



etiquette

ETIQUETTE APPAREL

Etiquette Apparel wanted to reposition itself in the Indian Market. The brand wanted to carve a niche in Indian Fashion catering specifically to the needs of modern Indian women.



BRAND PITCH

Etiquette is a leading women's brand, seamlessly blending the essence of Indian and Western influences to create designs that resonate with the contemporary Indian woman. The focus is to provide clothing that not only aligns with their personal style but also caters to the demands of their vibrant lifestyle.



EXPLORER BRAND ARCHETYPE

BRAND PERSONALITY

In a world where women don multiple roles in society, from go-getter professionals to nurturing homemakers, Etiquette Apparel brand celebrates the spirit of the contemporary Indian woman.

TRAITS

Relentless, Restless, Adventurous, Ambitious, Individualistic, Independent, Pioneering.

BRAND VOICE

Confident, Leaderlike, Smart, Authentic, Fun, Engaging



WOMEN OF
etiquette
ARE
LEADING THE WAY



WOMEN OF
etiquette
ARE
AMBITIOUS



WOMEN OF
etiquette
ARE
INDEPENDENT



WOMEN OF
etiquette
ARE
INSPIRING PASSION



WOMEN OF
etiquette
ARE
INNOVATIVE SPIRITS



WOMEN OF
etiquette
ARE
**EMPOWERED
VISIONARIES**



BRAND PROMISE

Clothing that seamlessly blends style, sophistication, and versatility empowering you to express your individuality



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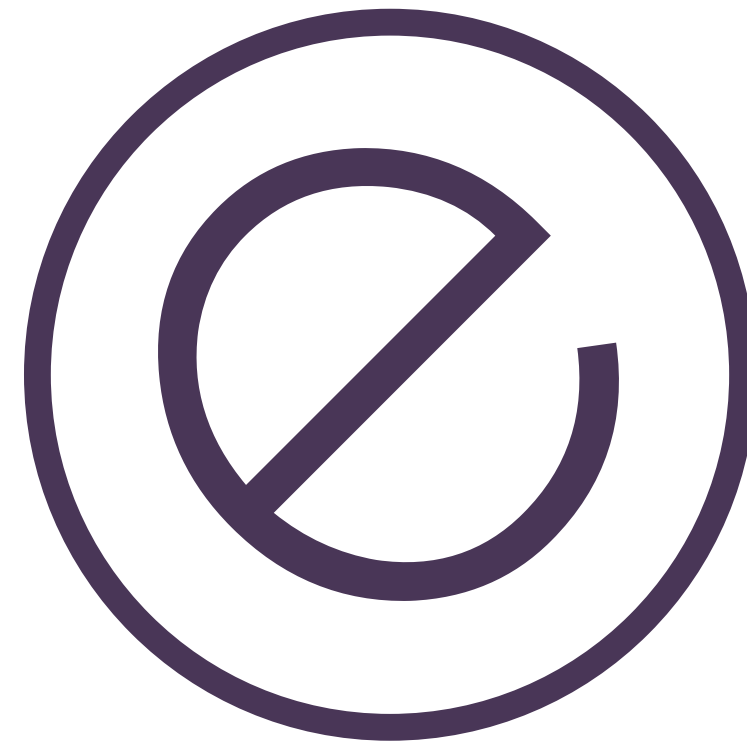
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A fashion advertisement featuring two women in a vibrant, bohemian style. The woman in the foreground is wearing a purple and blue patterned top, large sunglasses, and multiple rings and bracelets. She is pointing towards the camera. The woman in the background is wearing a light-colored, patterned dress and large, ornate earrings. The setting is a colorful alleyway with orange and purple walls.

