



RUBY & FROST

Brand Presentation

RUBY & FROST- Limited edition, luxury British hair accessories and head pieces.

BACKGROUND: RUBY

The word itself: Its name comes from ruber, Latin for red.

Gemstone: The ruby is a pink to blood-red coloured gemstone, a variety of the mineral corundum (aluminium oxide). The red colour is caused mainly by the presence of the element chromium. The brightest and most valuable "red" called pigeon blood-red, commands a huge premium over other rubies of similar quality.

Star Rubies: Some rubies have a property called asterism which results in a **six pointed star (like snowflake)** being visible in the stone under bright lighting.

Cultural: Rubies have always been held in high esteem in Asian countries. They were used to ornament armor, scabbards, and harnesses of noblemen in India and China. Rubies were laid beneath the foundation of buildings to secure **good fortune** to the structure.

The ruby is usually considered a stone of **power** and **passion**. It is supposed to **bestow energy and willpower**, counteracting lethargy. It has sometimes been associated with the sun.

This connection with power and the heat of the sun led to a legend that a ruby dropped in water would cause it to boil. The homes of the gods were sometimes said to be lit by the glow of rubies.

Rubies the colour of pigeon blood were referred to as being drops of the blood of mother Earth herself.

BACKGROUND: FROST

Substance: If a solid surface is chilled below the dew point of the surrounding air and the surface itself is colder than freezing, frost will form on the surface. Frost consists of **spicules of ice** which grow out from the solid surface. The size of the **crystals** depends on time, temperature, and the amount of water vapour available.

Frost is **translucent** and colourless like clear white diamonds and **sparkles** in the light.

Cultural: In English folklore, Jack Frost appears as an elfish creature who personifies crisp, cold, winter weather. Some believe this representation originated in Germanic folklore specifically in the Anglo-Saxon and Norse winter customs. It is thought that he originated in Norse folklore as Jokul ("icicle") or Frosti ("frost"). In Russia, frost is represented as Father Frost, a smith who binds water and earth together with heavy chains. In Germany however, it is an old woman who causes it to snow by shaking out her bed of white feathers.

TARGET AUDIENCE

Love Me Darlings - Romantic hairpieces to bring happiness to your heart.
Inspiration: delicate women, mums.

Style Queens - Elegant hair accessories to be taken serious.
Inspiration: the business woman

Free Spirits - Boho and hippy-chic hair designs for liberal minds.
Inspiration: festival fashionistas

Cheeky Chicks - Trendy pieces in the quirkiest flavour for those who are not afraid of standing out.
Inspiration: women from the media and creative sectors.

White Magnolias - Bridal accessories to make you feel the most beautiful one on your special day.
Inspiration: brides, bridesmaids, mother of the bride, white tie balls, movie premieres.

KEY WORDS

Service
Hand-made stylish hair accessories
High quality
Long-lasting
Fastenings blend well into different hair colours
Suitable for all hair types
How-to guides

Audience
Women
Generally 18-50

Aspirational
Stylish
Fun
Enduring
Provocative
Flattering
Quality
Comfortable
Glamorous
Enchanting

STRAP LINES

Luxury headpieces and accessories

Your Hair ... Your Style

All the greatest women wear hair accessories

RUBY & FROST - Brand Design

PRIMARY COLOUR SUGGESTIONS:

Black
Colour message: Bold Confident Fashion Basic Framing Edgy
White
Colour message: Clean Fresh Pure Youth Luxury

SECONDARY COLOUR:

Pantone 187C
Colour message: Energy Will power Passion Power Warmth

LOGO FONTS:

RUBY & FROST Felix Tilting (Regular)

& Goudy Old Style (Regular)

STRAP LINE:

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RUBY & FROST - Brand Development

Logo 1 - Advertising and marketing:

(white background for stationery and black for marketing/signage)

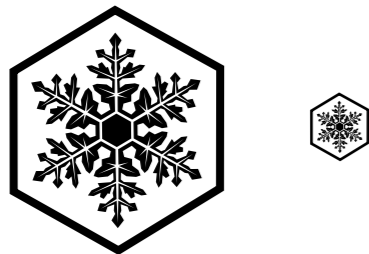
RUBY & FROST



Logo - Ribbon printing:

RUBY & FROST

Logo - Rivet:



Logo 2 - Alternative logo for signage:

(white background for stationery and black for marketing/signage)

