

KANISHK MEHTA
Logo Design Direction





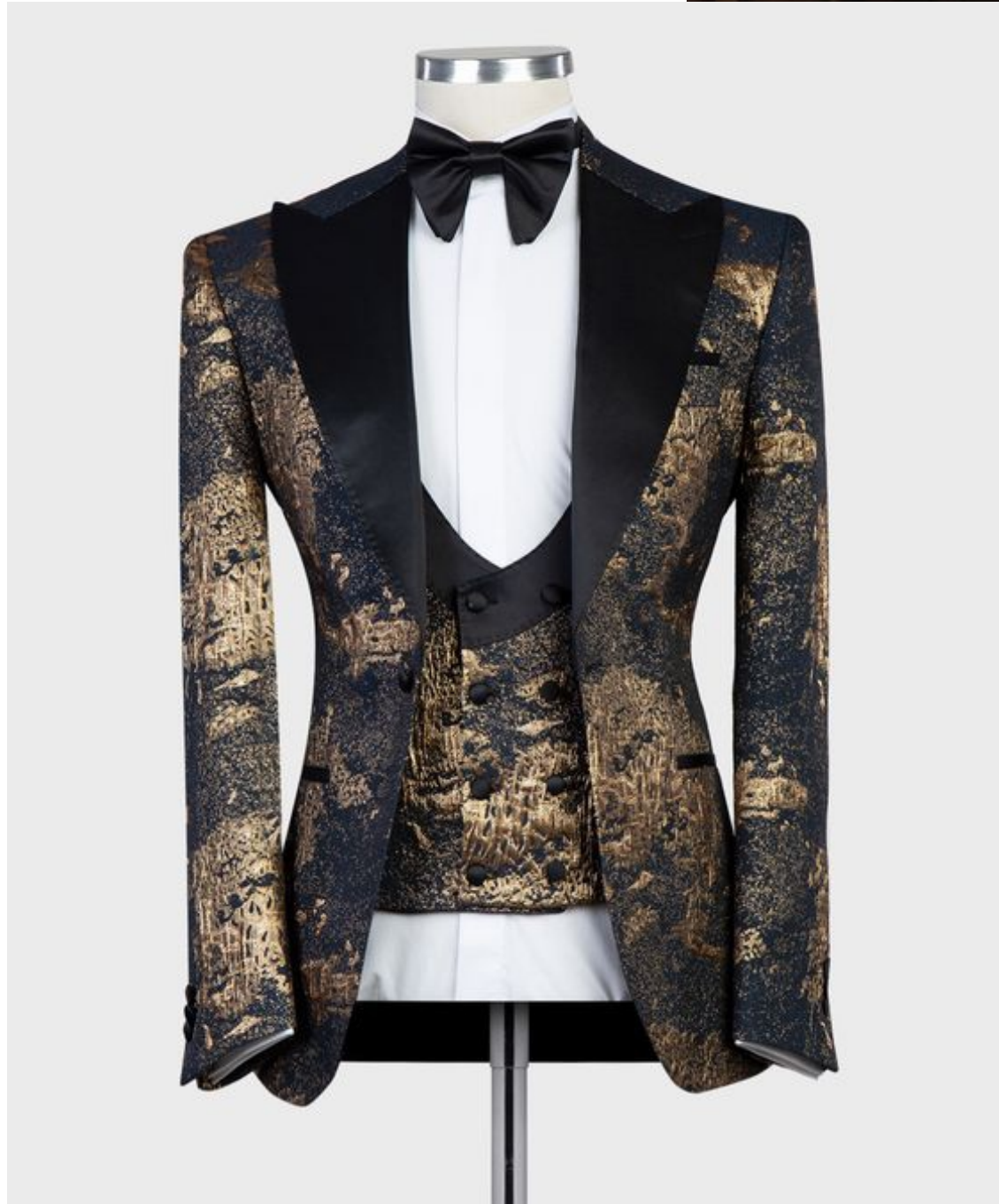
KANISHK MEHTA

KANISHK MEHTA

The brand Kanishk Mehta, well known for its signature tuxedos, is a menswear label that finds its definition in well tailored and bespoke men's luxury.

Inspired by European sartorial sensibilities the label pays great attention to detail, finish and elements of finesse in its garment making.

The brand ranges from western menswear to luxury Indianwear as well. Also playing beyond apparel, Kanishk Mehta forays into bespoke Italian leather shoes and other menswear accessories.



CURRENT LOGO & OUR TAKE



The current / original Kanishk Mehta logo reflects a clear direction of regalia with its approach towards crest emblem style icon. We understand the brand's affinity to the classic European aesthetics of emblems / monograms that create a connect to royalty and luxury.

There is a clear understanding of the approach where the logo will be manifested into motifs and elements of embellishment for the brand's line of clothing. We take note of this connect that the logo needs to make with the product and become a part of its larger design sensibilities as well.

We understand the logo needs to play a dual role of logo identity, as well as a universal brand motif that has an open ended scope of application in design, print and embellishment, thus creating an identifiable icon to wear as well.



