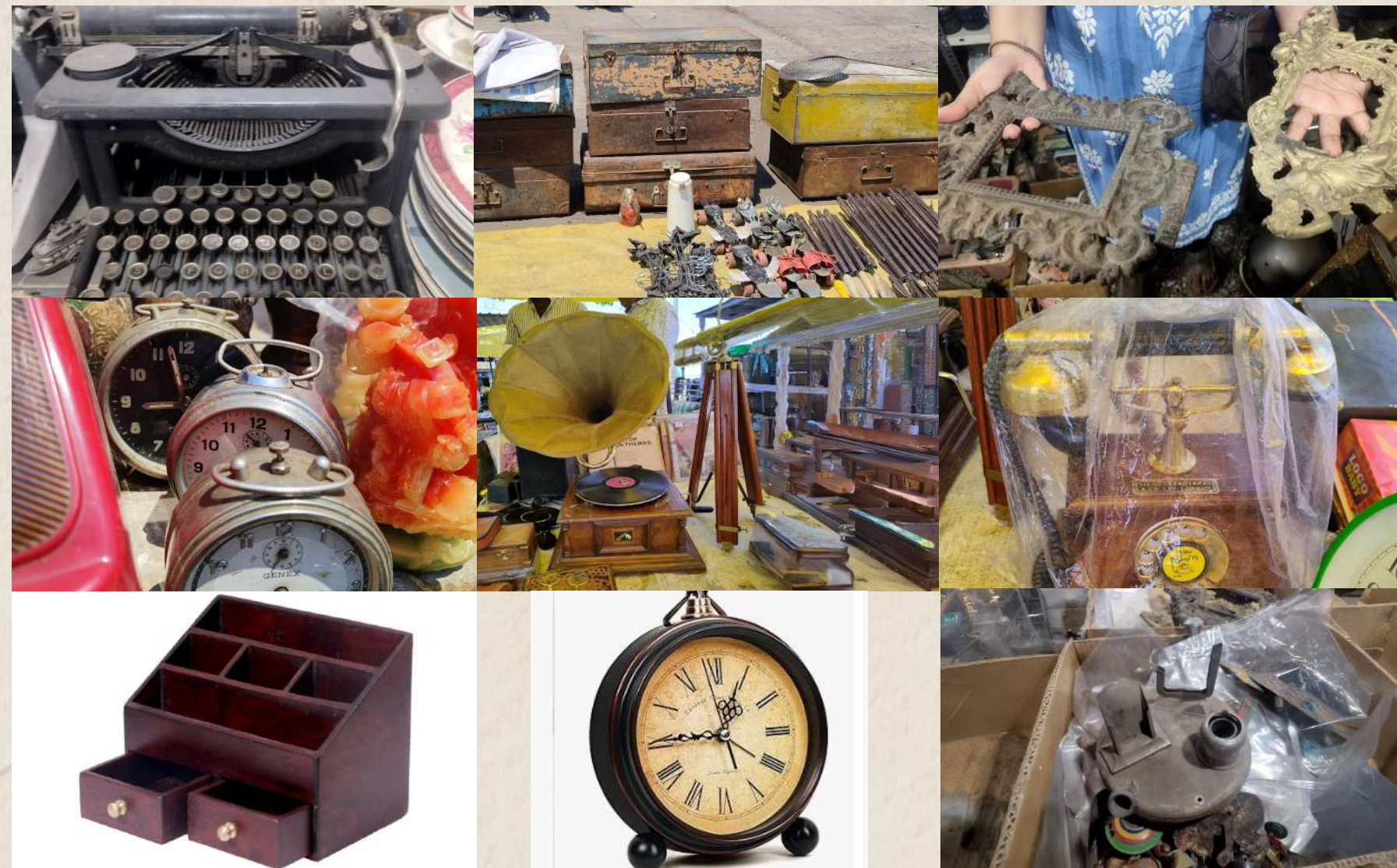


Prem Patra Desk A set up to write an actual letter to the next customer about womanhood a gratitude a letter of appreciation.



