

ISADOSKA

Creating Brand Designs and Digital Marketing visuals
for SME's

Jessica Evans | London | 07771601034 | hello@isadoska.com | LinkedIn | Website





Jessica is a designer and researcher with a background in fashion and regenerative design. Her work focuses on how digital technologies can help make the fashion industry circular and sustainable, specifically through the integration of nature into digital tools. Her work has been featured at Digital Fashion Week and NFT Paris and been named by Vogue and BMW as a Future Talent. As a fashion futurist she explores technologies such as digital product passports, 3D design for manufacturing and blockchain for carbon offsetting.

As a skilled storyteller, she focuses on helping SME's clarify their messages and convey them effectively through digital branding and marketing.



Welcome



Modular Tailoring

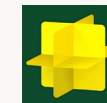


Beaute Cherie



Tropisms

Tools



Modular Tailoring

Modular Tailoring is a men's fashion brand which reinvents classic styles through modular design, customisation and technology.

The Goal

To develop a full brand package including colour palette, copy, visuals and digital activations by drawing on field and online market research.

Market Research



Rich Mnisi



New and
Lingwood

Cad and
Dandy



Johnston
of Elgin



2025 Trends



Modularity

Modular pieces focus on sustainability and long-lasting materials, with reconfigurable elements that adapt to changing styles and reduce waste.



Loud Luxury

Rejecting quiet luxury's neutrals, this trend favours electric blues, neon greens, and magentas that signal energy, optimism, and self-expression.



American Aristocrat

Focuses on classic silhouettes with precise, understated details—sharp yet relaxed fits that are timeless rather than trend-driven.



Relaxed Tailoring

Features loose, unstructured fits with timeless tailoring principles, balancing elegance with comfort.

**Brand
Pillars**

Eccentric
Regal
Heritage
Adventurous

**Brand
Values**

Creative
Adaptable
Sustainable
Futuristic

Purpose

We are here to reinvent men's wear. Inspired by artisanal designers and craftsmen worldwide, we are bringing playfulness back. We love loud prints, bold designs, and a great cut.

As a one-stop shop, all our designs are customizable. Shirts have interchangeable sleeves, cuffs, and collars. Our Jackets come with custom action backs, protecting your clothing for longer and giving you a new style for every wear. Our trousers, featuring wide pleats and straight cuts, are of Savile Row quality, ensuring that they will last the test of time.



Colours



#000000



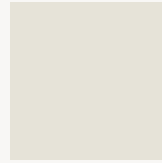
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#321a2c



#2e4c69



#e6e3d8

Fonts

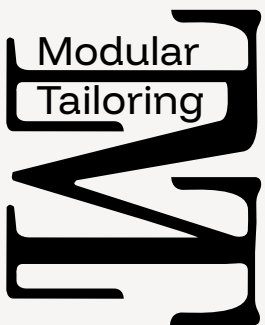
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Subheading: Instrument Serif, Regular, pt 30

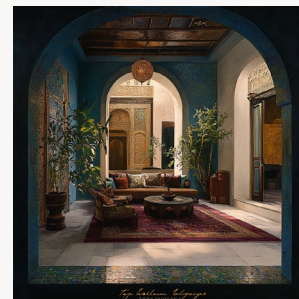
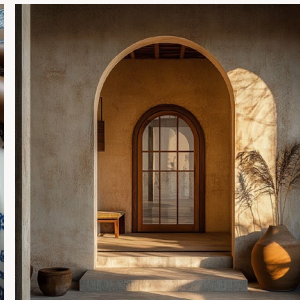
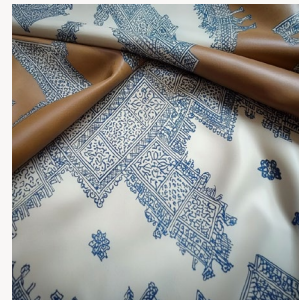
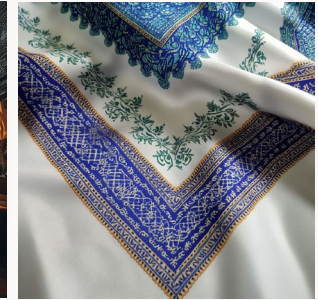
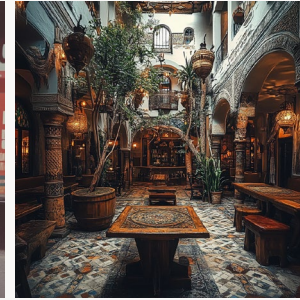
Main Text: Funnel Display, Regular, pt 12

Subtext: Funnel Display, Light, pt 10

Logo



Moods



Beaute Cherie

An independent skin care company focused on creating luxury scrubs and washes from natural ingredients.

