**Brand Image: Exquisite Shayina**



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1. **Personal Brand Image**

One will explain and discuss brand image and personal core values on how one will like to be viewed. A personal brand image is the way people view you based on your credentials and the way you perceive yourself (What is Personal Branding, 2019). This helps to separate you from other individuals, and this can also assist you when trying to apply for jobs. Tis also helps you in areas such as being an influencer on social media or for your own self-awareness so you can be confident about the unique parts of you. What separates me from others is my ability to always wanting to create new things. My resume emphasizes my craftsmanship with different areas in the arts such as: visual merchandising, sewing, makeup, and also attending exhibitions that consist of haute couture designs like the Rei Kawakubo/Comme des Garcon Art of the In-Between. This sets me apart from everyone else because it enables me to be creative in my own way and create things that people have never seen before. This make me convey myself as the “Exquisite Shayina” because everything that I create comes out beautiful even when one does not like it as much. The “Exquisite Shayina” is the name that I will identify myself for my brand image because this asset can help me in one of my career goals in being a creative director. One will continue to discuss the qualifications and attributes that makes me unique.

1. **Mission Statement**

 My mission statement is to graduate college with my Bachelorette and to continue to work different types of internships to gain more experience. Gaining experience is important to me because getting hands on experience in the field that you desire can put you on a higher pedestal than others. One of my biggest accomplishments along with my educational degrees is receiving my certification in makeup because this shows that one has gained the skills of professionalism in makeup and hopefully will be able to use this to get job in public relations in makeup. One will also continue sewing and become an expert at it because in realization it’s a skill that many fashion brands admire, and one will like to eventually use this skill to create my own clothing brand. One has already created a business and the name of it is called Bold Capsules accessories it is an accessory brand that sells handmade clutches, hair accessories and soon we will add different style purses and jewelry on to the site.

1. **Objectives**

In this section one will discuss the objectives that she has for oneself. The objectives that can support my mission statement:

1. Is to have a successful e-commerce brand in 2 years. In order for my brand Bold Capsules to be successful the use of internal and external marketing will have to be done to reach my target market. Staying knowledgeable about trends along with doing fashion forecasting to predict the upcoming trends will help me to get accessories that my target market will like which can increase my profit margins.
2. Sewing everyday will help me to enhance in my skills in sewing. My current level of sewing will be intermediate because there are few things, I am capable of sewing such as sewing on a zipper to a bag or dress, along with making a clutch, romper, and dress.
3. Although one of my goals is to have my own business and want to gain experience on the business side of fashion to enable myself to get a professional job after one graduates’ college in June 2020. My current internship, Kendall and Kylie has helped me a lot with gaining knowledge about sample room inventory and merchandising. Working at another showroom will be very exciting because the Kendall and Kylie team has taught me a lot.
4. One will need to keep applying to jobs so one can be employed by the time she graduates. Currently, one is applying to two jobs every day and due to the current pandemic, she has not received a call back.
5. Making sure that my resume and cover letter conveys professionalism in fashion will also increase my risk of landing a job in public relations or as a creative director.
6. **Goals**

One has a few goals that she will like to encompass and reach at certain stage of her life

* One will like to work in public relations for a makeup brand or fashion brand.
* Another short-term goal is for my brand, Bold Capsules, to gain popularity and exposure.
* One of my long-term goals is to own at 5 business by the age of 35.
* Another long- term is to own a house at the age of 29 and have a successful career.
* One will become an expert at the sewing machine very soon, and hopefully will launch her own clothing with consistency.

References

What is Personal Branding [Free Personal Brand Health Checker]. (2019, May 16). Retrieved from https://influencermarketinghub.com/what-is-personal-branding/