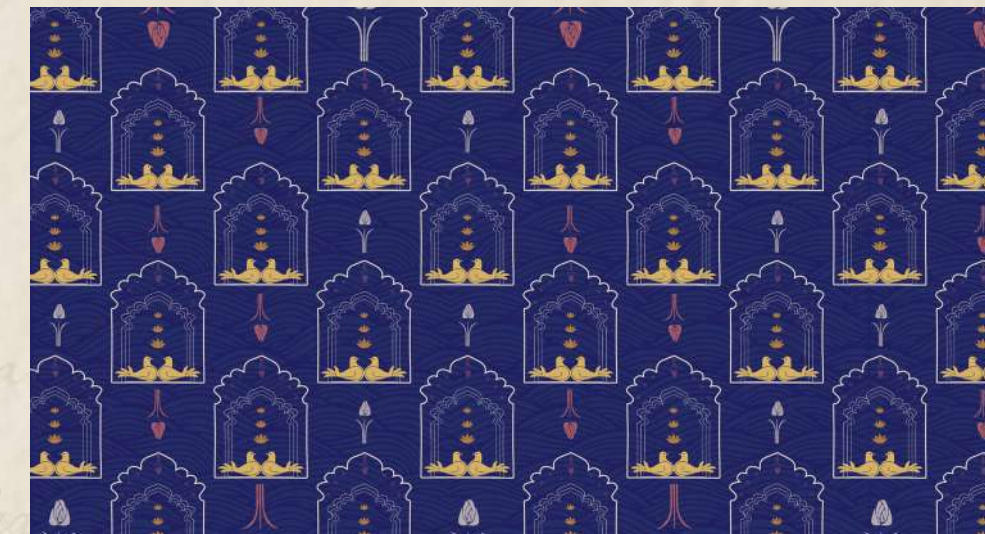
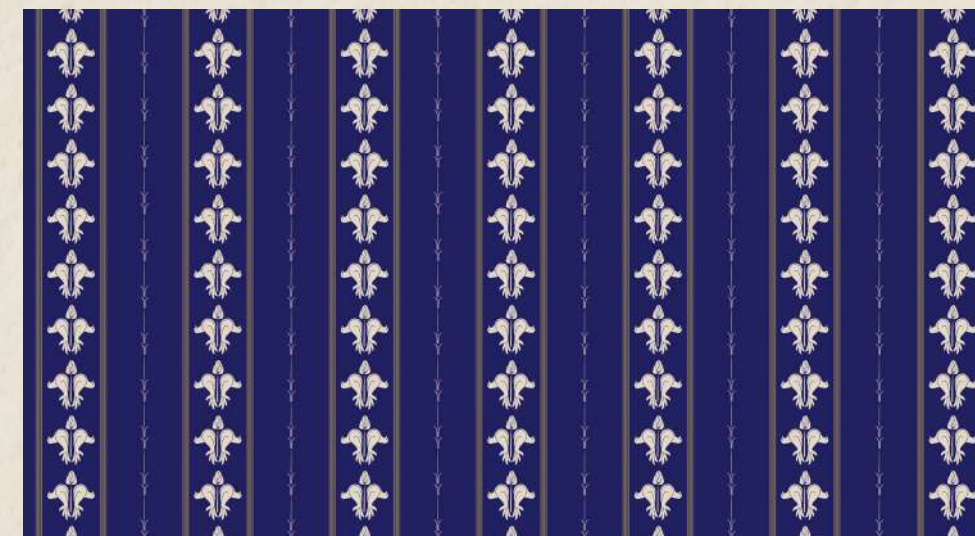
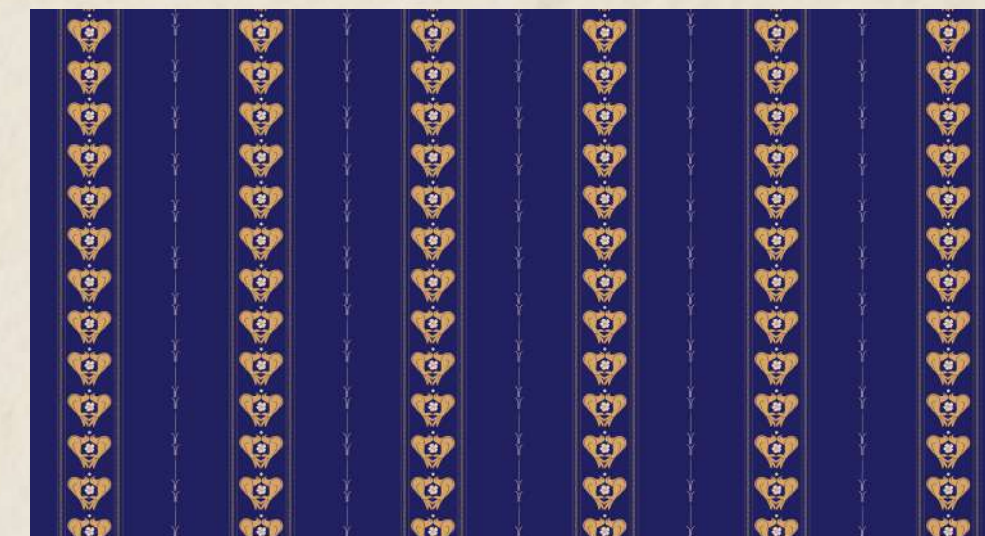
Gramophone
Ink pens/A quill with a cartridge of ink
Glass ink bottles
A table clock
Prempatra seal/stamps
A vase with flowers
A wooden box /Glass
Post box
Envelopes

This is a letter of womanhood, a drop of love that has been passed on from generations to the present, from us to you.



Materials sourced for table

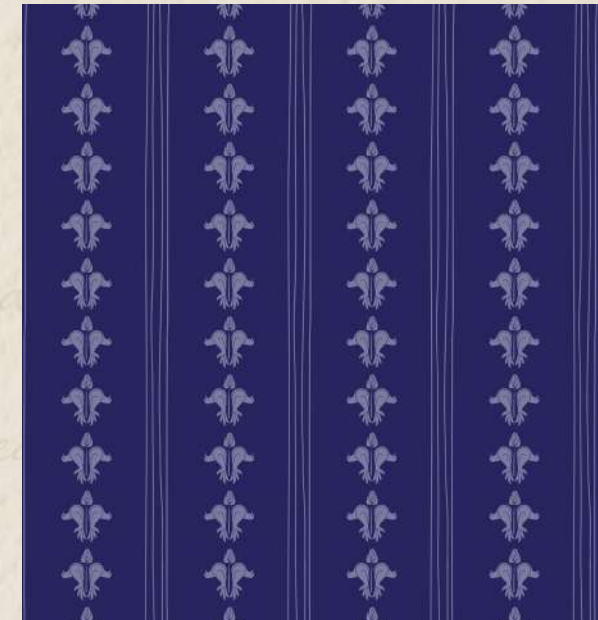
Wallpapers for the store:



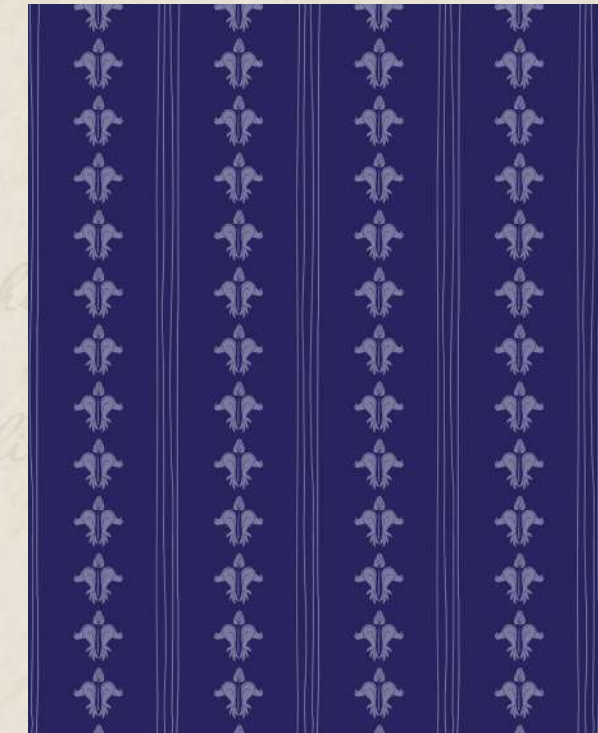
This is a letter of womanhood, a drapery of love that has been passed on from generations to the present, from us to you.



