UNFILTERED LASH ARTIST & EDUCATOR

The Client

Lash Addiction is a training and lash extension company with the aim to redefine beauty and empower women to embrace their uniqueness. Whether it's nailing long-lasting lashes or building a successful lash business, we're here to dish out real advice and guidance - without the BS so you can show up with confidence and be unapologetically you.

The Challenge

Our task was to craft a brand identity that exudes boldness and passion. The client, valuing authenticity and honesty, sought a brand that resonates with her target audience, allowing them to truly connect.

Target audience: Woman between 25-40 yo who are fun and girly.

Brand personality: Bold, Feminine, Friendly, Passionate, Personable.

The Approach

We opted to tailor an inspiring, bold, and feminine typeface that authentically embodies the brand's personality. Paired with a red color palette, it reflects the client's passion for lash extension.

LA

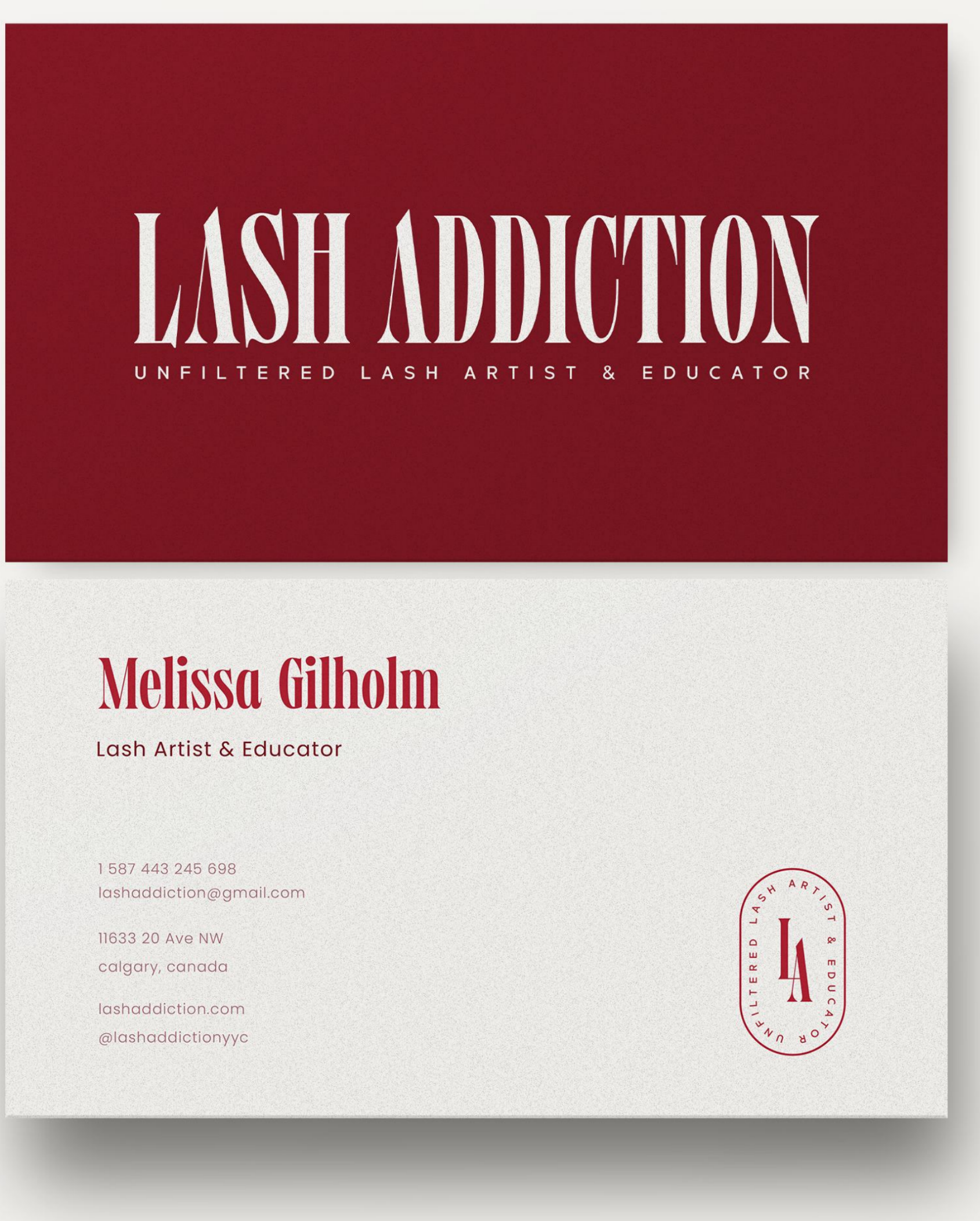
ESTD LASH 2019
ADDICTION
UNFILTERED LASH
ARTIST & EDUCATOR

