

Professional Portfolio Design

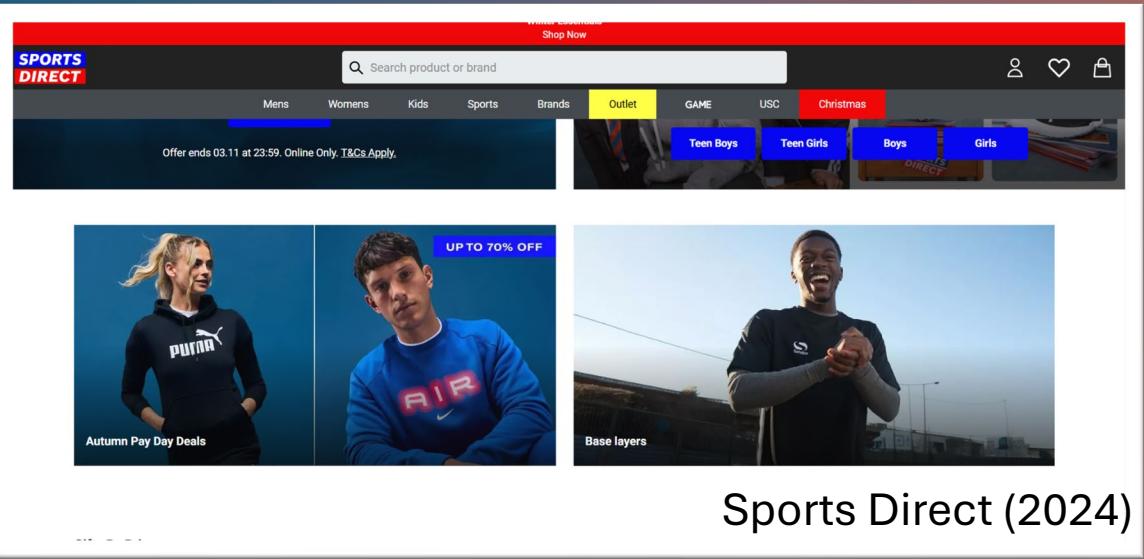
By Jessica Harkins



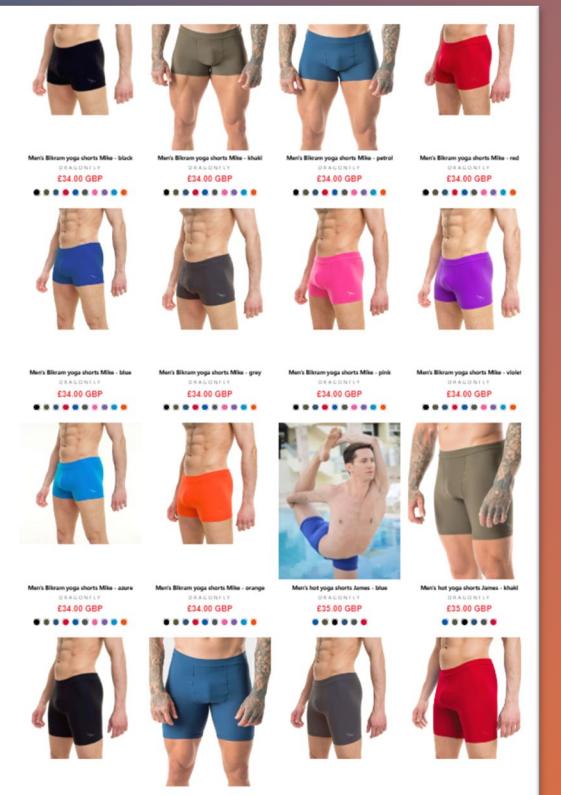
Novaform

Made for you to shine!





Sports Direct (2024)



All the men's options
from Dragonfly



Dragonfly (2025)

Other Companies + USP

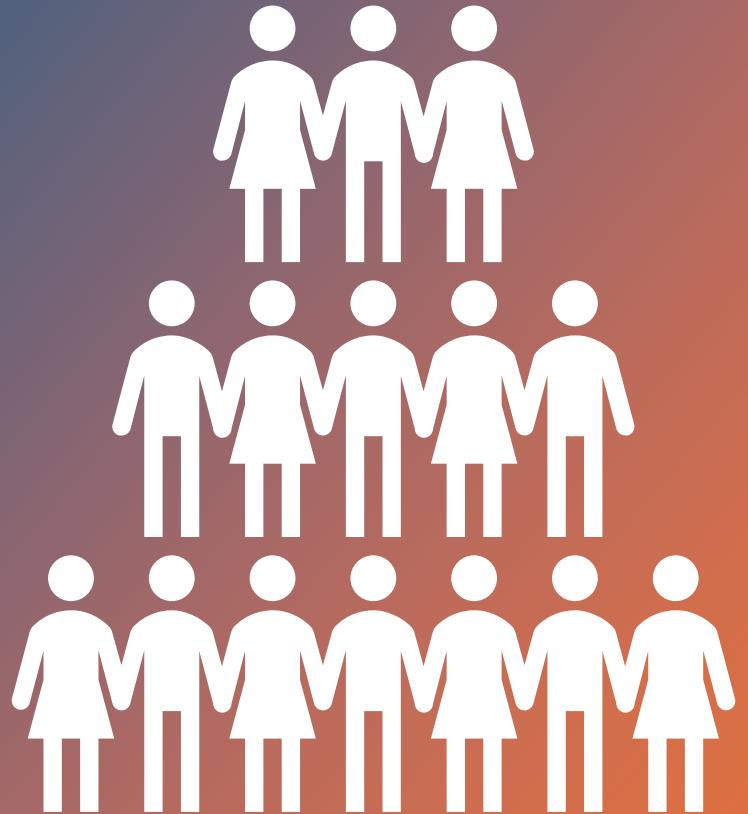
- The performance and activewear market are currently lacking in stylish and inclusive clothing designed specifically for creative performance disciplines such as aerial hoop, pole, silks, and burlesque.
- Mainstream retailers like Sports Direct provide basic sportswear- they do not specifically design 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.



