

# Brand Building

*Perrine Roch*

## Introduction

As a starting point to this project we first answered a few questions that helped us get our heads around what we would like to do after graduation. Looking at what I've already done, seeing where I would like to be and how I plan to accomplish this.

### What about you?

Who is the creative you want to be and who will you be working for?

- I'd like to own my own studio space for tattooing, design my own tattoos.
- sell big paintings, full of color.
- build an audience online!

What work will you be doing?

- sort of answered above ones.
- tattoos - painting

Who are your dream employers/clients?

- would love to have a majority female clientele.
- galleries?

How will you achieve this?

- instagram account is definitely how to start.
- practice, post! ◦ practice on my mum and friends.
- I plan on keeping my tesco job and slowly building a following and clientele.

# work / my future career

right after graduating

work in tesco part time  
start selling my art  
learn / refine tattooing skills

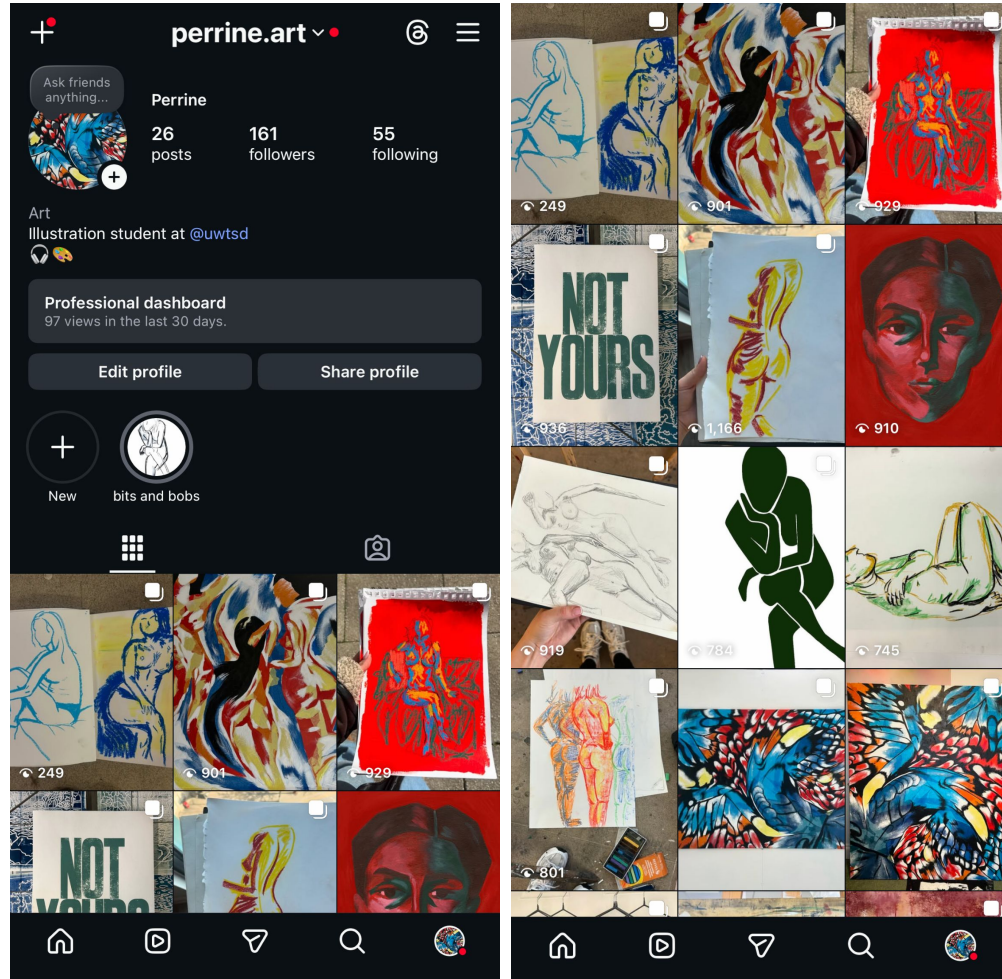
5 years after

relying only  
on selling my art  
and tattooing  
a couple days a  
week

10 years on

social media  
platform is  
thriving - art  
exhibition -  
tattoos are  
expensive now

# What I've already got...



During my last term of my foundation year I feel as though I had a massive breakthrough within my practice. I found a technique, an identity and a sort of design I love creating. Using bright colours and abstract flow. I find my inspiration from nature and life drawing mostly. I'm slowly trying to consolidate and further this creative identity as I'd like to have a larger selection of my own paintings to represent me. My aim is to sell these eventually as part of my business.

# What I want to be?

I want to sell my paintings. I need to continue to create and refine my style to have more art representing me. I want to create some instagram content using this work to grow and develop my following, I'd like to find my audience. I'd also like to find my tattooing style and learn this practice to begin after graduation.

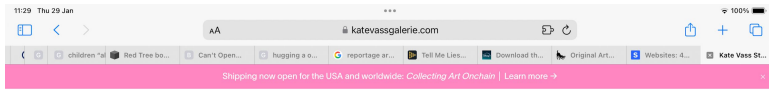
As part of my social media development, I would like to become more present and consistent with my posting. I need to have a presence to increase my chances of being successful. Therefore I plan to start posting reels (short videos) and becoming more consistent over all during this upcoming summer & also increase my interactions with other artists/ creatives.

## *Existing websites*

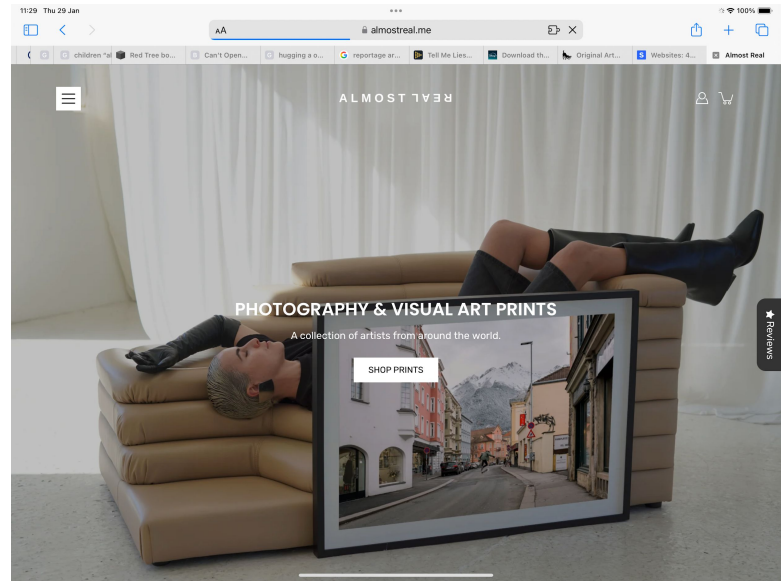
As a starting point I decided to look at ‘good’ and ‘bad’ websites. I wanted to have a better idea of what I would classify as a good or a bad website to help me when building my own website. As a freelancer I would like to make my website visually pleasing and user friendly to ensure as many sales and satisfied clients as possible.