Before



The Goal

Elevate the packaging and marketing to appeal to Euro-centric audience.

The Task

Design a brand package and marketing material for a collection off body scrubs.

After



Our Story

“From the earth we are born and to the earth we return”

From a mothers tale of ancient warriors, the about killers of animal killers. We have been taught to value the earth. About the vitality it can provide through natural ingredients and soothe our skin and souls in the modern world.

As we race through life, chasing dreams and goals it can be easy to miss the beauty of nature around us. To forget to pause as the wind steals our breath or the sun creeps around a building, breaking into your space, dousing you in light.

It is these pauses, these moments that we live for. Where, despite concrete modern surroundings, we are connected with nature. It is our goal to recreate as many of these moments as possible, helping you build peace into your life through natural products that sooth battle hardened skin, and refresh your goddess power.

Our ancestors were the original Ecoactivists, protecting our land and the organisms that weave around it. Today, their descendants walk among us and it's them we serve.

For our mothers, daughters, sisters
xoxo

Values

Ecology | Female Empowerment | Heritage

Earth Lines



Lemon



Liquorice Extract



Vitamin C



Papaya



Mulberry



Carrot

Colours



#1F1A19



#DED9CF



#BBAB96



#B96C23



#6B371F



#DA3A2B

Logo Variations



Product Redesign

Product bottles designs have been updated with new logos and image styling to reflect the brands new image.

Colours and logo variations provide a luxury aesthetic and increase the perceived value of Beaute Cherie.



