



puffposh.com

brand book

DESIGN
Paula Janosch

puffposh.com

puffposh.com is a revolutionary fashion app that takes the experience of shopping and style exploration to a whole new level. It not only provides the latest fashion trends and inspiration, but also promotes a positive body image, supporting your individuality.

about

puffposh.com

Using augmented reality technology, puffposh.com opens the door to unlimited experimentation. Try on virtual clothes, accessories, change your hairstyle, eye colour and much more. It's all possible in the app.

about

puffposh.com

puffposh.com

is a space where you
can express your
passion for fashion.

Record and share,
share styles, give tips,
inspire others.

about

puffposh.com

And most importantly
puffposh.com allows you
to conveniently shop straight
from the app. Browse products
from different brands, choose
the ones that inspire you,
and shop in a hassle-free way.

about

puffposh.com

As a part of Avatly Universe
puffposh.com emerges as
a captivating application
designed to ignite the curiosity
of the youngest fashion enthusiasts,
blending education with
engagement to guide and
nurture their interest in fashion.

avatly universe

puffposh.com

Through its immersive virtual reality experiences, puffposh.com not only educates but also inspires a deep appreciation for modern and futuristic fashion trends among its users.

[avatly universe](https://avatly.com)

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This approach positions **puffposh.com** as a pivotal platform in shaping the next generation's fashion consciousness, making it a beacon for those eager to explore the dynamic world of fashion in an interactive and enlightening way.

avatly universe

- **puffposh – 15-30 yr. old**
- Recruit Fashion Enthusiasts
- Create a Social Buzz
- Introduce Mall
- Coming in 2025 app for 30+ yr. old group

- **puffposh & mall**
- A New Wave of Fashion Shows
- Everything at Your Fingertips and Utterly Fascinating
- Socialize on islands



- **avatly services**
- Interactive widgets, addons integrated with brand websites
- Services expanding avatly world connecting to the reality

- **mall**
- Interactive AR, VR Boutiques with home delivery
- Mall everywhere
- Extended ecommerce business model introducing meta-commerce

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is not only a fashion platform, but also a space for self-expression and building a community based on shared passions and a creative approach to the world.

brand mision

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15-30 YEARS OLD

FASHION ENTHUSIASTS

ACTIVE IN SOCIAL MEDIA

INTERESTED IN EXPERIMENTING
WITH STYLE AND TRENDS

WANTING TO SHARE THEIR
OWN IDEAS AND STYLES
TO INSPIRE OTHERS

SEEKING A PLATFORM TO
TRY ON VIRTUAL CLOTHES

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enables them
to create a character
that reflects their
own style,
individuality and
uniqueness.

target group

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puffposh.com is a fashion brand created for modern fashion enthusiasts who want to experiment with style and express their individuality: it is friendly, inspiring and promotes a body-positive attitude and style diversity.

brand persona

**BARBIE
PINK**

**HEX:
#E690A6**

**R: 230
G: 144
B: 166**

PALE LIME

**HEX:
#E3FE**

**R: 227
G: 254
B: 153**

VERY PERI

**HEX:
#8678F7**

**R: 134
G: 120
B: 247**

DARK NAVY

**HEX:
#2E2E35**

**R: 46
G: 46
B: 53**

BEIGE

**HEX:
#EFE9E1**

**R: 239
G: 233
B: 225**

The quick brown fox
jumped over the lazy
dog.

MONTSERRAT

*The quick brown fox jumped
over the lazy dog.*

PIEDMONT

THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG.