I specifically looked at artist websites, as well as tattoo shop websites as I think those will be the most obviously helpful to me.

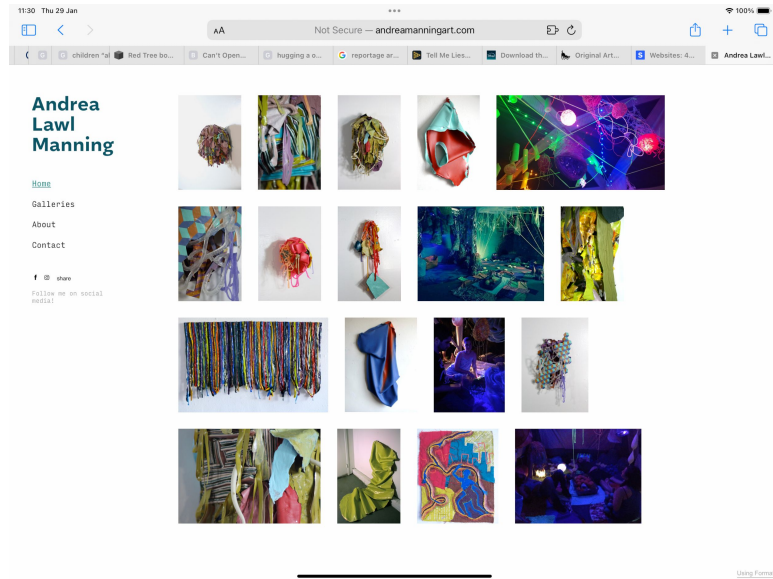
*Good Websites*



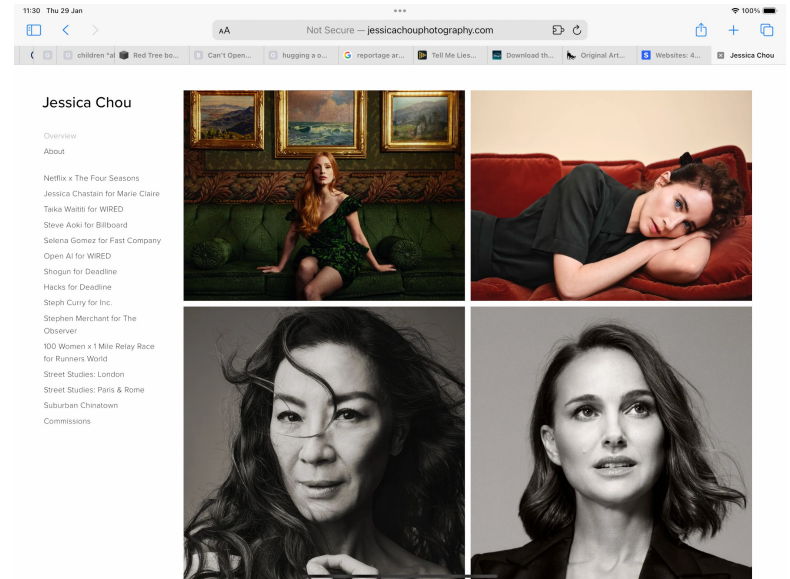
- ~ easy navigation
- ~ clear headers/ contents + social media
- ~ a little white and plain for my liking



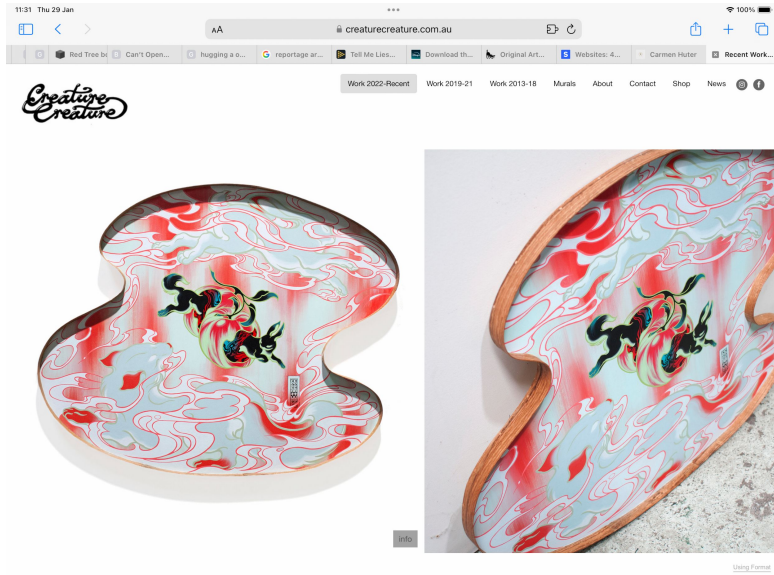
- ~ eye catching right away
- ~ creative
- ~ clear instructions on where to shop



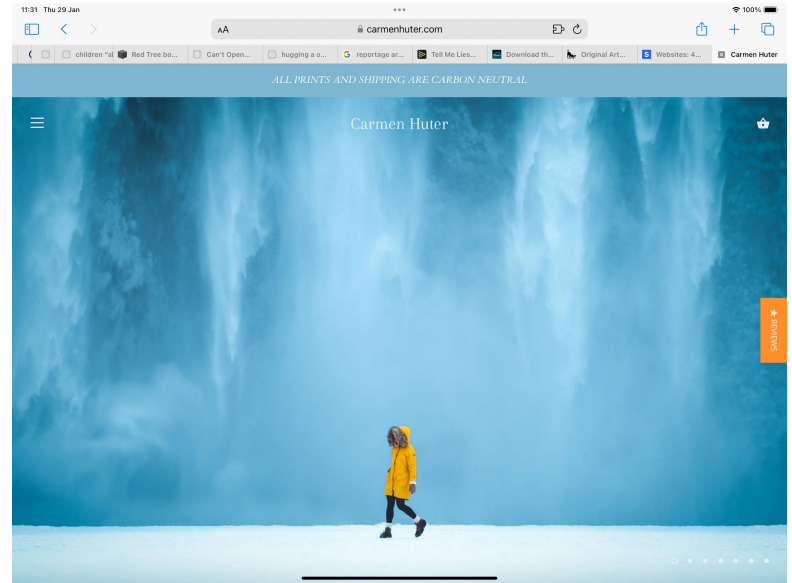
- ~ eye catching
- ~ creative/ lovely composition
- ~ easy navigation
- ~ social media linked