THE NEW KANISHK MEHTA DIRECTION

We inspire by the global giants, of the likes of Versace, Burberry and Sabyasachi in understanding of a logo icon's role in a brand identity's making. The brand Kanishk Mehta looks at its new brand identity in two parts. The icon and the typography. Where the icon is inspired from the brand's personality and the typography plays a role of complementing the icon in the right aesthetic direction.

The new logo icon plans to become a defining face of the brand Kanishk Mehta and create an instant visual recall of the brand, independent of its products. Like the Medusa head for Versace, the Knight on a horse for Burberry, The Royal Bengal tiger for Sabyasachi, Kanishk Mehta's new logo design ventures to discover this icon that the brand identifies with, and develop an identity from there.

Taking a cue from the brand's excellence in tuxedos and its larger market value and identity being a sharp and luxurious tuxedo jacket, our understanding of the brand aesthetics take a nocturnal turn. We understand the brand to identify with the dark, decadant and amorous .

NOCTURNAL | AMOROUS | DECADENT | HEDONISTIC | REFINED

Nocturnal beings as a story personifies the Kanishk Mehta man.

The Kanishk Mehta man is a creature of the dark. He is busy making his millions by the day, and it is at sundown that he ventures out for indulgence. He seeks the finest luxury when it comes to his night time attire. To stand out of the crowd, or to belong the ones who seek the same.

They delve in luxury and have a wild side that is both refined and risque. They symbolize a spirit animal that is at its best during the night.

The Kanishk Mehta man is a nocturnal being. The Kanishk Mehta man is a man of luxury.

The Kaniksh Mehta logo, needs to b a symbol of nocturne, wilderness and refinement.



THE NOCTURNAL BEINGS

THE GREYHOUND

The greyhound has long been a symbol of European aristocracy. Used as a hunting dog, the greyhound has all the right blends of luxury, wilderness, refinement and style. A logo motif inspired by the greyhound will depict the Kanishk Mehta man.

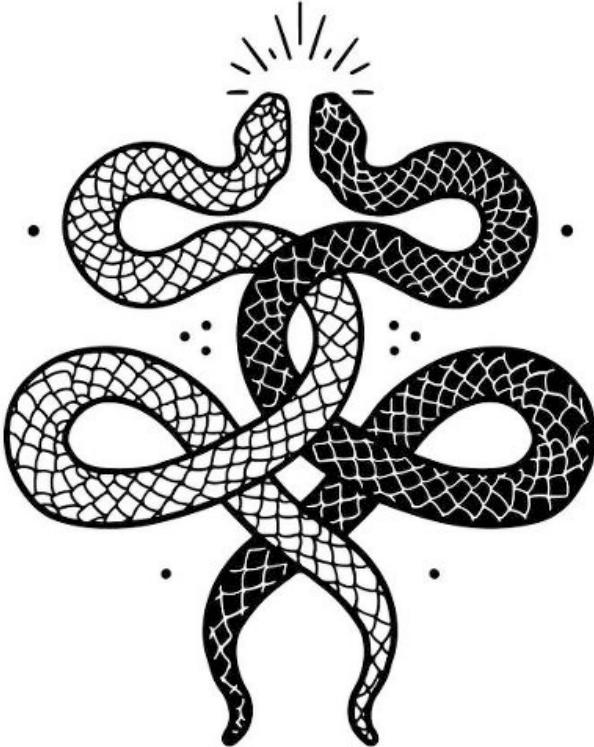


THE OWL

An owl preys at night. With a piercing vision and a discerning secret presence, an owl rightly symbolizes someone who's a true blood man of the dark. An owl also represents a magical, mystical persona. A logo motif inspired by the owl will depict the Kanishk Mehta man.



THE SNAKE



A snake scares some and fascinates many. It is this duality of persona that a snake inspired logo motif depicts. Fascinating yet daunting. The textures of snake skin have long been associated with luxury, and in folklore and mythology a snake represents secretive, mystical and an other-worldly enigma. A logo motif inspired by a snake will depict the Kanishk Mehta man.



THE SCARAB



The scarab beetle is a sacred and enigmatic animal in the Egyptian mythology. The beetle represents metamorphosis, and has also been an inspiration in literature, including Kafka's famous story 'the metamorphosis'. A beetle thus represents transformation. And a Kanishk Mehta man is the best symbolic of transformation once he dons the KM tuxedo.





THE GRIFFIN

A mythical creature, like the Griffin also makes for a great logo motif direction. The idea behind a mythical creature, being a blend of often 3-4 different animals is an ideal inspiration for a Kanishk Mehta logo motif, where we create our own adaptation of a KM Griffin, which is composed of a selection of animalistic forms that best suit our sensibilities.

NEXT STEPS -

From client

Understanding and approval of the design thought process.

Selection of one of the logo design directions as explained in the presentation.

From Design team

Development of logo designs based on the selected direction.

Thank you

