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Video Credit : Saundh by Sahiba LTD

SAUNDH

Positioning, Brand Name, Brand Identity

CLIENT

An internationally renowned brand in the field of textiles, Sahiba was founded in 1963 and has a remarkable legacy built over 35 years. Sahiba deals with almost every segment of the textile industry from yarns to designer wear. They are the largest fabric manufacturer in India with a notable international presence. Sahiba is a constant innovator which is evident from its ever-expanding product line to its contemporary machinery, thereby making it a unique and strong market player.

BRIEF

Sahiba has always shown an inclination towards creativity and trendsetting. Therefore, they wanted to venture into the B2C Retail space with a new brand. This new identity had to be modern, yet unique, with a global approach. With fusion wear as its main product offering, the brand was a shift from the textile business that Sahiba was well known for, and hence had to be memorable and distinct in itself.

From Fibre to Fabric, creating a brand for the woman who wears "herself"



ABND carried out an 8 hour long brainstorming session with the client across 2 days to dig deeper into their minds and gather insights. These insights, coupled with a detailed consumer study and competitor analysis helped us develop a positioning strategy for Saundh. Saundh was created as a premium brand with an explorer personality. Its sophisticated look and relaxed tone of voice led to a brand for the confident and global woman.

SAUNDH

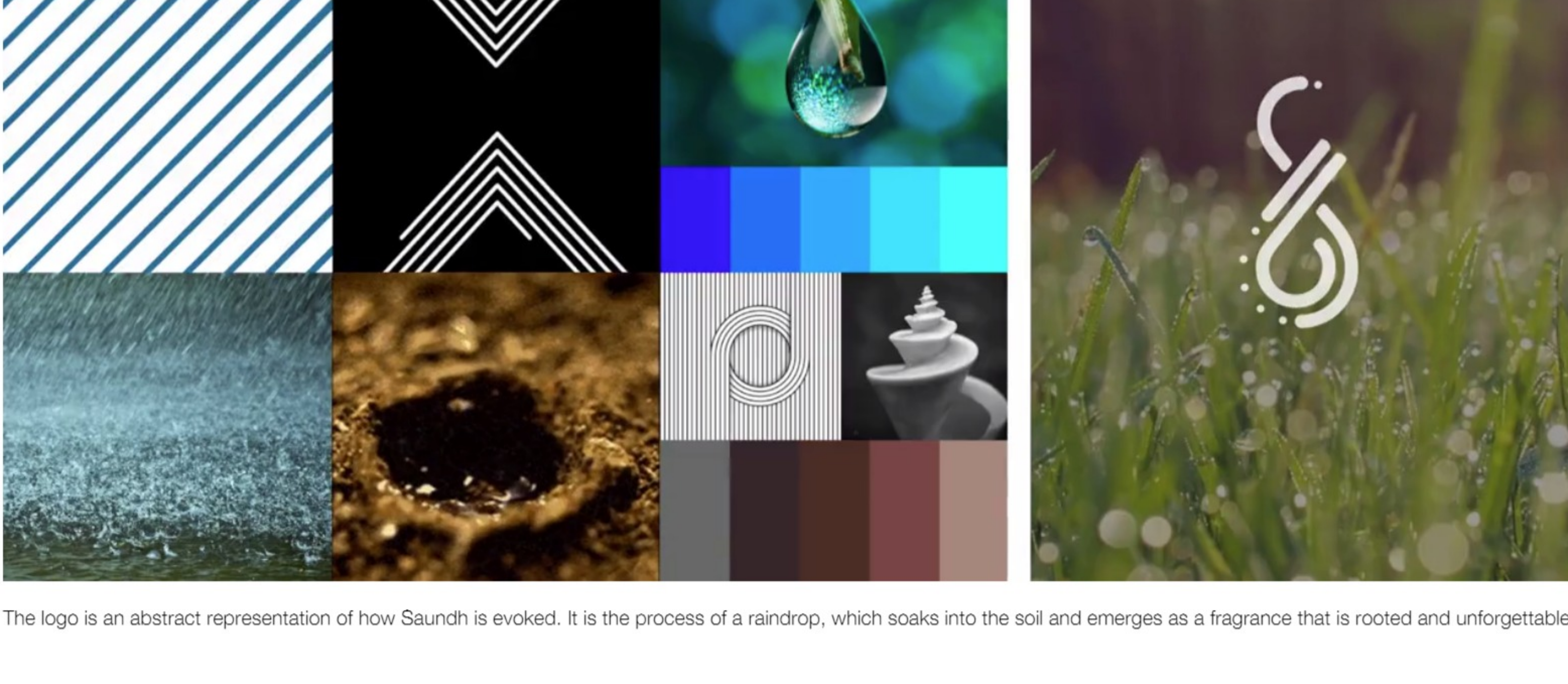
The name Saundh was derived from the smell that emerges post the first rains. This fragrance is known for its freshness, universal appeal and its consistency across numerous lands. Saundh as a name depicts a global brand, with no constraints and boundaries.