MONTSERRAT

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**puff
POSH!**

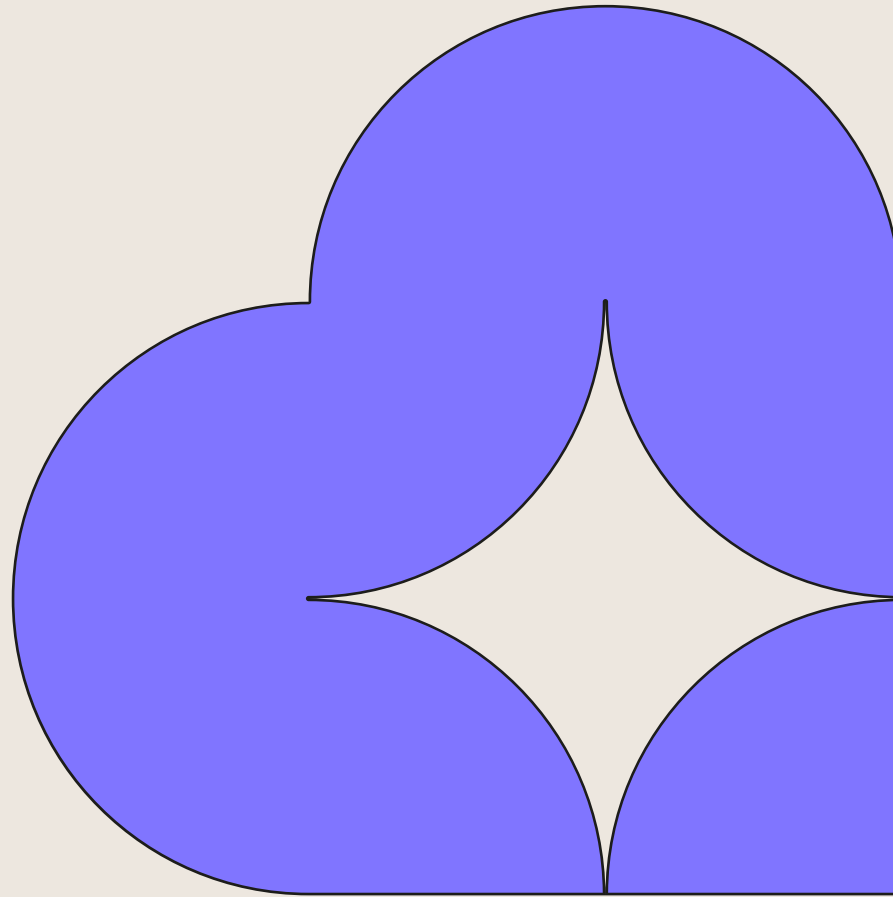
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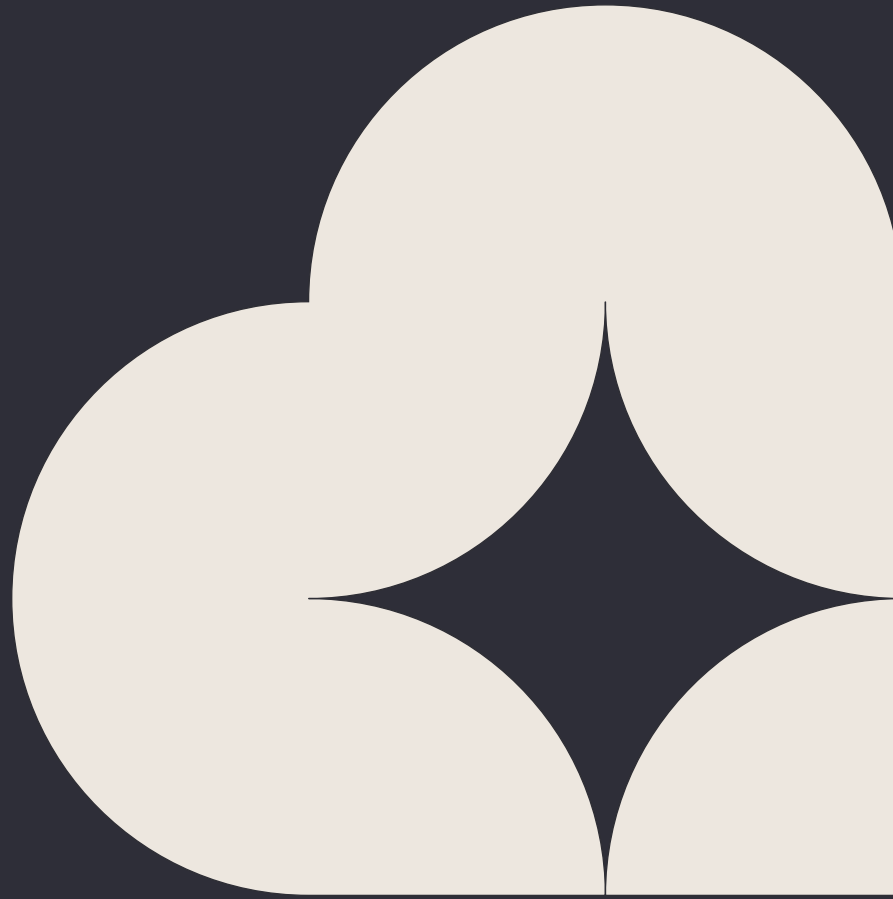
logotype

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sign

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sign

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**puff
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inspire. create. share.

logo

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inspire. create. share.

logo

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pattern

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pattern

POPPIE POSTER

inspire. create. share.