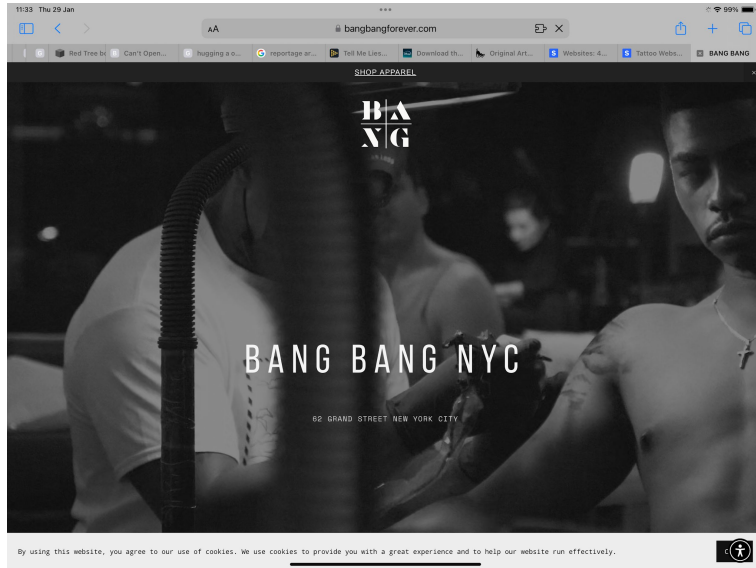
- ~ high quality images
- ~ striking creative identity
- ~ harder to find what you're looking for



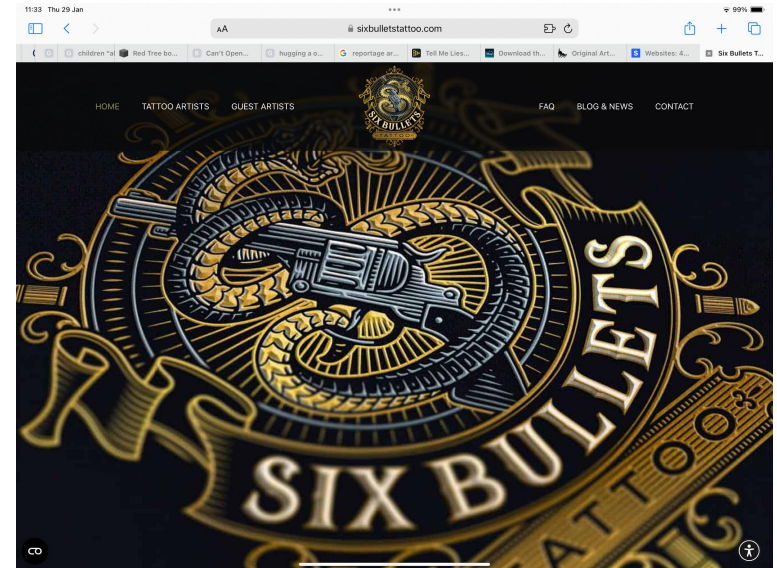
- ~ easy to navigate
- ~ clear link to social media platforms



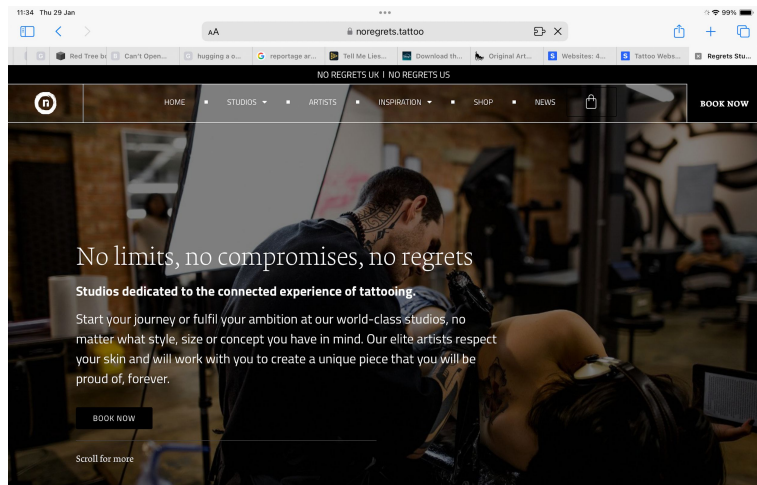
- ~ eye catching
- ~ professional
- ~ easy to navigate



- ~ eye catching
- ~ clear logo and shop name
- ~ location
- ~ no booking link right away



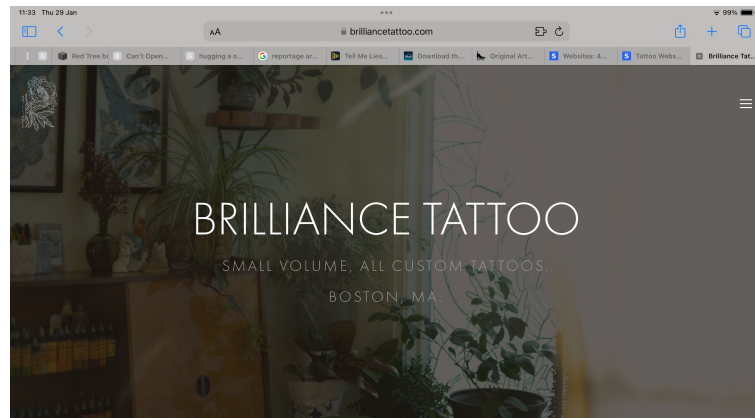
- ~ all about the logo and shop name
- ~ clear content
- ~ no booking link right away



