



STYLE + GRACE + POWER



Case Study: Vimmia

Fashion house Bordeaux approached FINIEN for the market introduction of a chic women's active wear line that would bridge and combine great fashion details and styling with high tech performance. Plans to develop strategic partnerships with high-end fitness venues and luxury resorts & spas were part of the positioning foundation. This meant FINIEN's brand strategy needed to intrinsically appeal to both its female consumers and potential sales partners.

VIMMIA™

✓ Naming

The apparel line's name Vimmia combines the latin-derived word vim ("life force") with mia to empower the active woman with a name that is easy to say, remember and automatically comes with the vim and vigor the brand and its users both stand for. FINIEN also set out to name the active wear line's new high-tech luxe fabric called movvu, implying the obvious, while easy to adapt, it also has a technical sound and feel to it.

✓ Identity

Vimmia's identity design was crafted for flexible use and immediate recognition. A strong orange -infused red circle brings vibrancy to the mark, while also working well in reflectors on the garments. A horizontal logotype treatment adds to the brand versatility and embodies the same symmetric concept as the mark and the design of the actual clothing line.



"Fabian Geyrhalter [Principal, FINIEN] and his team conceptualized and created smart, sexy, and versatile branding for the launch of our Vimmia line. They understood exactly what we envisioned, brand-wise, entering the high-end women's active wear market, and were integral to helping shape and position Vimmia among the top, fashion-forward active wear lines in the marketplace. Every asset they created was intrinsic to culminating the brand experience we sought to emotionally resonate with women looking for a line of clothing to complement their active, healthy, and stylish lifestyles."

Kim Harlan
Sales & Marketing Manager,
Bordeaux



✓ Brand Atmosphere Touch Points

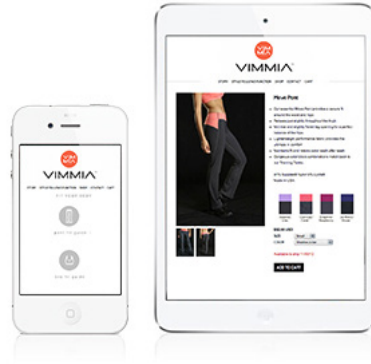


Extending the Vimmia brand to other consumer materials proved to be an important aspect of this brand launch. One of the most noticeable touch points for a clothing retailer is the product hang tag. FINIEN ensured that the energy and vibrancy of the brand came across through usage of patterns and gradient details in the recognizable Vimmia pantone color.



✓ Digital Design

Being used as the launch vehicle during an announcement on CBS, the Vimmia website was designed with women on the move in mind. The mobile-first website was crafted for ease of use by the target audience while enabling the client to easily update the site within established design and brand parameters, allowing for fast and independent online brand growth.



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