



PERSONAL BRANDING

BY RAVEN DUBOIS

PERSONAL MISSION STATEMENT

I STAND FOR THE ETHICAL
TREATMENT OF
ANIMALS, AND HUMANS.

Ethical . Sustainable . Plant Based



PERSONAL VISION

**I WANT TO SUPPORT
SMALL, LOCAL BRANDS,
THAT ARE ON THE SAME
PATH THAT I AM .**

**PLANT-BASED LIFESTYLE
BRANDS.**

PERSONAL BRAND STATEMENT

I WANT TO CREATE A BRAND THAT MAKES PLANT-BASED, SUSTAINABLE LIVING MORE ATTAINABLE, AND LESS INTIMIDATING.

I WANT MY BRAND TO BE INCLUSIVE:

FASHION, SKIN CARE, HOME, JEWELRY, BOOKS TO EDUCATE, CANDLES, PLANT-BASED BABY CLOTHING, FOOD, AND DIAPERS, ECT.





BENEFITS & ATTRIBUTES

**POSITIVITY. AUTHENTICITY.
ORGANIC. FRESH. HEALTHY.
CONSCIOUS. SUPPORTIVE.
INCLUSIVE.**

**STAYING ON TREND AND UP TO
DATE IN LIFE WITHOUT
SACRIFICING THE LIVES OF
OTHERS, AND THE PLANET.**

**I HAVE A VISION TO CREATE AN
ENVIRONMENT WHERE PEOPLE
CAN SHOP FOR ECO-FRIENDLY
PRODUCTS THAT HELP THEM TO
LIVE THE LIFESTYLE THAT THEY
WANT FOR THEMSELVES.**

PROFESSIONAL STYLE

**MIXES OF MASCULINE
AND FEMININE. NEUTRAL
BASE WITH SMALL POPS
OF COLOR. MAUVE.
TOMBOY CHIC.**

**I AM TRYING TO CONVEY
THAT FEMININE AND SEXY
DOESN'T ALWAYS MEAN
TIGHT, REVEALING.
FEMININE AND SEXY
COULD BE A WOMAN IN A
MASCULINE SUIT IF IT'S
STYLED THE CORRECT
WAY.**





BELIEFS & VALUES

**I VALUE AND BELIEVE IN:
POSITIVITY. AUTHENTICITY.
ORGANIC AND HEALTHY LIVING.
BEING SUPPORTIVE AND
INCLUSIVE. PLANT-BASED
LIVING. HIGH FASHION.
TREATING EVERYBODY AND
EVERYTHING FAIRLY.**

INTERESTS & ACTIVITIES

STAYING ACTIVE:
VOLLEYBALL. BASKETBALL.
YOGA. KICKBOXING.
HICKING.



THANK YOU!

