

## CASE STUDY JOONAMIE

- > Fashion Accessories
- > Subscription Service
- > E-Commerce
- > Brand Development
- > Stationery, Packaging
- > Preliminary Website Planning
- > Brand Sandbox (original ideation)

[debbie@debbiemferrari.com](mailto:debbie@debbiemferrari.com)



# Joonamie.

**Challenge** Develop a comprehensive brand strategy for a fashion accessory on-line subscription service start-up.

**Approach** Conducted deep dive into industry trends, e-consumer behavior and classification standards in subscription box services to create a survey, process, and brand ecosystem that would reach and appeal to a variety of customer styles. Conceptualized categories and process for classification differentiation, including bold, sassy, floral, outdoor, classic, and athletic. Developed strategic selection of brand elements, including logo, colors, and tagline.

**Outcome** The COVID-19 pandemic prompted the company to halt work altogether and forego the launch, due to the prevailing atmosphere of restricted mobility and decreased interest in dressing up, underscoring the importance of strategic decision-making in navigating unforeseen challenges.



# Joonamie

Competitive analysis.  
Research. Ideation

Joonamie was founded by a former luxury brand personal shopper and high-end investor. The objective was to have a "parent brand" and methodology for sub-branding styles.

Identifying high-end fashion trends across a wide variety of personal styles was key.



Charlie Smith Design — Incense packaging



Patterns: le weekend by Virginia Johnson branding and...



# Joonamie

JOONAMIE  
OUTDOOR  
JUST MY STYLE

JOONAMIE  
FASHION  
IS MY STYLE

JOONAMIE  
SASSY STYLE

what's in my joonamie?

just what i wanted

ready for new stuff

exactly what I wanted

i love my ... jA

# Ja



# Joonamie



# Joonamie



# Joonamie



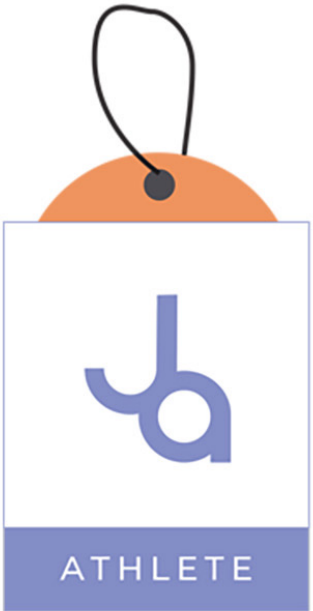
# Joonamie

## Brand workshopping





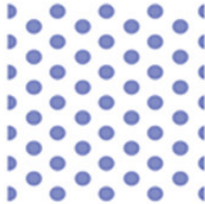
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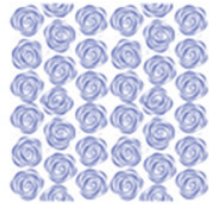
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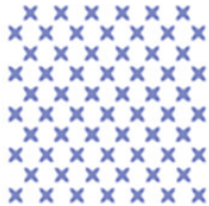
bold



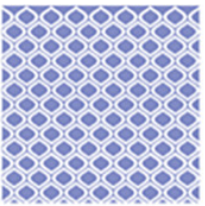
sassy



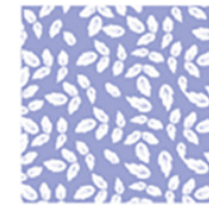
floral



athlete



classic

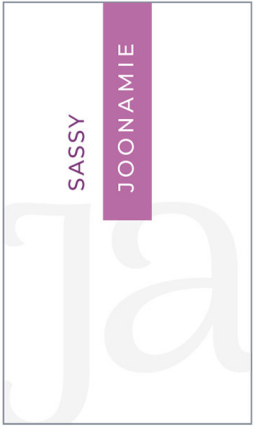
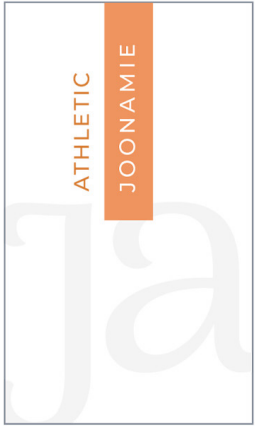


outdoor



# Joonamie

ja



# Joonamie



joon  
jamie