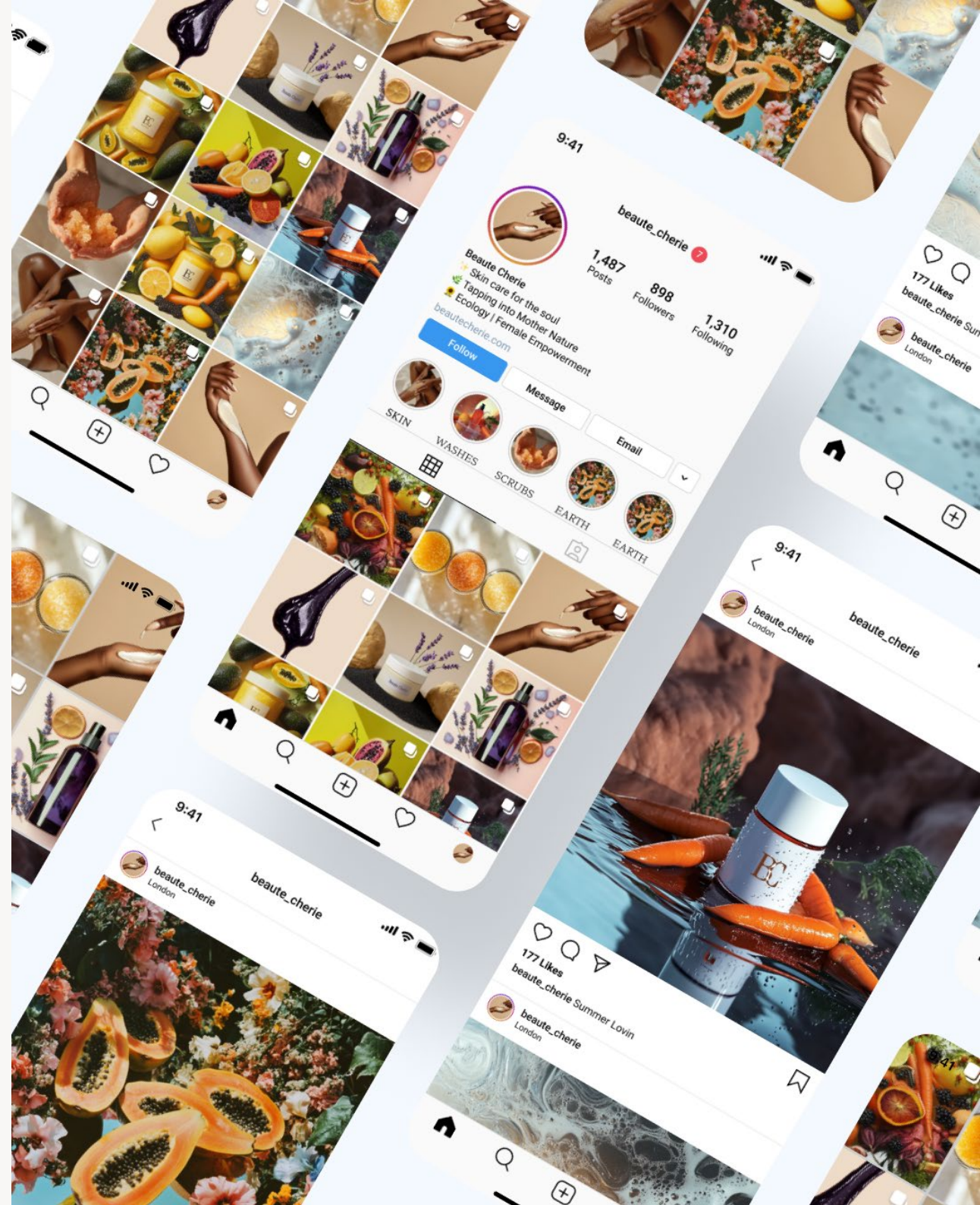
Social Presence - Core Messages

Honour the legacy of eco-warriors with skincare that protects what matters most—your skin and the earth. Infused with nature's vitality, our products are crafted to refresh your soul, soothe battle-worn skin, and empower you to carry forward the ancient bond between humanity and the planet we call home.

Banish dark patches and refine your skin tone with Kojic Acid. Brighten and smooth with this gentle, yet effective ingredient for skin that feels renewed, radiant, and ready to shine all day.

Nourish and illuminate your skin with Carrot and Vitamin C—packed with antioxidants to repair damage, even out your skin tone, and deliver a radiant glow. Your shower just became a self-care ritual for brighter, healthier skin.

Reveal your natural glow with Mulberry and Licorice Extract. This gentle duo fades hyper-pigmentation, soothes redness, and restores balance, leaving your skin feeling silky smooth and beautifully clear.



Tropisms

Promoting a digital fashion collection that was showcased at Helsinki Digital Fashion Week in 2024 online via the VLGE gaming platform.

The Goal

To increase audience awareness and engagement by presenting the collection in an innovative and exciting social media campaign.

The Task

Create a series of Instagram reels, carousels and videos highlighting the overall tone and individual aspects of the collection.

The Outcome

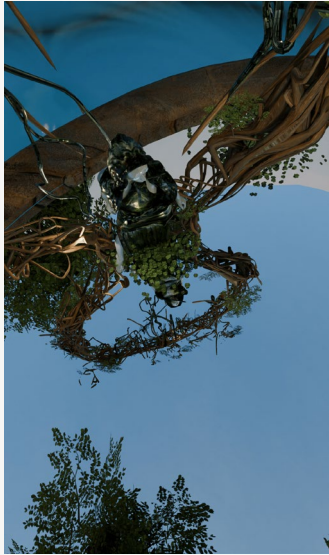
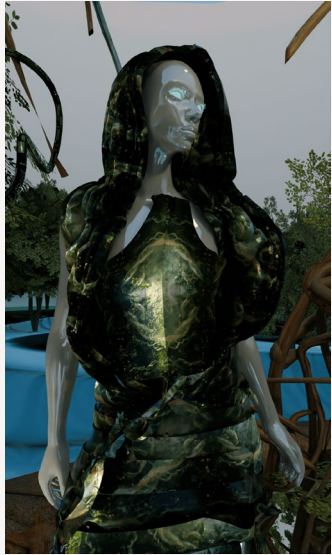
Over 35,000 views across Instagram and Snap Chat in 20 days.

The Collection

Inspired by different tropisms, four very individual looks have been created. Tropisms are a plant's response by a different tropisms. Tropisms are a plant's response to external forces which require the organism to adapt to thrive in its environment.

This can be seen by sunflowers rotating throughout the day, trees that grow in a curve to find sunlight or flowers that only pollinate at a certain time of day to ensure maximum success.

The looks were created completely digitally using AI generated textures, Clo3d for garment design and Blender for world building. Snap Chat filters were made using Lens Studio for virtual try-ons.

