

"Great stories happen to those who can tell them."

-Ira Glass

QISA

Positioning, Brand Name, Brand Identity, Communication

CLIENT

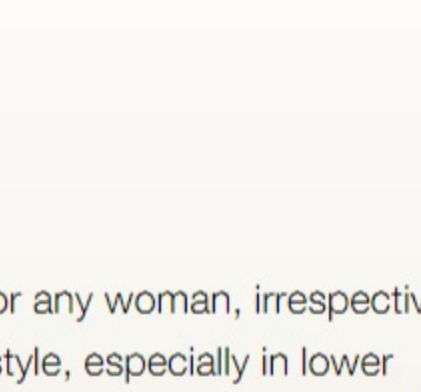
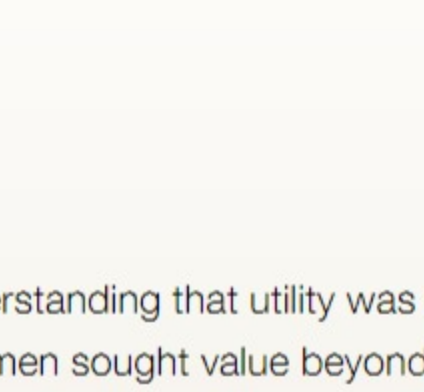
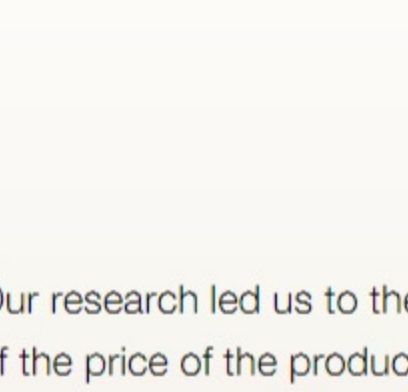
Bagzone Lifestyles Private Limited is a retail company established in 2008 and has its headquarters in Mumbai, India. The company specialises in manufacturing a variety of shoes and bags for women. One of Bagzone's most prominent brands is Lavie, established in the year 2010. It offers a myriad of trendy ladies' bags and footwear to deliver products of uncompromising quality and panache along with unrivalled customer service.

BRIEF

Bagzone came to ABND with the idea of creating a brand for a slightly economical range of products as compared to Lavie. While their new brand was affordable, they also wanted it to have a certain sense of aspirational value. The roadmap was to craft the most effective positioning and communication strategy with a brand identity, by identifying the target audience, a potential gap in the market and closely studying the competition.



A brand for women who like creating lasting stories.



