

TELFAR CONCEPTS

A handwritten signature in black ink, appearing to read 'Magnus Juliano', centered below the main title.

VISUAL BOARD



INSPIRATION

Marketing and branding fascinate me because taking a concept from ideation to mass appeal requires nonlinear thinking that spurs ingenuity. I thrive on the trial-and-error process of refining an idea into something with mainstream allure. Intrigued by what captures the public's attention, I try to understand the appeal behind successful marketing, even when it sways me personally. My interest in Telfar began when I noticed friends buying the brand's shopping bags. I learned that for many, Telfar represented "us"—it resonated as a brand created for an underserved community. After researching the brand's ethos myself, I was inspired and wanted to honor its cultural moment through a multifaceted project. What started as simple ideas—eyewear, a transparent take on their signature bag, branding concepts—snowballed creatively. I'm most proud that this project encompasses my diverse skills and passions.

GENERAL CONTRACTING AND PAINTER CONCEPTS



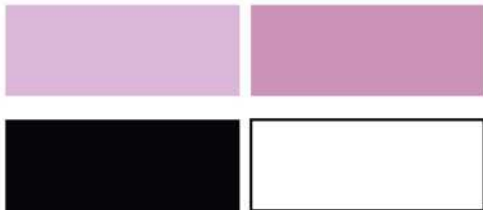
PERSPECTIVE

As a tribute to my father, who taught me to build and create with my bare hands, I wanted to include a portion of this piece dedicated to him. When I went to live with him in middle school, he owned a small construction and landscaping business where I learned the values of hard work, entrepreneurship, and the importance of your imagination. We've come a long way since then, but I still use the tools he passed down to me as a way to honor him. I played with the societal association of pink as feminine to juxtapose the general contracting theme. The handbag wrapped around the subject's waist was repurposed as a tool belt, and the transparent paint bucket acted as a makeshift handbag in the painting scene.

LOGO EXPLORATION



COLOURS



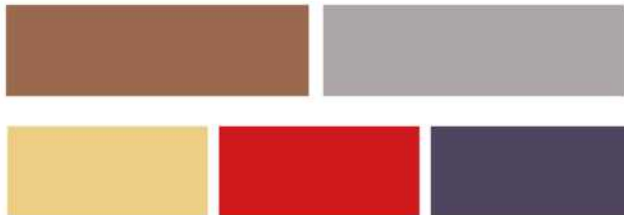
SELECT DETAIL IMAGES



LUNCH-BREAK CONCEPT



COLOURS



PERSPECTIVE

The design of Telfar's iconic "shopping bag" was inspired by actual shopping bags, as the name suggests.

This led me to envision a literal interpretation but instead with a brown paper lunch bag, beyond shopping. I incorporated rebranded takes on nostalgic childhood lunch items to mirror Telfar's branding.

SELECT DESIGNS



TENNIS CONCEPTS



PERSPECTIVE

The Williams sisters - inspiring athletes whose aesthetics resonate with me and my roots - were my muses. Their signature beaded hairstyles forever changed the look of tennis. Designing miniature logo beads felt like coming full circle. These concepts included hair sculptures, branded tennis racquets, and embroidered bodysuits.



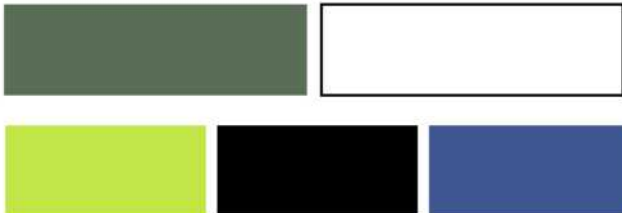
DIGITAL SKETCHES



FINAL LOGO DESIGN



COLOURS



HAIR SCULPTURE CONCEPTS



P E R S P E C T I V E

The original goal was to design two crowns that embodied the brand's dual luxury and relatable identities. One crown featured Telfar's iconic logo adorned with pearls, capturing the label's intricate and upscale aesthetic. The other was sculpted into the shape of the brand's signature shopping bag and perched atop models' heads, evoking Telfar's edgy street style. This braided bag crown was accessorized with concept earrings shaped like the brand's logo in bamboo, perfectly proportioned to the models and handbags. Together, the regal headpieces reflected the creative vision behind Telfar's fusion of luxury and accessibility.

