

DESIGN EXHIBITION 2022

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KAWALAN
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College of Creative Arts, UiTM Kedah Branch

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BRINCOS LOLA PRODUCT

Design Advisor : MISS SYAHRINI SHAWALLUDIN
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The product name is Brincos Lola. It is a product of the clay earrings that were manufactured by Poppy Lola's. Brincos is a Portuguese term that means "earring," and Lola is the owner's nickname. The clay earring design was handmade from a lump of clays, by the owner. As a result, earrings are one of the most well-known designs in Portuguese. Brincos Lola's tagline "One and Only" is highlight all the design one and only where it designed just for one person. This product's unit selling proposition (USP) is a unique and limited design. Two different shades of brown in the logo represent clay before it turns out to be earrings. Before initiating the name of Brincos Lola, the company name was Poppy Lola. Poppy Lola's company produce handmade clay earrings to the customer since 28th July 2020. The meaning of Poppy's name is representing a symbol of dreams and vision. Before a poppy blooms, the bud hangs its head which shows heavy with a promise to blossom. When it finally blooms, it turns into a wonderful flower with various colours. This name has shown the journey of the owner's business, the hardship that she has been gone through this business will finally give the achievements could she be grateful for. Meanwhile, Lola's represent of owner's nickname that has been given by her family. Thus, Brincos Lola is based on current women's fashion trends. This product concept is based on a minimalist and enjoyable design. It comes in three different designs: floral, travel, and casual. The flowery design is for work, the casual design is for everyday wear, and the travel design is for travel fashion. Considering handmade clay earrings are fresh in the fashion business, these ideas are for a woman who likes to attempt something new and different. This product's marketing will be done through social media, making it easier for people who are unaware of the product's existence. Even though handmade clay earrings are so popular nowadays, they will be a challenger in the market. The difference between Brincos Lola and other handmade clay earrings is the limited design and technical skill of the earrings design. Because of the level of detail and time required to make each design, the pricing for each earring changes. The quality of this product has been such a long journey because the details are outstanding when it comes to being a beautiful earring.

BRINCOS
LOLA
Handmade Clay Earrings

One and Only

Travel

A design that makes you feel like want to travel with yourself to a place somewhere like Greece. Polymer clay earring selection for a women who loves to pamper herself with our unique or custom, handmade pieces from earrings in our shop.

www.brincoslola.com

BRINCOS
LOLA
Handmade Clay Earrings

One and Only

Floral

An earrings with bougainvillea's floral on it with peach pink color. Polymer clay earring selection for a women who loves to pamper herself with our unique or custom, handmade pieces from earrings in our shop.

www.brincoslola.com

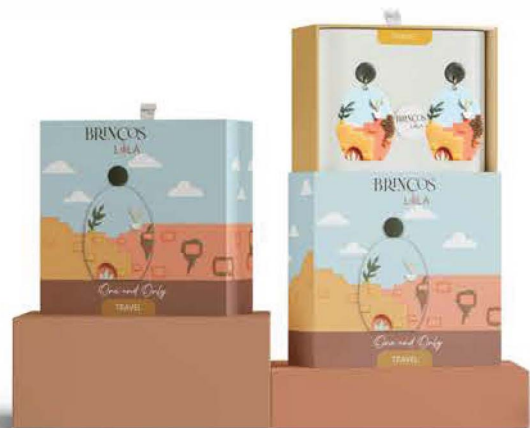
BRINCOS
LOLA
Handmade Clay Earrings

One and Only

Casual

A casual design for everyday look with some minimalist color. Polymer clay earring selection for a women who loves to pamper herself with our unique or custom, handmade pieces from earrings in our shop.

www.brincoslola.com



Travel Design



Floral Design



Casual Design



GRAPHIC DESIGN & MEDIA DIGITAL

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**MINORREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch

TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA



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