



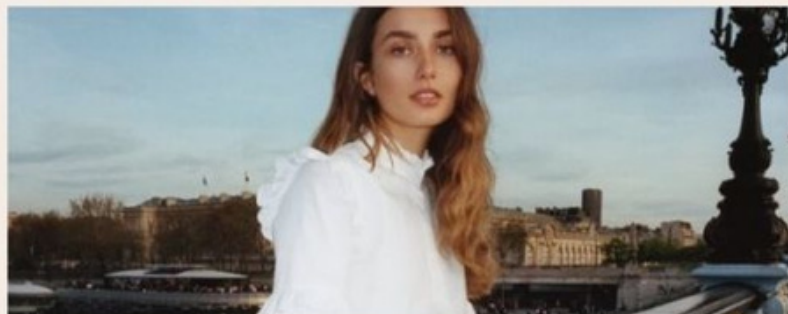
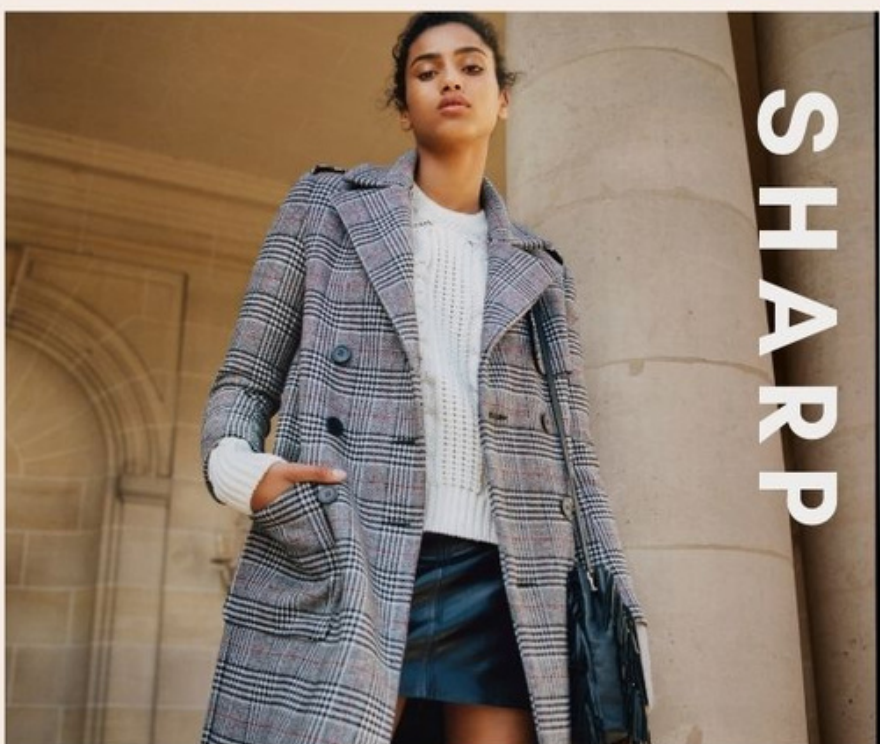
Visual Merchandising:
Image & Brand



Maje

maje

PARIS



Brand Identity

Target Market



FEMININE

CLASSIC



LAID-BACK

maje
PARIS



WEALTHY



CONFIDENT

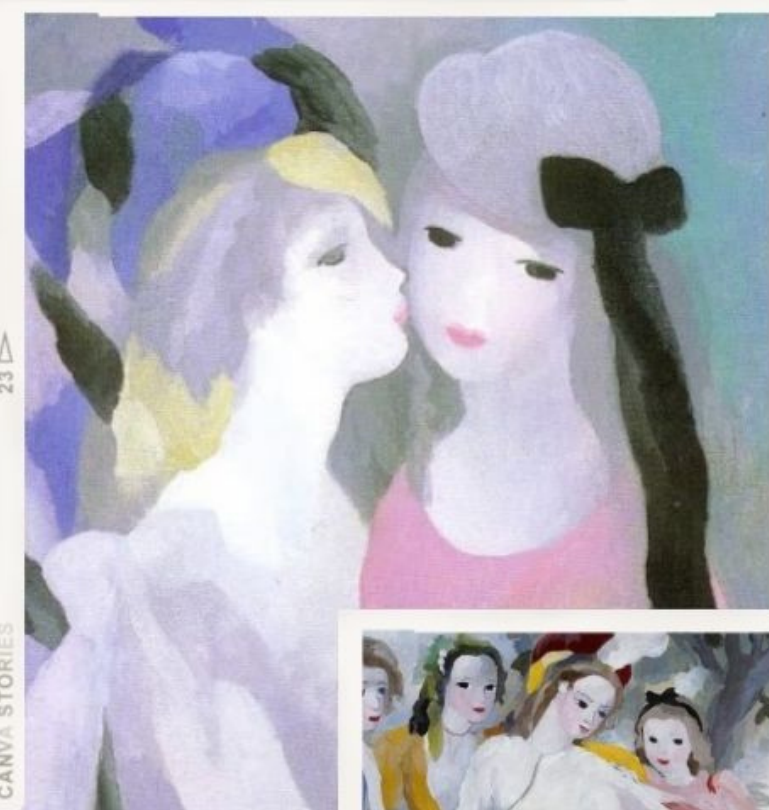


Target Market



Marie Laurencin

Marie Laurencin was a French painter, printmaker and stage designer. Her portraits were very feminine, melancholic and elegant. She became involved with the highly influential visual arts style, Cubism. Developing a very particular style that set her apart from other artists like Picasso. In time, she started exanding the media she used, to book illustrations, set design, costume design, interior desing and lithography. One of her most famous book illustrations was Alice in Wonderland in 1930. Another famous portrait was Portrait of Coco Chanel (shown above)



Inspiration

Window Display



In-Store Feature Display



Wall Display

