



Brand Experience Design Portfolio

# Creative Direction

Being a product specific fast-fashion brand, Lenskart brings forth multiple collections for which a group of designers create assets which are adjacent to the brand guidelines and specific to the look & feel of the collection.

 lenskart

PRIDE'22  
#seethe**love**



Pride

Crystal Clear

Suit Up

Collection Identity

Radiant, Unique, Bold

Assets

Product Listing Page Display  
Web & App Notifications  
Performance Marketing Ads  
Social Media

Duration

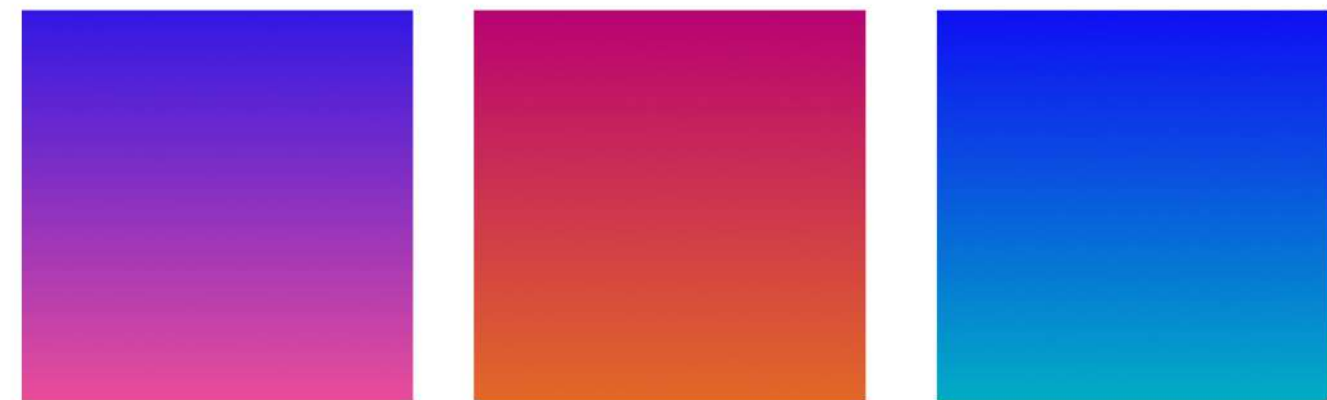
2 Weeks

Key Responsibilities

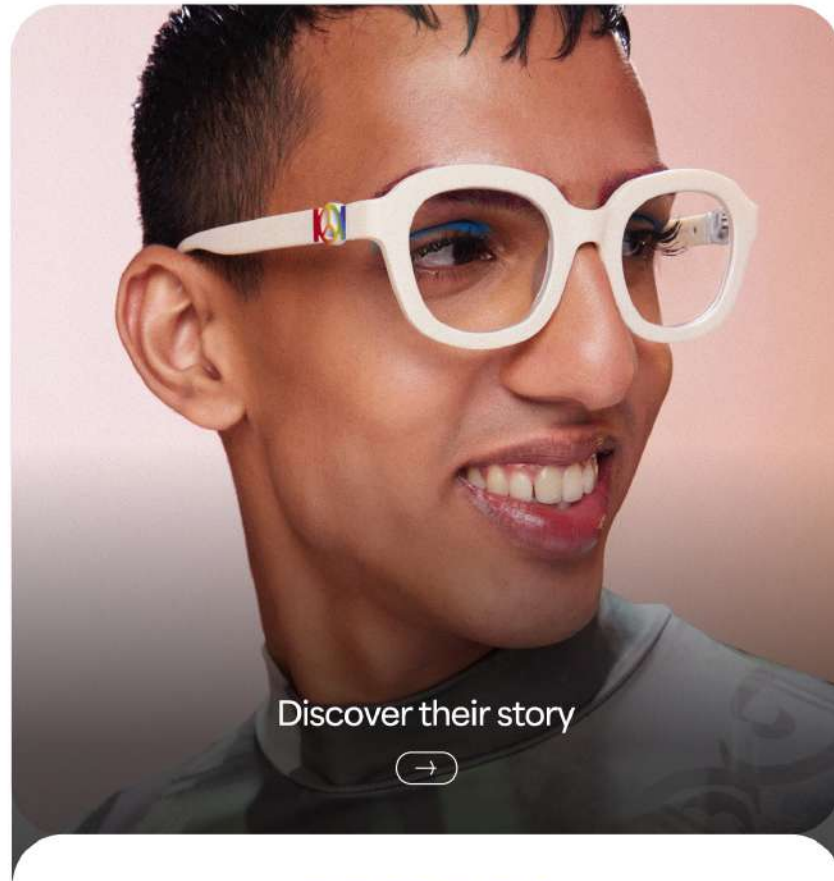
Color Palette Selection  
Unit Creation  
Asset Layouting & Display  
Identity Design  
Campaign Awareness  
Creative Direction

# PRIDE'22

## #seethe<sup>love</sup>



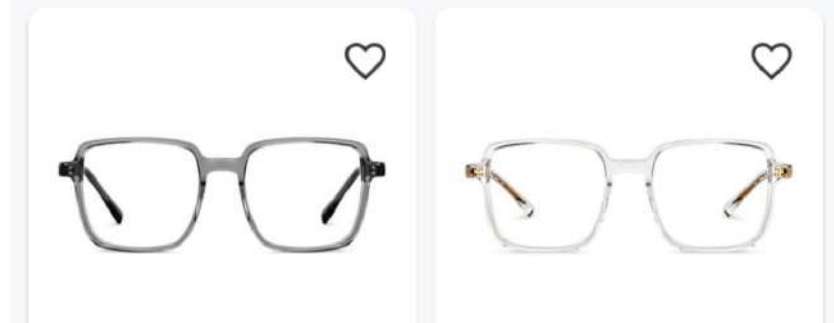
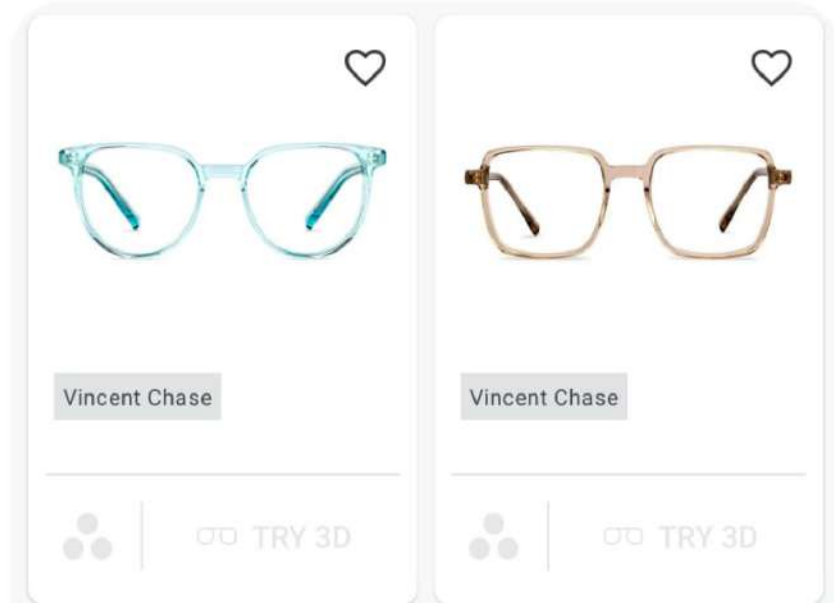
# Product Listing Page Display



