



REDESIGN BY PIERCE KHOURY

Brand Mission

Through our dedication to curating products around specific themes, we aim to elevate the shopping experience and establish ourselves as the premier destination for entertainment enthusiasts worldwide. Additionally, we are committed to creating social hubs within our stores, where customers can gather and partake in shared experiences such as listening to records together. This commitment to fostering community and socialization aligns with our overarching goal of enriching the lives of our customers through meaningful interactions and engaging retail environments.

Brand Values

Striving for a sense of connection and belonging among our customers, making each visit a memorable and enriching experience. Through our commitment to excellence and customer satisfaction, we aim to continuously exceed expectations and leave a lasting impact on all who walk through our doors.

Market Position

Virgin Megastore concept revolutionized the shopping experience by creating immersive environments that catered to diverse interests. Enticing customers to explore beyond their initial intentions and indulge in new interests. This approach not only elevated the retail experience but also solidified the megastore's reputation as a destination for entertainment enthusiasts worldwide.

Target Audience

Youth and young adults, typically aged between 13 and 18, are known for their vibrant shopping preferences, especially when it comes to music, movies, and related entertainment products. They are avid consumers who eagerly seek out the latest releases, driven by their passion for diverse genres and cultural trends. This demographic finds excitement and fulfillment in exploring dynamic retail environments that cater to their ever-evolving interests.

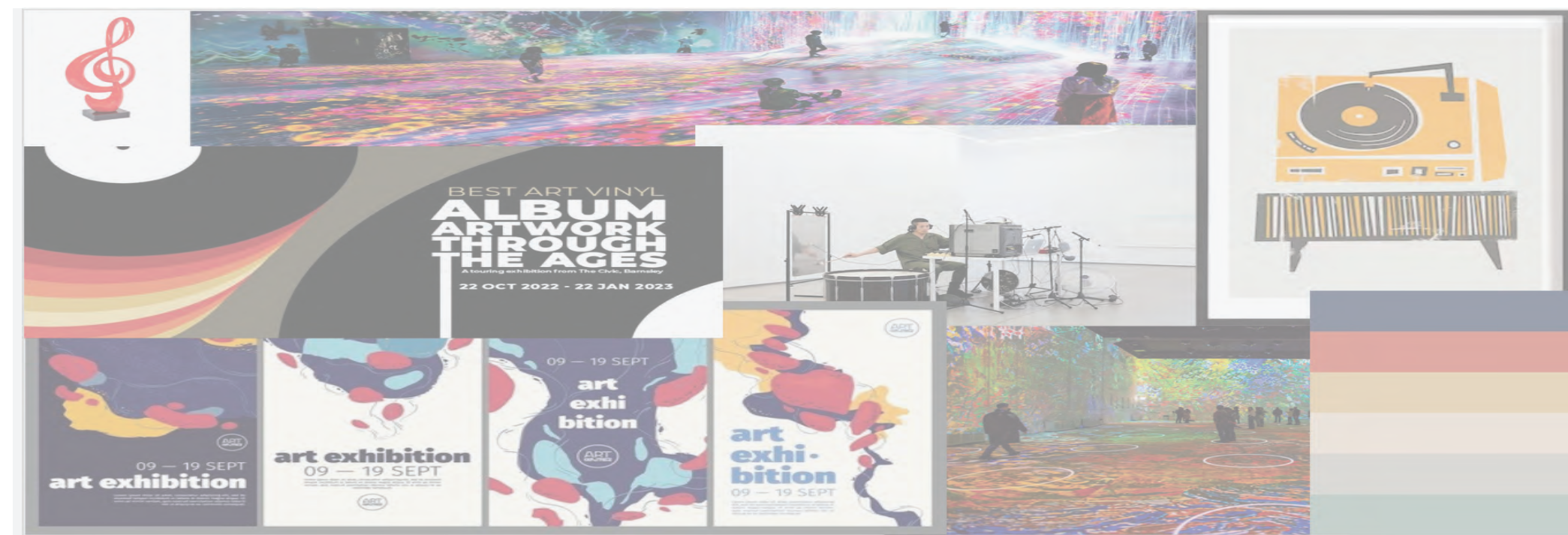
This demographic represents a key demographic for establishments like Virgin Megastore, where they can immerse themselves in a world of discovery and connect with others who share their passions.