**DISCOVER YOUR
SIGNATURE STYLE**

etiquette

**DISCOVER YOUR
SIGNATURE STYLE**

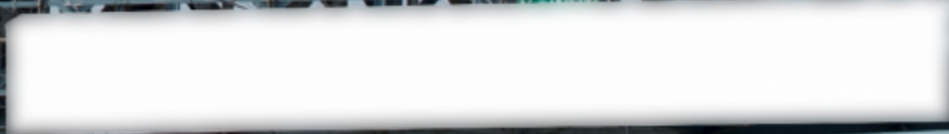


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**DISCOVER YOUR
SIGNATURE STYLE**

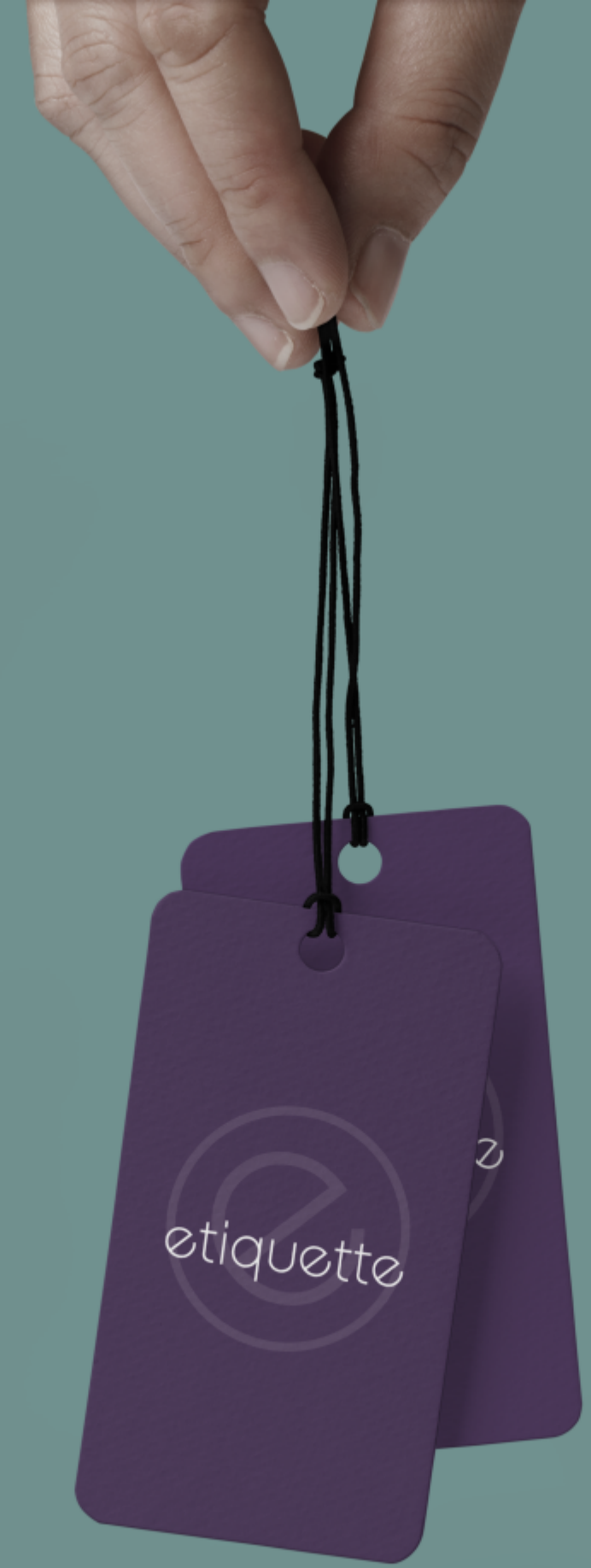


**DISCOVER YOUR
SIGNATURE STYLE**



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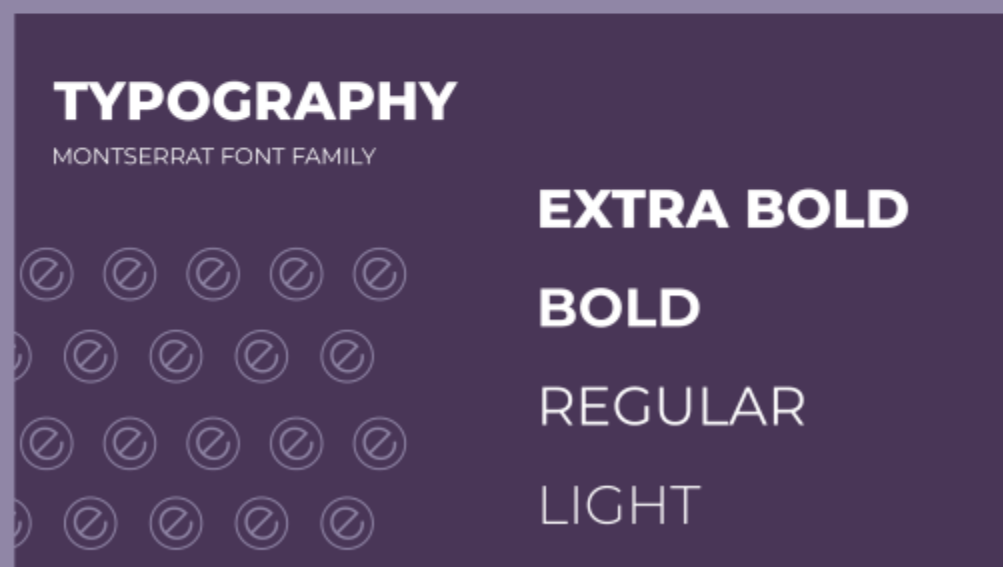