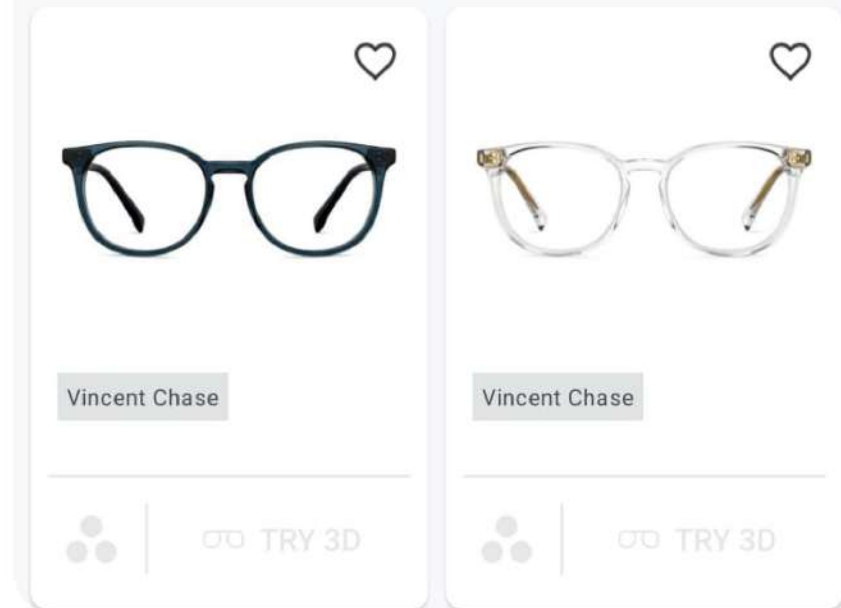
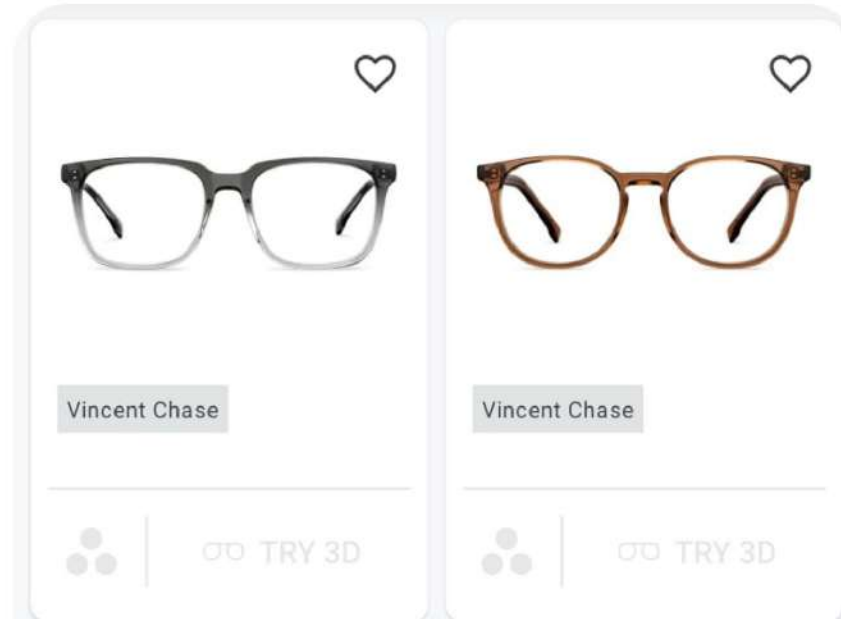
**PRIDE'22**

#seethe**love**

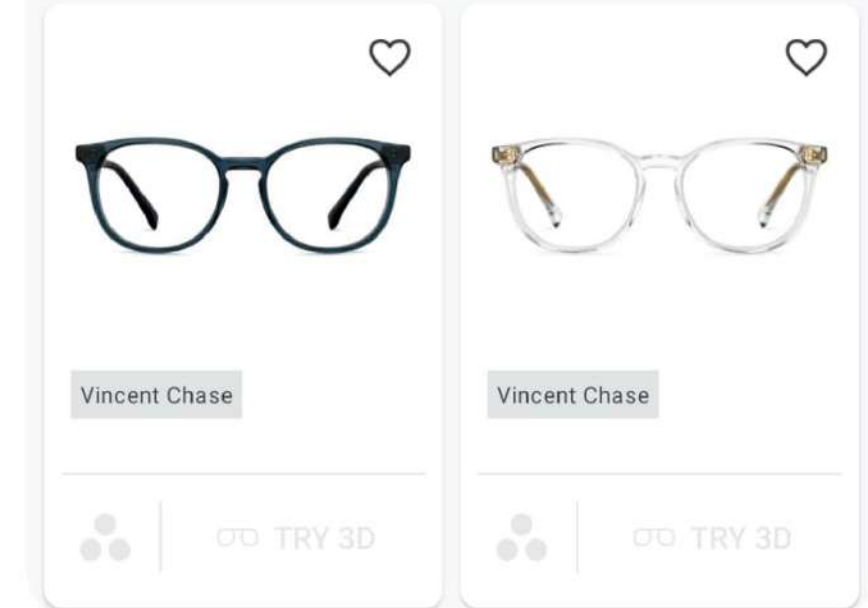
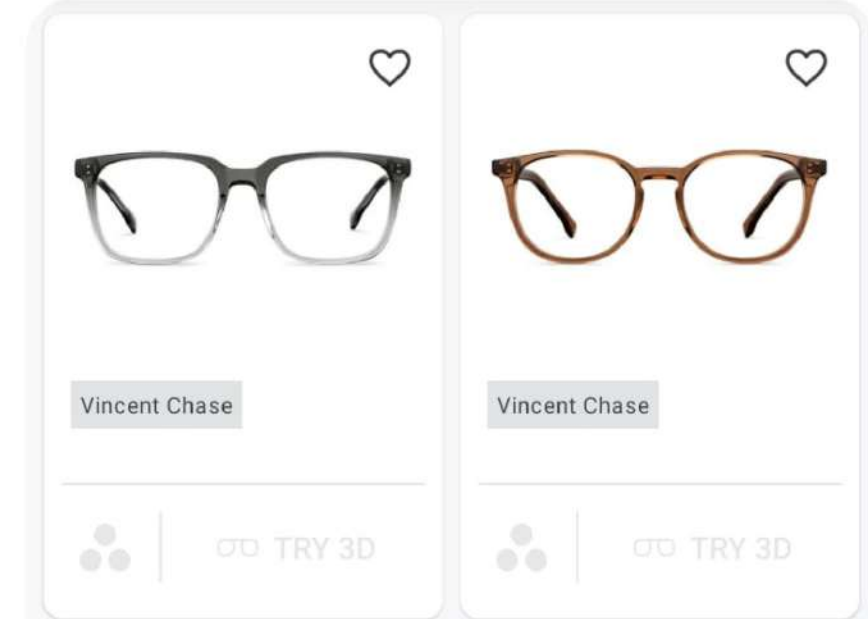
See pride, not prejudice & celebrate love without labels. It's time to embrace your identity in all its hues!



Frames full of love & hope



Feel love, feel proud, feel free. Let your temples do the talking!



Go on, find your frames and make the world your parade.