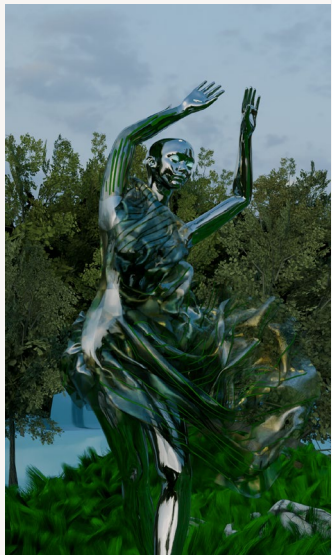
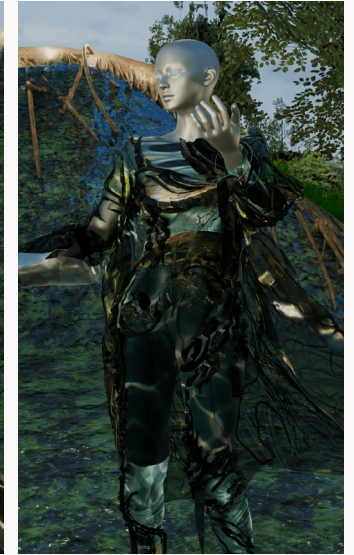


Geotropisms

Plants grow in response to gravity.

Hydrotropisms

Plants growing towards or away from water.

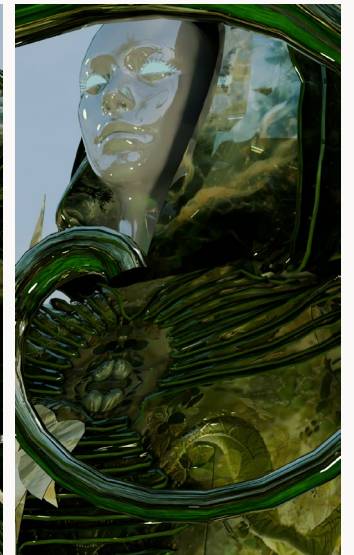


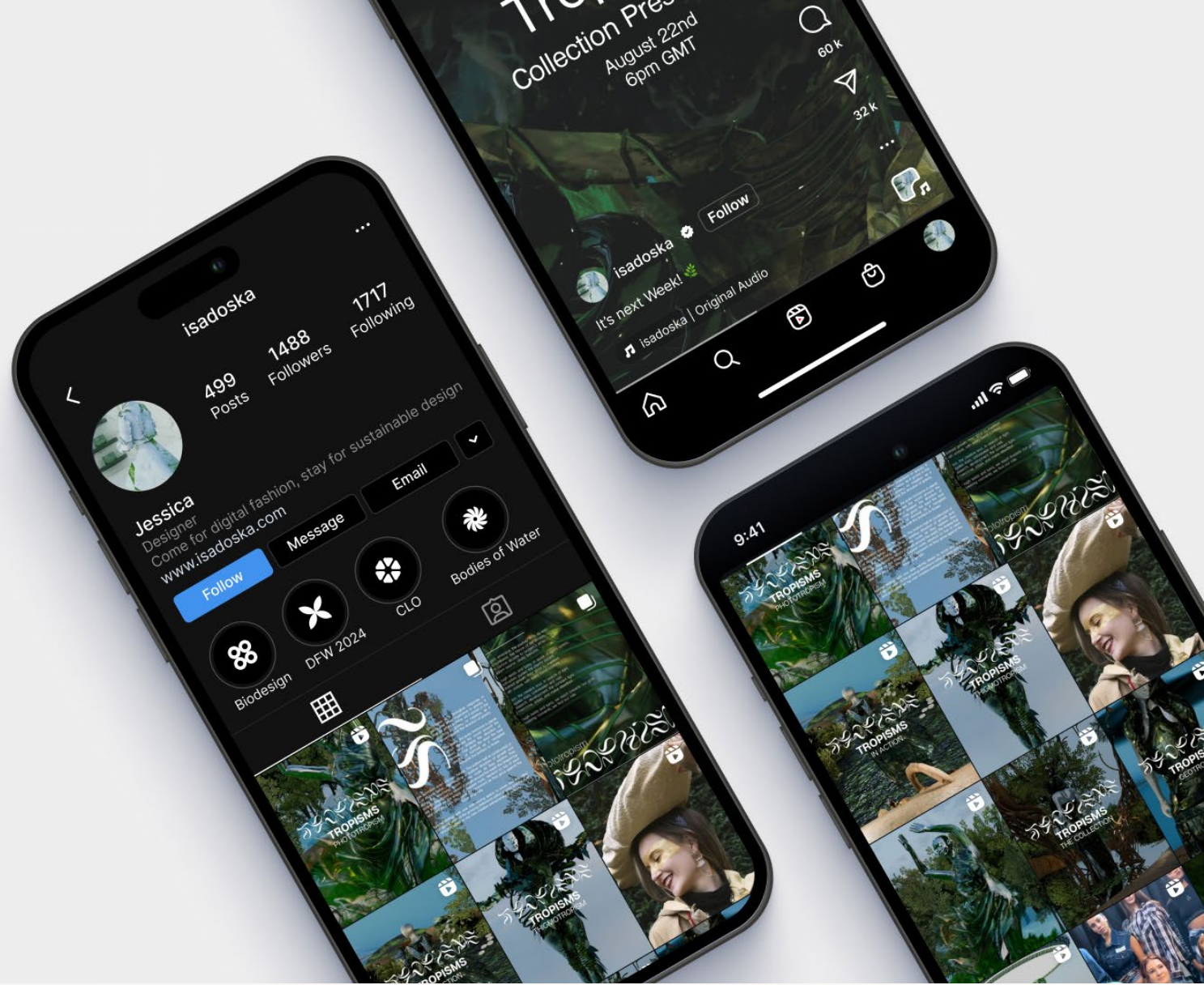
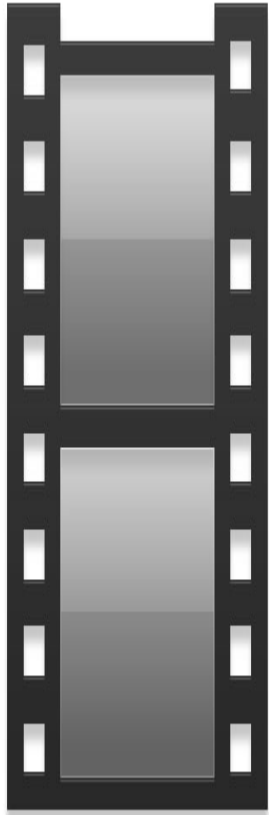
Phototropisms

