

## **ABSTRACT**

### **MOIRE'S VISUAL DESIGN**

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*The subject of this final project is concerning the visual identity of a fashion product. Moire is a local brand of clothing lines. As a new bussines start-up, Moire launched in 2014, with a inadequate brand identity. The analysis has proven that according to the visual identity criteria, Moire identity was poorly designed. Moire is addressed to women of 20-35 years old market segment, middle to higher income brackets group.*

*The design methods used is consist of in-depth interview with the model-client (as a replacement of Client brief), research and analysis, simulation of adoption process, and continued by the arranging of concepts and ideas, and concluded with the execution stage.*

*Writer decided to create a new logo, with a pictogram of "moire" pattern as a human's eyes optical illusion, and a "Friandise normal demo" logotype, to constrict a feminine, exclusive and original images of this clothing products. The new visual identity, and its application in various media, are compiled in a comprehensive Graphic Standard Manual of Moire brand.*

**Key words:**

*pattern, feminine, exclusive, original.*