

LO MENOS

means “ minimum ” in spanish. As its name, my brand concept is minimalism , modern , classic . and simple . So i choose 3 brands for competition brand. JIL SANDER , HELMUT LANG , STUDIO NI CHOLSON is my competition brand. My brand is for the age of 20 – 40 both women and men. I simply set 2 brand philosophies. ‘ Clothes shouldn’t be temporary. ’ and ‘ Less is More. ’ So most of my clothes have to be simple, but each clothes are different from others.

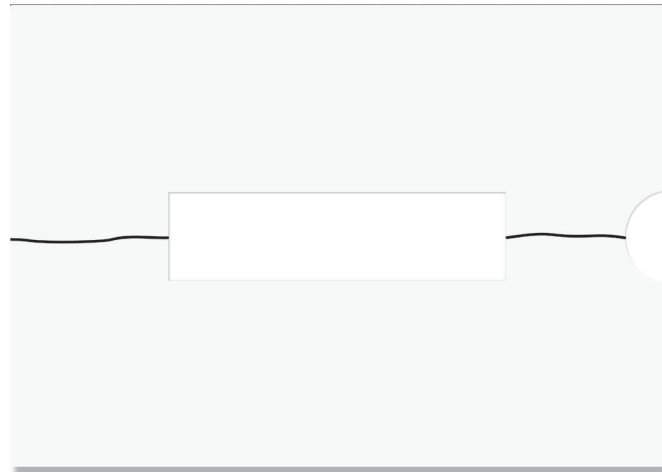


LO MENOS

Why logo has to be like a scribble ?

I thought over and over and over again
about my logo.
I hope that logo will be simple,
but have something remarkable.
I don't want similiar things like other brand, just font.
so i wrote it with my right hand. cuz i'm left - hander.
And this calligraphy is very flexible , changed to anything
like a just line, being used in clothes design.
And it has different impression on situation by situation !
so that's why i chose this logo.

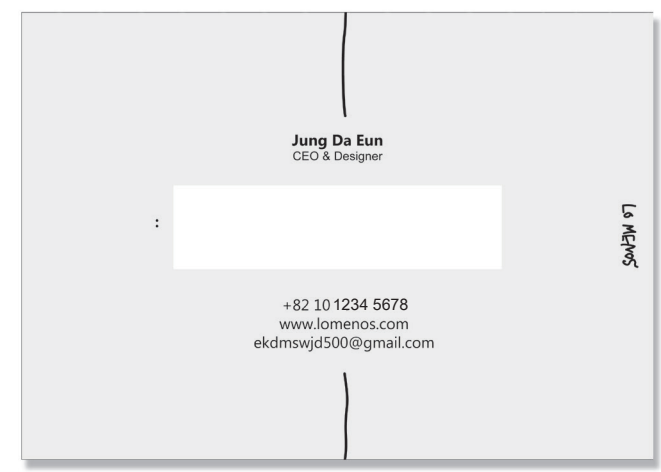
Business Card



Cover



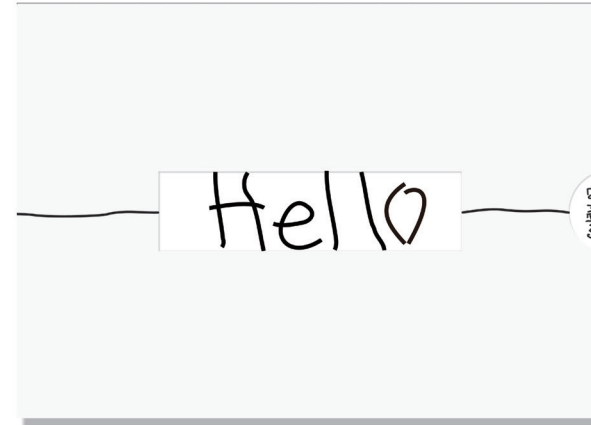
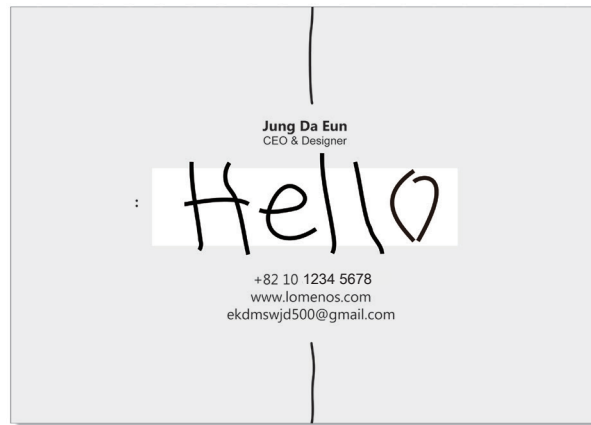
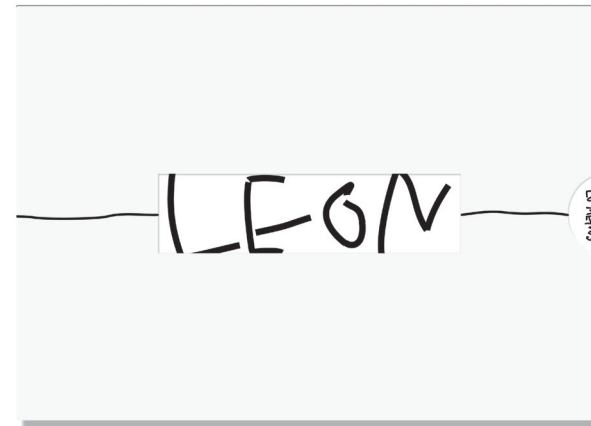
Front



Back

As logo, i want to use my calligraphy in different way.
So i use line. And my business card has a cover.
In backside, there's a square.
When i give my business card , i can write something for them.
And i think it'll be more impressive.

Example



Like these, i can write anything.
it can be a name, word, or something like that !
Also, as the brand logo 'Lo Menos' is placed
in the right-middle side of card's backside,
when you put the card in cover,
you can see the brand name right away.

●
The
opening
ceremony

minimalism . simple . modern . classic . That is what we want .

Simple, But Full

LO MENOS

less is more . that's it.

●
6 PM , Monday , December 31
DDP , Seoul

LO MENOS

LO MENOS

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