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- **Primary Market:**

- **Demographic:**

- Women, men, and non-binary individuals primarily aged 18-25

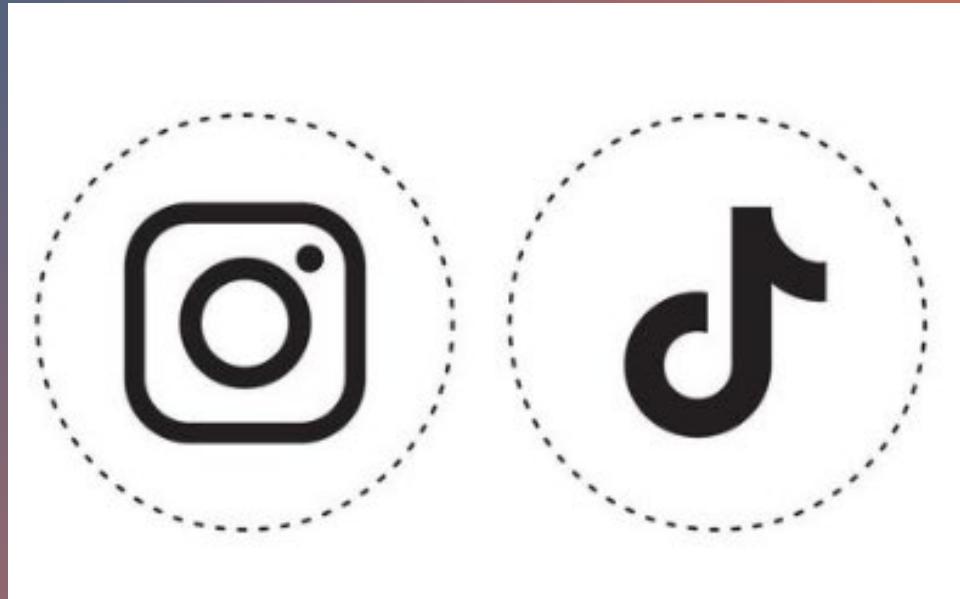
- **Psychographic:**

- 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



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.





Supporting Re-search and Media

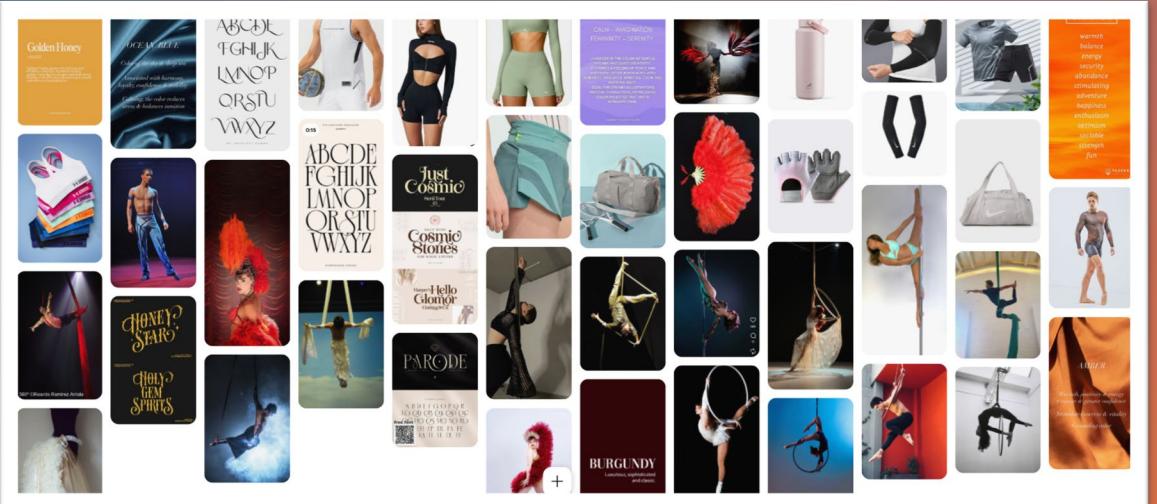
‘Onclusive notes that consumers now expect more than just products: they want brand stories, strong identities, and communities.’

(FashionNetwork 2025)



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Sports Direct (2024). *SportsDirect.com – The UK's No 1 Sports Retailer*. [online] Sportsdirect.com. Available at: <https://www.sportsdirect.com/>. [Accessed 3 Nov 2025]

Dragonfly. (2025). *Men's Yoga Shorts & Pole Dancing Shorts*. [online] Available at: <https://dragonflybrand.com/en-uk/collections/mens-shorts> [Accessed 3 Nov. 2025].

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○ FashionNetwork., 2025. *Onclusive study reveals the most visible sportswear brands in 2025*. FashionNetwork UK, 26 August. Available at: <https://uk.fashionnetwork.com/news/Onclusive-study-reveals-the-most-visible-sportswear-brands-in-2025,1758148.html> [Accessed 3 November 2025].

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References:



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