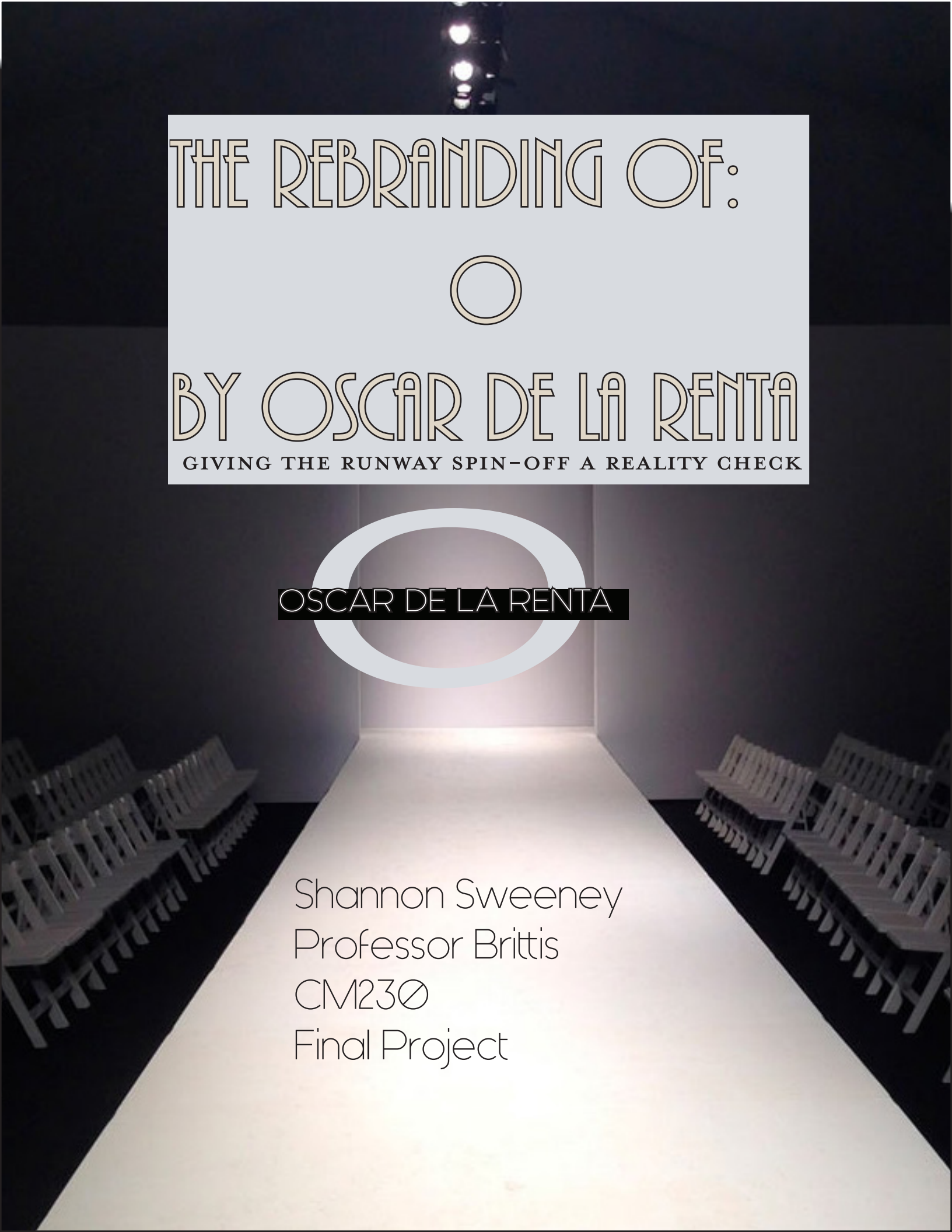


THE REBRANDING OF:

O

BY OSCAR DE LA RENTA

GIVING THE RUNWAY SPIN-OFF A REALITY CHECK

OSCAR DE LA RENTA

Shannon Sweeney
Professor Brittis
CM230
Final Project

Branding Brief:

Oscar de la renta is a prestigious runway brand founded by Oscar Aristides Renta. The current co-creative directors of the brand are Laura Kim and Fernando Garcia. The luxury brand produces high quality and couture pieces which come at high pricetags. By creating “O by Oscar de la Renta” they attemped to make the iconic label more accessible and ready for every day wear. Despite the great idea, the spin off brand fell completely flat. This is because all aspects of the brand, especially the logo, were not modern. The current trend in fashion, especially for these luxury brand’s streetwear spin offs is to be modern and minimalist. Many of these brands designs also focus solely on logos, yet O by Oscar de la renta’s logo does not read well on clothing. I have created a minimalist and modern logo that can be used to establish brand identity and create clothing that young people actually want to wear. My target will be young fashion conscious consumers, that are fimiliar with the runway label but are not able to afford the high end and couture products. The new product will be a pretentious streetwear brand, that has remarkably lower pricepoints than the runway line (ex. $100 tees rather than $500+ blouses). The brand is inpired by/will rival that of McQ by Alexander McQueen and CDG Play by Comme Des Garcon.