**a puff
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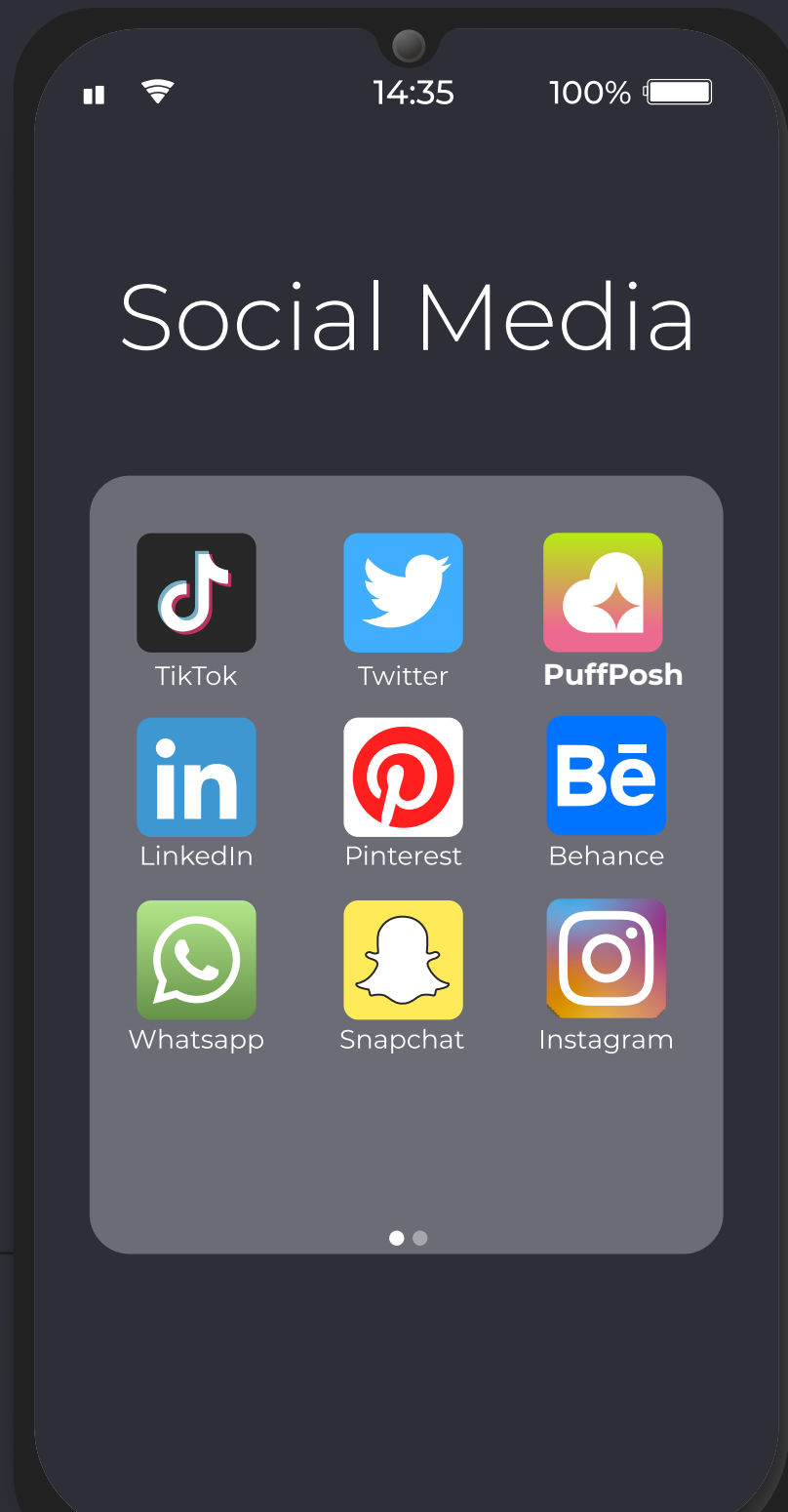


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