PRIDE'22  
#seethe**love**

Explore Now



PRIDE'22  
#seethe**love**

Explore Now



PRIDE'22  
#seethe**love**

Explore Now



PRIDE'22  
#seethe**love**

Explore Now



PRIDE'22  
#seethe**love**

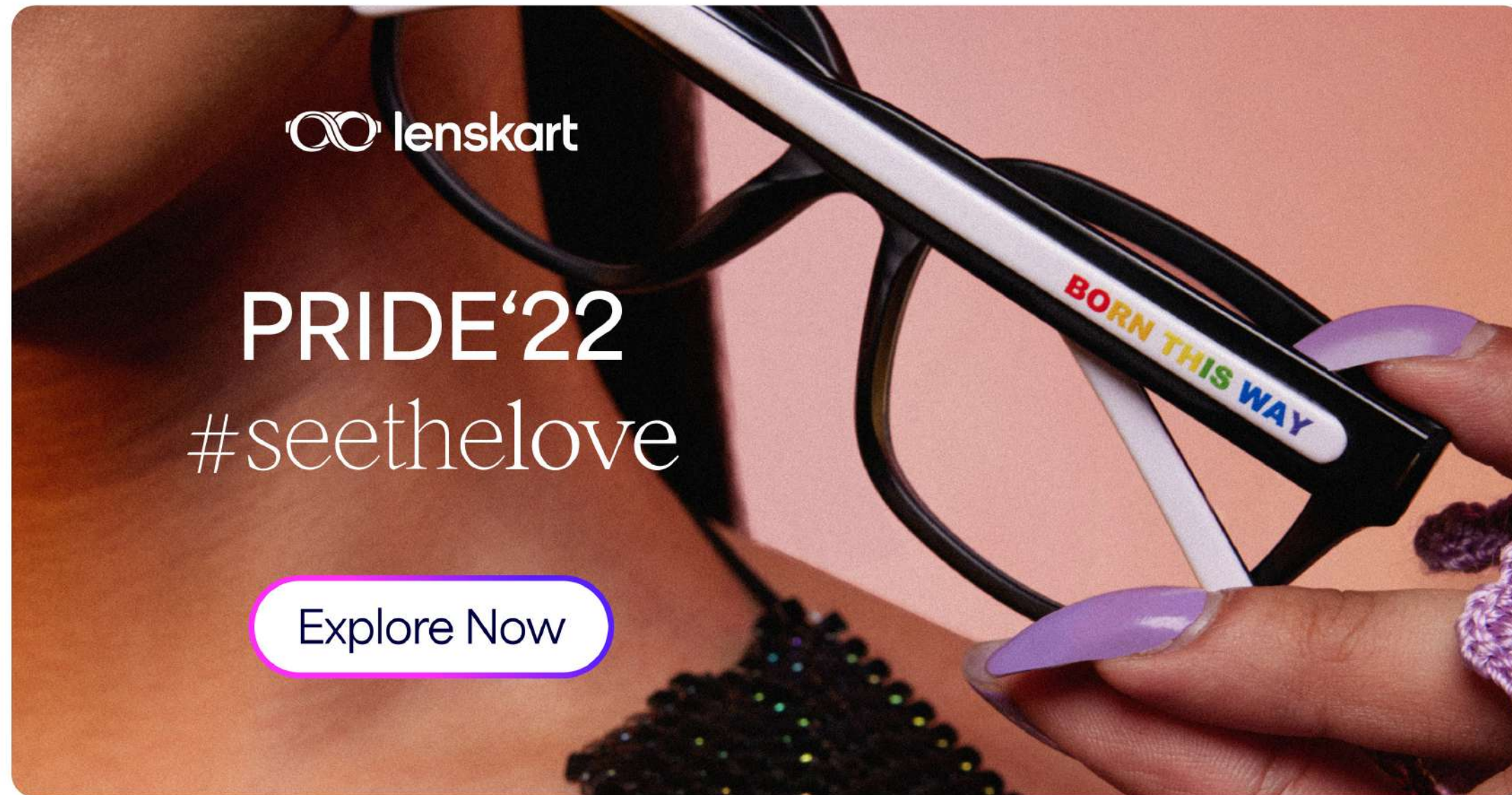
Explore Now



PRIDE'22  
#seethe**love**

Explore Now



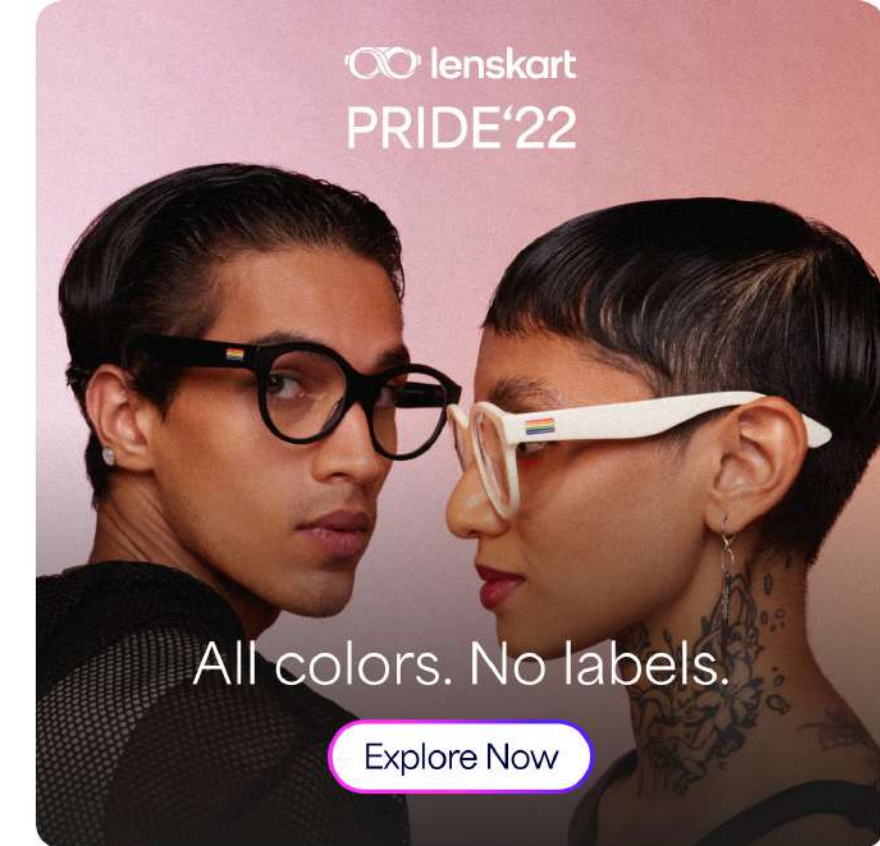


lenskart

PRIDE'22  
#seethe**love**

Explore Now

BORN THIS WAY



lenskart  
PRIDE'22

All colors. No labels.