Studios

SEE ALL STUDIOS

- ~ clear booking link
- ~ clear information and brand identity
- ~ easy to navigate

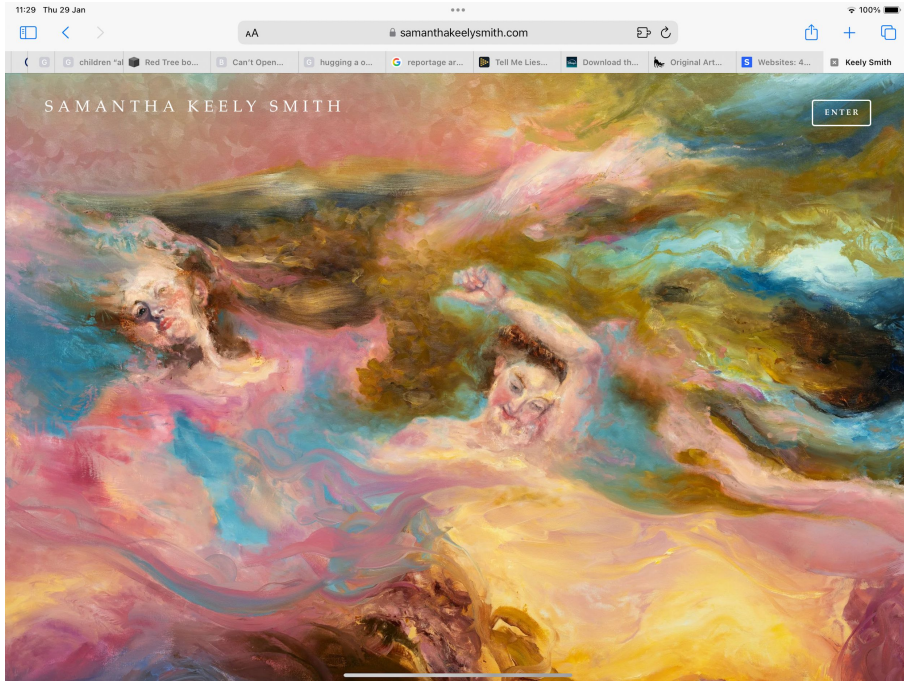


Located at 3399 Washington St. in Jamaica Plain, Boston, our light and bright studio features a team of experienced, specialized artists dedicated to creating unparalleled personalized tattoo work.

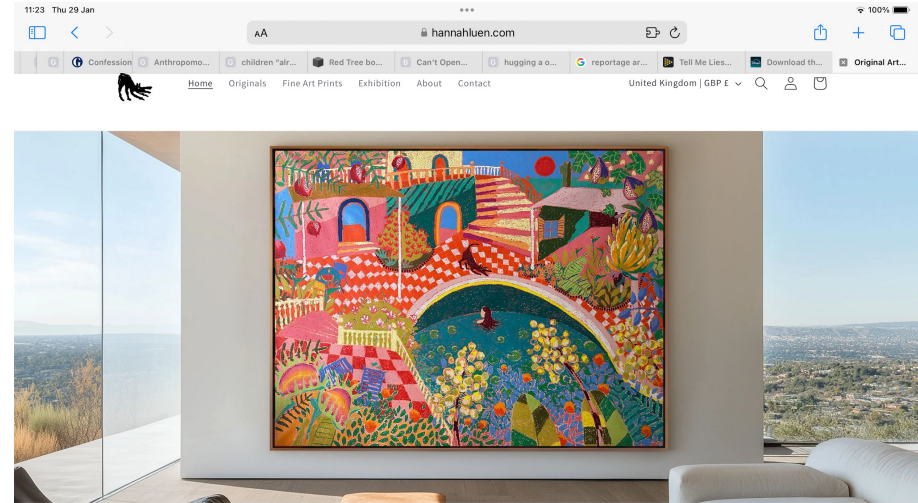
Due to high demand, our artists work by **appointment only** through email only, generally 6-8 weeks in advance. We do not hold regular shop hours or offer same-day or walk-in service. We do not and never offer body piercings.

- ~ clean aesthetic
- ~ lovely type used
- ~ shop name and location right away
- ~ easy to navigate
- ~ no booking link right away

# My personal favourite websites



- ~ immersive and eye catching upon opening
- ~ clear identity and name
- ~ a little harder to navigate compared to other good ones

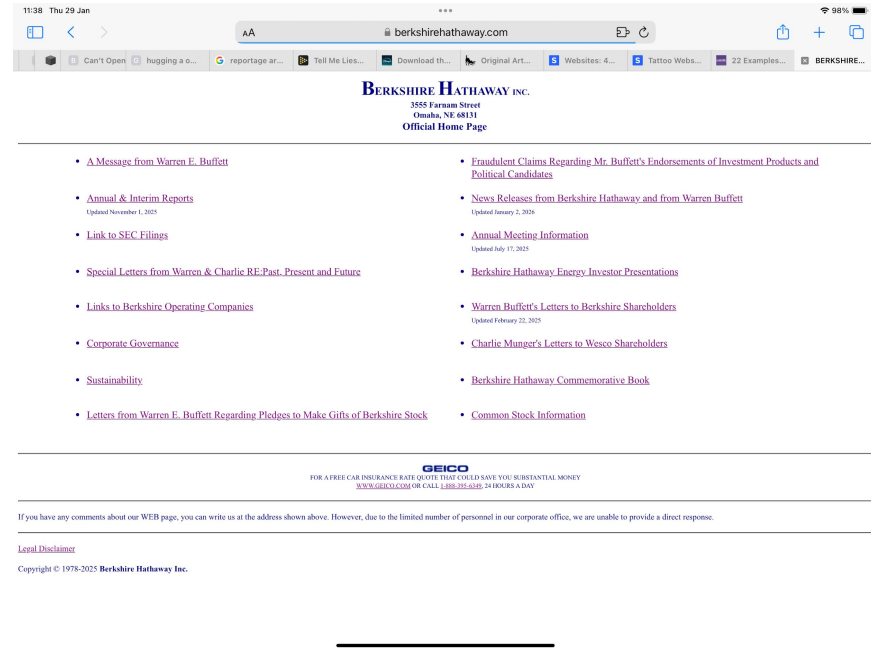
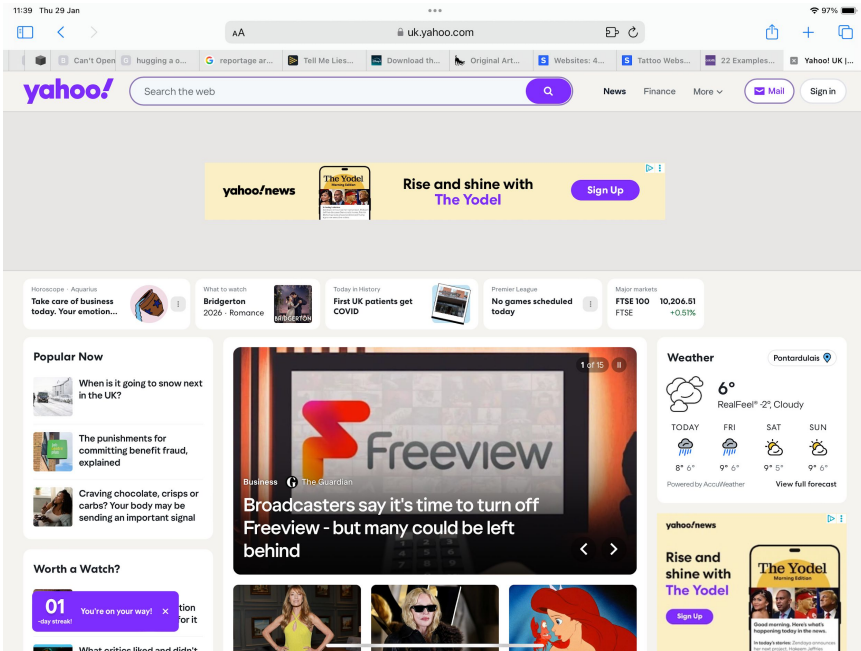