S E L E C T D E T A I L I M A G E S

C O L O U R S



TELFAR X CROWN ROYAL CONCEPT



COLOURS



PERSPECTIVE

I wanted to honor my mother's vivacious spirit by collaborating on a concept inspired by her lively small home parties. She would sit at the table listening to records while playing cards. I envisioned a creative crossover between Crown Royal and Telfar, since both brands produce coveted bags popular in Black homes. We designed Crown Royal bags pieced together and resized to embody Telfar shopping bags, along with Telfar playing cards and a Telfar cigarette and ashtray set.

SELECT DETAIL IMAGES



SELECT DESIGN



LINGERIE CONCEPTS



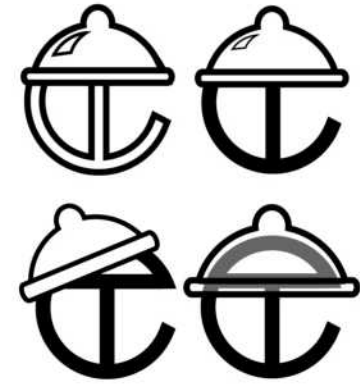
PERSPECTIVE

A modernized version of lingerie marketing was included, referencing the Gucci 1997 S/S Logo G-String to bring back lingerie as a fashionable trend. The lingerie pieces featured the Gucci pendant logo design embellished on the thongs and bras. The concept of Telfar condoms was incorporated to promote awareness of safer sex practices.

SELECT DETAIL IMAGES



DIGITAL SKETCHES



CHOSEN DESIGN



COLOURS



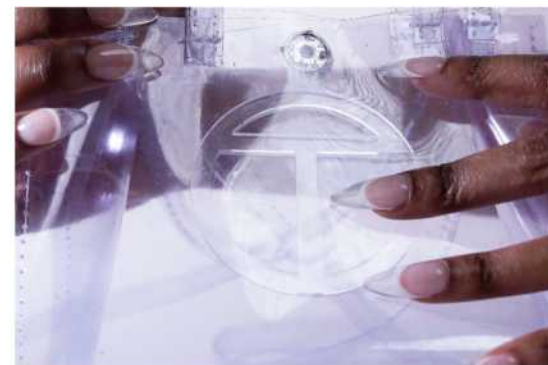
TRANSPARENCY CONCEPTS



P E R S P E C T I V E

Throughout my studies, I have developed an affinity for incorporating transparency in design. I find it very effective for creating illusions and a sense of space. A transparent handbag immediately came to mind. In addition to leveraging the clear aesthetic trend, I aimed to provide social commentary on privacy and vulnerability through the design. It featured a laser-cut acrylic logo to mimic embossing. The final look included an acrylic logo face mask, transparent fingernails, and a translucent bodysuit.