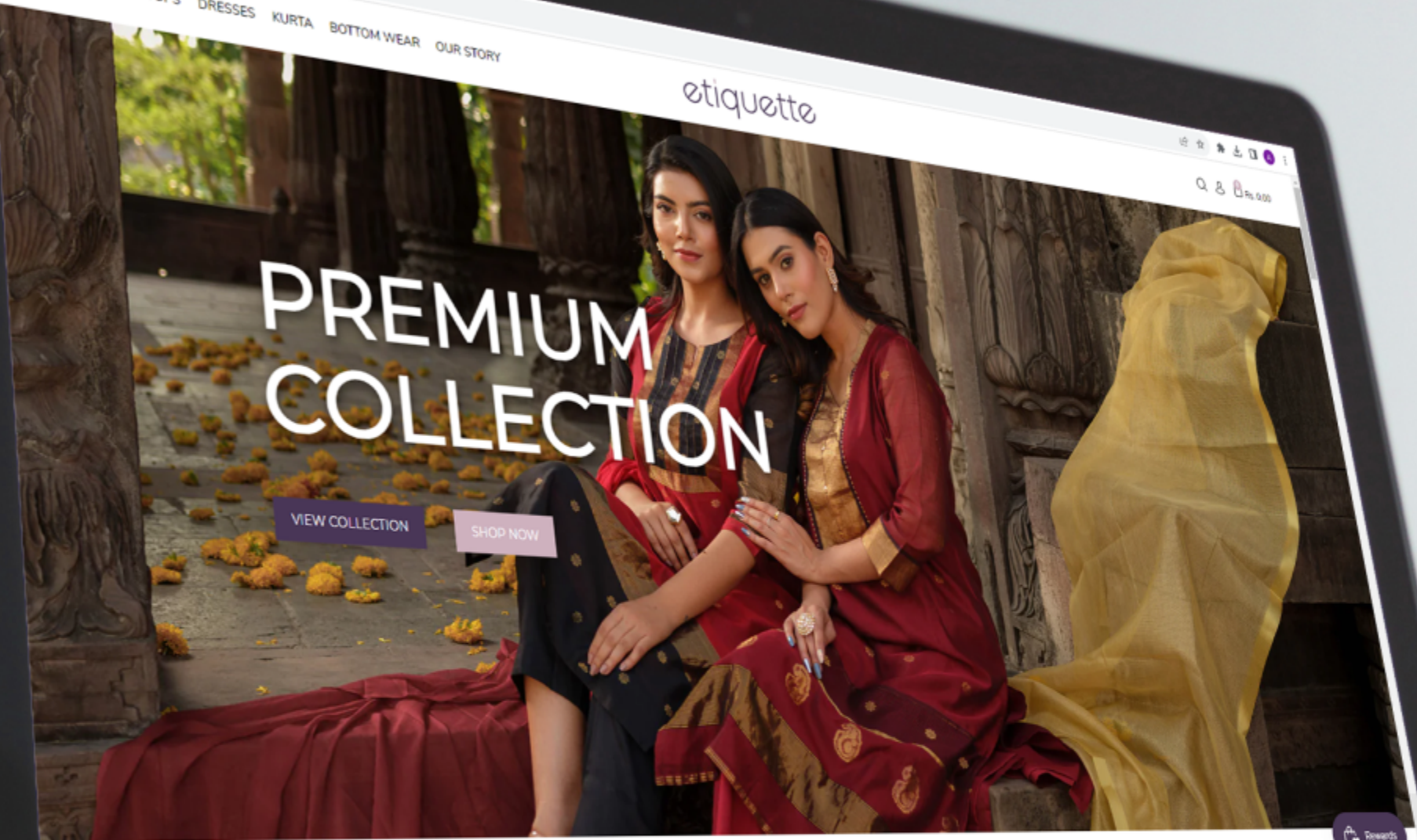


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BRAND PALETTE