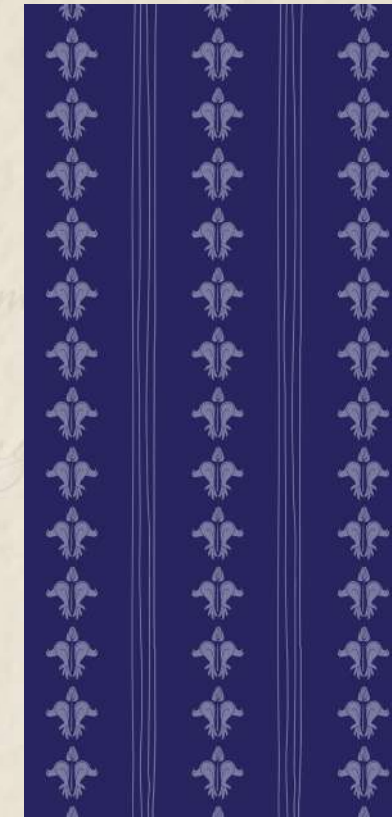
Final Wallpaper selected:



62 by 80.5 inch



61 by 84 inch



37 by 84 inch

This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

This is a letter of womanhood, a drapery of love that has been passed on from generations to the present, from us to you.

Main Signage:

 PREMPATRA प्रेमपत्र

PREM  PATRA

 PREMPATRA 


PREMPATRA

Final Signage(Selected) :

 PREMPATRA प्रेमपत्र



Reference for outside signage



Lightsource from inside the signage



Light source from above



Brand Lobby Signage:



Exploration



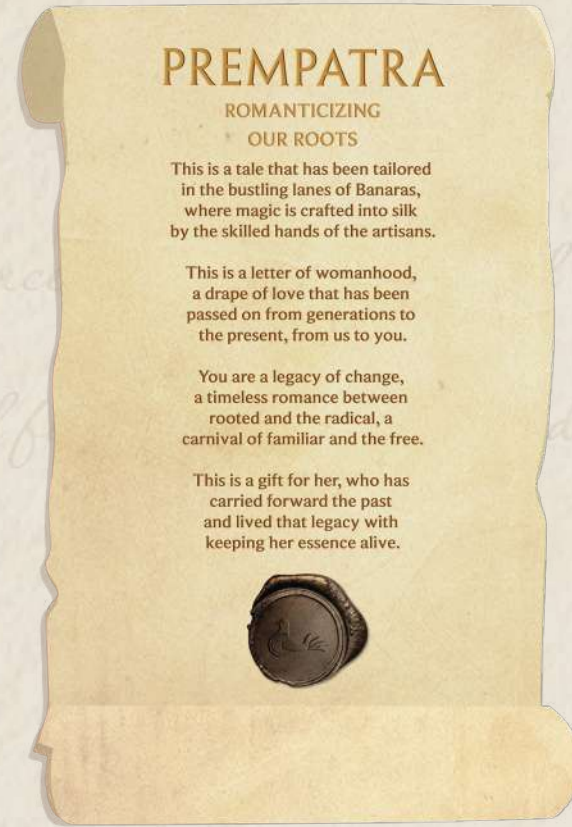
Selected



Exploration

Material: Wood and Fluted Glass.
30 by 48 inch, Brass Lettering.

Prempatra wall Signage:



18 by 24 inch

Proposed Idea for signage

This is a tale that has been tailored in the bustling lanes of Banaras where magic is crafted into silk by the skilled hands of the artisans.

This is a letter of womanhood, a drape of love that has been passed on from generations to the present, from us to you.

You are a legacy of change, a timeless romance between rooted and the radical, a carnival of familiar and the free.

This is a gift for her, who has carried for ward the past and lived that legacy with keeping her essence alive.

This is an ode to her who embodies and compliments the change. A vibrant soul who weaves her own story with love and finesse.

This is a promise of love and individuality, which she has made to herself.

Trial Room Frame compositions:



Selected Final Composition:

Old antique frames composition with photographs of Maharanis/ Queens & Princess wearing sarees representing elegance, sophistication & authority.



Visiting Cards:



Explorations for Visiting Cards for Prempatra store and owner.



Finalized Design

This is a letter of womanhood, a drape of love that has been passed on from generation to generation.

Packaging Design:



Basic folds of a Banarasi Saree

Avg. Weight of a Banarasi Saree:
Lighter weave (600-800)gms
Heavy weave(800-1000)gms

are a legacy of change, a timeless

This is a gift for her, who has

This is an ode to her who embodies and complements the change. A vibrant soul,



Concept 1 Prototype and Dielines (Selected):



