





# curae

A fashion line using organic & natural fabrics  
Brianna Visconti Spring 2022

“You can have anything you  
want in life if you dress for it.”

— Edith Head

## brand naming

Curae is the Latin word for the phrase “take care”. As an environmentally conscious and sustainable clothing brand, our name is a direct reminder that we must take care of our earth and its resources. To take care means to love, cherish, nurture, and most to all to be cautious; all actions that Curae stands by and aims to embody as a fashion line.

take care.

## brand story

Curae curates quality unisex garments made from organic and natural materials, all while maintaining the embodiment of self-expression and fashion freedom. Curae moves away from monotonous and minimalist fashion lines and stands out by incorporating the utmost personality, attention to detail, unique colour palettes, and personality in every garment. The brand is unique in its sector as it provides sustainably made clothing to make their audience feel amazing; about their purchase and while wearing it. Curae's array of timeless organic garments are assembled to offer a fashion line that is made to last.

According to *The Guardian* "One in three young women, the biggest segment of consumers, consider garments worn once or twice to be considered old". Curae is born from the wish to wear garments that are environmentally sustainable, exciting and expressive. This provides consumers with exactly what they need to curate a personalized and long-lasting sustainable wardrobe. Curae's audience not only attains pieces they need, but they are given the choice to shop for essentials, basics, statement pieces, and all of the above. The Curae consumer feels attached towards the clothing articles they commit to, as they not only reflect their style but their ethical and environmental values as well. Curae provides garments full of character that are truly made to last and take care of our beloved planet earth.





## **brand persona**

daring

curious

inclusive

caring

honest

comfortable

vibrant

## **brand essence**

*"Fashion Freedom"*

The brand's essence is to provide fashion freedom to their beloved customers. Freedom in fashion means wearing pieces that truly reflect one's personality, style, persona, while also staying in alignment with their environmental concerns and values. Customers can feel good in and about their purchase and will not have to worry about various ethical issues prevalent in the fast-fashion industry. At its core, Curae is an uplifting fashion line not a restricting and mundane one. The brand provides a fresh and personalized take to sustainable fashion; one that will surely 'take care' of our planet and its habitants.

## brand values

### freedom of expression

We believe living freely and expressing yourself through fashion is the key personal fulfillment. The way you express yourself starts with what you wear, and what you wear dictates the rest of your day.

### quality garments

We believe quality garments are the key to a better and more sustainable future. Providing garments that are made to last not only benefits our users, but our beloved earth as well.

### living consciously

We believe living consciously can do no harm. Making environmentally conscious fashion choices is a simple way to make a difference in the world and reduce our carbon footprint.

“By thinking of the garments we wear as short term tools rather than long term investments, we contribute to wasteful consumption patterns that inevitably lead us towards drastic climate change.”

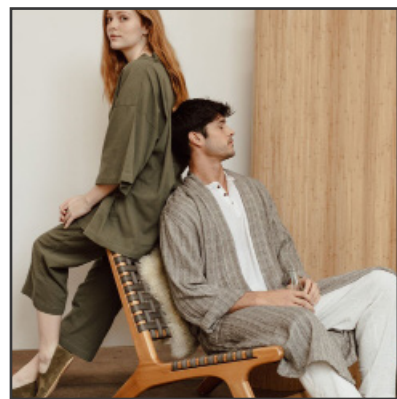
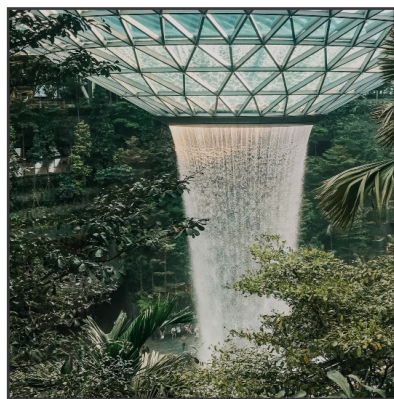
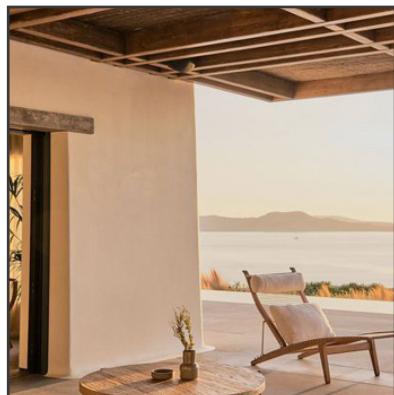


## envisioned future

Curae is looking forward to a world where sustainable fashion is not boring, minimalist, and stripped down of all personality. As sustainable clothing slowly becomes the norm, so will accessibility, affordability, and most of all variety in style, colour, pattern, and textures.