Product/Service

From vinyl records and CDs spanning various genres to exclusive limited edition releases, our collection ensures that customers can find both timeless classics and the latest hits. Our knowledgeable staff provides personalized recommendations, fosters a welcoming atmosphere, and hosts events such as listening parties and live performances to create a vibrant community hub for music lovers of all ages.



BRAND CONCEPT DEVELOPMENT



Color Palette



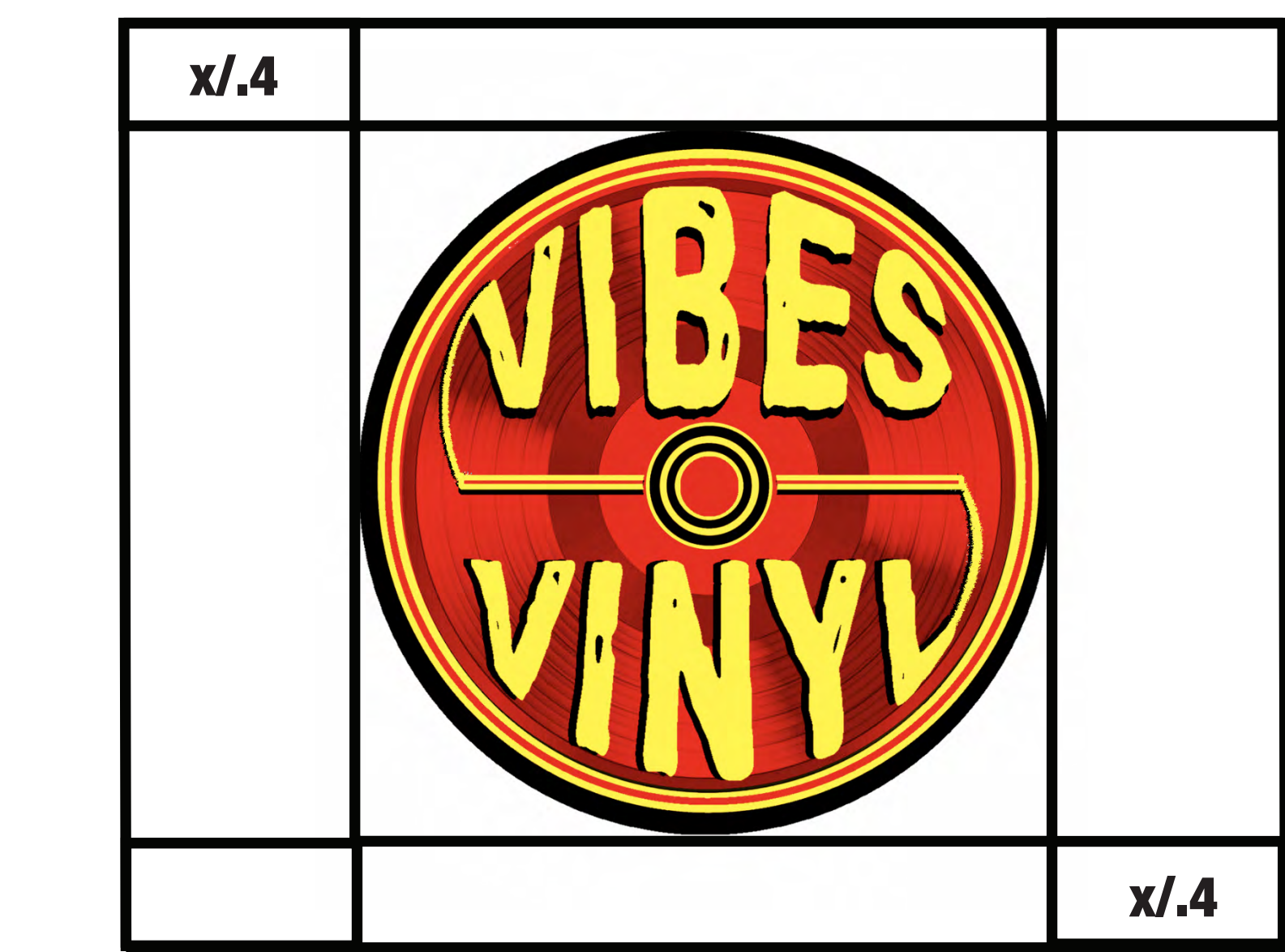
Font Family



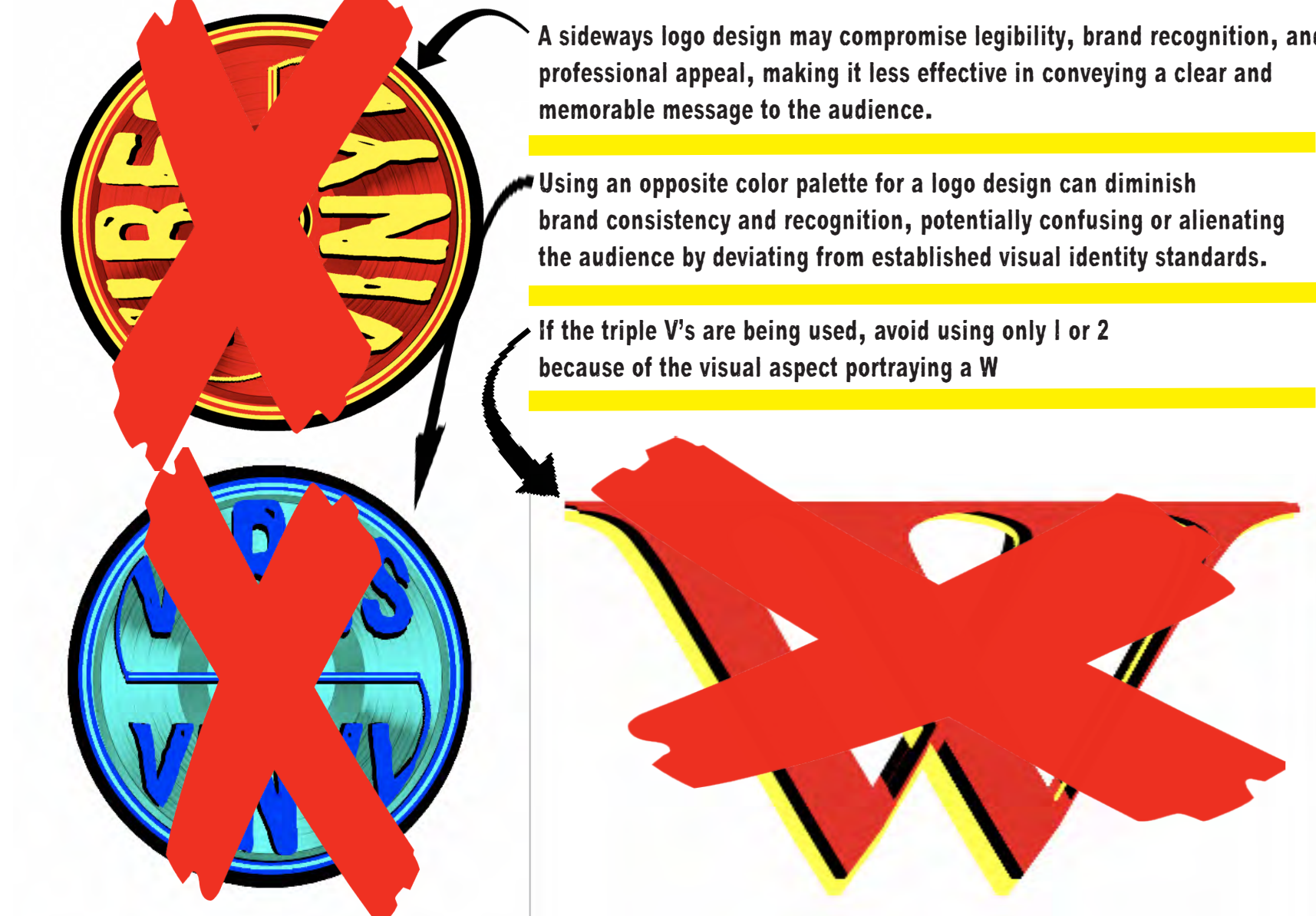
Minimal Sizes



Clearspace



Prohibited Usage



Chosen Brand Concept



Logo Development



- Evoke Nostalgia & Modernity.
- Drawing inspiration from classic vinyl records to signify timelessness and cultural relevance.
- Employing a warm colorway to invoke feelings of familiarity, comfort, and passion.