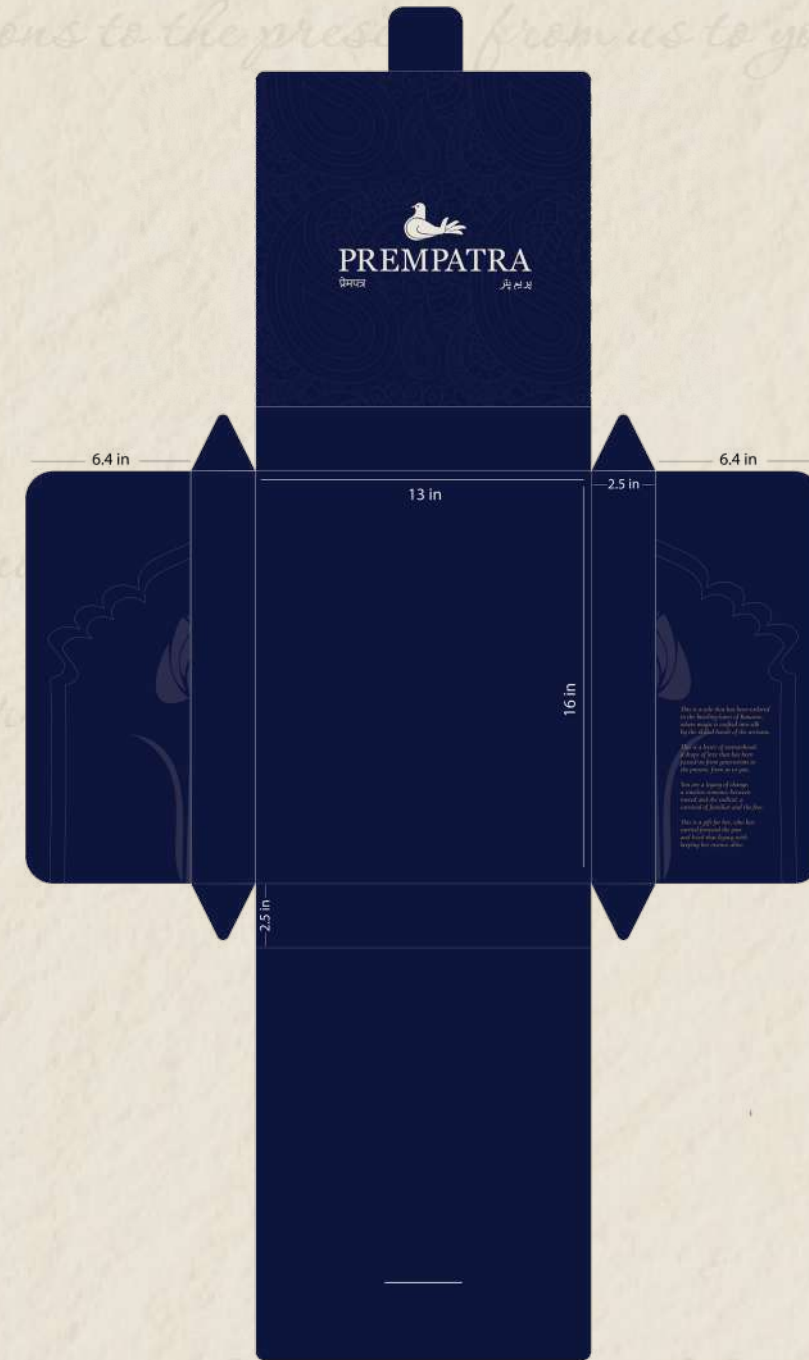
Idea of the saree box opening like a letter with a message written on both the sides, with an letter inside written by the one who gifts the saree(if applicable).

The note will be a message from Karigars to the lady. Their will also be a preservation instruction tag inside the box. The store address & contact no. will be inside the box.

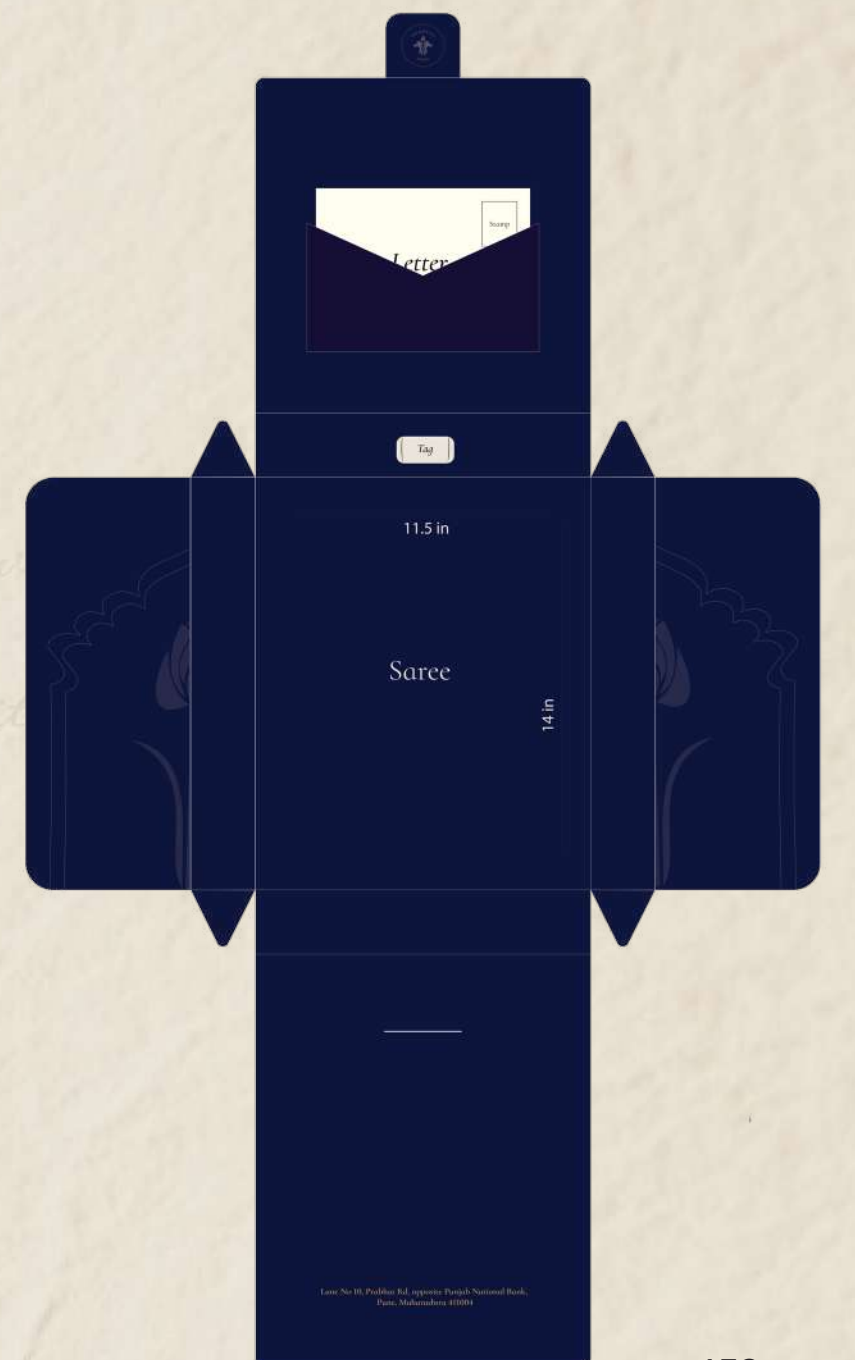
The box is easily stackable and cost effecient due to its form and no pasting required externally for different parts. The box is made for regular range sarees.