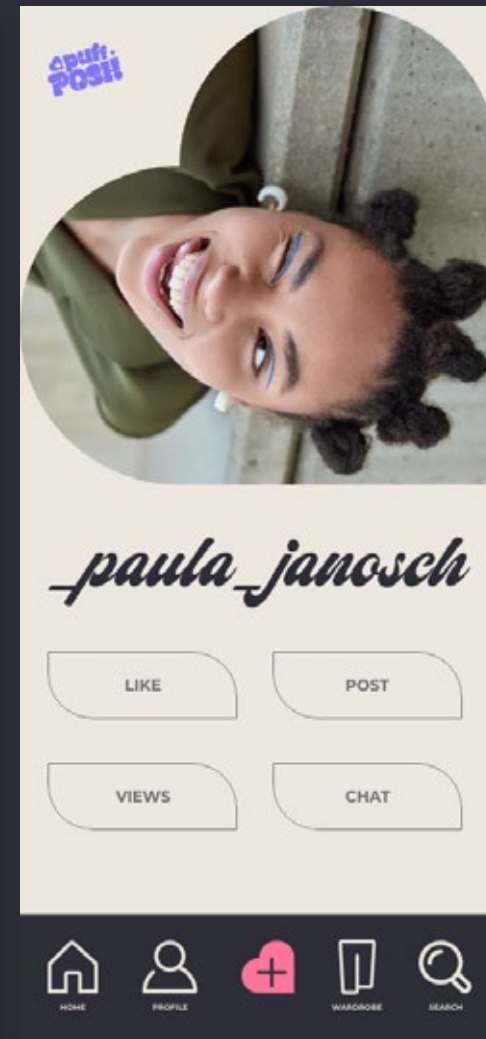
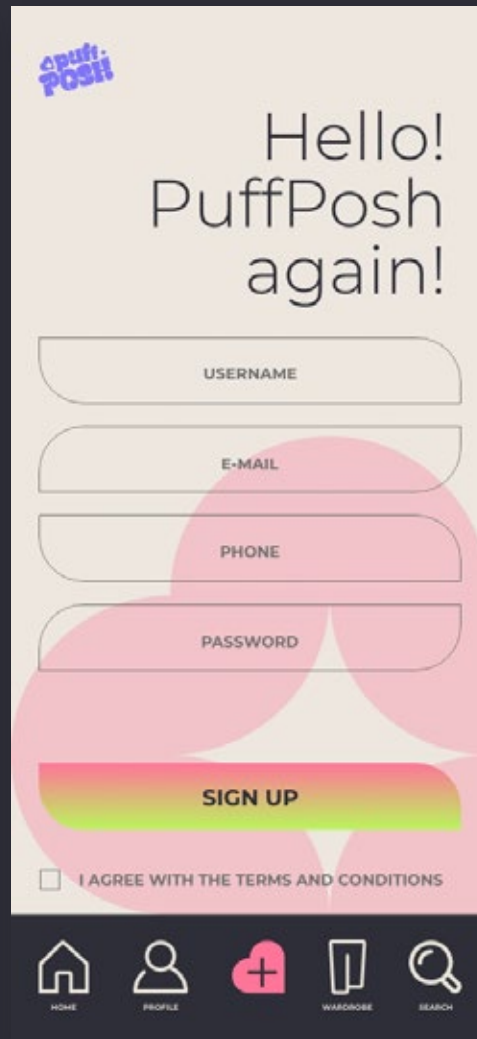
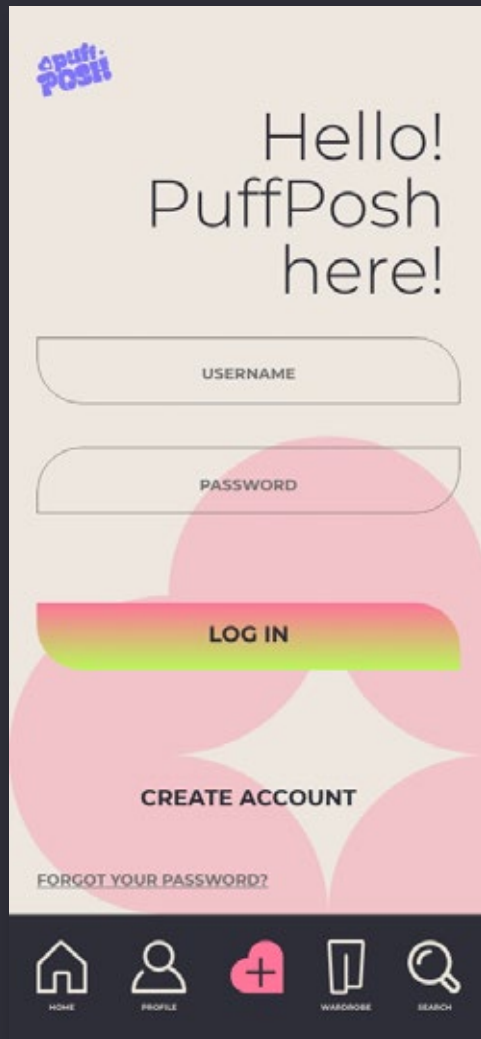
**a puff
POSH!**

