

Bozena Bespoke Styling

Working with the client and her web/graphic designer, I was tasked with developing promotional materials for a personal shopping business. In-depth discussion about the service offer, target markets and developing reputation were crucial before first drafts were even considered.

With a decade's worth of experience working with household fashion brands and top designers, Bozena felt the time was right to bring her expertise directly to the marketplace. Following a period of planning and free trials, she needed to develop a website and printed collateral that professionally communicated her passion and knowledge.

Together, we identified distinct client groups, and relevant services for each were outlined. Early drafts of explanatory copy raised further questions regarding the nature of these services, leading to development of descriptions, likely durations and suitable price points. Consideration to optimising the potential for both client satisfaction and business margin was given.

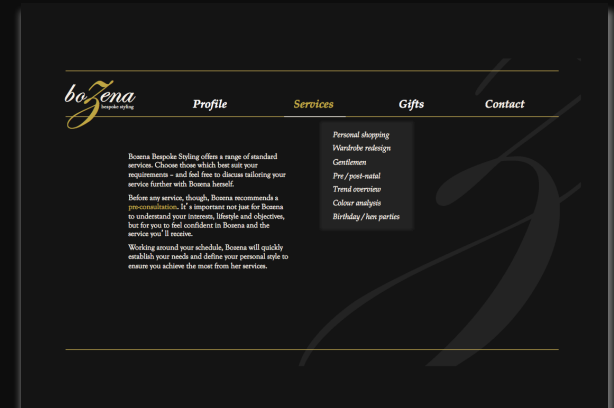
A professional yet approachable tone of voice was developed to suit the personal nature of what was an exclusive service. Options were defined with the necessary flexibility to allow for tailoring of each client's experience.

An appreciation of print format and web structure was important in the generation of suitable content. Copy was developed and refined at the same time as the graphic approach – allowing for a fast turnaround but necessitating adaptability both in solutions generated and personal availability.

The end result was a clean, aspirational brand with a distinct, confident voice and a subtle elegance.

Structuring the offer

In order to fully understand and differentiate the services, I felt it necessary to build a sitemap for the website. This structure was used for the website's development, for making decisions regarding print collateral requirements, and in defining the overall scope of the business offer.



A new way to shop for a new, improved you!

Welcome to a new way to shop. A new way to take away the stress. A new way to save money. A new way to look great all the time. Welcome to a new, improved you.

Bozena has been shopping professionally for 10 years. She knows the best-kept shopping secrets both in London and internationally. She understands the pressures of modern living and hectic lifestyles. And she can help find the perfect look for you.

With Bozena there will be no more expensive mistakes, no more wasted days hoping to stumble upon *that* outfit, and no more looking inside your wardrobe without inspiration or excitement.

Let Bozena tailor the shopping experience to your needs – and look forward to a new, improved you.