PREMIUM COLLECTION

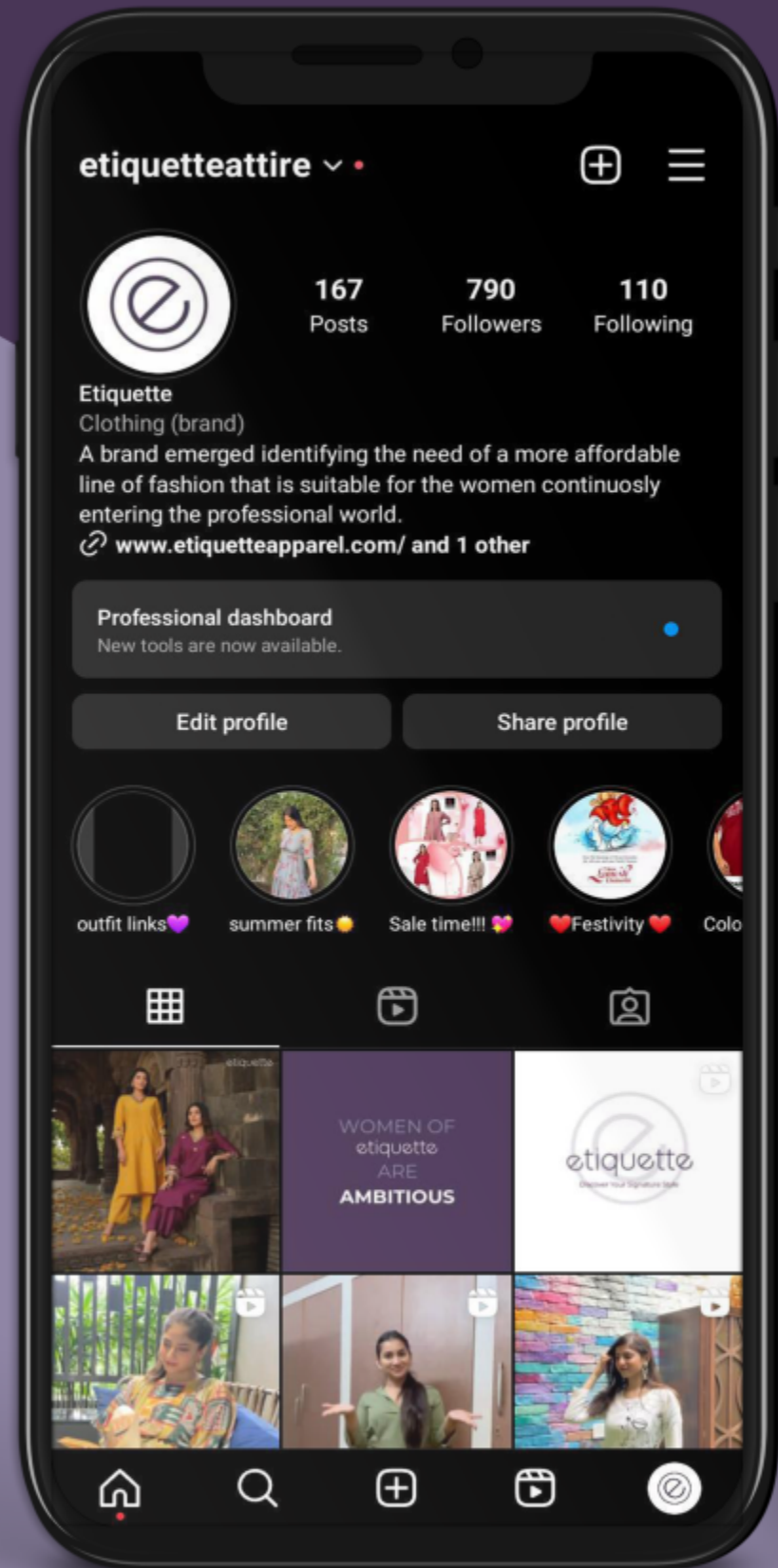
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Rewards