Material: A hard corrugated cardboard can hold the weight of a saree, less costly, sustainable, easily tessellated & produced in bulk

Final Material used: Kapa Board 2 mm, Initial boxes to produce – 500 to 700



Outside



Inside

Concept 2 Prototype and Dielines (Selected):



Idea of the saree box opening like this can be utilised for different storage purposes after the saree is removed.

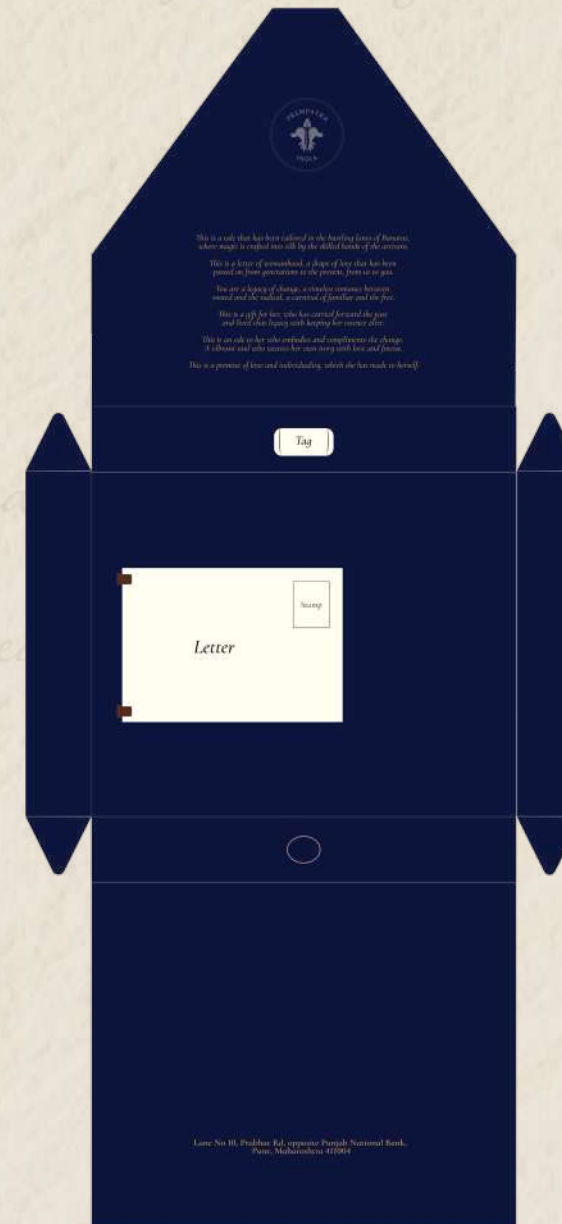
The box also contains a letter written by the loved one and has a fabric bag inside instead of butter paper to preserve the saree inside the box

The box is easily stackable due to its form and is sturdy enough. The rope tied provides an extra support as well as an antique look. The box is made for medium and high range sarees.

Material: A hard corrugated cardboard can hold the weight of a saree, less costly, sustainable, easily tessellated & produced in bulk

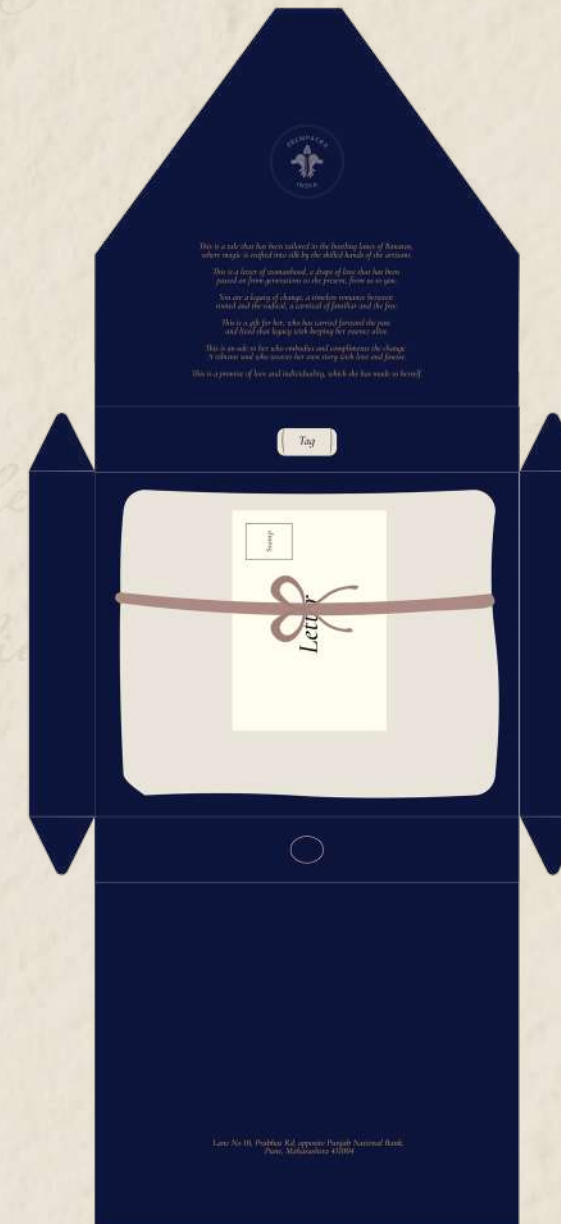
Final Material used: Kapa Board 2 mm, Initial boxes to produce – 500 to 700

