# hasse bae

# Fashion Portfolio







# FFAB

# **Social Media Campaigns**

Creative Concept | Creative Shoot Mood Boards | Content & Design



#### Campaign: Nature's Sew

The "Nature's Sew" campaign was created to emphasize how FFAB offers pure natural Indian textiles. Each varn is a testament to its origins, infused with nature-inspired hues. These refreshing, calming, and cooling fabrics ensure comfort and ease throughout the year.

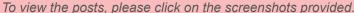












## Social Media Campaigns

Creative Concept | Creative Shoot Mood Boards | Content & Design

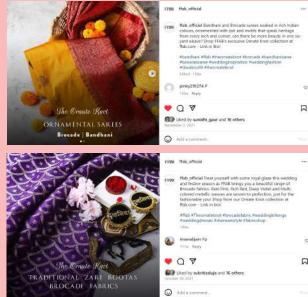


### **Campaign: The Ornate Knot**

For the wedding season, we launched the "Ornate Knot" campaign. In India, this time is about weaving memories of love, compassion, and togetherness. The knot symbolizes the gathbandhan, an Indian wedding ritual uniting heart and soul.









#### **Social Media Campaigns** Creative Concept | Creative Shoot Mood Boards | Content & Design



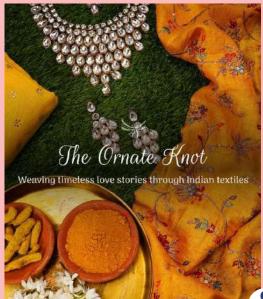
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Read Case Study

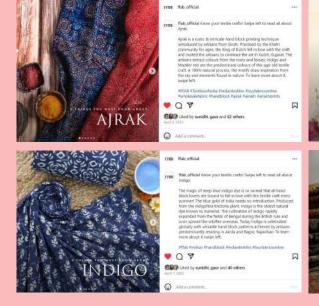
#### **Social Media Campaigns**

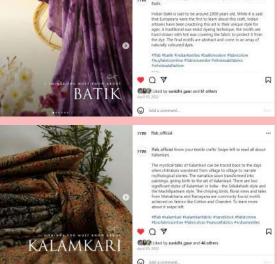
Creative Concept | Creative Shoot Mood Boards | Content & Design

#### **Campaign: Know Your Textiles**

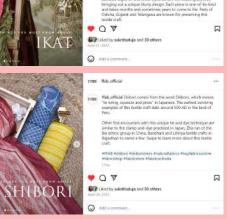
This educational series introduced the unique and timeless textile crafts of India, enriching knowledge and promoting our products.

flab\_official Know your textile crafts! Swipe left to read all about











Referred to as the "Poetry of Lourn", likat is a craft that reflects a surreal flow of vams, patience and unmatched creativity. Having

indonesian word mengikat, which means to tie a bundle of yars

or threads. With a roaring presence in more than 30 countries, it

What makes it unique is the eleaving process where the yarms are

is a masscal weaver that came to India around the 12th century.

bundled together and resist-dyed before the weaving process.

its roots in Indonesia, the word flot comes from the Malay-

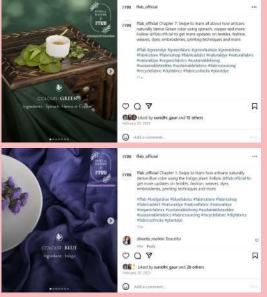
#### **Social Media Campaigns**

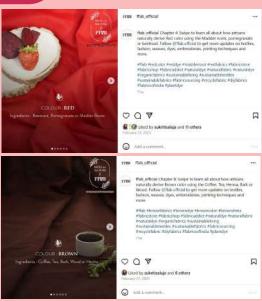
Creative Concept | Creative Shoot Mood Boards | Content & Design

#### **Campaign: Hues of Nature**

The campaign aimed to take a deep dive into colors inspired by nature, exploring how these hues are derived using natural methods from roots, plants, and other organic sources.









