



Brand Name: Pink Palm

Industry: Swimwear & Lifestyle Brand

Style: Playful minimalism, cool-girl summer, Gen Z fashion

Meet your client:

Pink Palm is a contemporary swimwear brand creating playful, confidence-boosting pieces designed for modern summer living.

Blending trend-led colour palettes with clean silhouettes, Pink Palm exists somewhere between fashion brand and lifestyle obsession. The brand feels social-first, effortlessly cool, and made for girls who document everything, from beach days and rooftop drinks to weekend getaways with friends.

Think glossy visuals, playful styling, nostalgic summer references, and an aesthetic that feels fresh, fun, and instantly shareable.

The brand should feel confident, youthful, and fashion-forward, minimal in execution, but full of personality.

Brand Keywords:

- Playful
- Trend-led
- Confident
- Social-first
- Cool-girl

Deliverables (choose any):

- Logo + Wordmark
- Swimwear tags & packaging
- Campaign concept
- Website homepage concept
- Brand Pop-Up Shop or Summer Activation (AI Mockup)

POST YOUR DESIGNS TO INSTAGRAM - IT MAY GAIN YOU A REAL CLIENT!

Have fun!