

# **BLOOMING VISIONS**

## PRESS RELEASE

### **BLOOMING VISIONS CREATES NEW GENERATION BRAND IDENTITY**

#### **A bright moveable design pushes the boundaries of traditional logos**

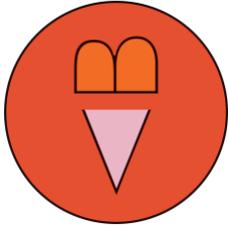
13th July 2021. Blooming Visions showcases the brand identity freshly created for Differently Enabled (DE), the new inclusive clothing label. A moving logo and vivid colour palette express the growing movement towards positive change which both entities strive to accelerate.

“Like us, the DE team is fearless, honest, and creative,” states Mark Jackson, Co-Founder of Blooming Visions. “They immediately connected to our idea of a visual identity moving in sync with the current tides that are thankfully pulling us towards a new, fairer world.”

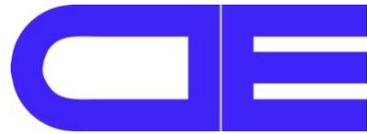
The theme of motion is also inherent in the design of DE clothes which offer ease of movement to those with restricted mobility. Blooming Visions’ consequent interpretation represents the antithesis of static, never-to-be touched brand identity.

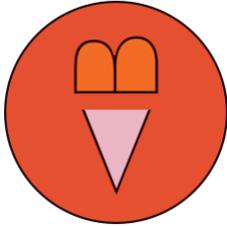
Set to become the signature label of this innovative clothing start-up, the DE logo can be black and white, brightly coloured, striped or patterned. It can position itself in any direction, upside down, back to front, wherever the creative wind takes it.

“I love the way everyone sees the logo differently”, enthuses Craig Crawford, Founding Director of DE. “Right now, we call it the rocket logo, but it's been described as a paper clip, USB plug and a spider”.



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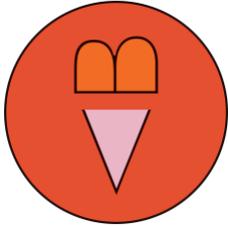
### **Think. Create. Impact.**

During its collaboration with DE, Blooming Visions implemented its simple and flexible Think. Create. Impact. product:

- Think. A survey pitched to DE brand champions providing valuable insights to take into the creative stage.
- Create. Logo design and creative impact on the brand's vision and mission.
- Impact. A creative tool kit ready to be rolled out.

The DE brand identity by Blooming Visions can be visualised on [www.differentlyenabled.com](http://www.differentlyenabled.com). Subject to change.

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## **BLOOMING VISIONS**

### **MORE INFORMATION**

**Blooming Visions** is an ideas consultancy born during a global pandemic which offers one simple product: Think. Create. Impact. It is part of the solution to create a green and fairer world by helping brands creatively communicate their sustainability and social responsibility strategies. The Co-Founders, Alison Whelan, Louise Richards and Mark Jackson, are long-standing experts in Brand Strategy, Content, Creative, Comms and PR in the high-end brands sector.

[www.bloomingvisions.com](http://www.bloomingvisions.com)

**Differently Enabled**, or simply **DE**, is the first made-to-order clothing brand designed for anyone who feels excluded by the fashion industry to look good and feel better. It was presented to the public for the first time at the [Tu Es Canon conference event](#) on inclusive fashion in Geneva, May 2021 (website currently in French only).

### **FOR MEDIA ENQUIRIES**

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