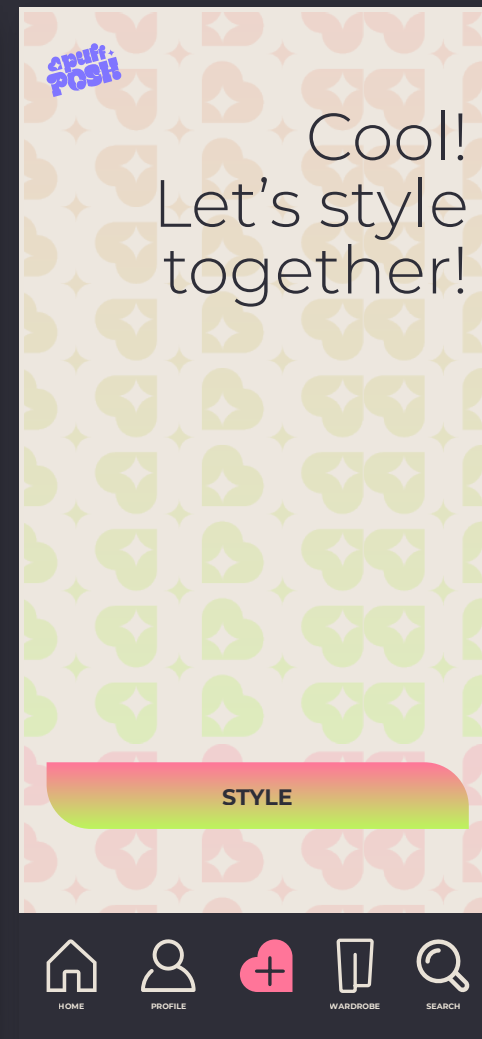
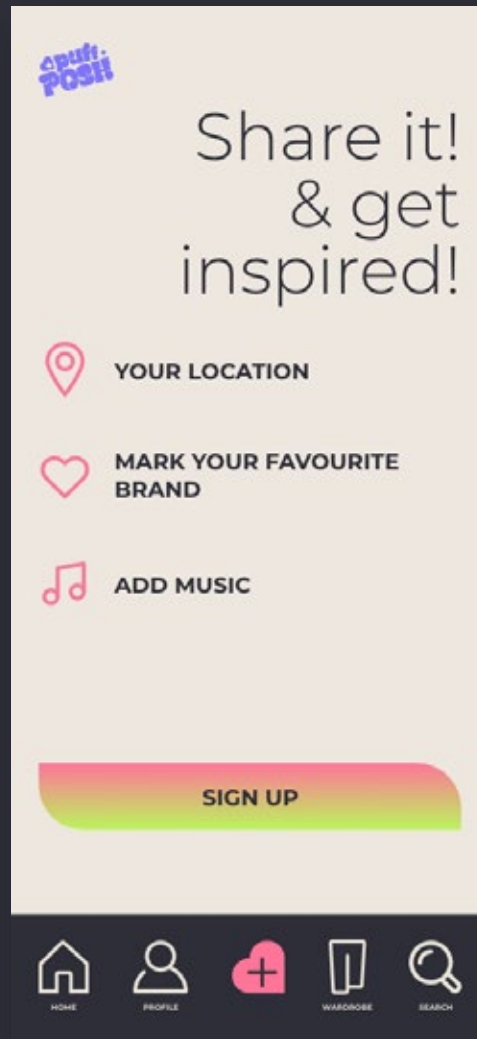
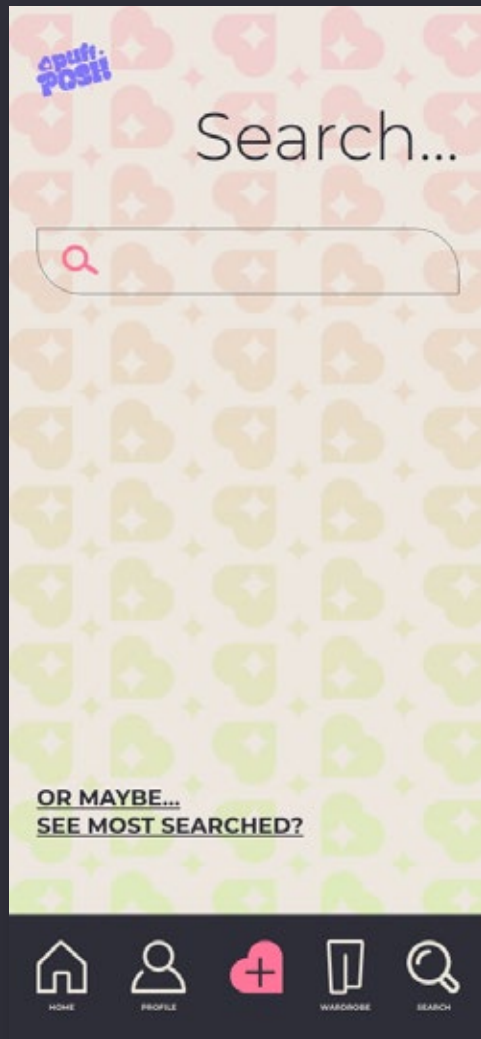
