
BRAND PRESENTATION



DW'



WHAT IS YOUR BRAND?



Dani Watanabe's identity is futuristic fashion innovation. Creative, innovative, and resilient fashion designer and entrepreneur. Personal characteristics include a passion for art direction, travel, fashion, and yoga. Daniela is also an e-commerce development enthusiast and enjoys taking up challenges. The brand logo would include an infinity symbol that represents continuous growth, innovation, and future thinking.

Daniela Peckova Watanabe

DIRECTOR



DW PRESENTATION

MISSION STATEMENT

"Dani Watanabe's mission as a fashion designer and entrepreneur is to create innovative fashion designs that inspire and empower individuals to express their uniqueness. An immigrant female founder, from an Asian-Latino background, Daniela came to New York to revolutionize fashion. Her inspirations come from her friends, electronic music, tribal futurism, yoga, and spiritualism. The goal is to create beauty, to empower people to be free and have fun by wearing her designs. Aiming to create a new aesthetic, a lifestyle, an escape from everyday routines, a valuable brand"



"Daniela **values** creativity, innovation, sustainability, inclusivity, and excellence in fashion."





MISSION STATEMENT

The **direction** is towards establishing a recognized brand that creates social value and offers employment opportunities.

Achievements would include having her designs sold at major fashion retailers.

Opportunity means showcasing her collections at New York Fashion Week every year.

Significance means creating jobs, introducing sustainable fashion practices, and changing fashion.



DW PRESENTATION



PERSONAL MISSION STATEMENT

As a person I aim to always work on improving myself, some things such as creativity come naturally and I work to make them turn into reality and some other is about realizing where we can change and improve as a person. My personal mission is to act according to my beliefs, be a good person and never stop dreaming. Enjoy the ride.

-Dani Watanabe



“Daniela **values** creativity, innovation, sustainability, inclusivity, and excellence in fashion.”



PERSONAL OBJECTIVES

1

ASHTANGA YOGA

Optimizing my daily yoga practice to improve physical and mental well-being. It is important to have a healthy mind to grow.

2

EAT HEALTHY

Maintain a healthy lifestyle by practicing mindful eating. Eating clean is important to avoid sickness, enhance performance and clean mind.

3

WORKSHOPS

Enhance interpersonal skills by joining networking groups and attending events. Foster personal growth by attending workshops and courses on relevant topics.

4

TRAVEL MORE

Expand my knowledge of foreign cultures by traveling to new destinations.

5

GIVE MORE

Participate in charities, give time, and give money. Successful people say that is the law of abundance the more you give the more you get.



PROFESSIONAL OBJECTIVES

1

BRAND AWARENESS

Reach a wider audience with my work. Sell to more people, and reach more people with sales. Become known widely.

2

RAISE CAPITAL

Raise money for my business idea development by the end of the year.

3

TEAM GROWTH

Hire a team of like-minded individuals to help grow my business.

4

EXPOSURE

Participate in more fashion shows and events to increase exposure. Increase brand awareness by collaborating with influencers and other brands.

5

SUSTAINABILITY

Create sustainable practices by sourcing environmentally friendly materials and reducing waste.



PERSONAL OBJECTIVES SPECIFICS

ACTION PLAN

/01 Attend yoga classes at least three times a week for the next three months.

/03 Eat free, less processed.