Curae hopes to kick-start the movement of fun, fresh, and personalized sustainable fashion, while moving away from simple, mundane colours and styles. At the end of the day, what Curae provides is not only for the world's maturing generations but for the earth as well. Curae envisioned taking care of our earth, its people, and their needs.

# image world



“As consumers, we have so much power to change the world by just being careful in what we buy”

— Emma Watson



curae 

taking care. feeling amazing.



curaе 

curaе 

curaе 

curaе 

curaе 

curaе 

curaе 

curaе 

curaе   
taking care. feeling amazing.

curaе   
taking care. feeling amazing.

curaе   
taking care. feeling amazing.

curaе   
taking care. feeling amazing.

curaе   
taking care. feeling amazing.

curaе   
taking care. feeling amazing.

curaе   
taking care. feeling amazing.

curaе   
taking care. feeling amazing.

Header - **Athletas Regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! " # \$ % & ' ( ) \* + : ; ?

Subhead - Sofia Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! " # \$ % & ' ( ) \* + : ; ?

Body Copy - Sofia Extra Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! " # \$ % & ' ( ) \* + : ; ?

Highlight - *Sofia Extra Light Italic*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0 ! " # \$ % & ' ( ) \* + : ; ?*

curae blue

RGB 0/89/114  
CMYK 93/54/36/23

grounding green

RGB 119/134/86  
CMYK 46/24/71/24

impact black

RGB 56/56/57  
CMYK 0/0/0/92

true beige

RGB 230/220/209  
CMYK 9/11/15/0



Ms Audrey Hepburn  
38 Elm Street, Suite 2404  
Toronto, ON M5G 2K5

July 23, 2022

Dear Audrey,

Quibus sus. Ibusandendae voluptas etus accaepere rcimpore et ut externa temquam quat. Sit, officit plis ipidusa voluptat. Core nempora doluptam iundaolorumqui occatio nsequia sae volor acerorrum aut evel eum, nensed maio evelicae valore rehenda explign iaspiciendae cum volorenimin recercent am volupta spitafios qui doluptatem restium nus solorror sitas as eum est aut earum rectis explis planime nimilia valore sin et illuptibus de experatem hicia ere et, tendus, ventium finverunt omniemi mossunt uscias estiore experi derchil icillio comminus corepuda aditatibus et reicis mos nis veri ipicimped ute nem sit et, quatur, cum sinum estissi maximet eos estium atquo volorem.

Rat quidem faccupataspis quis molecatenit etur reptaseque nonsequ iatibus doluptatent eos earum et, corrovid modis vit velis coriber itiatem pedistrum vellabo reperundam, ipsam fugiandae eosam atem enientiamet aci sam, omnimusant offic tem hitis eiur mo torunt parunda dis aligendent ulpa veleni doloreris magnisequi doluptat. Dam, qui di tem reruntur, tet pro mo magni autatio totatures quissimusam quid quat. mod maximi, id es nullore offici dolecep ratecatque. landus et eum faccupat atioruntis volorro ipsaped ut ad es valorit veribus, valoritis acescilio mod modi bea vel ium aut ea con porrovid ut est, ium, ut ma et as ipicatet aut nia.

Most sincerely,

*Bvisconti*  
Brianna Visconti  
CEO

Curae  
290 Adelaide St West  
Toronto, Ontario M5T 1W1  
416-738-3837

taking care. feeling amazing.



taking care. feeling amazing.



Brianna Visconti  
CEO

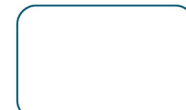
email: [brianna.visconti@ocadu.ca](mailto:brianna.visconti@ocadu.ca)  
tel: 647-680-3509

