



PRUDÊNCIO STUDIO

fashion consulting

PRUDÊNCIOstudio is a Shoe and Accessories design atelier, operating since 2010.

With a team of professionals specialized in the area, the studio creates and follows up collections in all stages of its development, starting in planning and until the final samples and brand communication.

In 2017, not only aiming for the creation of links between professionals of several creative areas. But also in an approach of consumer laboratory the studio has open a store.

In our clients list you will find names as Felipe Oliveira Baptista, Lacoste, Rag&Bone, Exceed, Eureka, Preen by Thornton Bregazzi, Thakoon Addition and Volca.



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A brand`s success is deeply connected with the good coexistence of the concepts of inspiration, creativity and intuition with organization, strategy and management.

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brand research and strategy

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A deep analysis of the brand allows us to recognize the characteristics of the business model, list its conditionings and potentiate its possibilities.

With a calendar and retro plan elaboration it is defined a mapping of actions in time, which will allow a strategy more directed to the objectives.

Through the know how and experience acquired PRDÊNCIOstudio is prepared to support its clients advising in regards to tradeshowes and events more appropriated to strategy defined for the brand.



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Starting from the brand analysis the creative guidelines to be implemented are considered, to foster the creation of links and coherence between all the involving areas.

We analyse the target audience and markets, the design elements that identify the brand and the ways of communicating, creating the guidelines for design, product management and communication to consumer, passing by collection planning and production, distribution and communication channels.

By reflecting and developing the design codes to put into practice we are also enabled to develop or advise the direction of branding and packaging harmonious with the message that is intended to pass to the audience of the brand.

CORPO

Volca é sobre vanguarda, arte e experimentalismo minimal. É sobre texturas sonoras, referências artísticas, musicais e visionários.

É também sobre a rebeldia. É anti - hype, anti-fashion e é livre de preconceitos. A Volca não quer saber do status quo.

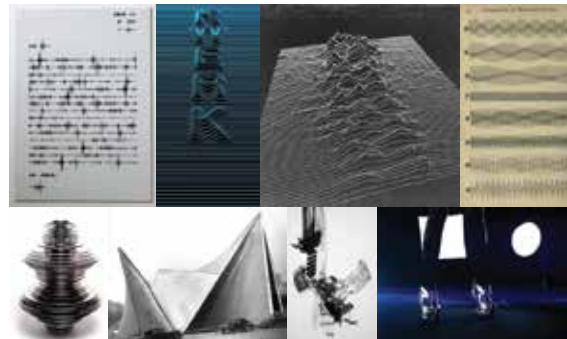
É sobre ter os pés bem assentes no ar e ver mais à frente. É dar o corpo ao manifesto e sentir no interior a liberdade da expressão artística. É rebeldia e gosto pelo que é único e original, coragem e inquietação.

A VOLCA É PARA LEFTFIELDERS



CRIAÇÃO

O UNIVERSO MUSICAL E A VOLUMETRIA DO SOM COMO INSPIRAÇÃO
minimalismo / estruturado / orgânico / detalhe / inovativo / volume / linear



COMUNICAÇÃO

A Volca é um conceito, uma ideia que representa um lifestyle e por isso sabe o que quer dizer.

É objectiva e comunica de uma forma directa e sem rodeios, associando-se a pessoas com objectivos comuns para fortalecer a mensagem que quer fazer passar.





brand development

07

Respecting the strategic planning delineated the PRUDÊNCIOStudio will contribute to the growth of the brand through the identification and development of an identity based on the values of the same, and the definition of the way to go, according to the will and need of the client.

Based on the study of the brand DNA and its values, or its creation, are transposed into the various areas that constitute a brand, the design codes that will serve as a reference for future developments.

brand book creation

collection plan

In accordance with the directives of commercial agents in the different markets in which the brand operates, and without neglecting its positioning, we develop collection plans that aim to solve consumers' needs, taking into account the specific differences of each of these markets.



As complementary services to the creative direction, PRUDÊNCIOstudio supports the creation of logos and the development of the graphic identity and packaging.

visual identity and packaging development



style guide creation

Our fashion consulting services also involve the creation of briefings and mood boards for the development of communication products such as look books, campaigns or websites.

internacionalization support

Following a thinking logic consistent with the defined commercial strategy, we support the identification of brand ambassadors and influencers, relevant entities for the development of collaborations, as well as adequate sales and distribution channels for a correct positioning in the market.

We are also able to prepare applications for participation in tradeshows and showrooms and to support in the contact with offices of PR and press.





Rua Cimo de Vila, 41

4000-170 porto

Portugal

www.prudenciestudio.com

studio@prudenciestudio.com

+351 222 010 511