



Professional Portfolio Design

By Jessica Harkins

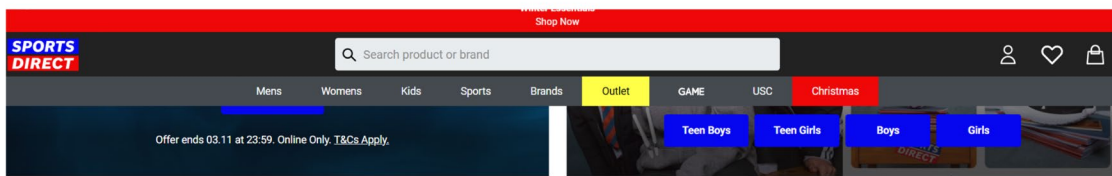




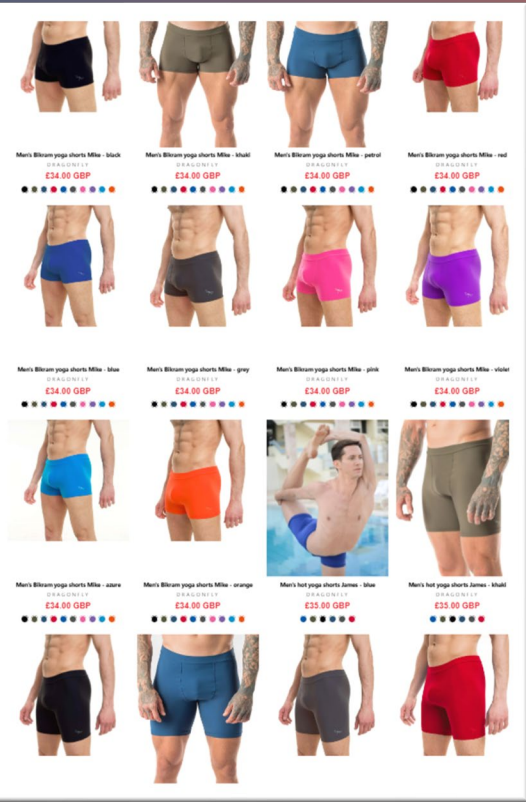
Novaform

Made for you to shine!





Sports Direct (2024)



All the men's options
from Dragonfly

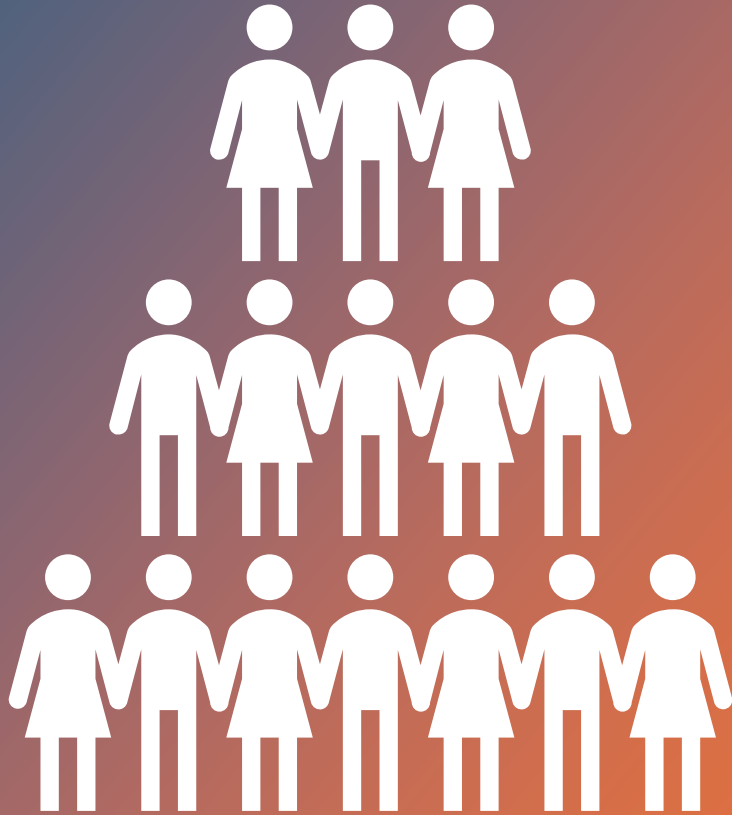


Dragonfly (2025)

Other Companies + USP

- 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.
- Mainstream retailers like Sports Direct provide basic sportswear- they do not specifically design for performance sports.
- Brands such as Dragonfly offer more specialized designs but have a limited range for mens clothing.
- This gap presents a strong opportunity for Novaform,
- Novaform can provide stylishly functional and inclusive apparel and accessories for all genders within the performance community.