Explore Now

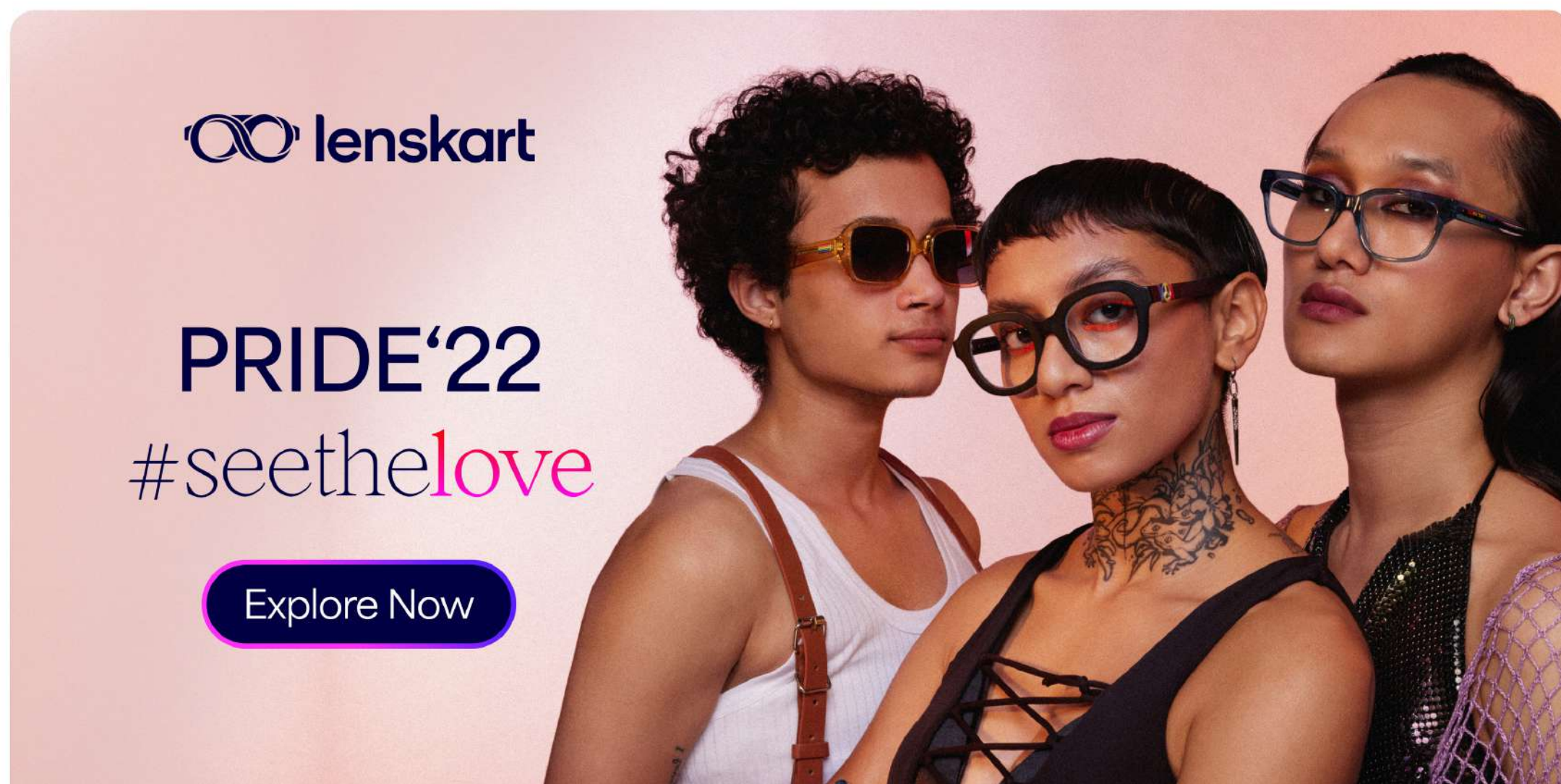


lenskart

PRIDE'22  
#seethe**love**

Explore Now

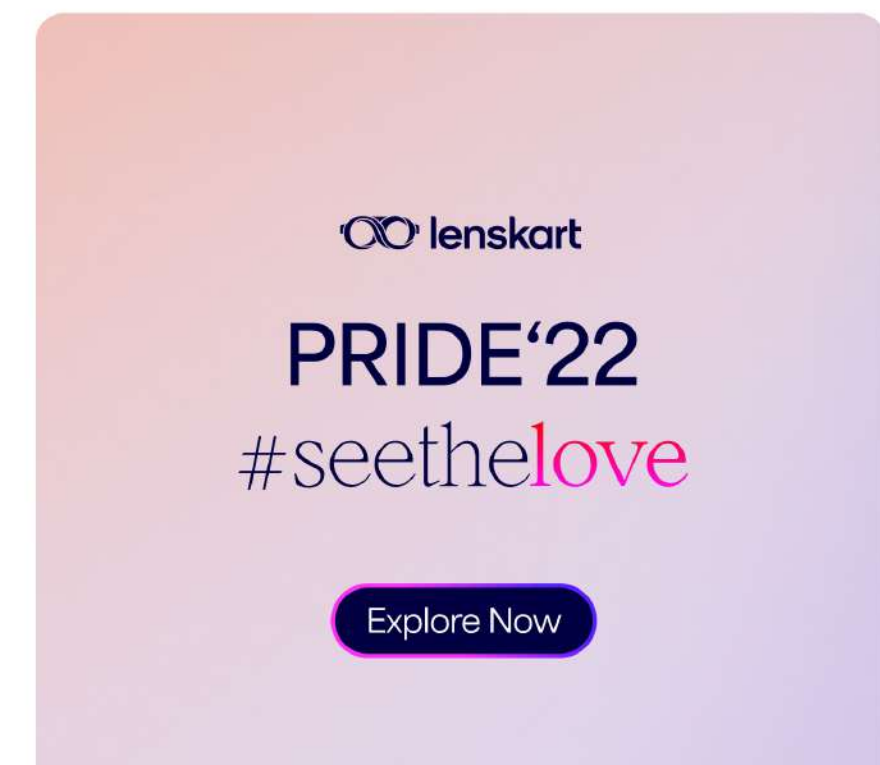
pride



lenskart

PRIDE'22  
#seethe**love**

Explore Now

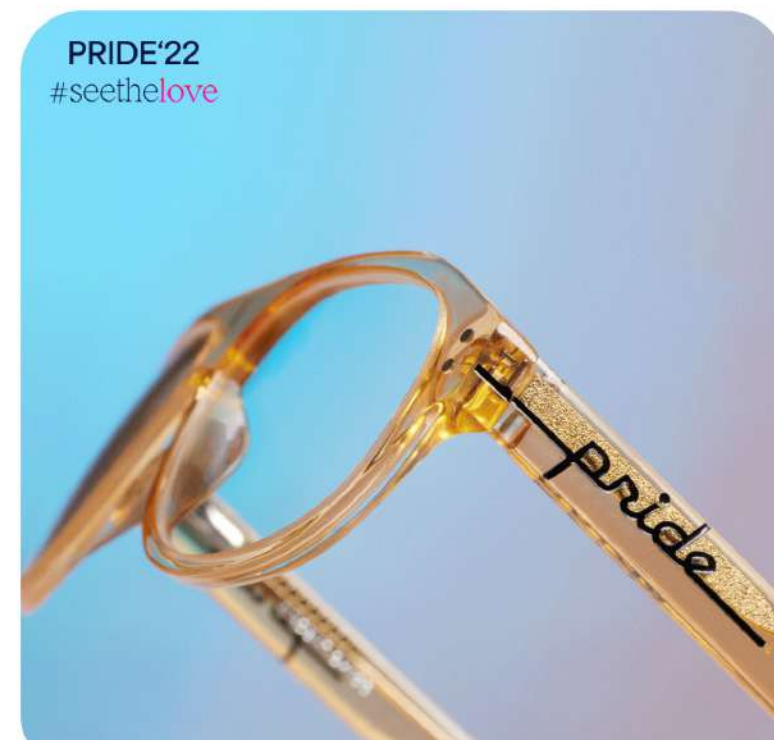
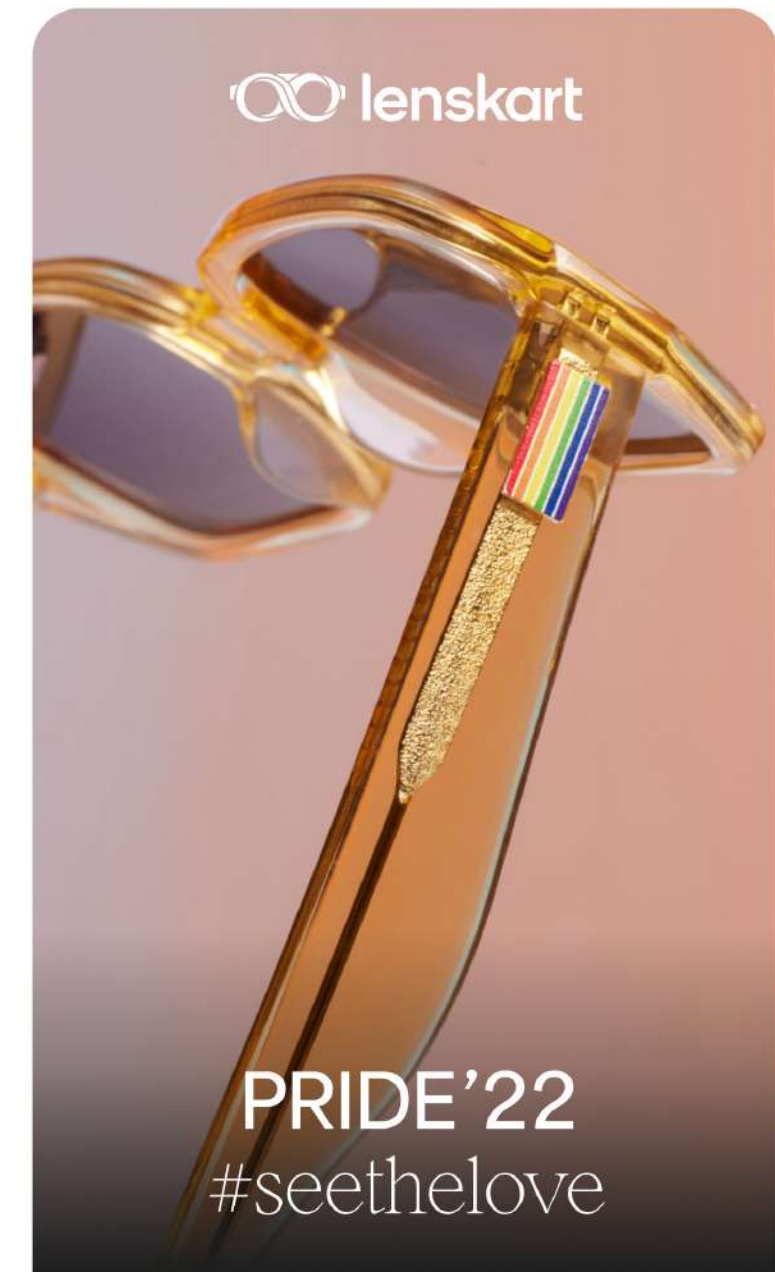
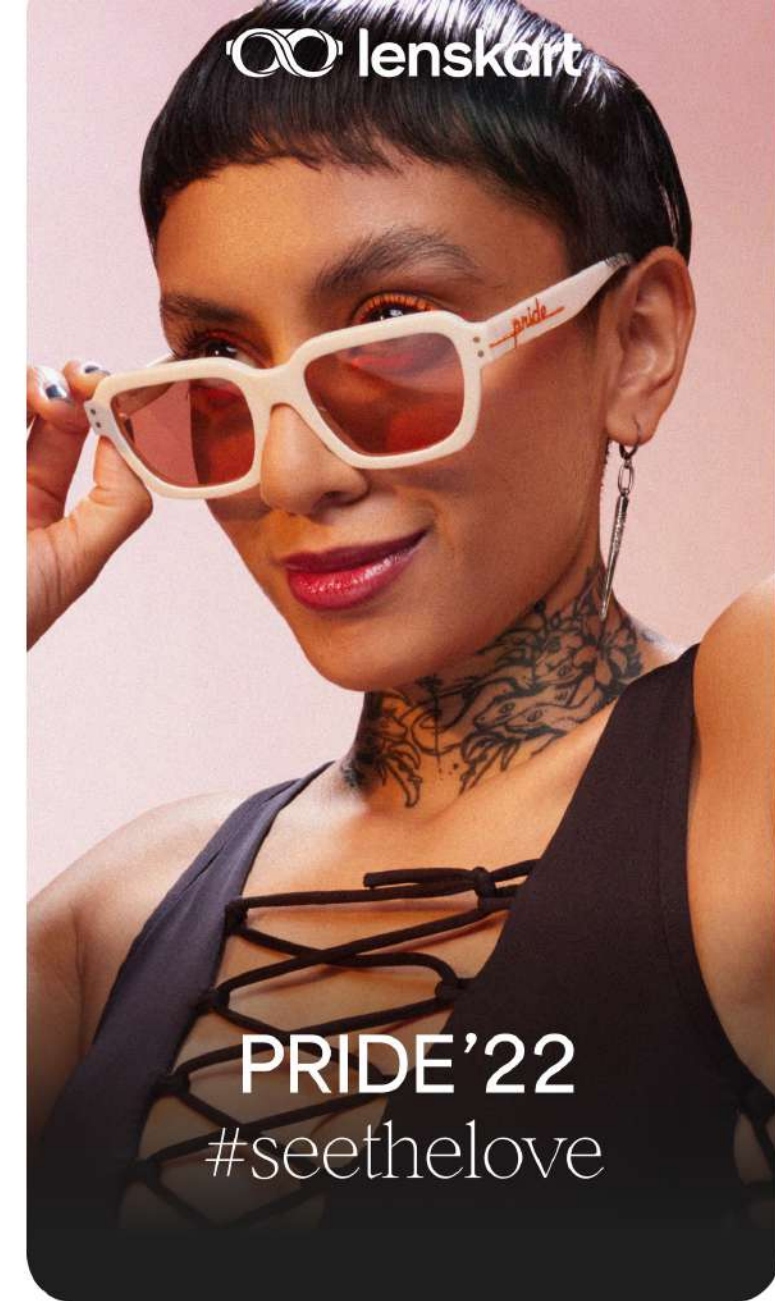
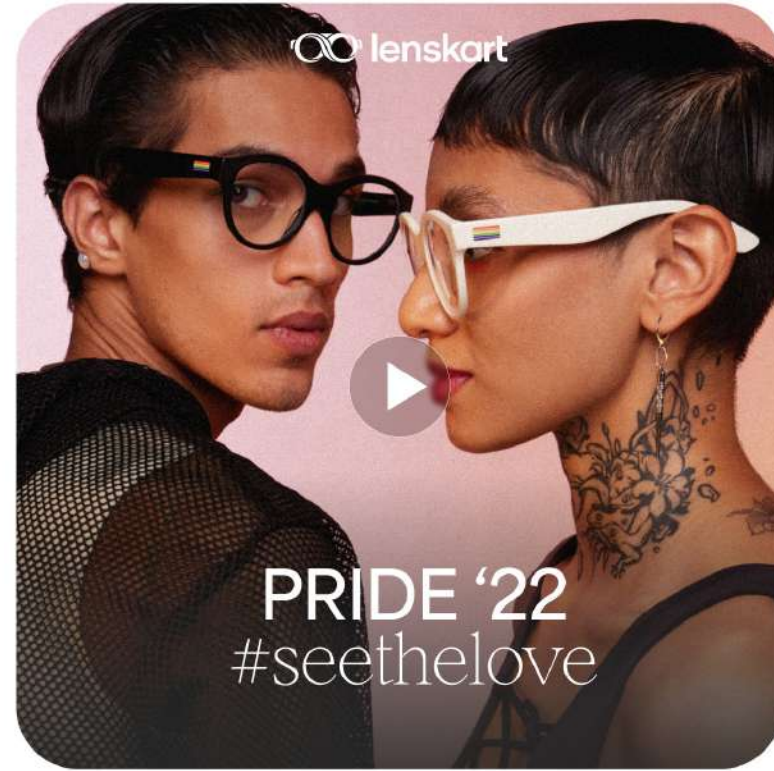


lenskart

PRIDE'22  
#seethe**love**

Explore Now

Social Media





 lenskart

# crystalclear

Hot Summer. Cool Frames.



