Kami Kubi

Developing a brand that redefines the meaning of real in the ethnic wear industry

Positioning, Brand Identity, Communication Strategy

Kami Kubi is a brand developed for Disha Enterprises, a B2B textile manufacturer supplying to leading ethnic wear brands in India. With decades of expertise in this industry, they aimed to venture into the B2C space with a unique and affordable brand that stands out in the ethnic wear market in India.

Share

The Challenge

The Indian ethnic wear industry is highly cluttered across both ends of the spectrum from affordable to premium and from everyday wear to occasional attire. The increasing number of occasions in India too led to the development of complex wardrobes. Additionally, the internationalisation of Indian ethnic wear brands saw numerous global brands entering the Indian market and catering to the aesthetic preferences of Indian shoppers. It was important for the brand to go beyond products and identify a narrative that resonated with an identified target audience.

The story of
KAMI
KUBI

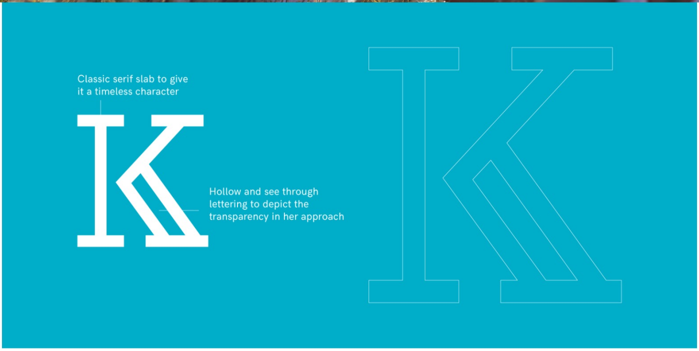
The Solution

The TG was identified to be a wide group of women, across ages of 24 to 75 years, with a unique mindset that connected them together. The brand was built on the innate understanding of what 'dressing up' meant to them and why they chose to 'dress up'. Built during the COVID pandemic, this definition changed drastically as they were confined between the four walls of their homes. It also led to a shift in the mindset of our TG, where they strived to feel special and not just look special. Dressing up thus went beyond meaning and evolved to the contextual settings of our TG; whether it was to feel confident, to be self-aware, or to stand out.

This contextual understanding that each woman is her own unique self and could be labelled into a fixed type is what led to building the foundation of the brand. While competitors focused on certain personalities of women, their products and services, the new brand focused on changing the story to one that could shift forms for each woman. It evolved from trends to classics, from being in vogue to emphasising unique styles, and from feeling good to feeling like themselves, i.e., feeling 'real'. The new brand just was established with a unique name of 'Kami Kubi', meaning Good and Bad, Positive and Negative, to highlight the 'real' woman.

The communication too was unconventional, where women in comfortable clothing were highlighted at special occasions and vice versa. It broke predefined notions and labels associated with clothing and helped it evolve across generations.

Real is Timeless


Classic serif slab to give it a timeless character

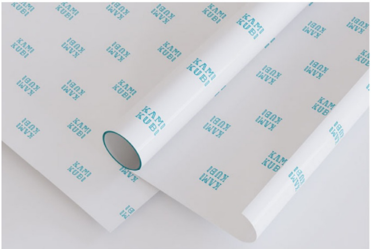
Hollow and see through lettering to depict the transparency in her approach

KAMI™

KUBI

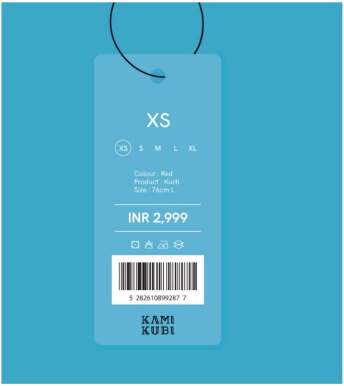
Classic Deep Sky Blue
KAMI

KUBI



Perfectly
Imperfect.
KAMI
KUBI

KAMI
KUBI
Celebrate
Yourself


XS
XS S M L XL
Colour : Red
Product : Kurti
Size : 76cm L
INR 2,999
5 282610899287 7
KAMI KUBI

