

DESIGNER BRIEF

MAY 2026

DUE: JUNE 7TH

The PlayBook
MEMBERSHIP



Brand Name: Side Note

Industry: Handbags & Accessories

Style: Playful, expressive, fashion-forward

Meet your client:

Side Note is a contemporary accessories brand creating statement handbags designed to bring personality to everyday style. Rooted in bold colour, clean shapes, and playful composition, the brand embraces simplicity with a twist.

Challenging traditional ideas of luxury, Side Note favours expression over perfection, where small details, unexpected pairings, and strong visual impact take the lead. Designed for a style-conscious audience, the brand should feel confident, graphic, and a little unexpected – polished, but never too serious.

Brand Keywords:

- Playful
- Bold
- Expressive
- Unconventional
- Fashion-led

Deliverables (choose any):

- Logo + Wordmark
- Dust bag & Box Packaging
- Campaign concept
- Website homepage concept
- Instagram 9-tile grid

Post your designs to Instagram - It may gain you a real client!

Have fun!