Crystal Clear

Suit Up

Pride

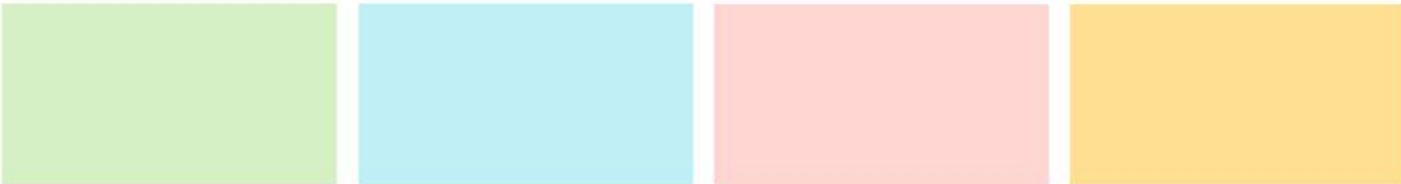
Collection Identity

Summer, Light & Cool

Assets

Web & App Notifications  
Emailers  
Performance Marketing Ads  
Store Assets:  
(Easel, Store Flags, ShelfTalkers)

crystalclear



Duration

1 Week

Key Responsibilities

Color Palette Selection  
Unit Creation  
Asset Layouting & Display  
Grid Selection  
Product Display  
Identity Design



VINCENT CHASE

# crystalclear

Hot Summer. Cool Frames.