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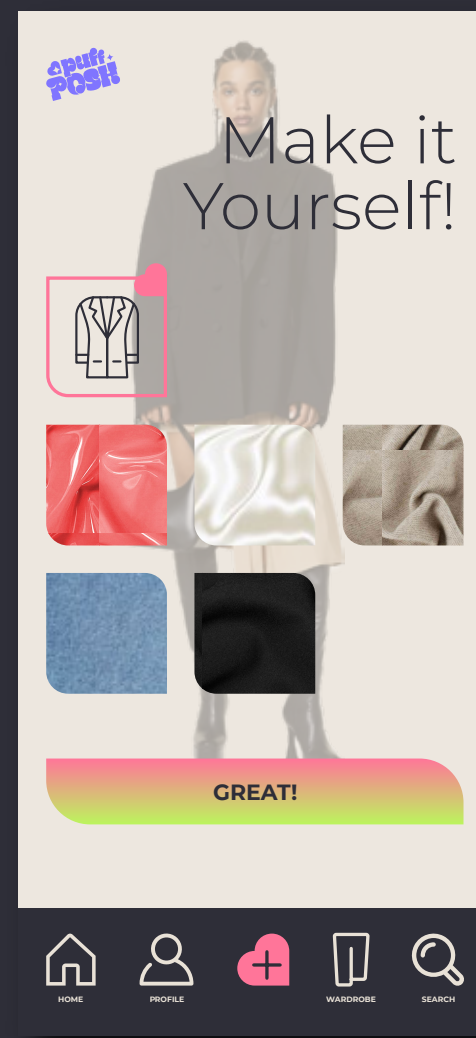
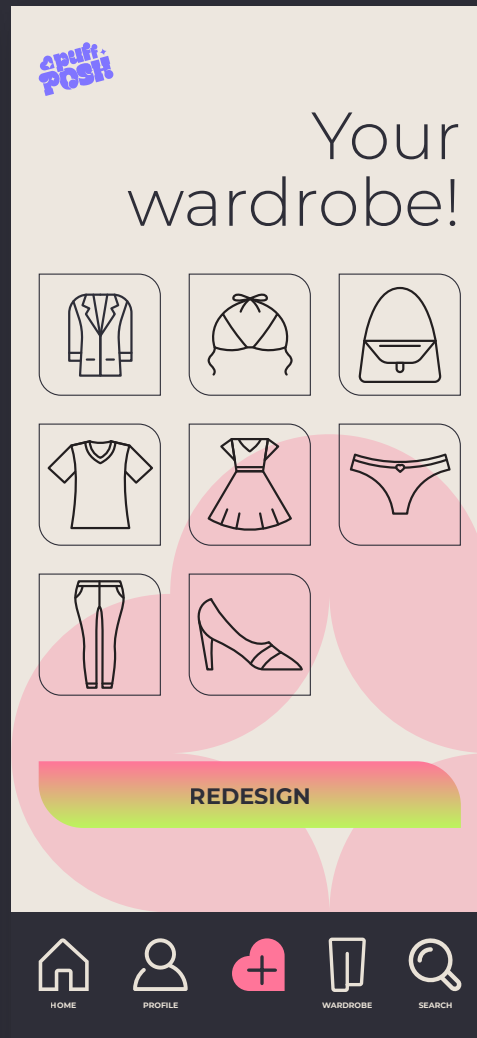


