



LETTANI MORELL

STRENGTH

- Intelligence
- Creativity
- Resilience
- Adaptability
- Leadership Skills

WEAKNESSES

- Constructive Feedback
- Perfectionism
- Over commitment
- Lack of Assertiveness
- Procrastination

OPPORTUNITIES

- Networking with Like-Minded Individuals
- Expanding Creativity
- Collaborations and Partnerships
- Travel and Cultural Exploration
- Wellness and Work-Life Balance

THREATS

- Increased Competition
- Skill Gaps
- Smaller Portfolios
- Decline in Industry demands
- Economic Regression

PERSONAL MISSION STATEMENT

My mission is to alter the historic imagery of fashion as we know it. Through innovative design and with human condition I drive to inspire modern design in the industry. Through leadership, learning and career development I drive for excellence in my work. I aim to elevate my professional career with authenticity, craftsmanship and story telling. I am committed to continuous learning, and collaborations within my field to drive excellence in my work.

PROFESSIONAL MISSION STATEMENT

My mission is to blend fashion and history to create modern strategies and visuals that captivate and engage audiences. I aim to create campaigns that not only showcase innovative designs but also tell compelling stories signifying my collaborations within my field. I strive to drive brand growth and awareness by deeply understanding consumer behavior and trends. I am committed to authenticity, collaboration, and leveraging data-driven insights to deliver impactful results. My goal is to elevate brands by connecting fashion's legacy with the future of marketing and visual design.

PROFESSIONAL GOALS

Boost industry knowledge

Attend at least one industry conference or workshop event monthly

Complete at least two certifications a year

Stay up-to-date with fashion and the fashion industry.

Buy Vogue and Bazaar subscription.

Watch at least one documentary

Graduating

Work on e portfolio

Do well on midterm projects

Map out plan for after school

Attend several seminars

Do well on final projects

Starting my career

Has to be a creative role

Has to be a role you have often thought of pursuing

Has to have a decent starting

Fully completed portfolio and bachelors

Has to have a healthy life, balance and positive work environment

PROFESSIONAL GOALS

Building my company/brand

Finishing my book

Creating revenue

Creating more products

Finalizing LLC

Building social platforms for brand.

Attend graduate school.

Look for scholarships

Look for schools.

Apply for schools.

Reach out to professors for letter of recommendation.

Finalize school choice and accept scholarship.

FONT CHOICE

The logo font Cinzel is inspired by the first-century Roman inscriptions, and based on its classical proportions. It also emits all the ancient history of the Latin alphabet, merging it with a contemporary feel. It makes sense that this is one of my favorites, with my endearment to history and fashion I notice my tendencies for a more classical look to achieve elegance. The latin inspiration serves as a tribute to my cultural heritage.

The logo font is Cormorant is a serif family designed by Christian Thalmann. The design was inspired by the sixteenth-century types of Claude Garamond font, in contrast to typical Garamond text, Cormorant was designed as a display face.

COLOR CHOICE

My color choice of a deep rust/ orange was to give my brand “rich, earthy, warmth” feel to it providing comfort and a more luxurious feel. For my logo I decided to stay with the hue of black so that I can continue to give a luxurious vibe while still bring excellence and sincerity to the table.

SOURCES

Gama, N. (n.d.). Cinzel decorative. Google Fonts.

Retrieved by:

<https://fonts.google.com/specimen/Cinzel+Decorative/about>

Cormorant font combinations & similar fonts · Typewolf.

Typewolf. (n.d.).

Retrieved by:

<https://www.typewolf.com/cormorant#:~:text=Cormorant%20is%20an%20open%2Dsource,designed%20as%20a%20display%20face.>

Bell, J. A., & Ternus, K. (2006). Silent selling: best practices and effective strategies in visual merchandising. 3rd ed. New York : London, Fairchild.