Shop Now



VINCENT CHASE

# crystalclear

Hot Summer. Cool Frames.

Shop Now



VINCENT CHASE

# crystalclear

Hot Summer. Cool Frames.

Shop Now



VINCENT CHASE

# crystalclear

Hot Summer. Cool Frames.

Shop Now



VINCENT CHASE

# crystalclear

Hot Summer. Cool Frames.

Shop Now



VINCENT CHASE

# crystalclear

Hot Summer. Cool Frames.

Shop Now



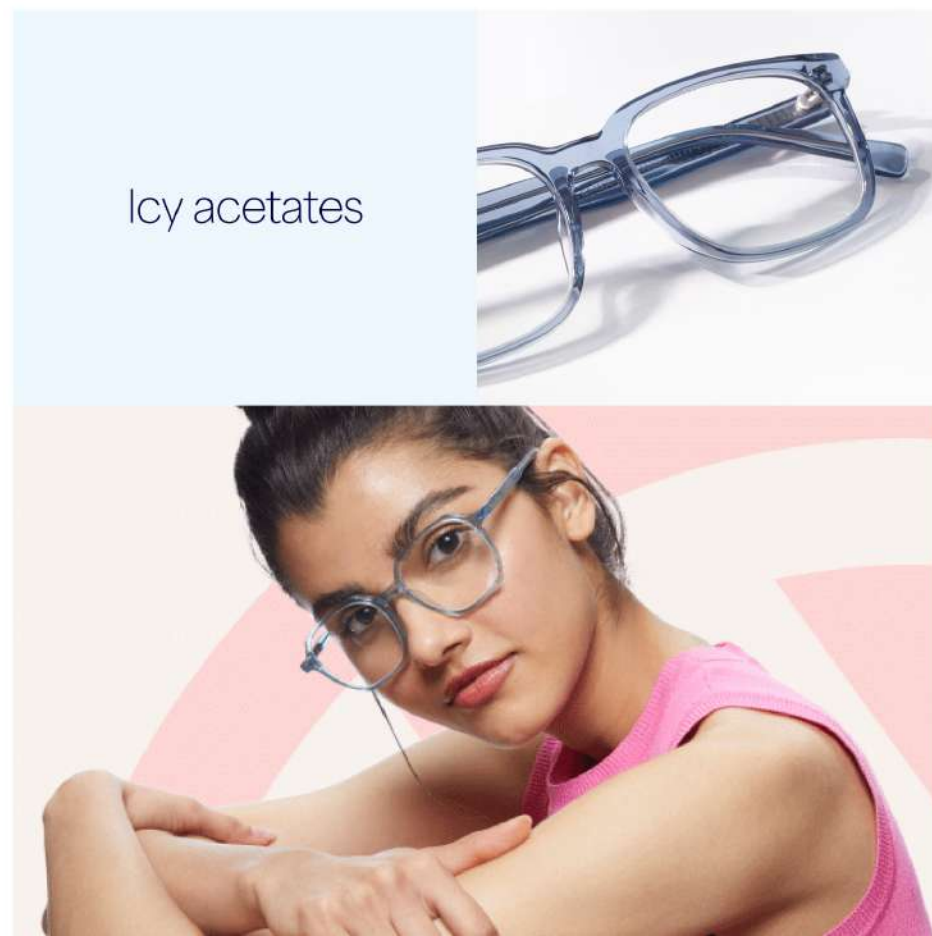
Emailers



Hot Summer. Cool Frames.

Cool off with Vincent Chase's new summer edit, Crystal Clear.

Shop Now



Icy acetates



Sugary pinks

Shop Crystal Clear



Sea blues



Kickstart summertime on a chill note.

Shop Crystal Clear

Download the app



Get social with us!



Hot Summer. Cool Frames.

Cool off with Vincent Chase's new summer edit, Crystal Clear.

Shop Now

Download The App



Get social with us!



 lenskart



Stay cool  
in icy acetates

[Shop Crystal Clear](#)

 lenskart



Beat the heat  
with refreshing styles

[Shop Crystal Clear](#)

 lenskart



Summer refresh  
with easy, breezy glasses

[Shop Crystal Clear](#)

Beat the heat!

VINCENT CHASE

crystalclear

Shop new icy-cool styles!



Download The App     Lenskart

lenskart

Beat the heat!

crystalclear

Shop new icy-cool styles!

VINCENT CHASE

Beat the heat!

crystalclear

Shop new icy-cool styles!

lenskart

Beat the heat!

crystalclear

Shop new icy-cool styles!

VINCENT CHASE

Beat the heat!

crystalclear

Shop new icy-cool styles!

 lenskart

# SUIT UP

SHARP POWER STYLES



Suit Up

Crystal Clear

Pride

Collection Identity

Bold, Dynamic, Powerful

Assets

Performance Marketing Ads  
Social Media  
Product Listing Page Display  
Web & App Notifications

Duration

1 Week

Key Responsibilities

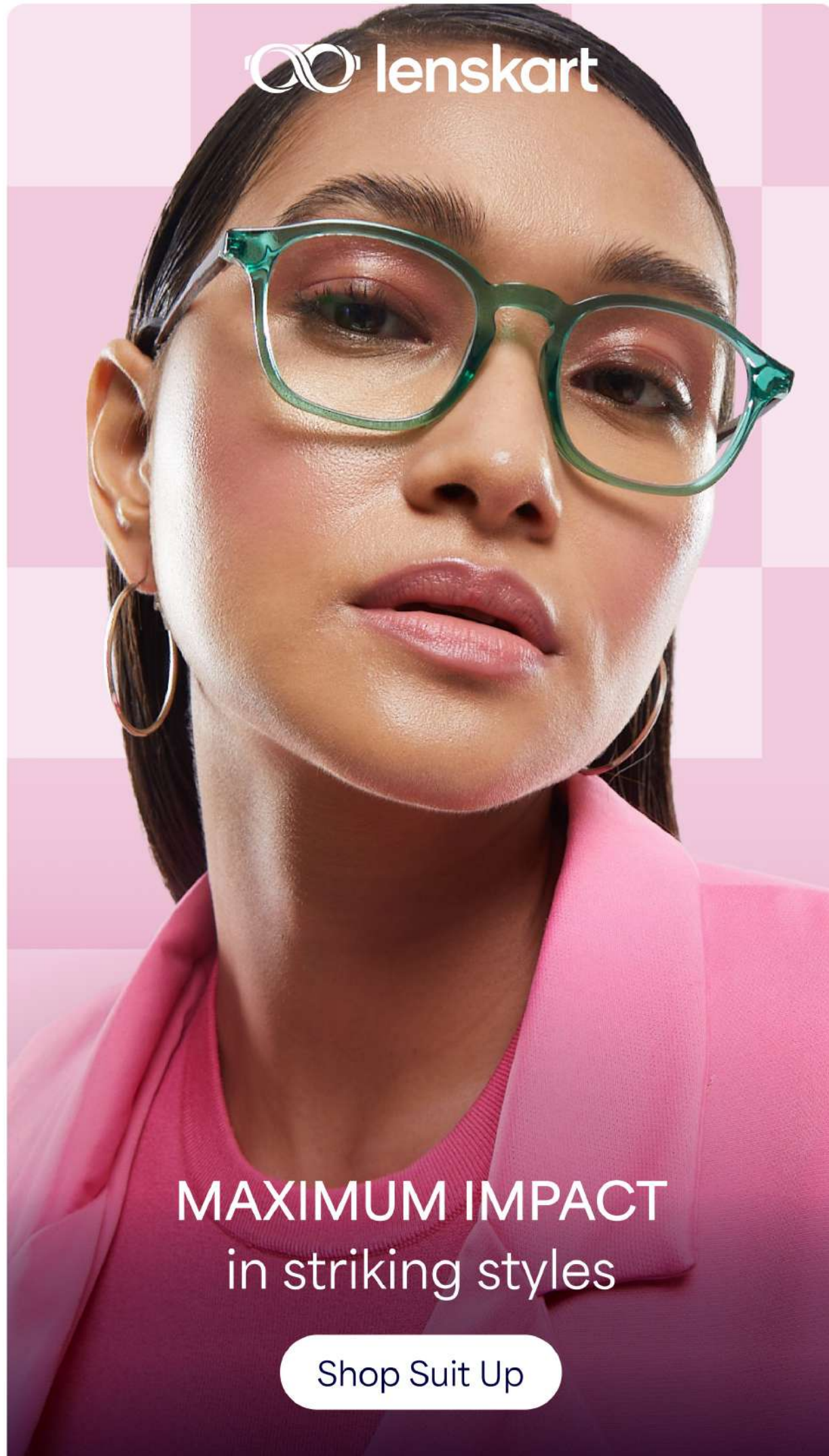
Color Palette Selection  
Unit Creation  
Asset Layouting & Display  
Grid Selection  
Product Display  
Identity Design