Typography

Logo Type Font:

Generica (2)

ABCDEFGHI

JKLMNOPQR

STUVWXYZ

1234567890

Accent Font

Maiandra GD

ABCDEFGH

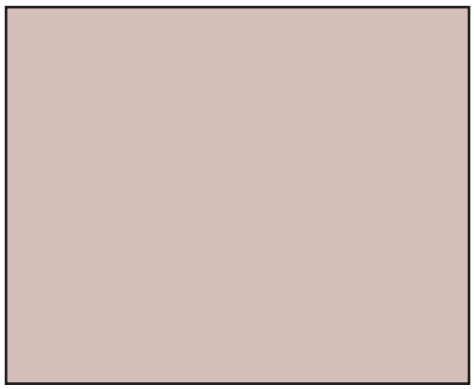
IJKLMNOPQR

STUVWXYZ

1234567890

Rebranded Color Palette

The colors presently used by O by Oscar De La Renta are dated, they remind me of shades grandparents would wear rather than the youthful consumer I am targetting. I gave these colors a millenial update using muted tones to attracted a larger/younger market.



Boujie Pink
R=215 G=191 B=188

Complex Yellow
R=240 G=225 B=206

Off - Grey
R=216 G=219 B=224

Hype Beast Black
R=0 B=0 G=0

Old Colors

Logo Design

OSCAR DE LA RENTA

OSCAR DE LA RENTA

The old logo uses very unattractive and outdated colors. There is no contrast in the logo and it does not read well on clothing, which is important for a clothing brand. The new logo is distinct, modern and minimalist and will look attractive on a number of different clothing items.

Old Logo:

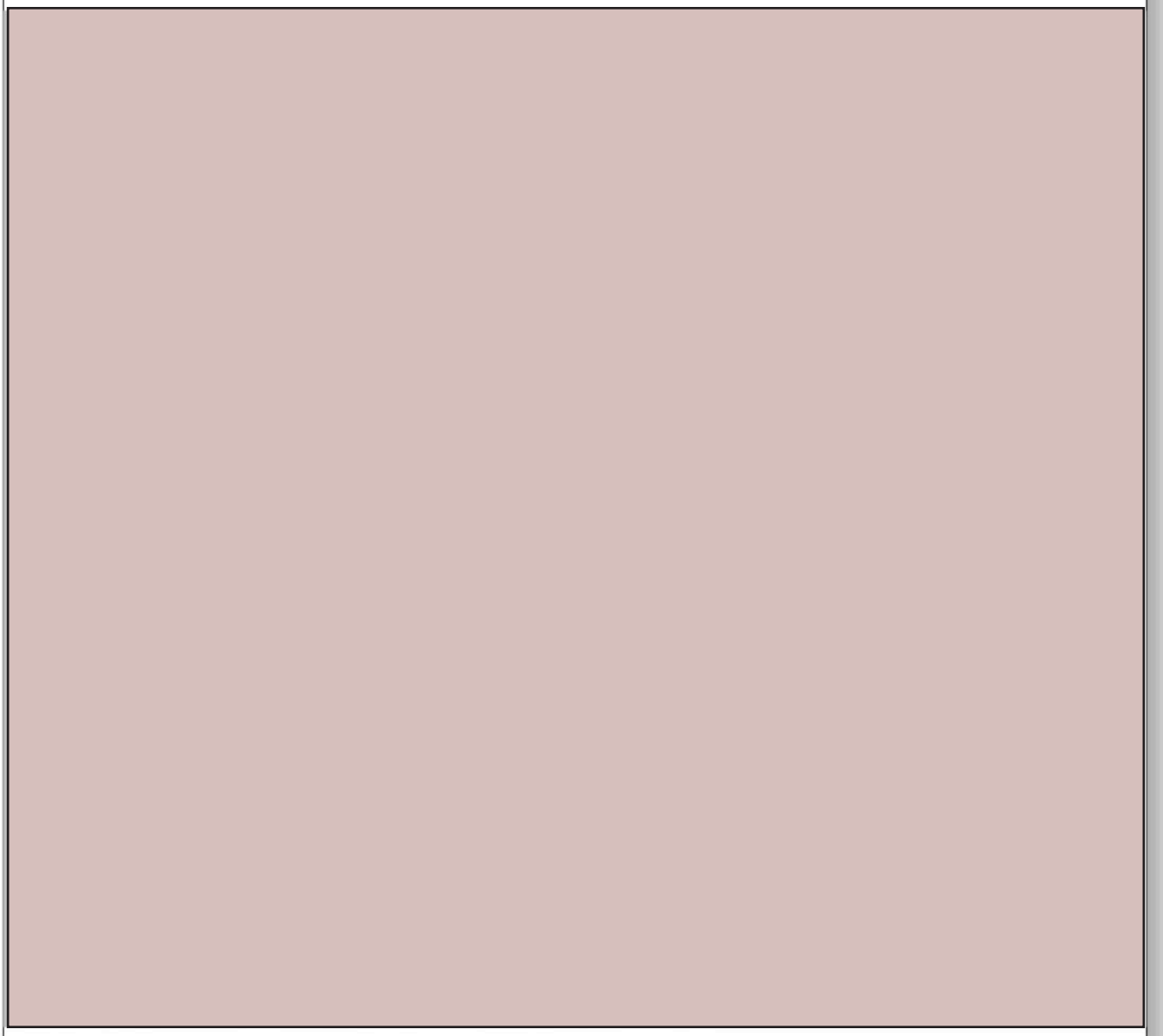
Logo Variations

Packaging Design

Packaging Design Continued...

