

## Why there is a need for the product

The performance and activewear market are currently lacking in stylish and inclusive clothing designed specifically for creative performance disciplines such as aerial hoop, pole, silks, and burlesque. Whilst mainstream retailers like Sports Direct provide basic sportswear, they do not cater to the requirements of these performance-based sports. On the other hand, niche brands such as Dragonfly offer more specialized designs but have a very limited range for men and minimal inclusivity in style and design diversity.

This gap presents a strong opportunity for Novaform, a brand that merges strength, sensuality, and self-expression, to provide stylishly functional and inclusive apparel and accessories for all genders within the performance community.

## Novaform- What it is going to do (USP)

Novaform (“nova,” meaning *new star*) focuses on transformation and empowerment. The brand’s unique selling point is that it offers high-quality, inclusive clothing for all genders that combines expressive design with function, supporting performers in movement whilst allowing their individuality and artistry to shine. The brand’s visual identity will celebrate diversity, movement, and confidence, setting it apart from competitors through strong storytelling and an emphasis on creative self-expression.

## Who it’s for?

### Primary Market:

- **Demographic:** Women, men, and non-binary individuals primarily aged 18-25
- **Psychographic:**
  - Values empowerment, body confidence, and inclusivity
  - Passionate about performance, creativity, and community
  - Seeks high-quality, expressive, and functional apparel designed specifically for performance disciplines such as pole, aerial hoop, silks, and burlesque

## Advertising Media

### Advertising

The branding for Novaform will highlight confidence, artistry, and empowerment, using visual storytelling that reflects the elegance and strength of movement. The goal is to build a cohesive identity that resonates with performers and creatives alike.

### Advertising Outcomes and Deliverables:

- Social media campaigns across Instagram and TikTok, featuring short clips of performers in motion, showcasing the clothes and accessories in use.
- 3D animation advertisements for the accessories, combining creative design with technical motion skills.

- Creating banners/ imagery to use on the NovaForm website.
- Limited edition drops themed around artistic concepts (e.g., “*Luna Motion*”) to create excitement, exclusivity, and audience engagement.

## What skills it will help me develop

Through this project, I aim to develop both creative and professional skills:

- **Creative Skills:** Refining my abilities in animation, branding, and visual design- especially in how to communicate a brand’s personality through colour, typography, and motion.
- **Professional Skills:** Improving project planning, time management, and research abilities.
- I will also gain more practical experience in problem-solving and contingency planning by managing challenges such as rendering issues, design revisions, and sourcing appropriate assets.

### How This Aligns with My Skills:

This part of the project allows me to build on my existing strengths in using symbolism and visual storytelling within design. I already have experience creating visually engaging logos and design concepts that communicate deeper meaning, this project provides an opportunity to apply those skills in a professional branding context.

By developing the brand identity for Novaform, I can develop my ability to use symbolism, colour, and form to express ideas of movement, empowerment, and individuality.

## How this will contribute to my future career

This project aligns closely with my career goals in branding and advertising as these fields of work allow me to help clients communicate their stories and identities visually. By developing a full brand identity-including logo design, packaging concepts, social media visuals, and 3D product animations-I will gain experience in applying visual design principles to marketing and brand development.

I’m particularly interested in the use of 3D product animation as it blends creativity with technical skill which are valuable in modern digital marketing and brand development careers. This project will allow me to strengthen my ability to create visually compelling, emotionally resonant brands that connect with audiences.