Saree without bag

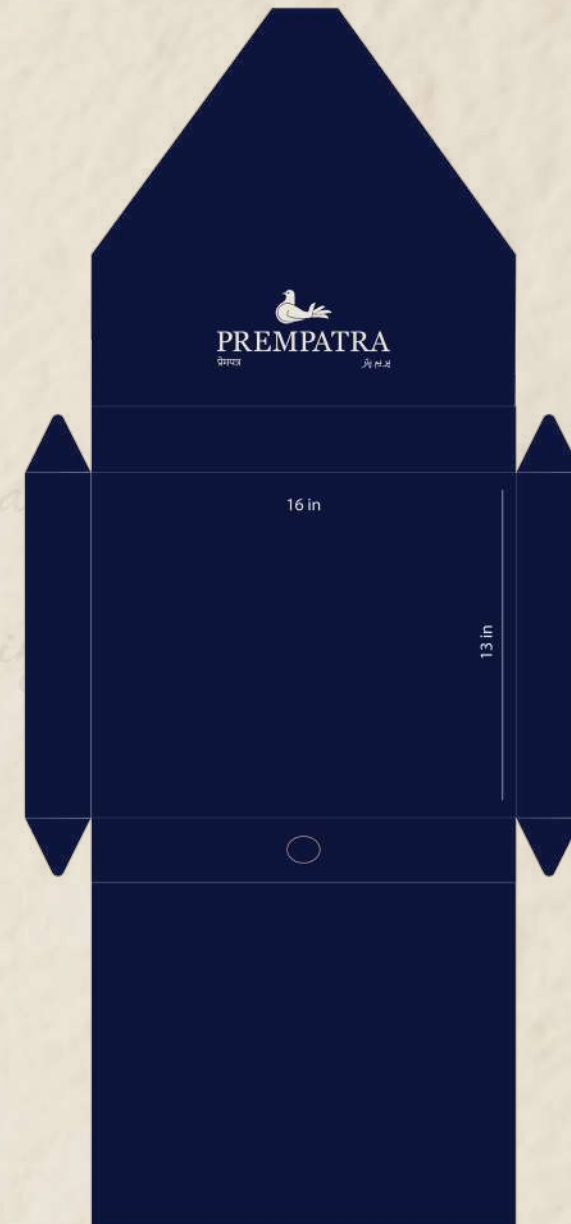


Inside

Saree with bag

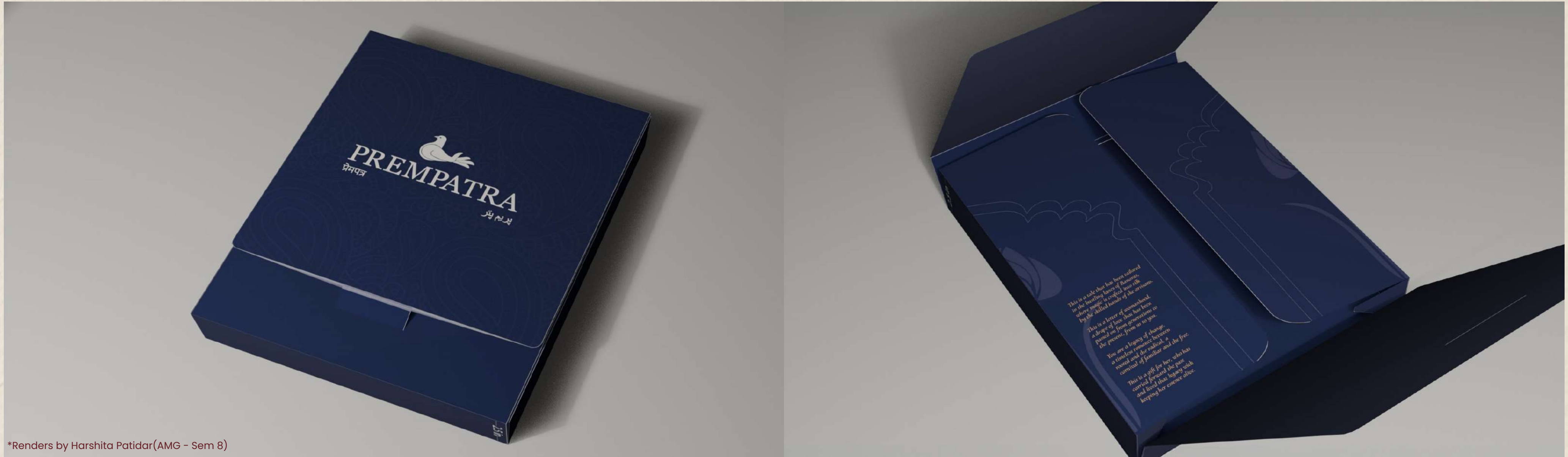


Inside



Outside

This is a letter of womanhood, a drupe of love that has been passed on from generations to the present, from us to you.



*Renders by Harshita Patidar(AMG - Sem 8)

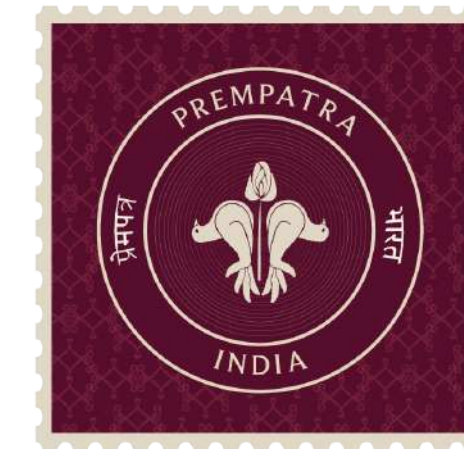
This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

Importance:

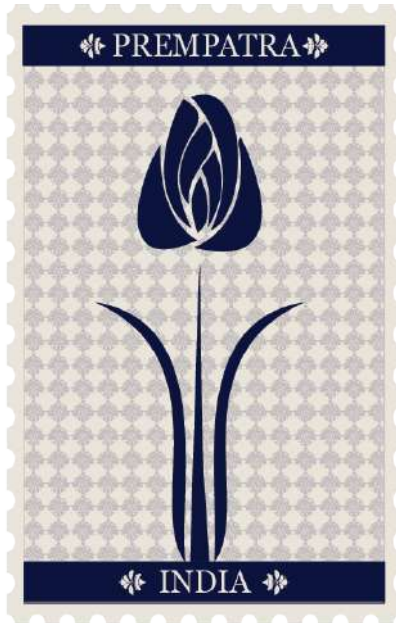
The stamps and wax seals have designed inspired by the elements of the anglo-indian era and aligned with the visual identity of prempatra. Elements such as Typewriters, Gramophone, Rose buds, The logo mark, The dove, A lady wearing a saree, peacock, motifs have been used to showcase the prempatra theme.