ROOTED, EVERYWEAR

Saundh is an apparel brand inspired by India for the woman who is comfortable in her own skin. Saundh's fibre to fashion philosophy allows it to create clothing that transcends boundaries.

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The logo is an abstract representation of how Saundh is evoked. It is the process of a raindrop, which soaks into the soil and emerges as a fragrance that is rooted and unforgettable.

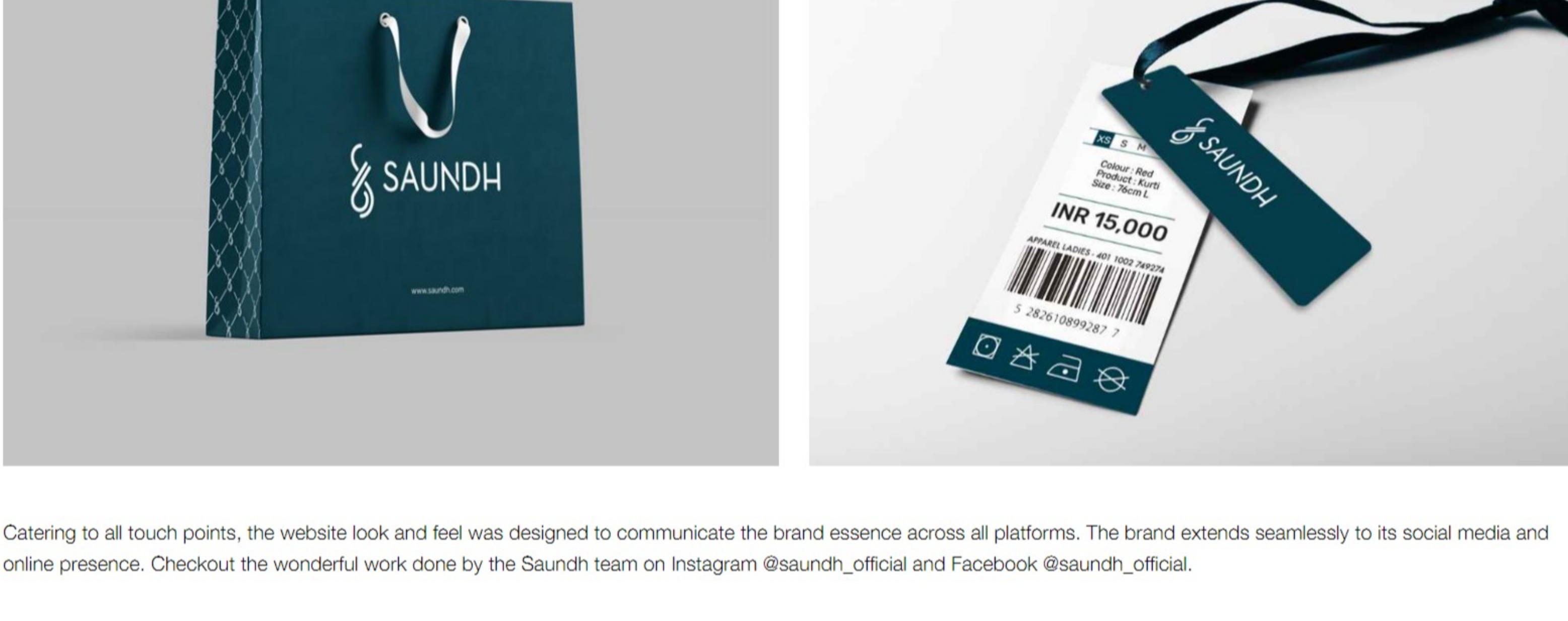


WAFI BLUE
PANTONE 309C
CMYK : 100.43.44.46

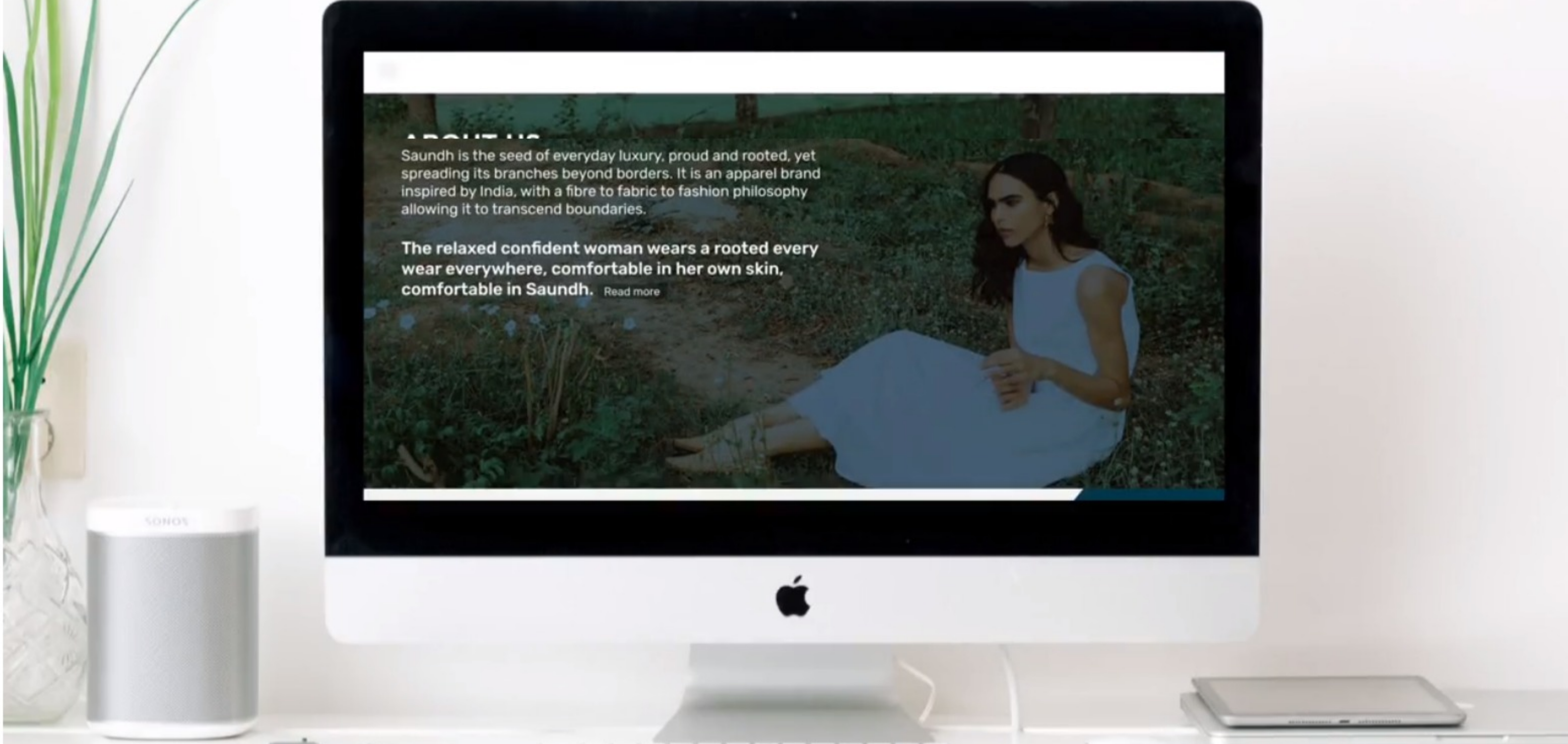
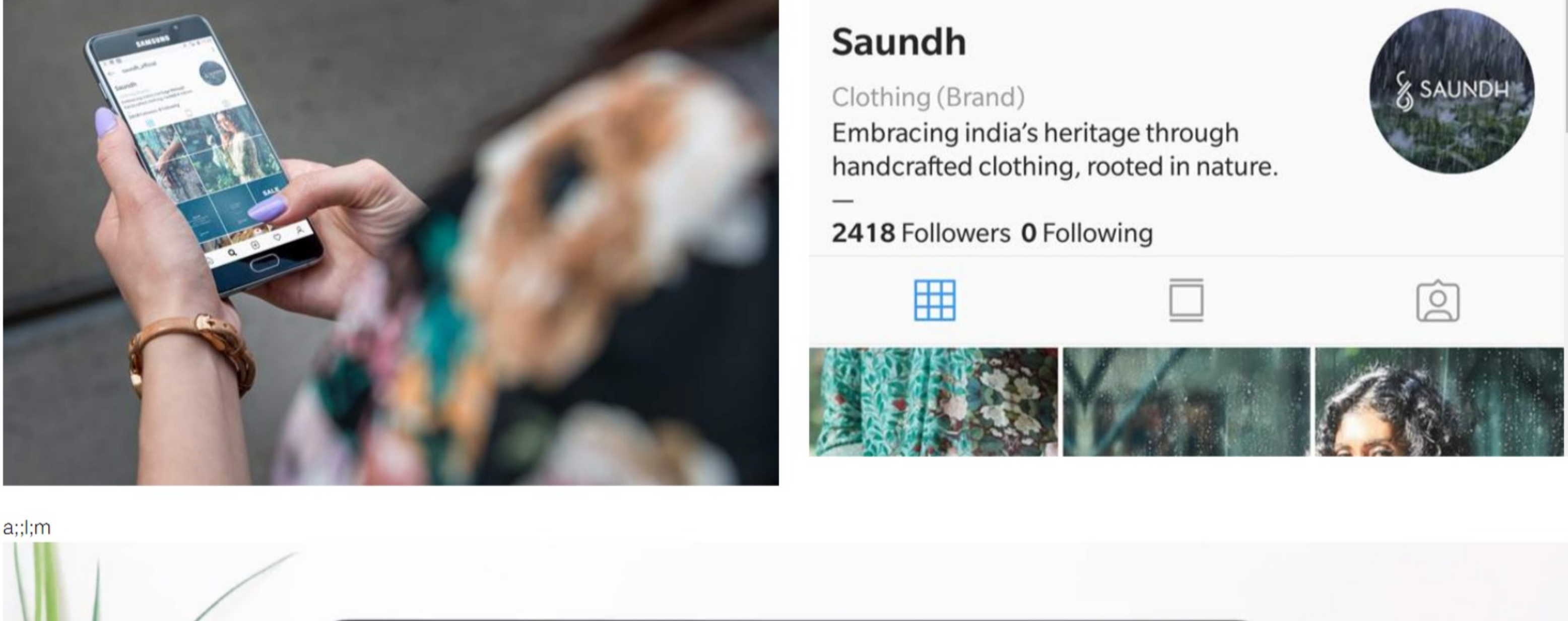
The color chosen was a mixture of the color of a raindrop when met with the soil. The deep dark shade was then named Wafi Blue to create a striking association with Saundh



The visual identity of Saundh was extended to its retail, packaging and communication applications. The modern style and visual consistency was developed to create a memorable and an iconic brand.



Catering to all touch points, the website look and feel was designed to communicate the brand essence across all platforms. The brand extends seamlessly to its social media and online presence. Checkout the wonderful work done by the Saundh team on Instagram @saundh_official and Facebook @saundh_official.



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