Weaving Stories

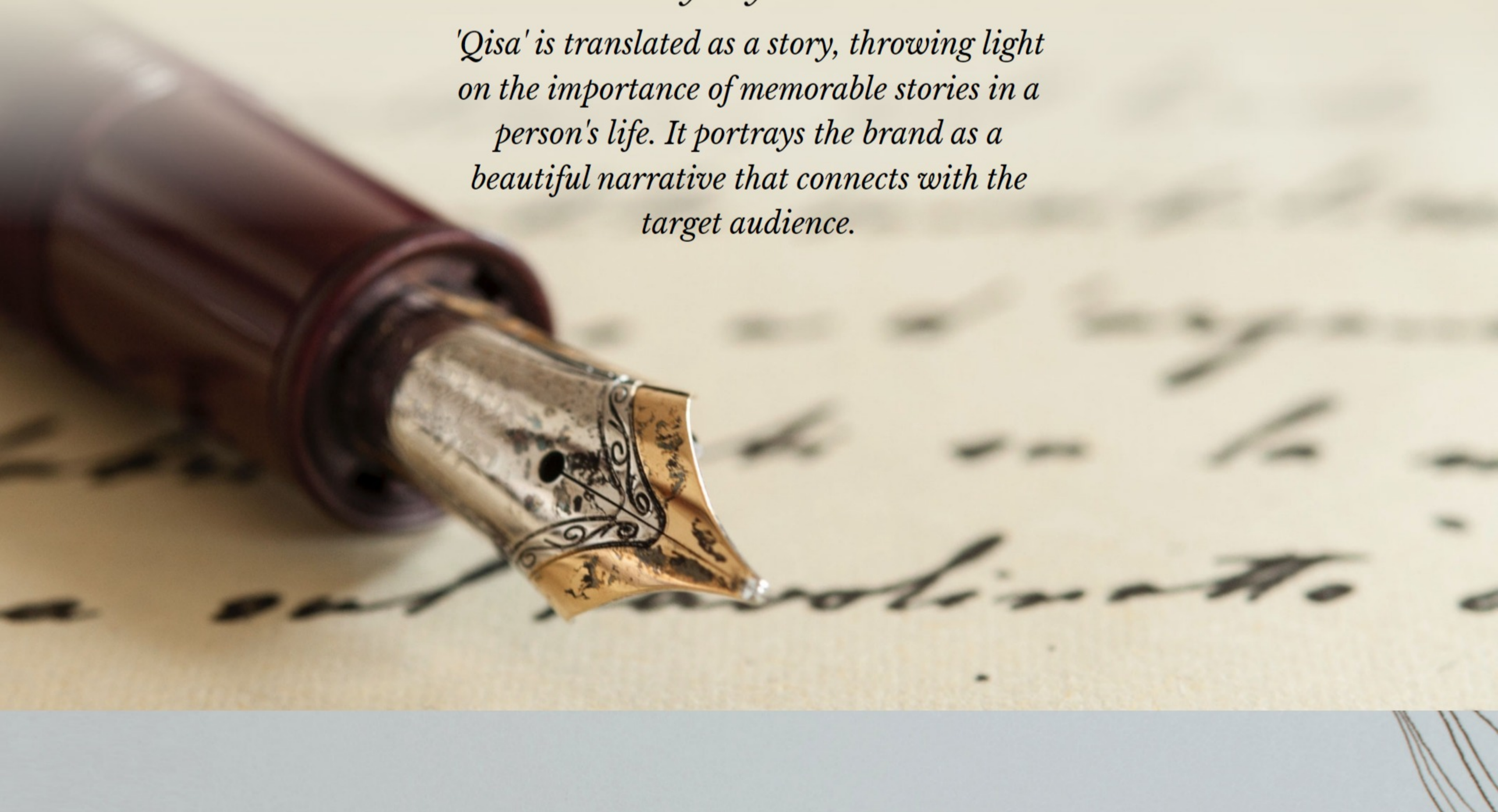
Qisa is a part of your story, a story of great accomplishments, triumphs and failures. You are a story, and nobody can tell it better than you.

Our research led us to the understanding that utility was vital for any woman, irrespective of the price of the product. Women sought value beyond just style, especially in lower priced products. This helped us establish the concept that a bag is part of a woman's every day experiences. Harnessing this idea, Qisa is positioned to tell a story, one of accomplishments and triumphs, failures and more.

"We wanted to communicate that even though the bag was economical, it did not compromise on utility, which is an essential aspect of the brand message."

Everyday Stories

'Qisa' is translated as a story, throwing light on the importance of memorable stories in a person's life. It portrays the brand as a beautiful narrative that connects with the target audience.



The logo for Qisa comes from a woven knot or an intertwined finger knot between friends. It symbolises weaving life stories together and depicts the bond between people. Use of alphabet Q also makes it very memorable.

Qisa

Q

+



QISA

0.0.0.100 Narrative Black



Effervescent White



The versatile Narrative Black establishes mystery and individuality. It stands for luxury and reflects power and strength. Effervescent White represents stability, goodness and balance.

Paloseco

Avenir Next LT Pro

Aa

Aa

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

the quick brown fox jumps over the lazy dog

0123456789?%&

Medium Regular

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

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Bold Regular



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