



AN ELITE SHOE RETAILER

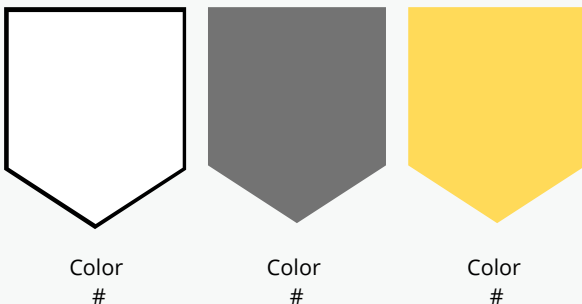
BRILLARE

"SHOES THAT SHINE"

LOGO



COLOR PALETTE



FONTS

PRATA
Poppins Bold

These fonts express Brillare's personality and our brands overall tone. We're looking to give off a sophisticated, and classic look to our customers-being depicted by the font "Prata", while merging this look with a modern, bold, and more trendy appearance-shown with "Poppins Bold." Brillare is looking to convey our modern and creative twist on streetwear styles of elite shoes. I

LETTERHEAD & COMPANY DESCRIPTION

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Brillare Streetwear is an online shoe retailer that sells trusted and high-quality shoes from your favorite shoe companies. We have shoes that work for everyone, from red carpet events to walking around town. We provide a wide variety for everyone and set realistic prices based on the current market. Brillare is committed to making you look good and prepared for anything your day holds.



St Charles North High School

"Shoes That Shine"

255 Red Gate Rd St. Charles, IL 60175 (331) 228-4400

Chief Executive Officer
Juliana Fuhr

Month, DD, Year

Chief Market Officer
Isabela Bernhard

Chief Financial Officer
Andrew Klobberdanz

Chief Operating Officer
Ryan Allamian

BUSINESS CARD FRONT



**ISABELA
BERNHARD**

CMO

Mobile: +331 228 4400

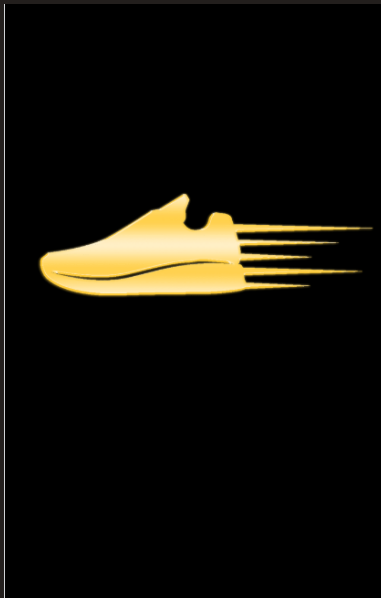
Office Address: 225 Red Gate Rd.,
St. Charles, IL 60175

Official Email: belabernhard02@gmail.com

Official Website: www.brillarestreetwear.com

 @BrillareStreetwearvei

 @BrillareStreetwearvei



**BRILLARE
STREETWEAR**

AN ELITE
SHOE RETAILER

BUSINESS CARD BACK

COMPANY APPLICATIONS



Our twitter is used to advertise and sell products, all while building a name for our brand. @VEIBrillare will post and produce content frequently to catch the eyes of customers across the virtual market. Turn on our post notifications on twitter to see our new designs and products being sold on our website.

Our shoes will be transported and sold in our pearl white, firm, and clean shoeboxes. To contrast the all white box, our customers will see our shining logo across the top. All shoes are to be sold with the same box regardless of the brand.

All mail and packages sent to our customers will include envelopes with our logo on it, including the return address in case any customers need to send back products or questions. The crisp, white envelope will allow our gold and black logo to contrast from all other mail you receive and won't be missed.



CONNECT WITH US

 @VEIBrillare

 @VEIBrillare

LOOKING AHEAD

MARKETERS' PREDICTIONS

An increase in the footwear market has fed an even faster growing resale market: While reports put revenues at around \$1 billion, StockX, the self-anointed Stock Market of Things in VEI, estimates the sneaker resale market to be worth significantly higher at \$6 billion.

According to "EXPERTS PREDICT THE FUTURE OF THE SNEAKER INDUSTRY'S EXPONENTIAL EVOLUTION" by Rae Witte (2019)