Plants growing towards or away from sunlight.

Thigmotropisms

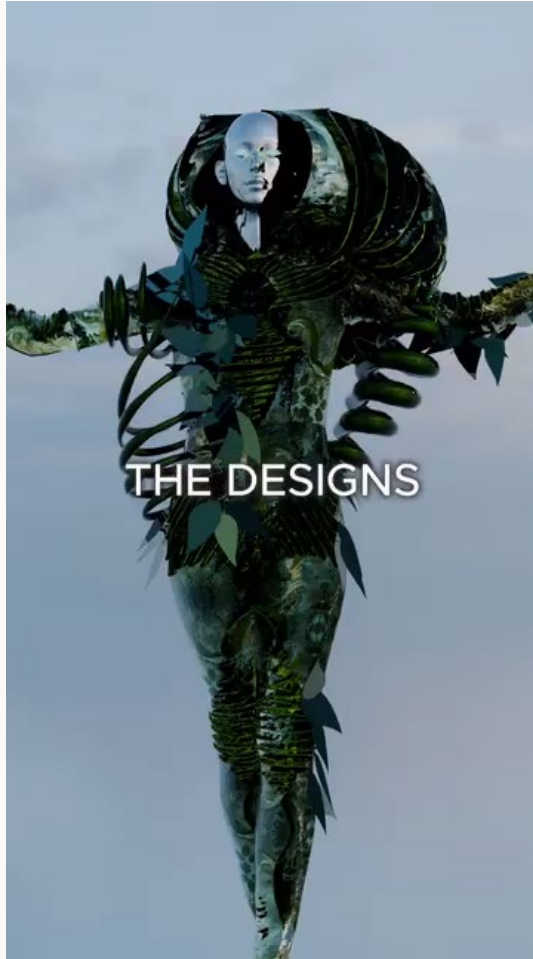
Plants growing or bending in response to external stimuli.





**35K Views & 1K Likes across
Instagram and Snap Chat**

Collection Videos



Let's Connect

Jessica Evans | London | +44 7771601034

hello@isadoska.com | LinkedIn | Website