# SUIT UP





Performance Marketing Ads



lenskart

MAXIMUM IMPACT  
in striking styles

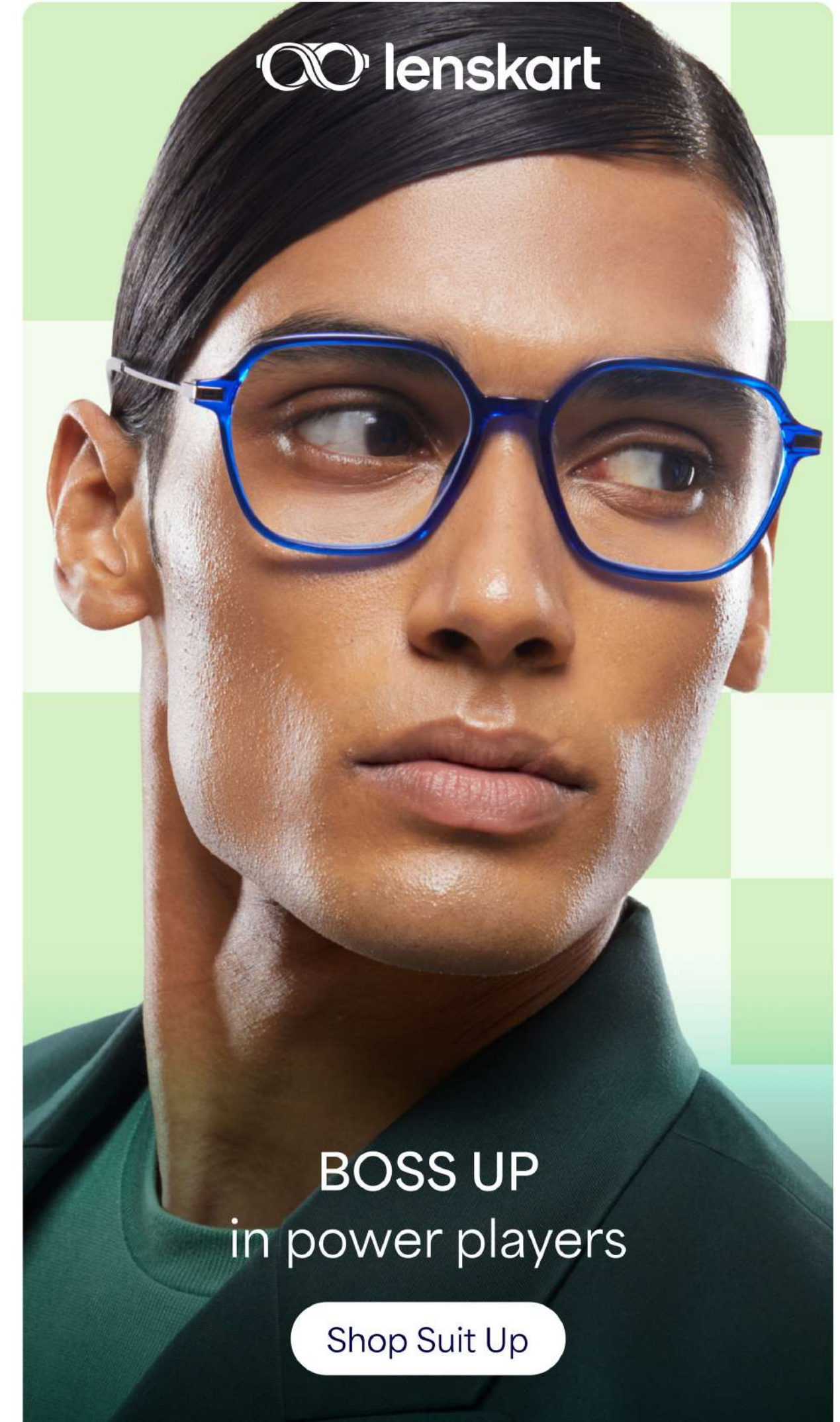
Shop Suit Up



lenskart

MAXIMUM IMPACT  
in striking styles

Shop Suit Up

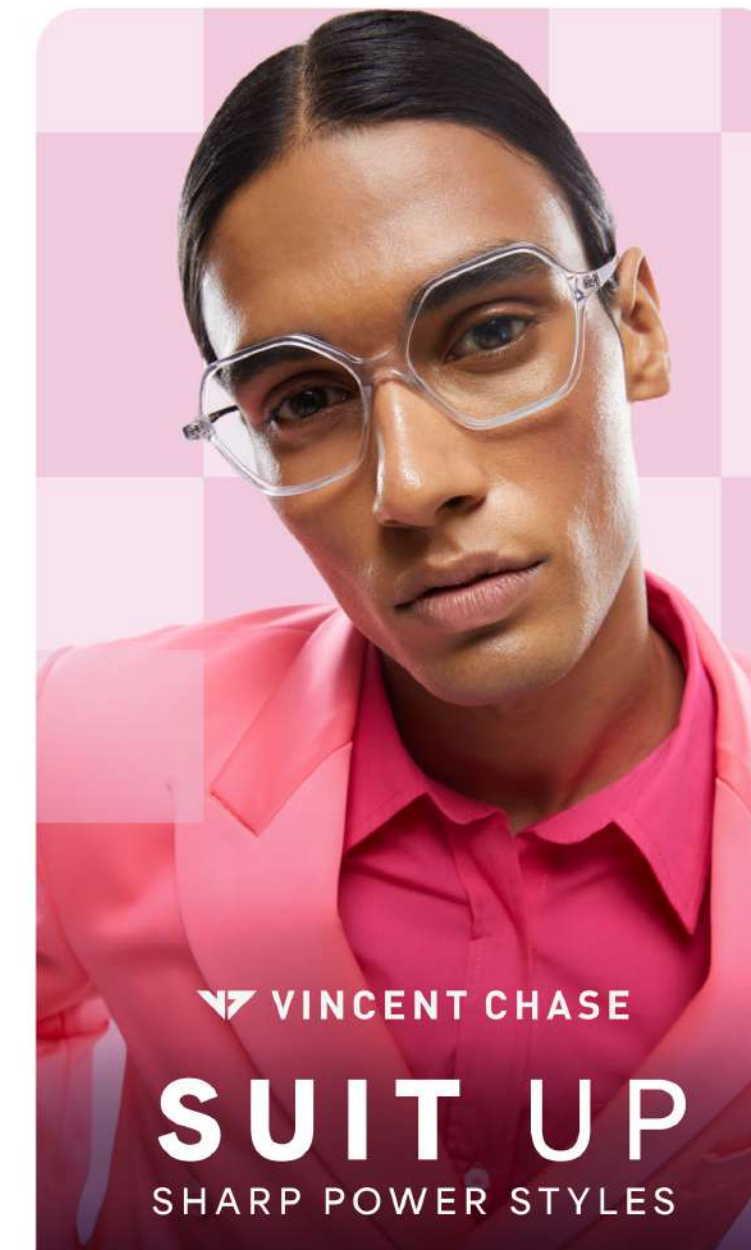
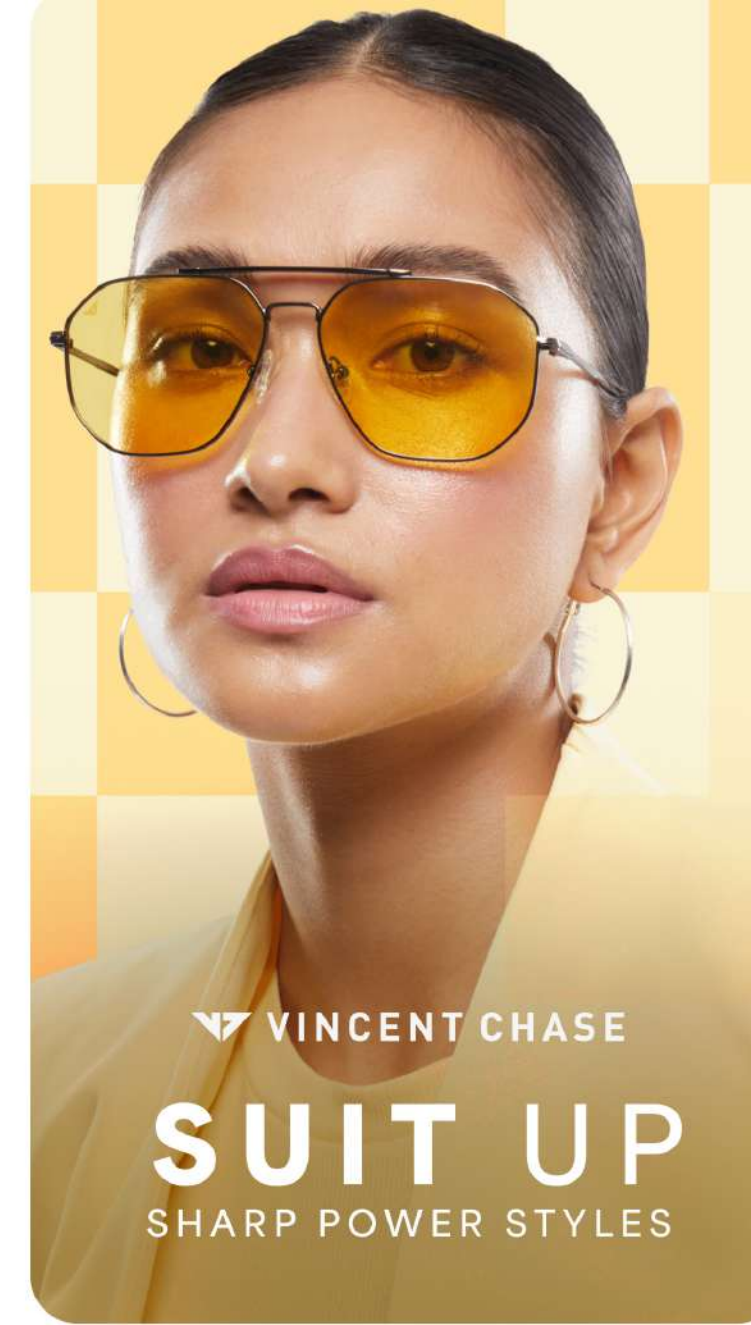


lenskart

BOSS UP  
in power players

Shop Suit Up

Social Media

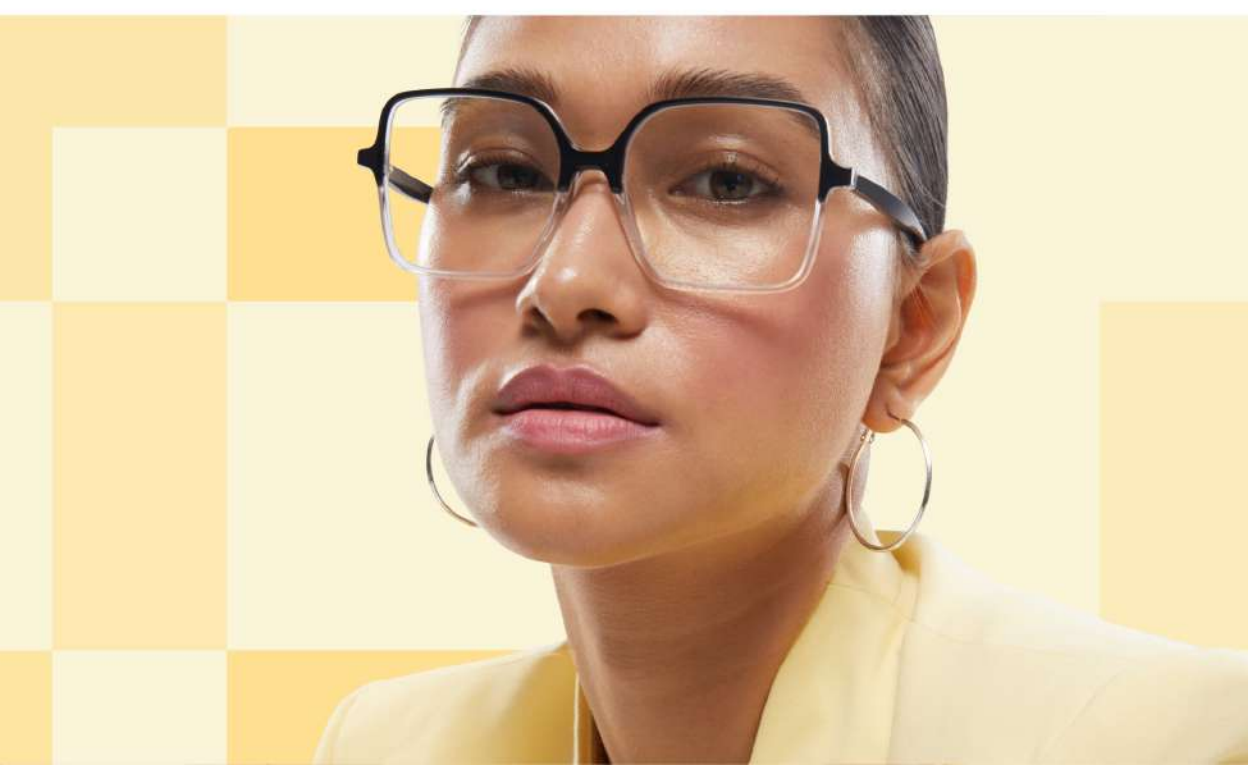




**VINCENT CHASE**  
**SUIT UP**



**ULTRA-SLICK**  
**METALLICS**



**STRIKING**  
**BOLD RIMS**





VINCENT CHASE

**SUIT UP**

SHARP POWER STYLES

Shop Now



VINCENT CHASE

**SUIT UP**

SHARP POWER STYLES

Shop Now



VINCENT CHASE

**SUIT UP**

SHARP POWER STYLES

Shop Now



VINCENT CHASE

**SUIT UP**

SHARP POWER STYLES

Shop Now



VINCENT CHASE

**SUIT UP**

SHARP POWER STYLES

Shop Now



VINCENT CHASE

**SUIT UP**

SHARP POWER STYLES

Shop Now