## Collections



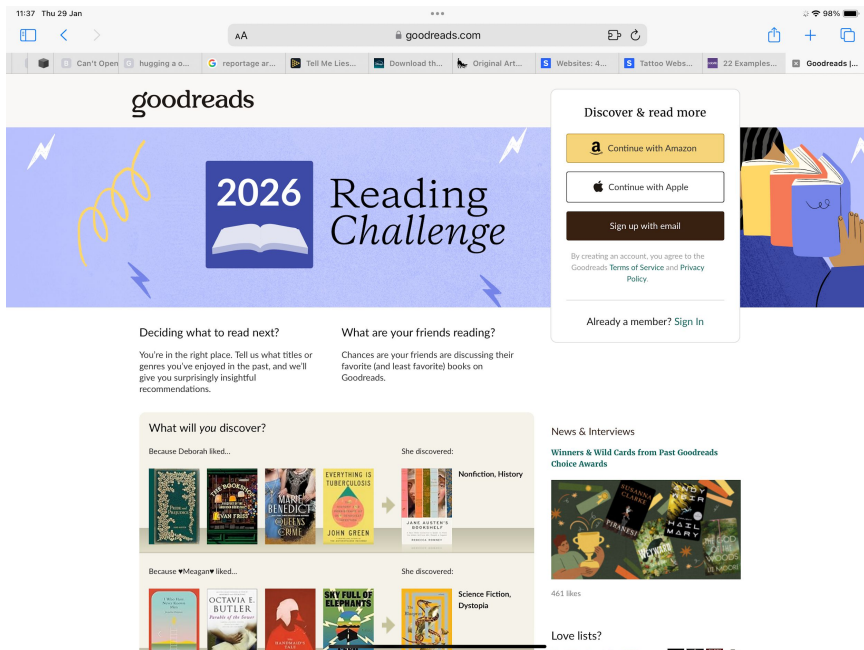
- ~ personal favourite
- ~ fast loading, clear images, beautiful composition + lovely 'about' page
- ~ easy to navigate
- ~ striking opening page!

*Bad Websites*

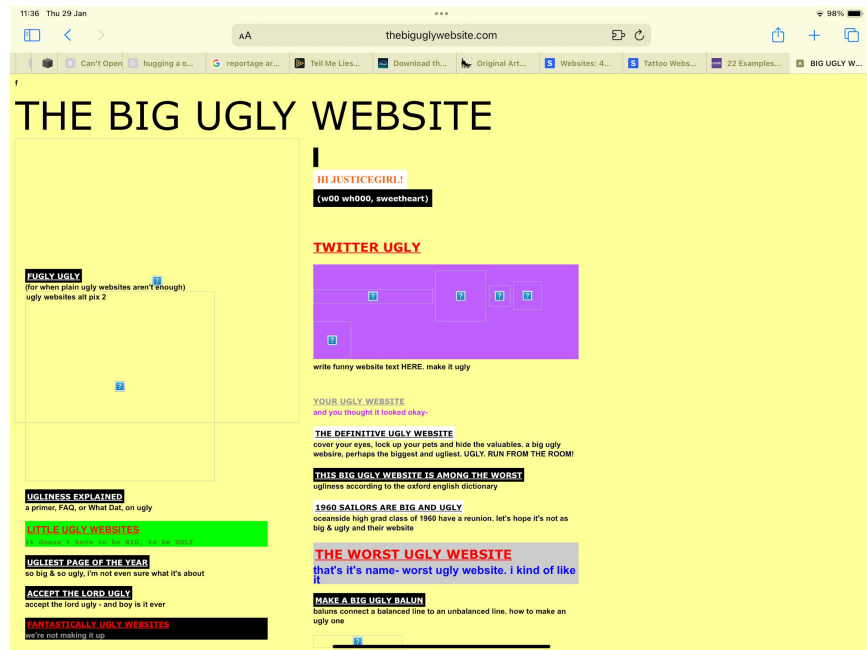


~ ugly and unappealing  
 ~ flooded with advertisements right away  
 ~ overwhelmed just looking at it, I don't want to go any further

