

MALLON CLOTHING

BRANDING
RESEARCH AND SKETCHES

PRESENTED BY
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RESEARCH
OUTCOME



Research Report on Mallon Clothing:
A kids/Teens focused fashion brand

Executive Summary

Mallon Clothing is a kids/Teens fashion brand dedicated to delivering high-quality, Sustainable, and Stylish Clothing for Children and Teenagers aged 4-18. The Brand aims to bridge the gap between playful Childhood aesthetics and the evolving style preferences of teenagers, with a strong commitment to Comfort, Inclusivity, and environmental responsibility.

Product Strategy

Mallon Clothing will offer three(3) Core product Lines.

- 1) Mallon Play (Aged 4-8 years old), which Comprise of Colourful, durable, and Sensory-friendly Clothing that supports free movement and play.
- 2) Mallon Tween (Aged 7-12 years old), trendy, yet age-appropriate styles incorporating global fashion cues.
- 3) Mallon Teen (Aged 13-18 years old), comes in edgy expressive pieces that cater to Gen Z's values such as oversized fits, Streetwear-inspired Collections, and Statement graphics.

Each Collection will be Seasonal, with mini Capsule drops to maintain excitement and align with Current trends.

Competitive Advantage

- 1) Brand Identity - The Concept is a unique blend of Vibrant designs and urban youth Culture.
- 2) Sustainable Practices - Sustainable Consideration for Packaging is the end-to-end eco-conscious production and Packaging.
- 3) Technology Integration - Virtual try-ons and a digital Fashion experience via - mobile app.
- 4) Community Engagement - Intelligent areas of engagement to consider are youth ambassador program, Collaboration with young designers, and mental health awareness Campaigns.

Marketing and Distribution Strategy - Digital-first approach

- 1) Digital first approach - Mallon Clothing would be making use of E-commerce website, mobile app, and active social media presence (Instagram, TikTok, and YouTube Shorts).
- 2) Retail footprint - This Comprises of Concept Stores in urban malls and pop up experiences in schools and festivals.
- 3) Collaborations - This area has to do with limited-edition collections with influencers, artists, and youth icons.
- 4) Content Strategy - This is the style guides, behind-the-scenes content, and teen-focused blogs on self-expression and Confidence.

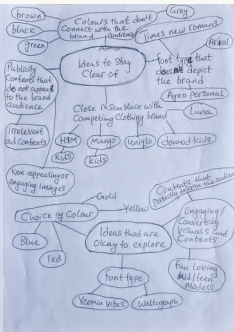


Sustainability and Ethics

- Certified Organic and recycled materials
- Transparent Supply Chain with fair labour Practices
- Clothing recycling program ("mallon loop") to encourage circular fashion.

Financial outlook and Projections

Initial funding will come from private investors and Sustainable fashion grants. Break-even is projected within 2-3 years with expected growth through international expansion and licensing opportunities.





LOGO DESIGN
SKETCH CONCEPTS



Mallon
Mallon

Mallon
Mallon
Mallon
Mallon



MALLON

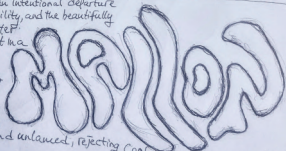
Logo Concept - "Vision in motion"

The perspective Mallon logo emerges as a bold testament to fashion as a form of Self-awareness. Set in the Striking, glitch-inspired Vermin Vibes 2-Black typeface, the word "Mallon" crackles with intensity, its curved edges and distorted alignment capturing the raw energy of individuality and the ever-shifting perspective of modern style.

Logo Concept - "fluid identity"

The wobbly logo motion dances with motion - an intentional departure from rigid symmetry to express freedom, adaptability, and the beautifully imperfect nature of personal style. Each letter in "MALLON" seems to sway gently, as if caught in a soft breeze or reflected in rippling water.

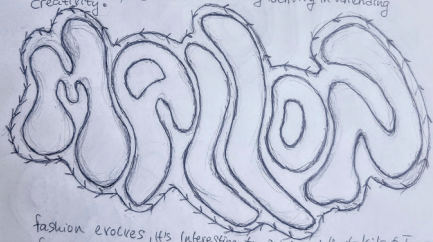
This playful distortion isn't just aesthetic, it symbolises Mallon's belief that fashion isn't fixed. Identity moves, trend evolves, and true style lives in-between moments. The typography feels handcrafted, alive, and unlearned, rejecting conformity in favour of fluid self-expression.



MALLON

The wavy letter forms create a rhythm that's both calming and provocative. It's a visual whisper that says: "Style doesn't stand still and neither do you".

wobbly Mallon logo dancing in motion
The arrow around the logo depicts the flow, the evolving of fashion trends, the consistent move of identity in unending creativity.



fashion evolves, it's interesting to point out that kids & teens fashion is limitless. indeed, "style doesn't stand still and neither do you."

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