#### **Social Media Campaigns** Creative Concept | Creative Shoot Mood Boards | Content & Design

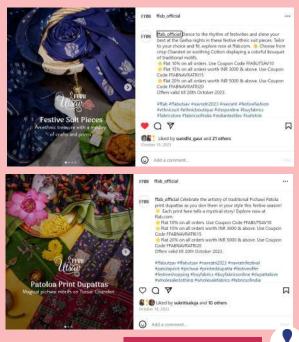


#### **Campaign: FFAB Utsav**

The "FFAB Utsav" campaign aimed at promoting Indian festivities by showcasing our finest Banarasis, brocades, and embroideries. It's a celebration of Indian textile weaves that highlight our rich heritage, admired globally.





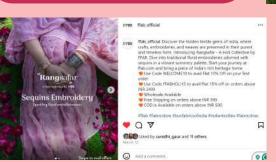


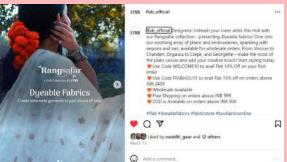
# Social Media Campaigns Creative Concept | Creative Shoot Mood Boards | Content & Design



### Campaign: Rangsafar

This campaign was crafted to unveil India's vibrant textile treasures, celebrating the spirit of Holi while highlighting collections that narrate tales of our rich heritage.