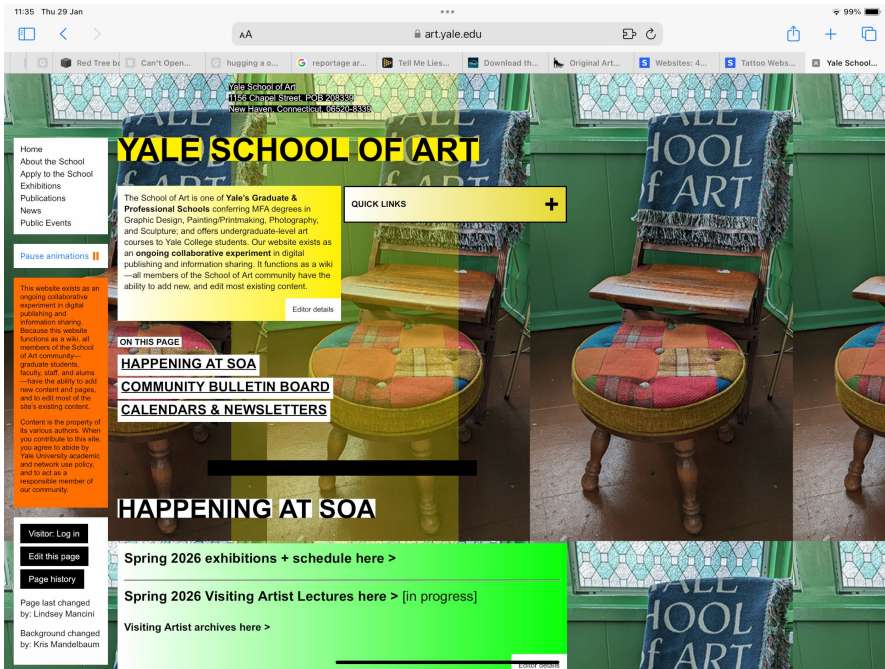
~ just links  
 ~ hard to navigate and find anything  
 ~ unappealing



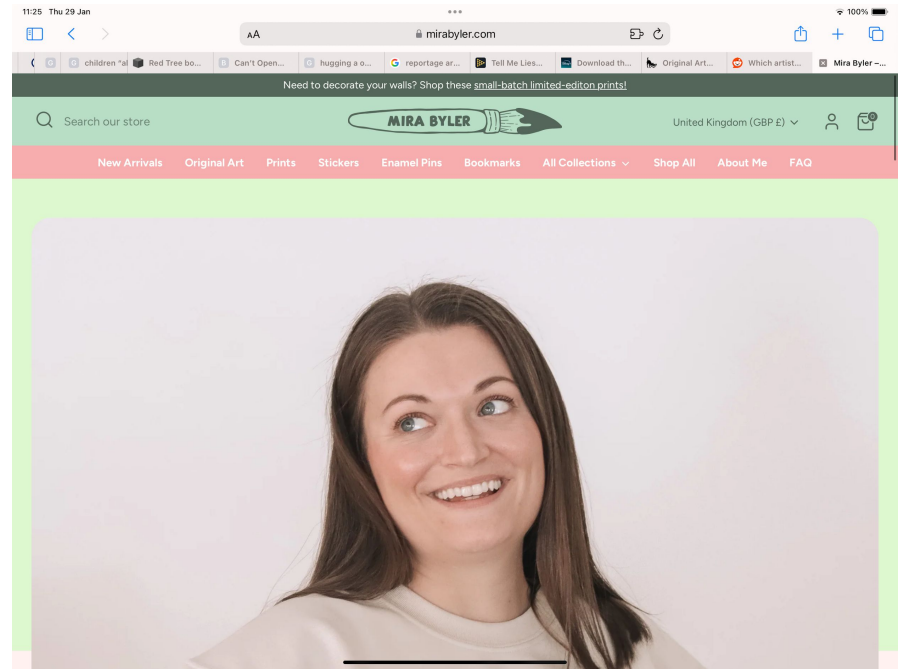
- ~ really hard to navigate
- ~ not user friendly



- ~ the name is in the title...
- ~ fonts are all over the place and hard the read
- ~ images aren't loading properly



- ~ background picture is not suitable
- ~ fonts are horribly hard to read
- ~ hard to navigate
- ~ unaesthetic



- ~ I don't personally like the use of a self portrait as the first image when opening a website
- ~ not creative and not what I clicked on to see
- ~hard to navigate

Comparing web builders/  
finding the best one for me

I started looking at different website builders, compared each one to see which would be best fitted for me and for what I need it for. It's purpose will be to promote my artwork, possibly sell it and I want it to have a commission enquiry area. I'd also like it to link back to my social media platforms.

# Best Website Builders

A website builder helps build a unique online presence in mere minutes. With modern designs and advanced tools, building a community, sharing your passions, and selling online is easier than ever. Check our list for the best website builders, and pick your favorite!

Limited Time only • GET 50% OFF

1

## WIX

Best overall

Wix is an excellent hosting solution known for its user-friendliness and reliable website hosting. Build your website with fast loading times, integrated SEO features, customizable templates, and 24/7 customer support.

- ✓ Powerful AI website builder
- ✓ Great selection of apps
- ✓ Suited for eCommerce
- ✓ Marketing and SEO tools
- ✓ Free domain

### 9.9

★★★★★  
Outstanding

Visit Site →

Special sale • GET 81% OFF

2

## HOSTINGER

Hostinger offers a very functional drag-and-drop website builder. This tool comes with over 150 responsive templates, great ease of use, and advanced AI tools that enable users to create a beautiful website in minutes.

- ✓ Easy drag-and-drop editor
- ✓ Over 150 responsive templates
- ✓ Excellent value for money
- ✓ Effortless AI website builder

### 9.8

★★★★★  
Excellent

Visit Site →

3

## IONOS

With a clean and beginner-friendly interface, IONOS lets you build a site in no time. Its great performance, intuitive panel, and convenient features make it a good choice for your first project.

- ✓ Beginner-friendly
- ✓ Free domain and SSL
- ✓ Great performance
- ✓ Very affordable price
- Limited amount of templates

### 9.4

★★★★★  
Very good

Visit Site →

4

## SQUARESPACE

Squarespace provides templates that elevate your website's look alongside a variety of designs for different industries. It's an all-in-one mission control center offering extensive marketing, sales, and more tools.

- ✓ Excellent templates
- ✓ Wide variety of business tools
- ✓ Tools for blogging and SEO
- ✓ 24/7 customer support
- Steep starting prices

### 9.3

★★★★★  
Very good

Visit Site →

5

## SITE123

SITE123 makes everything as simple as it gets. An intuitive block editor lets you make a modern website complete with an online store, blog, and many more features – in just a few clicks.

