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Digital Media Foundations

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From Internet Doodles to Lady Boss

Have you ever wondered how companies took their leap at being a well-known successful brand? A company I think that is doing so is Valfre the artist behind the brand is lse Valfré's. lse Valfré's was born in Mexico but was raised in the states. Most of work displays a California vibe with its uses of color like pink and green the tones in which she picks lets you know she's a west coast artist. The work that Valfre produces demonstrated vulnerability as well as confidence to her audience. With that in mind it's only right that her artist she influenced by Frida Kahlo a strong representation of Latin powerhouse. Building her brand did not come easy when she had no idea where she could take her illustration designs. Her first attempt at doing something with her art was teaching Kindergarten students at a Montessori school until 20120. She got her next inspiration from her sister giving her advice to try and become an illustrator publisher. Never thinking that was even be a possibility she went and googled the job description of an illustrator and did her research. Soon after she quit her job to move in with her parents. The big leap came with disappointment at first, investing in a website and seeing no profits from any company interest in her illustrations. Valfre then started publishing her work on Tumblr and then ended up establishing her own brand.

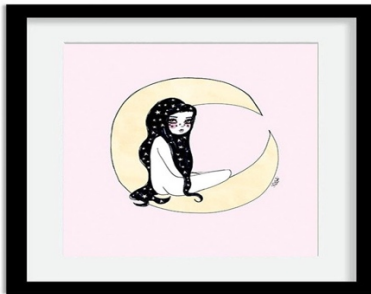
Through her Tumblr following, she was able to receive encouragement as well as support from her following. She got the courage to continue her business and use her Tumblr as a platform. As her followers grow many of them wanted to purchase the illustration she made; With such a growing following Valfre was able to grow her brand to what it is now which is a million-dollar business. What I like most about Valfre is that she cares who she associates her brand with. She is not going to partner with a brand that doesn't have the same beliefs as she does. With her interview with Forbes magazine, she states that "we're not desperate to take on capital unless it's the right fit. The last thing we want is to lose control of the vision and unfortunately, this tends to happen to a lot of business that go this route. So, with that said, we want to team up with partners who understand the brand and trust our vision." In this day and age, it's easy to see brand collaborate with a certain artist or another brand that doesn't really fit to get exposure and more capital.

The design for her brand logo came from her own handwriting spelling out her last name (Fig. 2)



Fig. 2 revised logo

The small strokes of messy script typeface are what created her brand and gave her an audience something to identify her by. The meaning of her brand which is feminism is what her brand incorporate into her design with phone cases and clothing. Most of her designs incorporates the pink color used in a lot of her art (Fig. 3) and (Fig. 4).



LOVE DANCERS PRINT Fig. 3



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When the brand started to expand over time the logo remained handwritten script but became more sophisticated in appearance with of course a girly like feel to it. The logo demonstrates Valfre brand for being about feminism and girl power. Her start on Tumblr is what really built her audience people started reblogging and tattooing her art on them. As her audience grew her logo changed as well as the items she sold which are phone accessories (Fig. 5),



Fig.5 FLOWER POWER 3D IPHONE



Fig. 6 NOT TENDER BABY TEE



Fig 7 GRRRL PWR CROP TOP

clothing (Fig. 6) (Fig. 7) and print work (Fig. 3). Valfre went from selling postcard and phone cases to clothes with her unique logo as well as girl power designs. The pink demonstrated in her logo designed is still visible as well as the dominating pink in her website. Going from being unknown to now being featured in well-known magazines is only the start for her. What her so successful was that she could take the skill she already had with illustration and but into designing her website as well as creating her own logo.

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