S E L E C T D E T A I L I M A G E S



C O L O U R S



EYEWEAR CONCEPTS



COLOURS



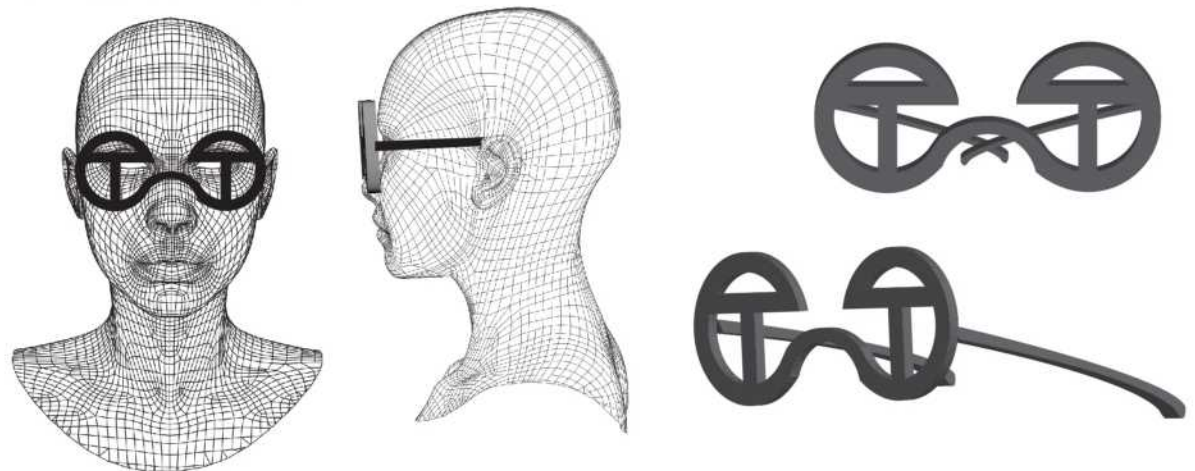
PERSPECTIVE

Taking inspiration from Karl Lagerfeld's iconic double logo glasses featured in Chanel's 1994 runway show, I designed these sleek, minimalist eyewear with the double CC logo. My goal was to recreate the clean, modern aesthetic of the original 1990s accessories while putting a playful spin on classic eyewear styles. The double Chanel logo makes these glasses both stylish and cleverly distinctive.

SELECT DESIGN



TELFAR EYEWEAR CONCEPT DIGITAL SETCH



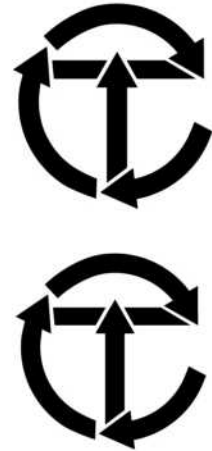
UPCYCLE CONCEPTS



PERSPECTIVE

It is widely known that the overproduction of fast fashion harms the planet's ability to sustain itself. With this in mind, I wanted part of this study to raise awareness of these global issues. We repurposed the Telfar duster bag that comes with the purchase of a shopping bag to create a crossbody bag concept. This look also incorporated a customized secondhand shirt, plastic Telfar bag mask and hat.

FINAL LOGO DESIGN



TELFAR UPCYCLE
EST. 2005, NYC

SELECT DETAIL IMAGES



COLOURS



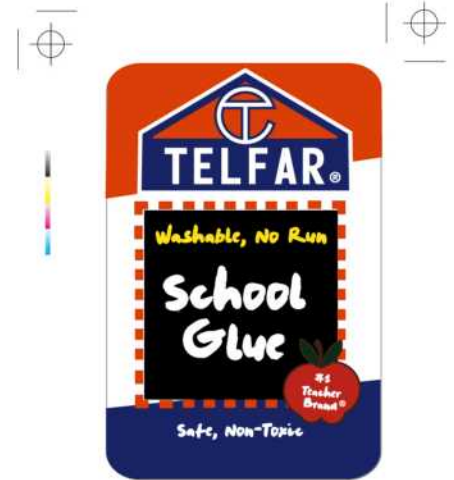
ARTS AND CRAFTS CONCEPT



PERSPECTIVE

This felt like an embrace of my inner child and a tribute to my grandmother, now my ancestor. I knew I wanted to pursue art from as young as five years old. Noticing my passion, my grandmother gifted me an art table stacked with supplies to nurture my creativity. She recognized my artistic spark before I did. That creative fire never left me; it only grew. My grandmother encouraged my artistry until her final days, and I can think of no better way to honor our time together than by channeling her presence into my work. The concept is a small shopping bag with pipe cleaner handles and a pom-pom Telfar logo.

SELECT DESIGNS



SELECT DETAIL IMAGE



COLOURS