app icon

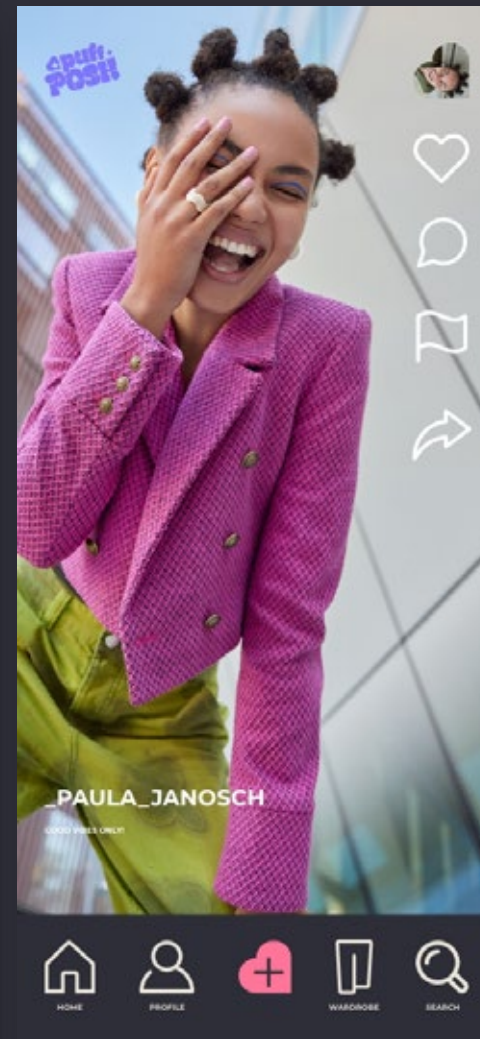
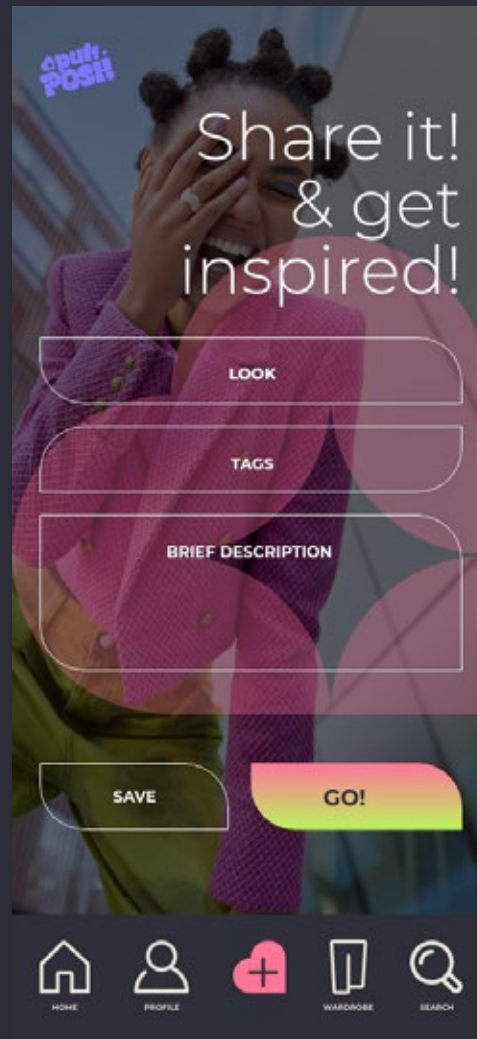








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