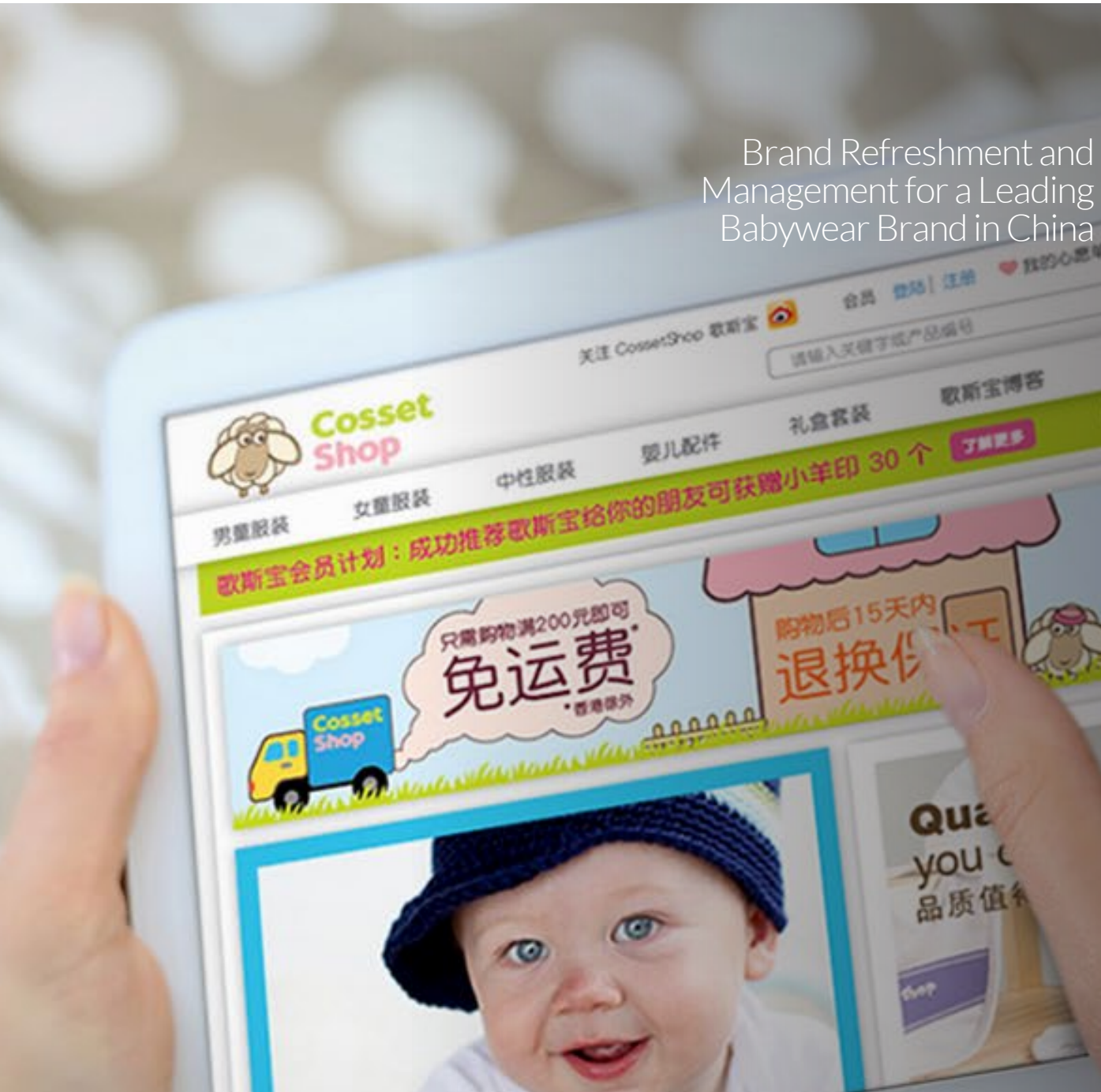


Brand Refreshment and
Management for a Leading
Babywear Brand in China

COSSET
SHOP
WEBSITE



Reshaping the Online Branding of a Babywear Company

China's leading kidswear brand Cosset Shop found itself in a rapidly growing yet competitive market. With increasing clutter and brand parities, Cosset Shop needed to rebuild its reputation for safe and quality toddlers' clothing made with carefully selected fabrics.

Business Strategy

Brand Strategy

Brand DNA
Brand Differentiation

Design and Touchpoints

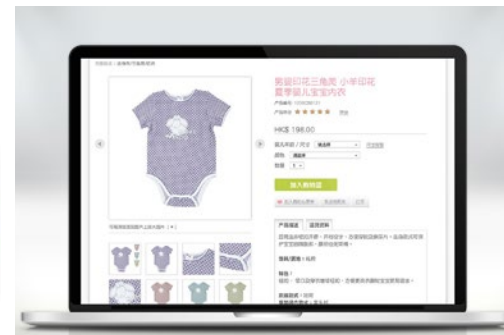
Brand Identity
Brand Guides
Brand Grid
Brand Character Design

Digital & Social Media

UI and UX Design
Ecommerce Website
Social Media Management
Social Media Advertising
Analytics

Cosset Shop eCommerce

Helping an Established Brand to Raise its Competitiveness



Base Creative helped Cosset Shop to evolve the brand's visual identity and brand strategies so that it could compete effectively again with established brands in the online babywear marketplace.

Scope of Work Business Strategy

Brand Strategy
Brand DNA
Brand Differentiation

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