

DESIGNER BRIEF
AUGUST 2025
DUE: SEPTEMBER 8TH

The PlayBook
MEMBERSHIP



Brand Name: AURA STUDIO
Industry: Fashion – Minimalist Womenswear
Style: Clean, modern, elevated basics

Meet your client:

Aura Studio is a slow fashion label based in Copenhagen, creating timeless wardrobe staples for modern women who value simplicity, sustainability, and quiet luxury. Their pieces are made for women who invest in quality over quantity – style-led but never trend-driven.

Brand Keywords:

- Refined
- Neutral tones
- Sustainable
- Editorial
- Timeless

Deliverables (choose any):

- Logo + submark
- Instagram 9-tile mockup
- Homepage concept
- Clothing tag or label
- Packaging (mailer or thank-you card)

Post your designs to Instagram & tag me @thesocialpaige

Have fun!