— Complete Your Look —
EXCLUSIVE COLLECTION







TYPOGRAPHY

MONTSERRAT FONT FAMILY



EXTRA BOLD

BOLD

REGULAR

LIGHT

#493657

#CEB1BE

#9086A6

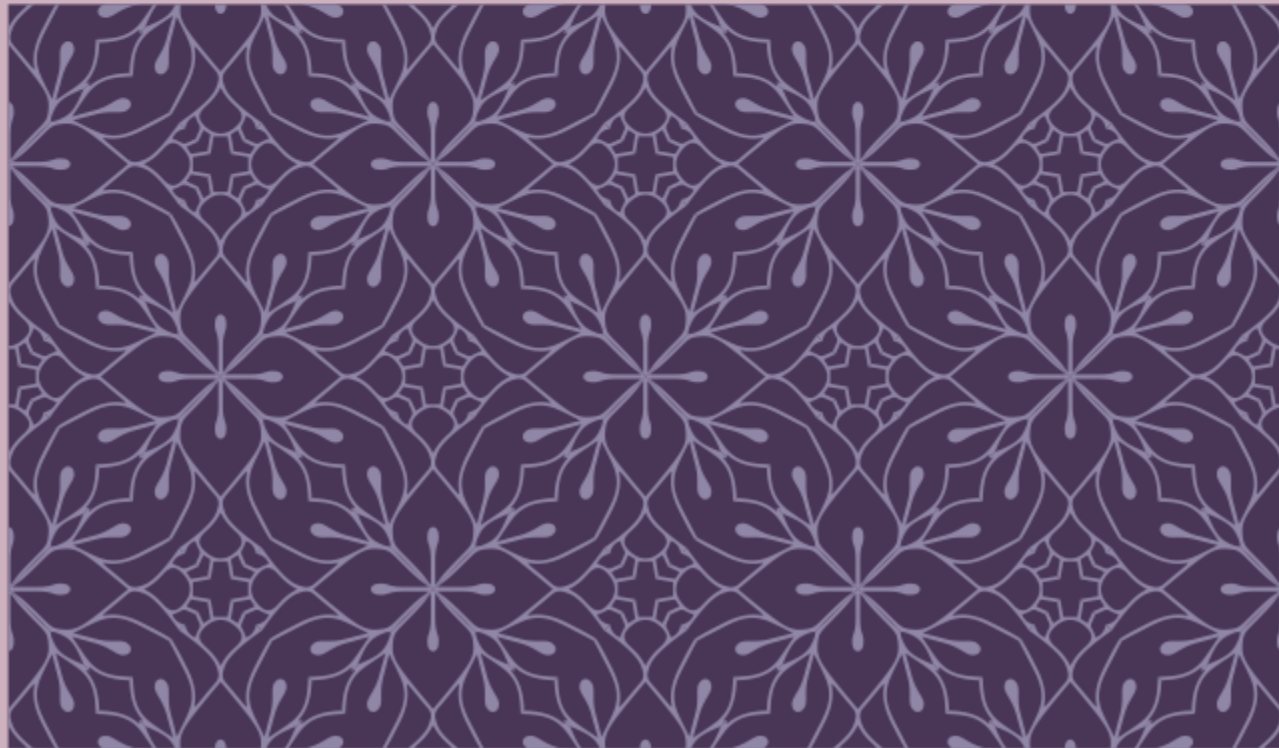
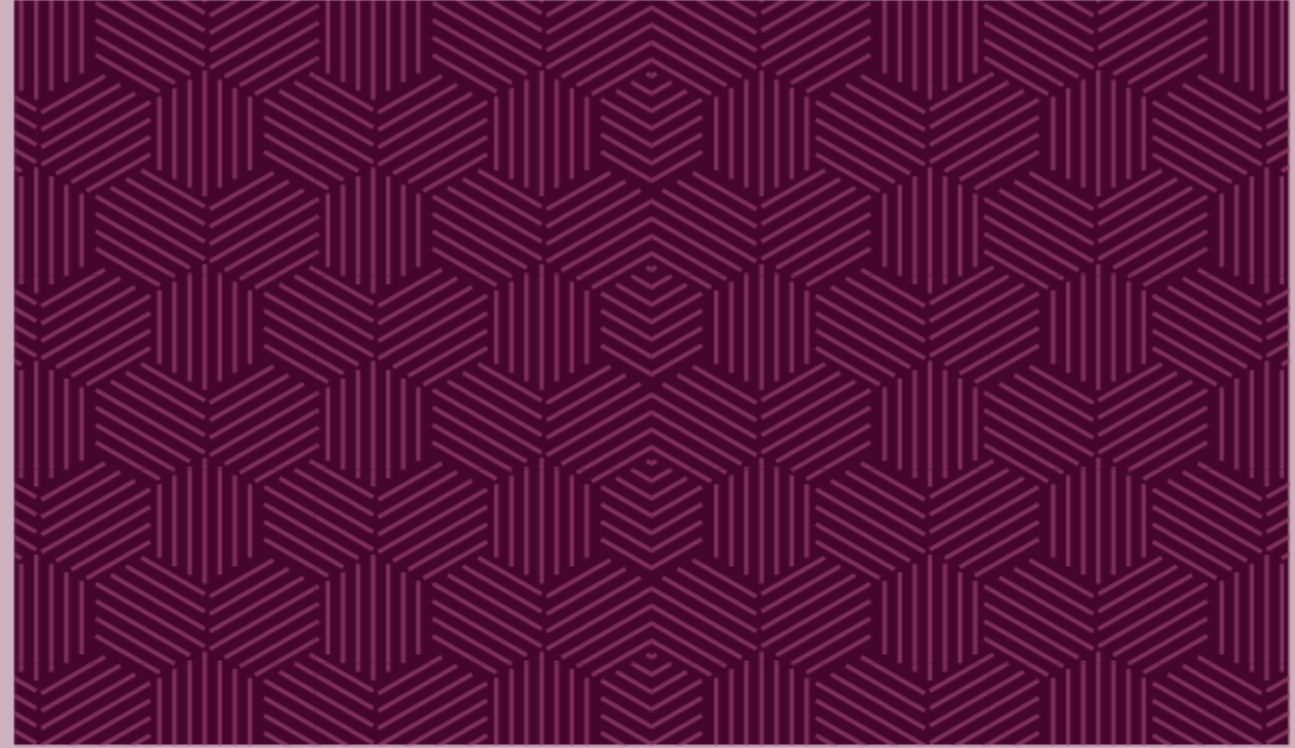
#45062E

ICONOGRAPHY

CLEAN | STROKES | MINIMAL



PATTERNS



**DISCOVER YOUR
*SIGNATURE STYLE***