

l♥velane  
*designs*





“imagination-  
the muscle of the soul.”

Vladimir Nabokov

### WHY

Self-empowerment starts with the simple  
act of play.

### HOW

We empower kids of all ages to be their own  
hero with heirloom quality playwear.

### WHAT

Handcrafted playwear for the everyday adventure.

### BELIEF 1

CHILDHOOD IS AN ADVENTURE WORTH ENCOURAGING.

By equipping kids of all ages with tools to explore their creativity.

### BELIEF 2

EVERY CHILD DESERVES TO BE THE HERO OF THEIR OWN STORY.

By providing heirloom quality playwear that fuels the imagination.

### BELIEF 3

THERE'S INGENUITY TO BE FOUND IN A CHILDHOOD UNPLUGGED.

By encouraging stories to be crafted offline.



PLAYFUL. IMAGINATIVE, + ADVENTUROUS.

A CHILDHOOD UNPLUGGED,

A SIMPLE DAY SAVED BY A SUPERHERO.

CREATE YOUR OWN STORY.

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BRAND TRAITS



TARGET DEMOGRAPHIC INSPIRATION

MAGGIE, 35

SAN FRANCISCO, CA

BRANDS

*her children*

*believes in the story and process of what her children spend their time playing with and wear. Values imagination and independence.*

Renegade  
Bang Bang Copenhagen  
June + January  
Opposite Of Far  
Etsy  
Milk Magazine  
Tantrum



BRANDS

*herself*

*cares about high quality and how things are made. Likes to keep up appearances, but has an effortless style with a slight edge.*

Anthropologie  
Lou & Grey  
Frye  
Mociun  
GOOP  
Whole Foods  
Farmgirl Flowers

Maggie and her family believe in the importance of unplugging and creating their own adventures. She and her husband equip their children with beautiful, handmade products that enhance their imaginations, encouraging them to dream and play. The spirit of their children remind them of their childhood; memories of simplicity and curiosity.

PHASE 1

*prep*

PHASE 2

*launch*

PHASE 3

*soar*

Self-sufficiency  
*build strong team*  
*streamline process*

Promote messaging  
*active on all social*  
*update wholesale*  
*update website*

Prep for book launch  
*active blogging*  
*PR strategy*

Book launch  
*book tour?*  
*active social push*

Streamline production

Diversify products  
*toys, stocking*  
*stuffers, kid decor*

Celebrity status  
*known among elite*  
*Barney's (and others)*

Primary role = PR  
*pitching*  
*cultivating relations.*  
*seeking collabs*  
*share life of Lane*  
*monitor social*

Travel for biz with fam  
*speaking engage.*

Work 4 days a week

Global retailers





BRAND STYLE INSPIRATION

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COLOR PALETTE



WATERMELON



POOL



BUBBLEGUM



TROPHY



SIDEWALK

Incision

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

LATO - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



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GRAPHIC STANDARDS



BIZ CARD - FRONT



BIZ CARD - BACK

LOVELANE STRIPE PATTERN