LASH ARTIST & EDUCATOR UNFILTERED
LA

LASH ADDICTION
UNFILTERED LASH ARTIST & EDUCATOR

LA LA LA

LA
KEEP IT REAL IN THE LASH INDUSTRY
LA
STEP INTO YOUR POWER AND BE YOUR OWN BOSS



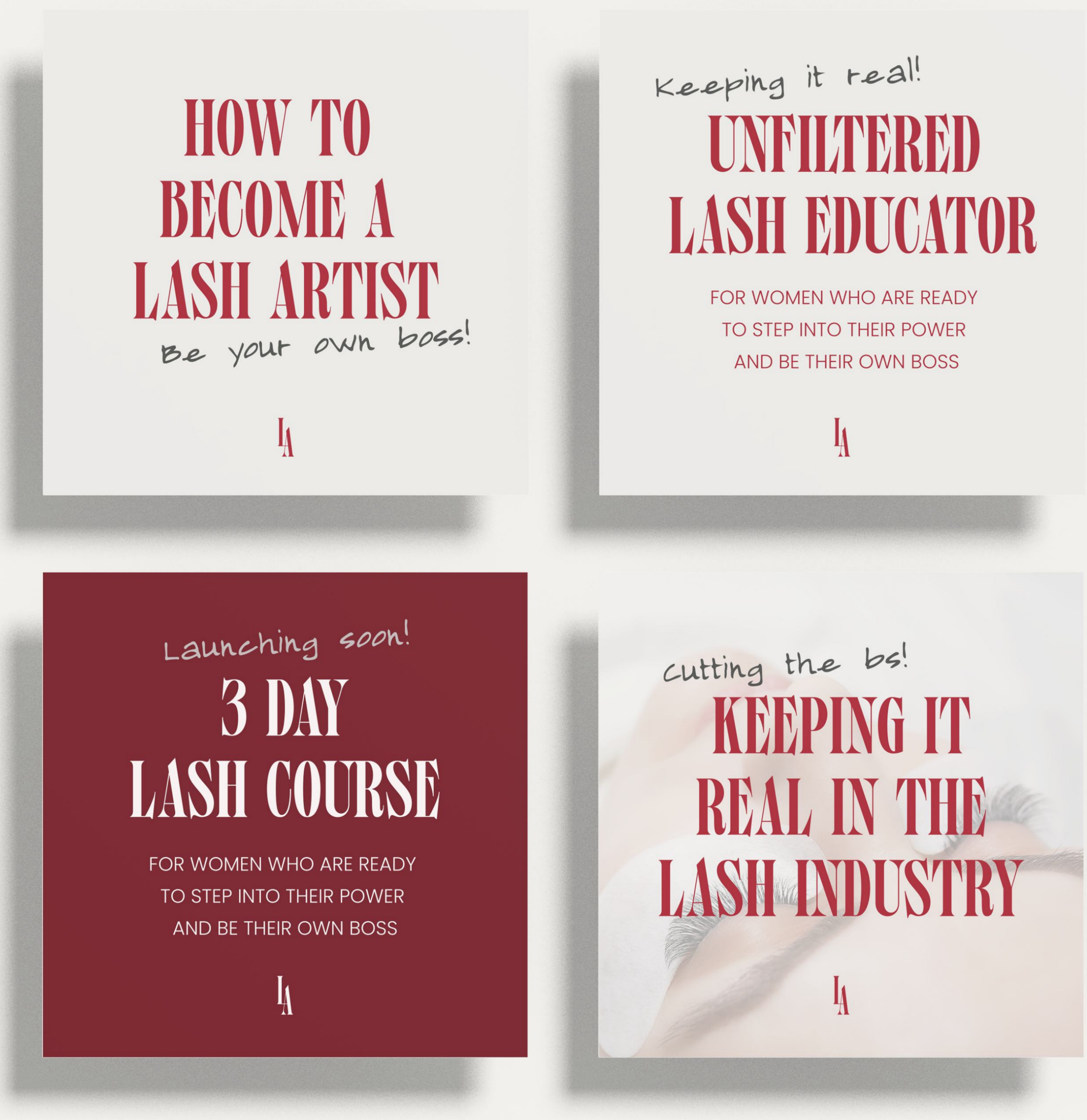
LASH ADDICTION
UNFILTERED LASH ARTIST & EDUCATOR

Melissa Gilholm
Lash Artist & Educator

1 587 443 245 698
lashaddiction@gmail.com

11633 20 Ave NW
calgary, canada

lashaddiction.com
@lashaddictionyyc


HOW TO BECOME A LASH ARTIST
Be your own boss!
LA
Keeping it real!
UNFILTERED LASH EDUCATOR
FOR WOMEN WHO ARE READY TO STEP INTO THEIR POWER AND BE THEIR OWN BOSS
LA
Launching soon!
3 DAY LASH COURSE
FOR WOMEN WHO ARE READY TO STEP INTO THEIR POWER AND BE THEIR OWN BOSS
LA
Cutting the bs!
KEEPING IT REAL IN THE LASH INDUSTRY
LA

Thank you for viewing!

By Donald FOKOU
davj237@gmail.com