The customers can use these stamps on the letters they write which go along with the packaging to their loved ones, they can be collected as a collection which reminds them of the brand, hence the stamps play as important role as an element in emotional branding and marketing of Premepra.

Explorations:

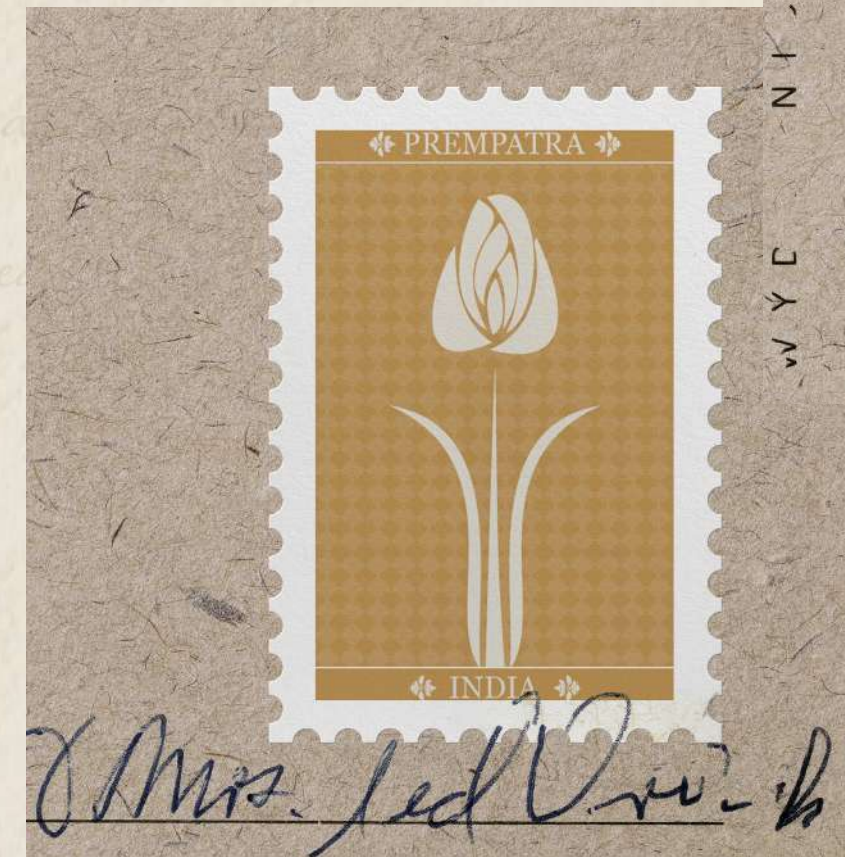


Stamps & Wax seals:





ations to the present, from us to you.



he weaves her own story with love and finesse.

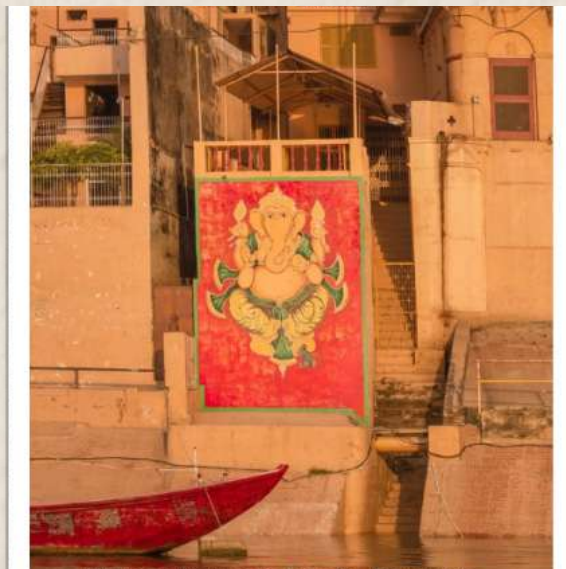


This is a letter of womanhood, a drape of love that has been passed on from generations to the present, from us to you.

Brand Launch Strategy (Proposed):

Sourcing the origin: Introducing the landscape of Banaras

**We bring to you the magical tales,
crafted in the bustling lanes of Banaras!**



Approach along with the storytelling through the elements of the city and including the brand elements:

Kya hai banaras?
Karigari ki khaan hai banaras,
Ganga ka ghat Banaras, Prem ka tat banaras.
Gulabkari ka Taana Banaras, Meenakari ka baana Banras
Reshim ka har dhaga banaras, Ye Banaras Wo Banaras

Material: Introducing the material the silk sourced for the sarees.

From the bustling lanes of Banaras, we bring to you:



Threads that weave stories of passion

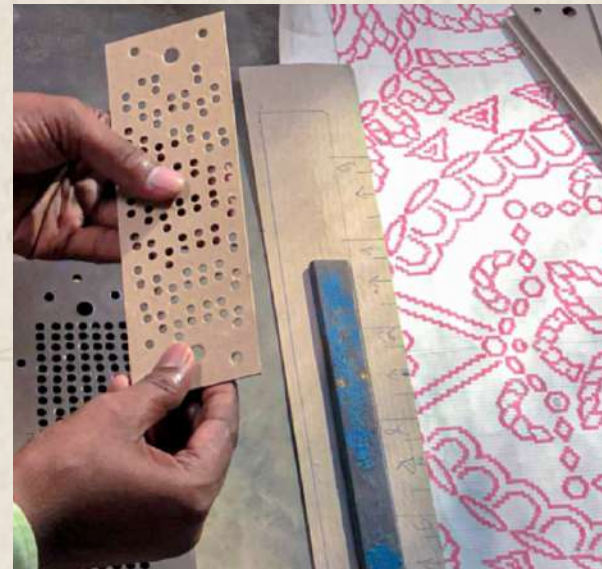
Threads of legacy and heartfelt emotion

Where love tangles with every thread

This is a letter of womanhood, a drape of love that has been passed on from generations to the present, from us to you.

The artisans : Introducing the community who are the backbone of the narrative

Vibrant wefts crafted through the seasoned hands of Craftsmen.