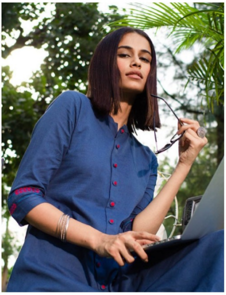
Everlasting.
Real.True.
KAMI KUBI

KAMI KUBI
Perfectly Imperfect

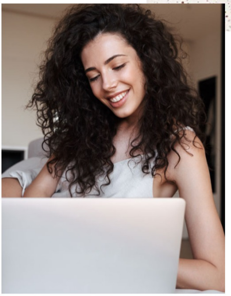
Brand Communication

Brand Related

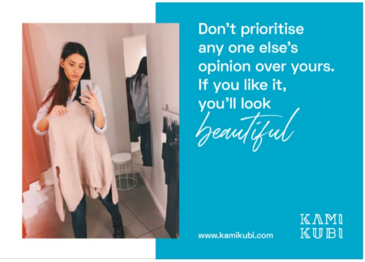
Exploration

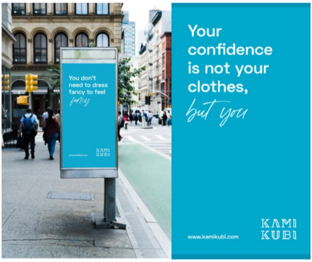


Evolution



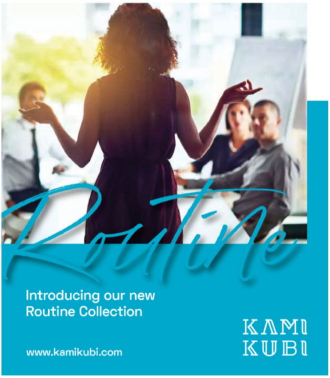
Experience


Don’t prioritise any one else’s opinion over yours. If you like it, you’ll look beautiful
www.kamikubi.com
KAMI KUBI

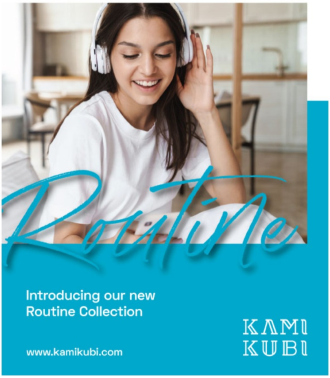

You don't need to dress fancy to feel fancy
KAMI KUBI
Your confidence is not your clothes, but you
www.kamikubi.com
KAMI KUBI

Product Related

You can still stand tall at 5.2”


Routine
Introducing our new Routine Collection
www.kamikubi.com
KAMI KUBI

Productivity does not mean working 24*7


Routine
Introducing our new Routine Collection
www.kamikubi.com
KAMI KUBI

Promotional/Offer

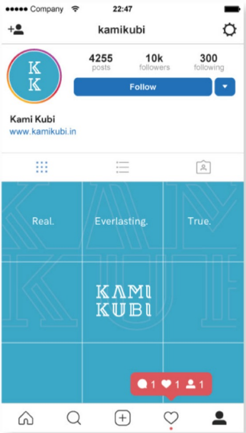
WHEN TWO FRIDAY'S COME TOGETHER!

This Black Friday,
we're saying

No to Sale

20%
of all Kami Kubi proceeds
will be donated towards the
Girls' Education Fund.

KAMI KUBI CRY CHILD RIGHTS AND YOU collaborate to support girl child education.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kamikubi

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Real.
Everlasting.
True.
KAMI KUBI
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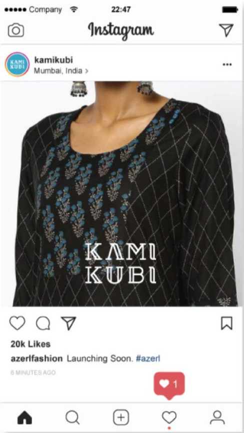
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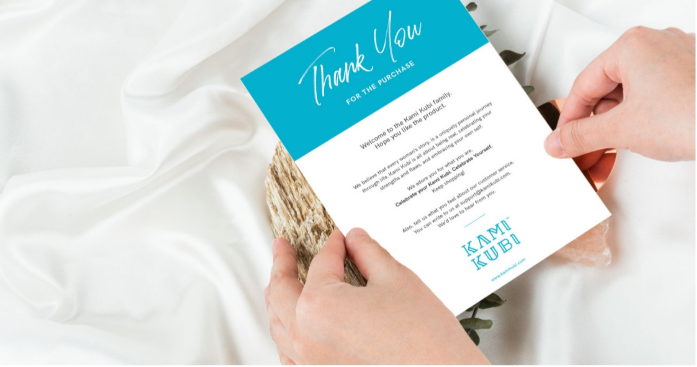
Instagram

kamikubi
Mumbai, India

20k Likes

azerlfashion Launching Soon. #azerl

6 MINUTES AGO



Thank You

FOR THE PURCHASE

Welcome to the Kami Kubi family.
Hope you like the product.

We believe that every woman's story, is a uniquely personal journey
through life. Kami Kubi is all about being real, celebrating your
strengths and flaws, and embracing your own self.

We adore you for what you are.
Celebrate your Kami Kubi. Celebrate Yourself.
Keep shopping!

Also, tell us what you feel about our customer service.
You can write to us at support@kamikubi.com.
We'd love to hear from you.

KAMI KUBI™

www.kamikubi.com

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