- ✓ Beginner friendly
- ✓ Free domain for 1 year
- ✓ SEO and marketing tools available
- ✓ eCommerce built-in
- Limited customization options

### 9.2

★★★★★  
Very good

Visit Site →

6

## GoDaddy

GoDaddy's website builder is beginner-friendly – it includes templates, an ADI builder, and eCommerce features. It is extremely easy to use and can help you build your website in no time.

- ✓ ADI website builder
- ✓ eCommerce features
- ✓ Beginner-friendly
- Requires domain purchase

### 9.0

★★★★★  
Good

Visit Site →

7

## Shopify

A way to start your online store with Shopify is one of the best. An intuitive interface and an enormous app store allow beginning and advanced merchants to run profitable businesses.

- ✓ Great app store

### 8.9

★★★★★  
Good

## WIX

Limited time offer!

★ 9.9

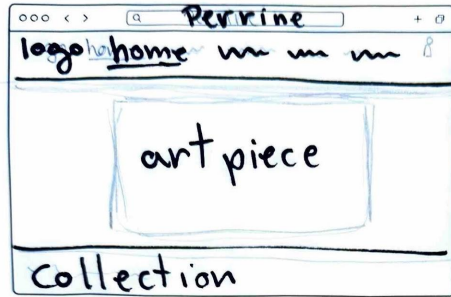
Create an outstanding website in minutes, only now get 50% off!

Visit Wix →

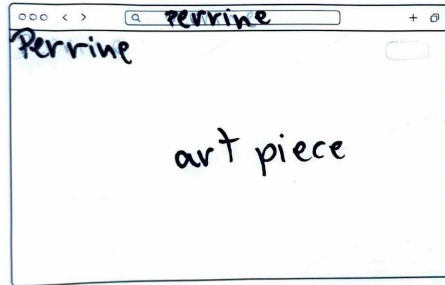
I found a website that compares all of the top website builders available for me. It also has reviews of each which is nice to be able to see what other creators like me may think of each website builder.

Planning my website layout

## DESCRIPTION

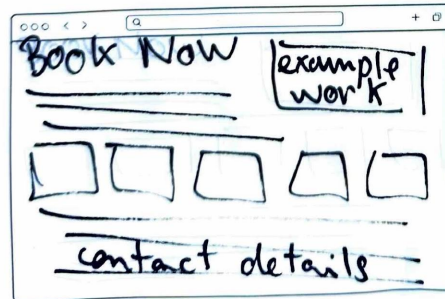


### NOTES



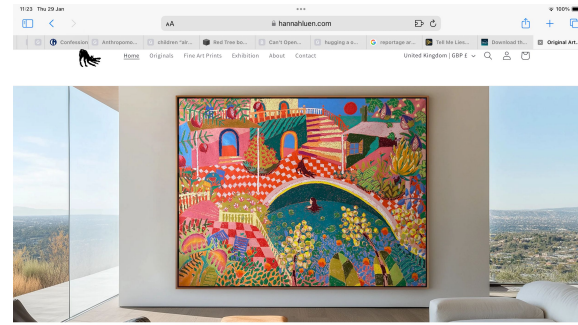
### NOTES

entire  
entry page  
is art piece  
hoping for  
a 'wow' effect

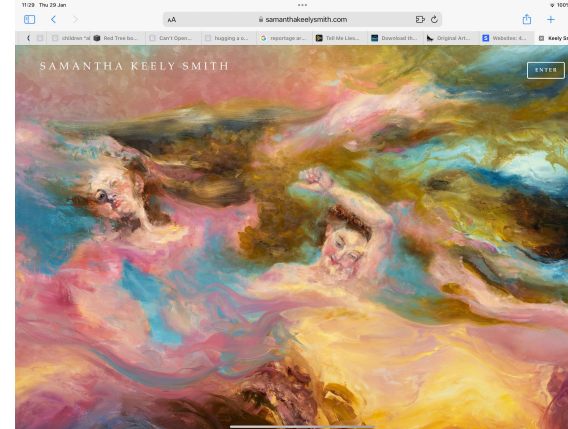


### NOTES

tattooing  
separate?  
two  
Simple



### Collections

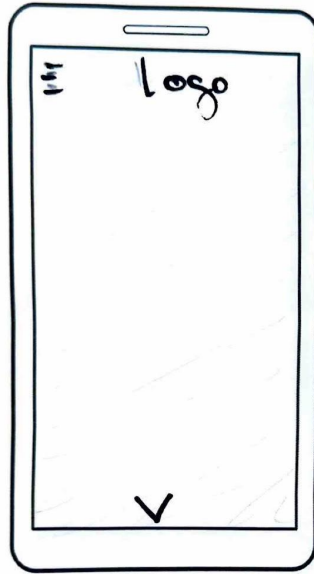


My inspiration is definitely going to come from these two websites I have found and love. They are colourful, easy to navigate and memorable.

