

Brand Image
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B. C Styles



Mission Statement:

When one looks good one feels good. B.C Styles is dedicated to discovering each client and the personal message they would like to deliver about themselves. This is an inviting world waiting for you to join. B.C Styles wants to gain your trust to make you look and feel your best in a new way.

During the Spring semester of 2020 of my senior year, I have had the pleasure of being able to intern with the Vanity Room. They are a small showroom located in the heart of the garment district in New York city. The company has a lot to offer any fashion student interested in learning about the diverse areas in the fashion industry. One of the main things about this company that attracted myself in particular to this company was their brand image. The Vanity Room keeps a consistent image or message throughout their personal website, Instagram account, and facebook. The overall aesthetic remains the same.

The Vanity Rooms platforms are feminin, warm, inviting, and pleasing to the eye. Lots of pinks, rose golds, whites, and bright lights are used in their images, objects, or garments. Overall I was pleased with what I saw across their platforms, and I wanted to intern for them. They also expressed how they were a New York base, meaning that all the clothing they produce is done here in New York. city They explain how they are inclusive to women of all shapes and sizes, and how they believe in women empowerment. This company even displays the importance of their brand image in their showroom and work space. It is bright with huge windows well lit, sometimes candles are burning and soft music is playing in the background. They have a couch in the center of the showroom, with pillows that are big and inviting.

The Vanity Rooms brand image attracted me in interning for them, imagine all the other impacts it may have sales wise and customer wise. Any company's brand image is important, because that's what attracts people and builds connections to the brand. Sometimes it makes one self want to be a part of a particular brand whether you shop or work with the brand. Overall The Vanity Room has made me reflect and realize the importance of brand image. Especially being that one day I would like to own my own business.

One short term business goal that I have would be to build a very small personal styling business. In this business I would be viewed as style consultant for both men and women, meeting their specific needs. Of course, I would love to see how the business may grow and take off and also what type of clientele I can build. Hopefully the styling business will take off and possibly in time after I would have a small womens clothing line, which would be a long term goal. Prior to the pandemic I had an advantage working at Louis Vuitton because it is a well known luxurious fashion house. In the Soho store location I was fortunate to meet and come across a stylist. One of my professional short term goals is to grow in my current role. Growing in my current position as a Client Advisor will allow me to be knowledgeable in the history, collections, and craftsmanship of Louis Vuitton. Once the necessary knowledge is there you can confidently grow your client book . One client book can consist of celebrity stylist or personal shoppers giving you the ins and outs of the business.

However, I know in order to grow my styling business I would have to work on my personal and brand image. I would have to build a website and create an instagram account sending the same message across the platforms. Personally, purple is one of my favorite colors and is known to be a rich and royal color. I would most likely include this color on my website but I would use a lighter shade of purple. Probably a lavender color for the website, because it is relaxing and inviting. I would pair that with an earth tone color possibly beige. I want mature, sophisticated, and calm colors across my website and instagram. If I can give off a brand image that people love and trust they would want to turn to my business.

Finishing school would benefit me with experience and skills. Also, I will have more time to work on my personal projects, short term, and long term goals. Practicing my spanish and

getting better at it could help expand my market, business, and clientele. It could help me build a connection and tap into a new market. This is one of my personal short term business goals but of course it can be beneficial to business. If I probably use technology and social media I could grow my network both in the fashion industry and professionally.

References

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