Creative

An internal brand campaign deck

THE SCENARIO

SOLA is a Los Angeles-based fashion and lifestyle label known for its elevated essentials, gender-fluid design, and Gen Z audience. You are the Head of Brand at SOLA, creating an internal brand alignment presentation for the creative, marketing, and retail teams ahead of the campaign launch of SOLA Loop - a new circular clothing line built around reuse, resale, and repair. The goal is unified messaging, visual direction, and execution priorities.

BRAND REFERENCE

Your slides should follow the SOLA brand: colors, typography, and general style as shown below.