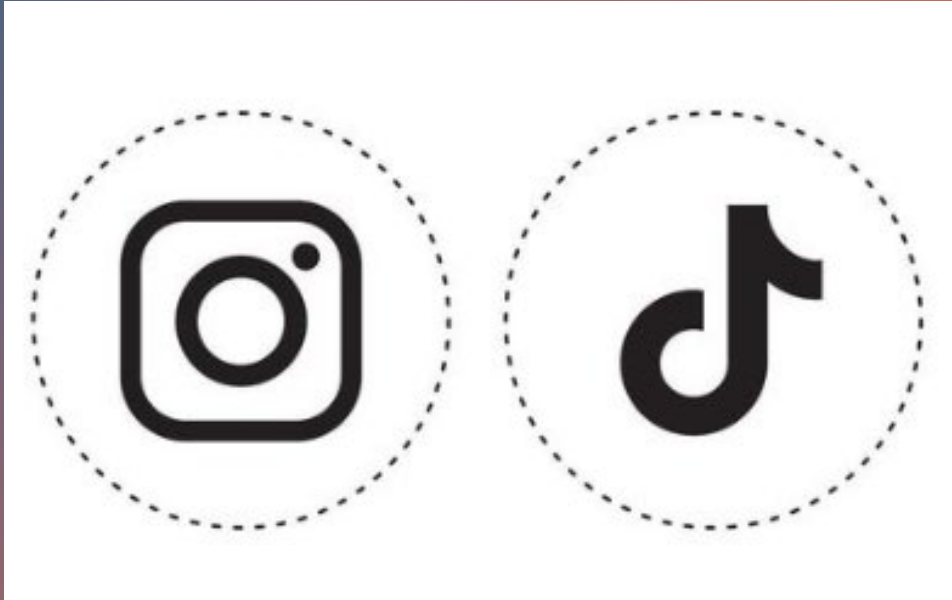
- **Primary Market:**
- **Demographic:**
 - Women, men, and non-binary individuals primarily aged 18-25
- **Psychographic:**
 - Values empowerment, body confidence, and inclusivity
 - Passionate about performance, creativity, and community
 - Seeks high-quality, expressive, and functional apparel designed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



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Branding & Advertising Concepts

- **Branding**
- Confidence, Artistry, Empowerment, Elegance and strength
- The goal is to build a cohesive identity that resonates with performers and creatives alike.
- **Advertising**
- Social media: Instagram and TikTok,
- 3D animation advertisements for the accessories
- 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.





Current Skills:

- Building on my existing strengths in using symbolism and visual storytelling within design.
- 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.

Skills To Improve On:

- Creative Skills: Refining 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.



Future Career Influences

- Interest in branding and advertising
 - Allows me to help clients communicate their stories and identities visually.
- The project will help me gain experience in applying visual design principles to marketing and brand development.
- Interest in the use of 3D product animation advertising
 - blends creativity with technical skill
- This project will allow me to strengthen my ability to create visually compelling, emotionally resonant brands that connect with audiences.



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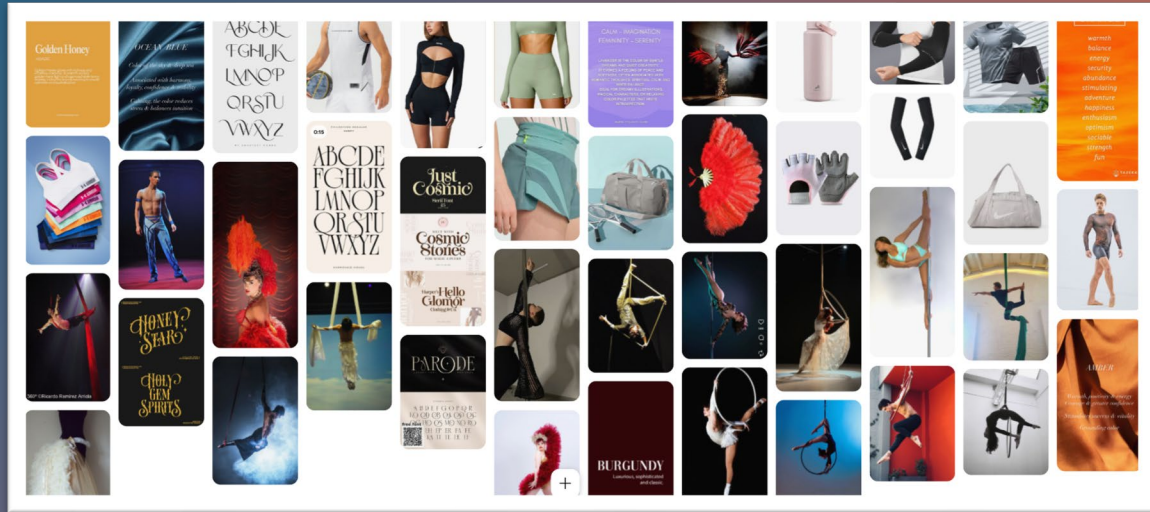
Supporting Re-search and Media

‘Onclusive notes that consumers now expect more than just products: they want brand stories, strong identities, and communities.’

(FashionNetwork 2025)



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