A timeless stitch

Crafting timeless stories

A Tapestry of love & ambitions.

The finesse : Introducing the skill and details Prempatra encourages and adapts

Where each piece is crafted with Love and Finesse



Where magic is crafted into silk by the skilled hands of the artisans.

Showcasing the process how the sarees and the designs are made in the production.

Interviews /short podcasts/ with the owner for why, Prempatra, the ideation behind the brand, what it means. To increase engagement.



This is a tale that has been tailored in the bustling lanes of Banaras where magic is crafted into silk by the skilled hands of the artisans.

This is a letter of womanhood, a drape of love that has been passed on from generations to the present, from us to you.

You are a legacy of change, a timeless romance between rooted and the radical, a carnival of familiar and the free.

This is a gift for her, who has carried forward the past and lived that legacy with keeping her essence alive.

This is an ode to her who embodies and compliments the change. A vibrant soul who weaves her own story with love and finesse.

This is a promise of love and individuality, which she has made to herself.

We bring to you Prempatra:

Introducing the logo and the narrative:
From Karigars to you, a letter of love and appreciation

Ye ek kahani hai jise banaras ki khushal galiyaro mein,karigaro ke kushal haato ne banaya hai.

Ye bunayi hai us shringar ki jise hr stri ne khud mein seecha hai. Ye ek thehraav hai jise humne sajaya hai aur apne apnaya hai

ek bhet hai jise reshim ke mulayam dhago ne buna hai, uske liye jo dusro ke sath hi apne aap se bhi sneh rakhti hai.

Jiski muskaan ne chaar diwaro ko paar kar har sapna, har apna nibhaya hai, ye saree uski atalta ki virasat hai.

Hasi, aasu, jazba, samman, shaan, parishram, prem, sapne, tyag, garv, khushi, jaise har rango se jisne khud ki aur sabki kahani ko ranga hai,

Ye saree us nari ke liye jisne khud se apnepan ka vada kiya hai.



The visual style ideas
For posts and narrative launch

Romanticizing our roots



Finalized as a style for the launch

This is a letter of womanhood, a drupe of love that has been passed on from generations to the present, from us to you.



The making of the store images – Behind the scenes

Magic is being crafted/Something's Weaving
Stay tuned...

Introduce the idea of Memorable Gifting:

A promise kept

Preserving memories, in a changing world

Memories wrapped

A romance between love and legacy



This is an ode to her who embodies and complements the change. A vibrant soul who weaves her own story with love and finesse.

This is a letter of womanhood, a drupe of love that has been passed on from generations to the present, from us to you.

Store launch Images:

Anglo-Indian charm mingles with traditional accents, I have created a space for you to breathe, to thrive, to be seen.

Here, every saree tells a story of love, whether it's a heartfelt token of self-love or a tribute to the artistry of our roots.

The rare, one-of-a-kind pieces we host are treasures for those who seek the extraordinary, while our more popular creations ensure that everyone can experience and celebrate this timeless romance.



Product soft launch:

These sarees are not just garments; they are love letters too. Letters from artisans to their craft, from generations to the present, and from me to you.

Every saree tells a story of love—whether it's a heartfelt token of self-love or a tribute to the artistry of our roots.

The rare, one-of-a-kind pieces we host are treasures for those who seek the extraordinary, while our more popular creations ensure that everyone can experience & celebrate timeless romance.



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This is a letter of womanhood, a drupe of love that has been passed on from generation to generation.

Theme based shoot launch:

A letter of womanhood & Legacy of Change

A story carried forward

A classic tale redefined with love

A perfect charm that reforms her roots & flaunts her finesse.

This is an ode to her who embodies and compliments the change. A vibrant soul who weaves her own story with love and finesse.



This is an ode to her who embodies and compliments the change. A vibrant soul who weaves her own story with love and finesse.



This is a letter of womankind, a drupe of love that has been passed on from generations to the present, from us to you.

Collaterals

- Conclusion
- Scope of work
- Key learnings
- Resources

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This is a gift for her, who has carried forward the past and lived that legacy with keeping her essence alive.

This is an ode to her who embodies and complements the change. A vibrant soul who is a part of the change.

This is a letter of womanhood, a drape of love that has been passed on from generations to the present, from us to you.

Conclusion:

This project investigated Indian ethnic wear brand storytelling methods by developing visual storytelling and brand identity for "Prem Patra" brand. Utilizing narrative branding methods establishes stronger emotional connections between people and ethnic wear thus generating more brand interactions and sustained brand identities. An emotional brand identity framework was developed by synthesizing a framework consisting of brand case research, consumer perception analysis and cultural and emotional influencer analysis.

Scope of work:

- **Multi-Channel Storytelling:** Ensure a consistent brand narrative across all platforms, including the website, social media, physical stores, and marketing materials.
- **Personalized Storytelling:** Leverage data to tailor stories and content to individual customer preferences and purchase history.
- **Diversify within Ethnic Wear:** While the initial focus might be on sarees, the brand can expand to include a broader range, such as lehengas, salwar kameez, fusion wear, and perhaps even ethnic-inspired menswear and children's wear.
- **Domestic & International Expansion:** Target new regions within India, tailoring marketing and storytelling to resonate with local cultural nuances. Explore countries with growing interest in Indian ethnic wear and start exporting brand story & products.

Key learnings:

Throughout the entire process here are my learnings:

- When dealing with designing brands the thing that matters the most is how it makes you feel, the typography, colors, language, imagery should move your heart and make your eyes stuck to it and make you inquisitive and explore more about the brand.
- Building and designing brands is a process of influencing the subconscious mind.
- Understanding your audience through verbal communication gives you more insights than written interviews and formal wordings.
- The central aim of using narrative branding is to build stronger emotional connections between consumers and the brand.
- Memorable stories are easier to remember than facts.
- Customers who feel an emotional connection are more likely to recommend the brand to others.
- The storytelling should not be limited singularly to festival/achievements, it should also encompass the different era's/timelines, moods, emotions, cultures, traditions, memories and can also include simple daily life moments which are often forgotten and left unexpressed, which are often larger than life but get unnoticed.

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