

Brand Image: Visionary Diosmary

Diosmary Artiles

New York City College of Technology



Visionary Diosmary is an individual who is interested in the arts such as music, artworks photography and fashion that inspires people who witnesses it. The brand is about creativity and expressing oneself to stand out from others but to also be true to oneself. She has a creative aesthetic and is imaginative in the ideas that she brings about and this can be seen in previous projects such as Visual Merchandising Color Wheel and Press Release assignments. Being that she has a background in the arts such as drawing and painting, it is easy for Visionary Diosmary to think outside the box.

The brand is goal-oriented and goes for whatever she puts her mind to. Visionary Diosmary is a team player and shows leadership skills in the teams she is placed in. The brand is a critical thinker and a problem solver in any situation that comes about. Time management is an important skill the brand has expertized as she has been able to handle going to New York City College of Technology (CUNY) as a full time student, interning at Artistix Fashion with Andy Hilfiger, work part time at Zara and model part time as well with State Management. Respect and integrity are core values of the brand and are values that has helped her throughout her journey as a undergraduate student and will continue into the future.

The mission is to inspire and empower people that one comes across with through creativity, hard work and integrity. The direction of the brand is to move up in the fashion industry with a title that earns respect from others. The significance of the brand is to make a

mark in the fashion industry by thinking outside the box and being available for those who needs assistance within the industry. Visionary Diosmary is not an extrovert but the brand expresses oneself in other ways that are louder than the words spoken. She wants to acheive success in the fashion community and give others the opportunity to be just as successful. Visionary Diosmary is a premium brand which means it holds as much respect as a prestige brand but it is available for all people.

The objective for the brand is to achieve a level where she is respected as an individual in the fashion industry and make a name for herself. Professionally, Visionary Diosmary would like to reach the brand's fullest potential to inspire and empower others and is willing to do so by reaching out to those who have struggled to get their foot into the door within the fashion industry. The brand cares about helping others more than the profit and so part of the money one will make will be given back to the community. Visionary Diosmary personally wants to grow and be successful and is willing to do so by taking one's time and paying dues in the industry instead of finding a shortcut or doing it the easy way.

Visionary Diosmary's weakness is that she is not as outspoken or extroverted as most people in the industry are. However, her strength is her hard work, efficiency, creativity and leadership skills that overpowers her weakness. She wants her achievements to speak for oneself. Her networking skills and the connections that she has made with people within the industry are opportunities that she can take advantage of to make her way within the industry. Her threat is the competition between students who are also graduating and are trying to apply to the same jobs and opportunities as her.

Visionary Diosmary has personal and professional goals that will help one meet one's objective statements. The personal goal are separated by short and long term. As a short term goal, Visionary Diosmary would like to receive her bachelorette degree from New York City College of Technology (CUNY) and then her Master's degree. Obtaining these degrees will help her to apply for career opportunities and be able to move out from her parent's house and into her personal home. For her personal long term, she would like to settle down and start a family and start investing into buying a house. Starting a business is also a goal of hers but she is not sure if her business will be fashion related. The brand would also want to open her own art gallery and showcase not only her works of art but also other artists as well.

For professional short term goal, Visionary Diosmary would want to achieve a position in a corporate setting that relates to fashion and/or art. She would want to achieve this before or while she is obtaining her Master's degree. As for professional long term goal, the brand would want to achieve a status in the fashion industry where she is respected because of her character and work. Visionary Diosmary would also want to be able to reach a position in the industry where she is able to help others who are trying to move up in the industry; to be a helping hand that she wish she had in the beginning of her career.