ObyOscardelaRenta
New York New York

FOLLOW



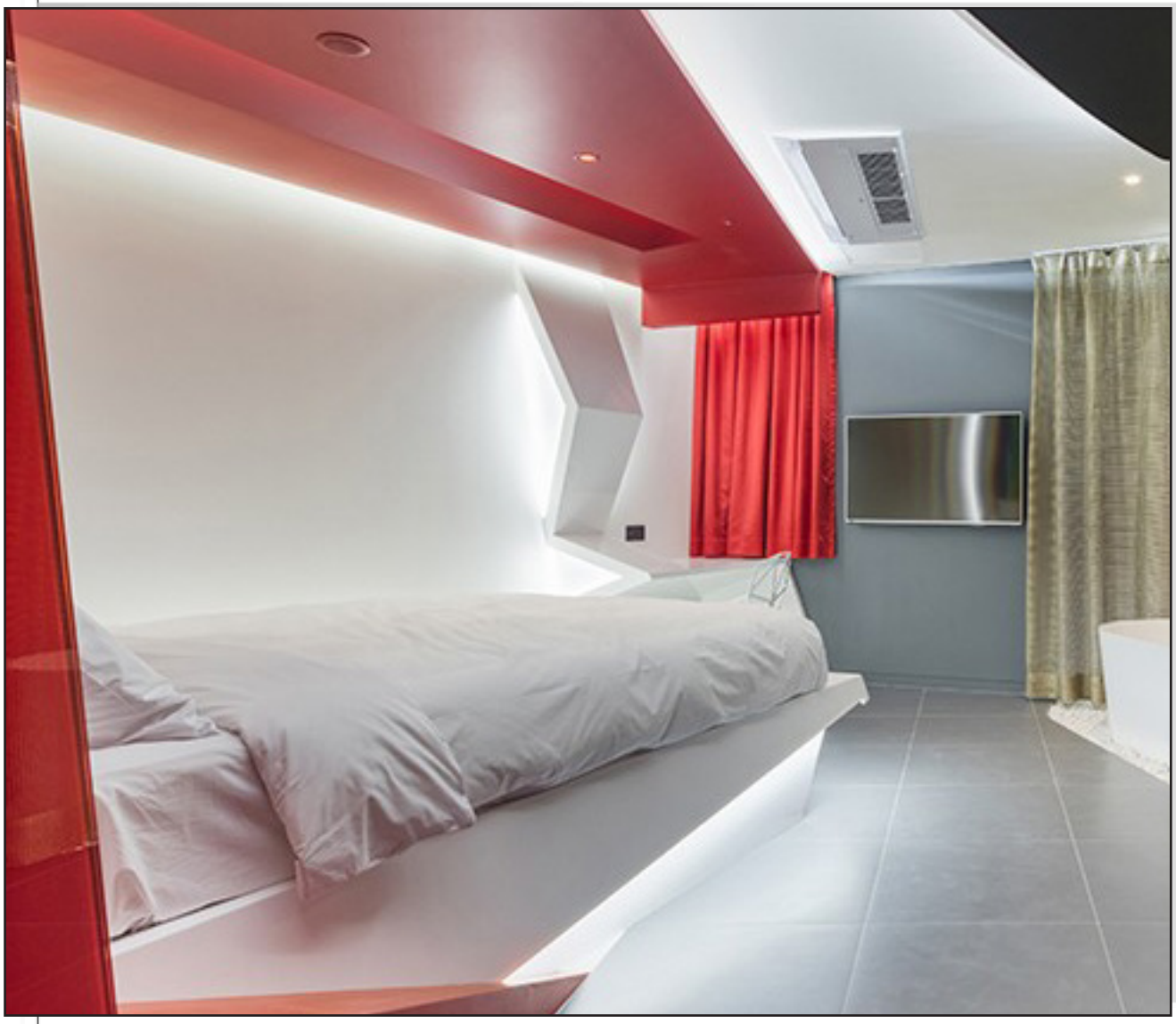
508 likes

O by ODR. SS19 Dropping soon... Share your tyle for a shot to recieve exclusive merch first. #TyleFestival #OODR

ObyOscardelaRenta

New York New York

FOLLOW



508 likes

Do not disturb until 8:00am Monday. Weekend escape from reality. Where are you hiding away?

ObyOscardelaRenta

New York New York

FOLLOW

❤ 508 likes

Our kind of #SUNDAYSERVICE . Weekend 2 was unreal. Tag us in your Sunday best from coachella #OORDWeekend2

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New York New York

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The city doesn't sleep and neither do we. New heat dropping soon. #OODRxNYFW