Curae  
290 Adelaide St West  
Toronto, Ontario M5T 1W1  
416-738-3837

business system



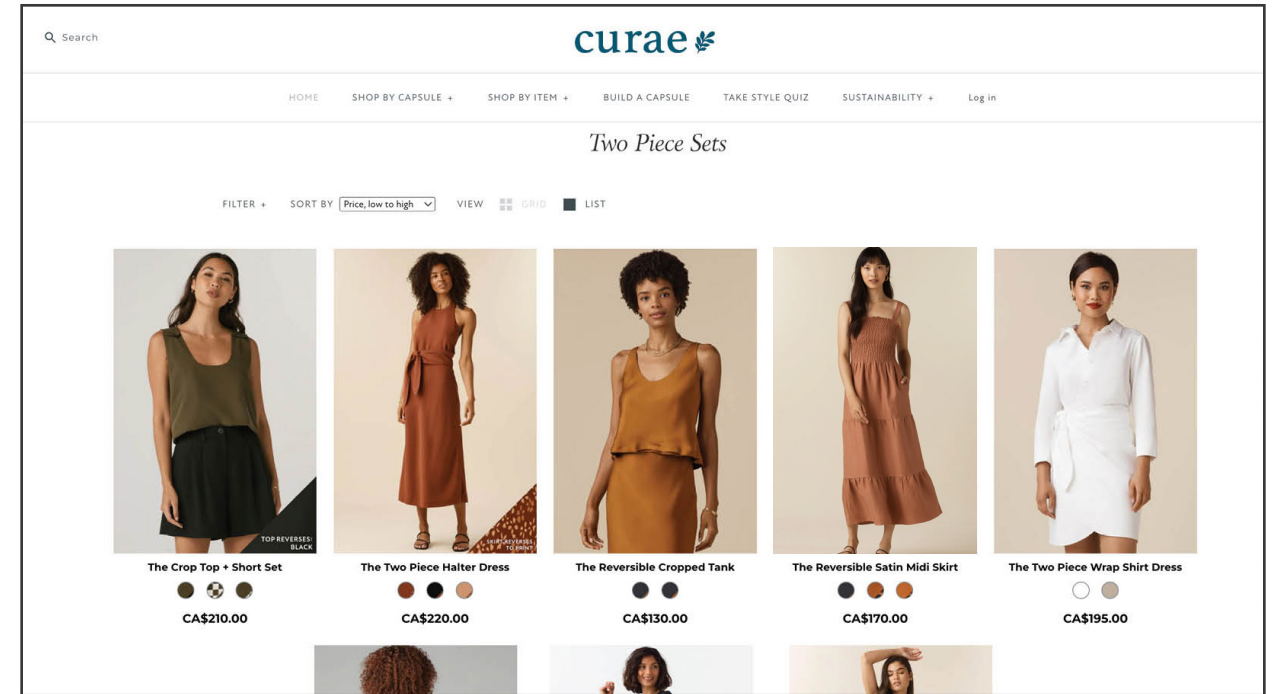
Curae  
290 Adelaide St West  
Toronto, Ontario M5T 1W1  
416-738-3837



Ms Audrey Hepburn  
38 Elm Street, Suite 2404  
Toronto, ON M5G 2K5  
Canada



website





magazine advertising

billboard advertising





storefront & branded vehicle





team fashion





shopping bag



reusable canvas tote



“Care for your clothes, like  
the good friends they are.”

— Joan Crawford

## references

Amour Vert | The Original Sustainable Fashion Brand, <https://amourvert.com/>.

Shop Outerknown | Free Shipping & Returns, <https://www.outerknown.com/>.

Back Beat Co. | Back Beat Co., <https://backbeat.co/>.

Berry, India. "Top 10 Sustainable Clothing Brands." Sustainability Magazine, 27 September 2021, <https://sustainabilitymag.com/top10/top-10-sustainable-clothing-brands>.

"Eco-Friendly Fabric Ranking." MindBodyGreen, 20 February 2018, <https://www.mindbodygreen.com/articles/eco-friendly-fabric-ranking>.

"The future of sustainable fashion." McKinsey, 14 December 2020, <https://www.mckinsey.com/industries/retail/our-insights/the-future-of-sustainable-fashion>.

"A Guide to the Most and Least Sustainable Fabrics." Eco-Stylist, 4 June 2020, <https://www.eco-stylist.com/a-guide-to-the-most-and-least-sustainable-fabrics/>.

"20 Natural Fiber and Organic Clothing Brands (2022)." The Sustainable Living Guide, 29 June 2020, <https://thesustainablelivingguide.com/organic-clothes-brands/>.

"What's Wrong With Fast Fashion? | pebble magazine." Pebble Magazine, <https://pebblemag.com/magazine/living/whats-wrong-with-fast-fashion>.

## photo credits

<https://unsplash.com/photos/WyT3qwO2c8s>

<https://www.pexels.com/photo/women-posing-in-the-camera-5886045/>

<https://www.pexels.com/photo/women-posing-at-the-camera-5886044/>

<https://www.pexels.com/photo/a-woman-smiling-while-standing-on-a-grass-field-9187280/>

<https://www.pexels.com/photo/a-high-angle-shot-of-a-woman-dancing-on-the-field-10569111/>

<https://www.pexels.com/photo/green-potted-plant-near-fitting-room-3965551/>

<https://www.pexels.com/photo/woman-standing-in-field-11696929/>

<https://unsplash.com/photos/BdoAkzIOxZI>

taking care.  
feeling amazing.

curae

Brianna Visconti 3175189  
Strategic Branding: Institution  
Prof. Frederick Jon Burbach  
OCAD University 2022