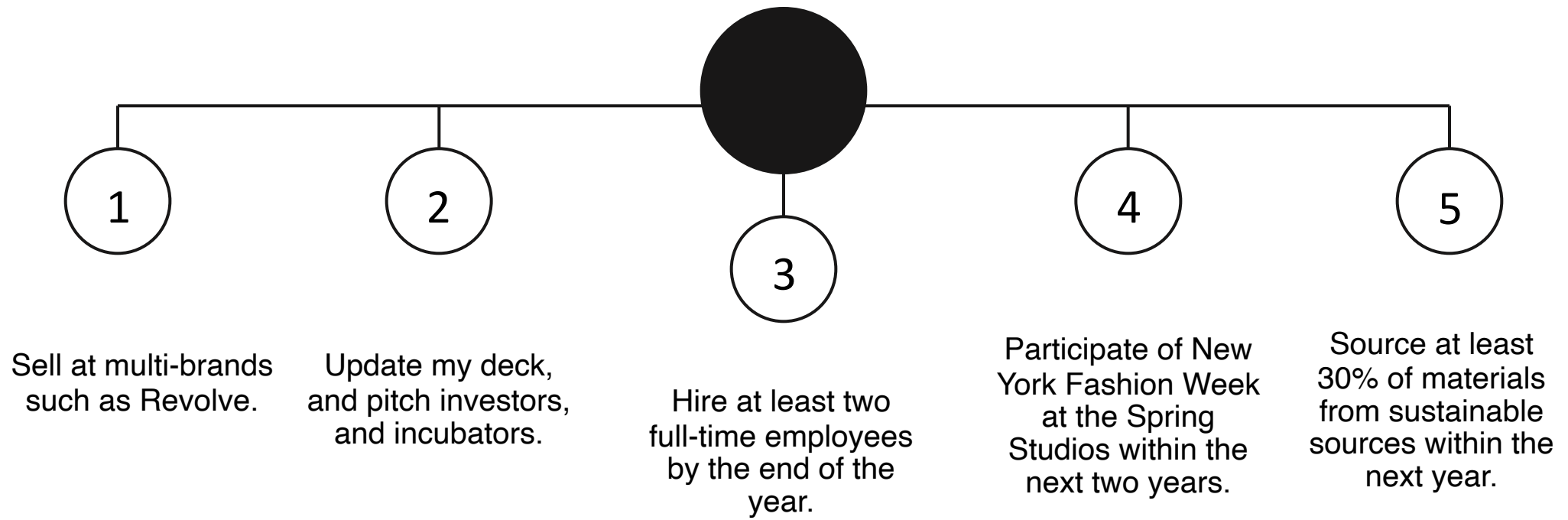
/05 Attend at least two networking events per month to expand my professional network.

/02 Plan and take a trip to a new destination every six months.

/04 Join non-profit projects in person and online.



PROFESSIONAL OBJECTIVES SPECIFICS ACTION PLAN

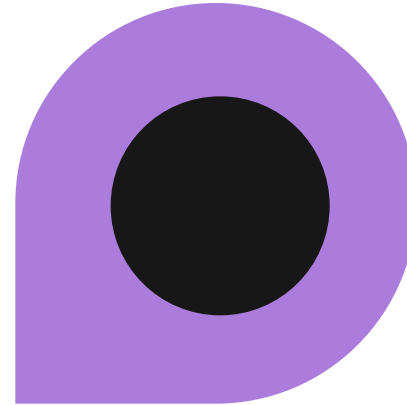
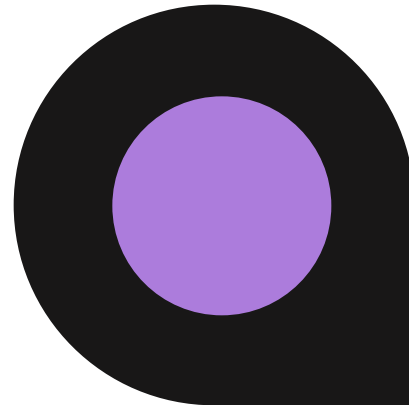




SWOT ANALYSIS

STRENGTHS

- Leadership
- Creativity
- Computer and Design skills
- Strong Ethics

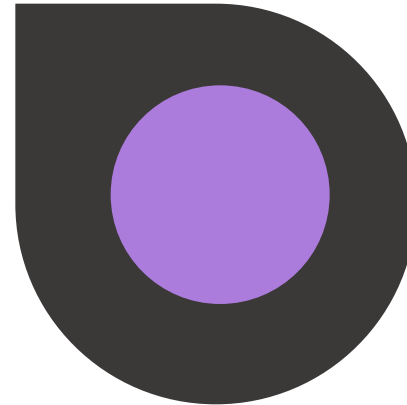
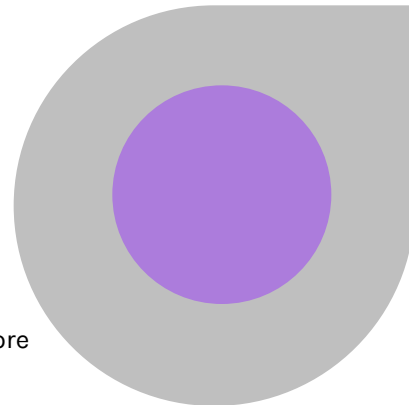