DESCRIPTION



NOTES



NOTES



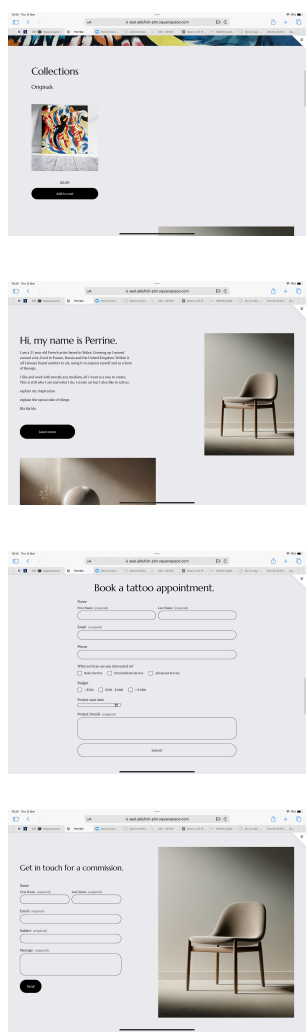
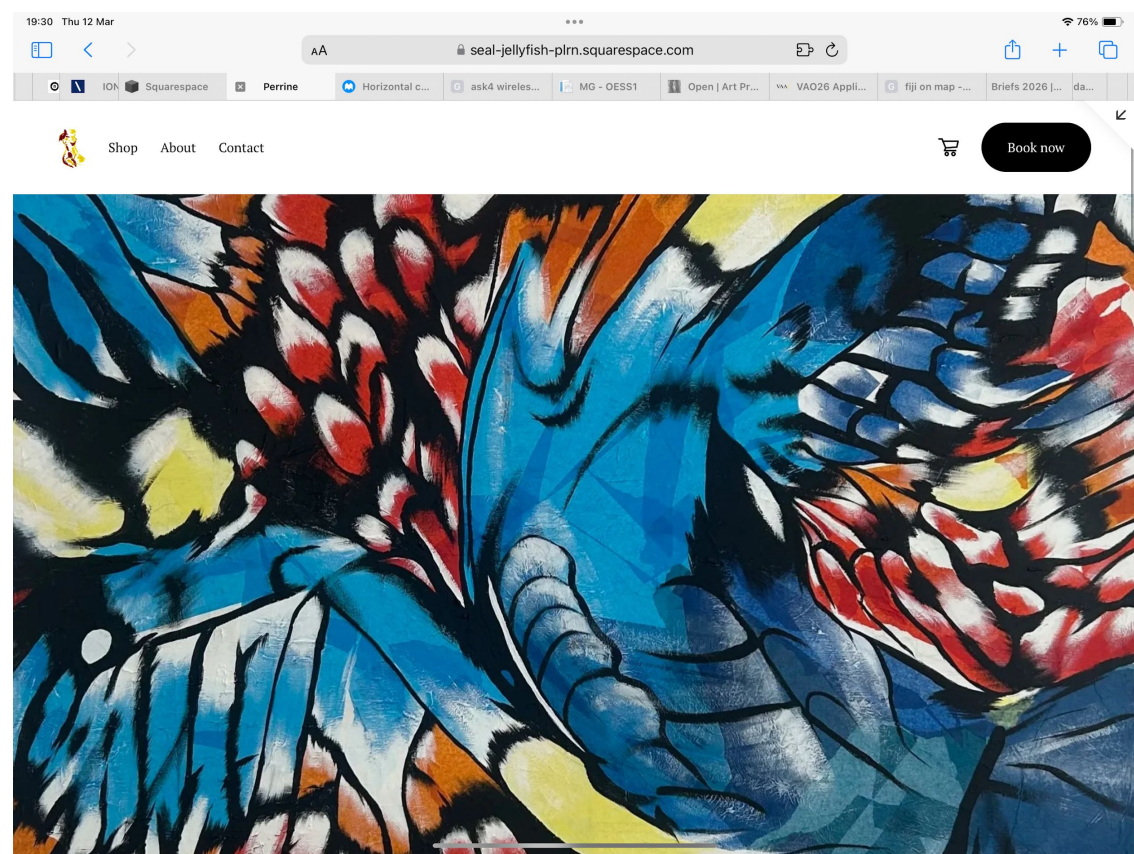
NOTES



NOTES

I also took a look at websites that I really liked and went to find out what web builder they used for it. This was very helpful actually as it became clear to me that all the ones I liked the most all used Squarespace. Therefore I started off with this web builder first to see how I liked it.

# My website



I enjoyed making this website. It was very easy and reflected exactly the way I wanted it to. However after a couple of weeks my free trial had expired, this meant I could no longer edit it and I realised the monthly cost of this subscription was pretty expensive. Therefore if I was to need an established website in the future I know I would probably come back to squarespace, but for now it is too expensive and not essential to me.

This is why in the end I ended up going with Wix, as it is free. I  
Although I found it a lot harder to use and more frustrating I got to a play I  
liked in the end.

Built on WIX Harmony



[Shop](#) [About Me](#) [Get in Touch](#)



# Collection

*Originals*



*The Rytme 88 x 93 cm*

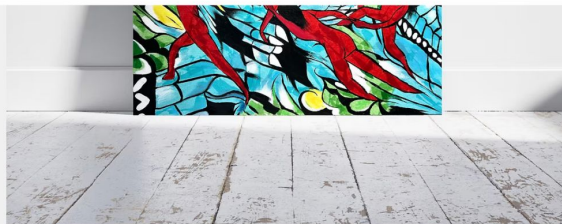


*A la Danse 60 x 40 cm*





*The Rytme 88 x 93 cm*



*Ma Danse 60 x 40 cm*



*Found Me 150 x 120 cm*

# About Me



Hi, my name is Perrine. I am a 21 year old French artist based in Wales. Growing up I moved around a lot, lived in France, Russia and the United Kingdom. Within it all I found comfort in art, using it to express myself and as a form of therapy. today I like to create art that empowers women and fills a room with colour.

I like to work with most mediums, however my favourite is tissue paper and acrylic. I source my inspiration from women and nature. Life drawing is also an essential part of my creative process. I prefer to work large scale to really convey the boldness in a way that cannot be ignored.

## Get In Contact

For any inquires or commissions please  
don't hesitate to contact me

Email: [perrine.art1@gmail.com](mailto:perrine.art1@gmail.com)  
Instagram: [perrine.art](https://www.instagram.com/perrine.art)

Instagram:

[https://www.instagram.com/perrine.art?igsh=MWh0ODAyNGVtbHA1bQ%3D%3D&utm\\_source=qr](https://www.instagram.com/perrine.art?igsh=MWh0ODAyNGVtbHA1bQ%3D%3D&utm_source=qr)

Website: <https://perrineroch5.wixsite.com/perrineart>

Zander letter

Dear Perrine,

Since graduating from my illustration course I worked for a little while in Tesco, part time to keep me afloat as I built my creative career at the same time. Now, five years on I am a full time artist. I spend half of my time working on big colourful paintings using a mix of acrylic and tissue paper. I've developed this style further since graduating, made collections and developed themes. I create abstract canvases, embracing women and nature as a collaboration within my art. I have my own studio in my home, a little cozy space in which I get creative. I live surrounded by nature and peace.

My instagram has a large following, a community and my art gets featured in magazines, I get to exhibit my collections and every new original art piece I upload to my website is sold within the same day.

The rest of the time I tattoo my own intricate designs inspired by women, nature with an 'art nouveau' feel to them. These are inspired by Alphonse Mucha and Aubrey Beardsley. I get to tattoo these multiple times a week. I have full control of my own timetable, my hours, where I wish to work and I love what I do. I am now also working towards opening my very own tattoo parlour, creating a creative space, a community, I wish to make it feel like friendship or family.

I am proudest about being able to quit my part time job and work solely on my creative career full time, being financially stable, just 5 years after graduating. |