WEAKNESSES

- Shyness for Public Speaking
- Temper
- Stubborn

OPPORTUNITIES

- Extend the network to find potential investors
- Getting a master's from an ivy league
- Improve public speaking by taking on more roles



THREATS

- AI
- Age and the loss of cognition
- War



GET IN TOUCH

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Daniela Peckova Watanabe
Internship

Brand Image Project

1. Dani Watanabe's identity is futuristic fashion innovation. Creative, innovative, and resilient fashion designer and entrepreneur. Personal characteristics include a passion for art direction, travel, fashion, and yoga. Daniela is also an e-commerce development enthusiast and enjoys taking up challenges. The brand logo would include an infinity symbol that represents continuous growth, innovation, and future thinking.



2.

3. Professional Mission Statement: "As a fashion designer and entrepreneur is to create innovative fashion designs that inspire and empower individuals to express their uniqueness. An immigrant female founder, from an Asian-Latino background, Daniela came to New York to revolutionize fashion. Her inspirations come from her friends, electronic music, tribal futurism, yoga, and spiritualism. The goal is to create beauty, to empower people to be free and have fun by wearing her designs. Aiming to create a new aesthetic, a lifestyle, an escape from everyday routines, a valuable brand."

Daniela values creativity, innovation, sustainability, inclusivity, and excellence in fashion. The direction is towards establishing a recognized brand that creates social value and offers employment opportunities. Achievements would include having her designs sold at major



fashion retailers. Opportunity means showcasing her collections at New York Fashion Week every year. Significance means creating jobs, introducing sustainable fashion practices, and changing fashion.

Personal Mission Statement: " I aim to always work on improving myself, some things such as creativity come naturally and I work to make them turn into reality and some other is about realizing where we can change and improve as a person. My personal mission is to act according to my beliefs, be a good person and never stop dreaming. Enjoy the ride."

4. Objectives:

Personal:

- Optimizing my daily yoga practice to improve physical and mental well-being. It is important to have a healthy mind to grow.
- Maintain a healthy lifestyle by practicing mindful eating. Eating clean is important to avoid sickness, enhance performance and clean mind.
- Enhance interpersonal skills by joining networking groups and attending events. Foster personal growth by attending workshops and courses on relevant topics (Dweck, 2017).
- Travel more. Expand my knowledge of foreign cultures by traveling to new destinations.
- Give more. Participate in charities, give time, and give money. Successful people say that is the law of abundance the more you give the more you get (Kidder, 2017).

Professional:

- Reach a wider audience with my work. Sell to more people, and reach more people with sales. Become known widely.
- Raise money for my business idea development by the end of the year.
- Hire a team of like-minded individuals to help grow my business.
- Participate in more fashion shows and events to increase exposure. Increase brand awareness by collaborating with influencers and other brands.



- Create sustainable practices by sourcing environmentally friendly materials and reducing waste.

5. Specific Goals:

Personal:

- Attend yoga classes at least three times a week for the next three months.
- Eat free, less processed.
- Attend at least two networking events per month to expand my professional network.
Take an online course in digital marketing to improve e-commerce skills.
- Plan and take a trip to a new destination every six months.
- Join non-profit projects in person and online.

Professional:

- Sell at multi-brands such as Revolve.
- Update my deck, and pitch investors, and incubators.
- Hire at least two full-time employees by the end of the year.
- Participate of New York Fashion Week at the Spring Studios within the next two years.
- Source at least 30% of materials from sustainable sources within the next year.



References

- Dweck, C. S. (2017). *Mindset: Changing the Way You Think to Fulfil Your Potential*.
Robinson.
- Kidder, T. (2017). *A Truck Full of Money: One Man's Quest to Recover from Great
Success*. Random House.