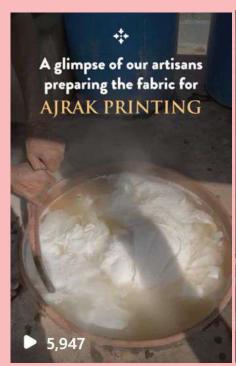








# Social Media Reels

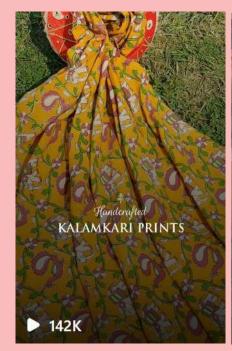








# Social Media Reels





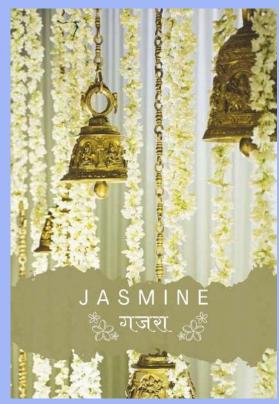


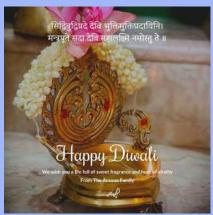






# Social Media Posts



















# Social Media Posts







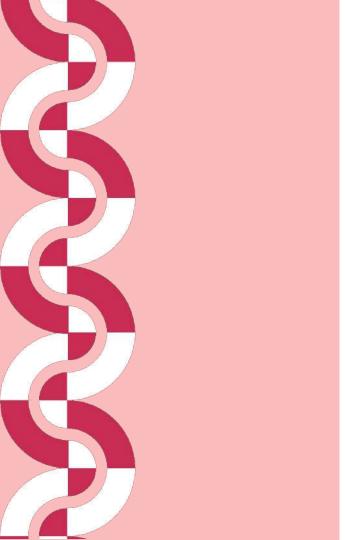












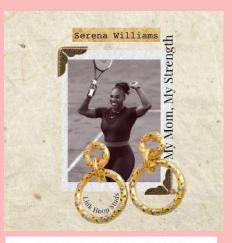
# **ANDALSO**

# Social Media Posts

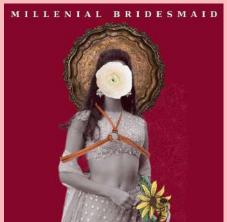




















## Social Media Posts





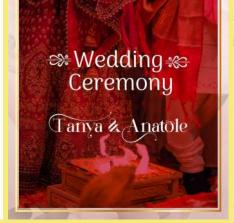






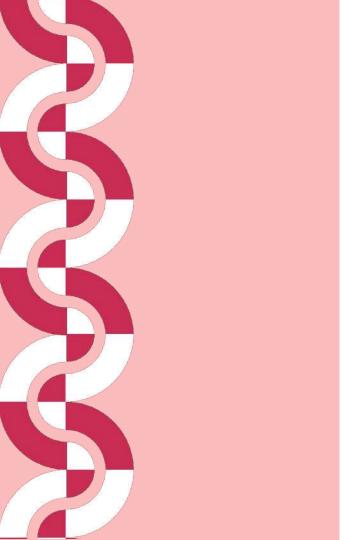


Coco Chanel







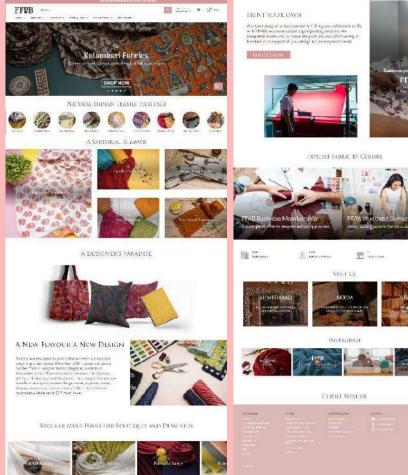


# FFAB

# Website Designing



ffab.com



Ca manage

## Website Banners















# Website Banners



















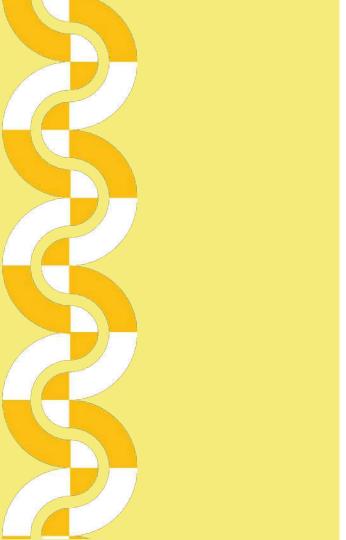


# Website Banners











# Website Designing

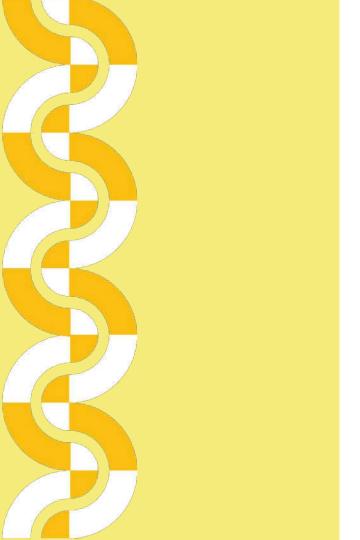


shivexports.in



To view the website, please click on the screen provided.





# YT YO TREASURE

## **Emailers**



Add a hint of parachaco your style with our London Stor Vopar Jovelry. The toy state of blue toper represents learning understanding, and creative Inspiration. A bitchetone month for December, this stone is believed to bring in relaxation and harmony, Leaf through our collection and take your pick.

SHOPNOW





#### Labradorite Jewelry

A beneticiting collection radiating a pearly absent of indescent bases and greens, Labedoutine is shown for adding a characteristic basiness to year life. I have shown for adding a characteristic basiness on higher according to the people around year. Throne on these genes with your everyday look and let the magic begin.





#### Turquoise Jewelry

A Turbish stone—Turquose, trgatalog with a great legacy of being the oldest stone in the history of menkind. The strong and opeque teasure esempths genetation and leads a sense of bealing to the eye. Prized as a symitol of windom, nobility, and the power of tensorrality series in the globe, this stone is a near-harve it your collection.

SHOPNO







### 10K & 14K Solid Gold Jewelry

Glimmer in gold with our exclusive solt and salt Solid Gold Collection. Stodded with an army of presistur stones in pellow and rose gold, the collection is disped in maintailed have of madernity and regulty Consciously designed for the women of long, conclinate these pieces with your most loved cosenables. Bring this timeless tossoure home today.



#### Labradorite Jewelry

A howleting millerton radiating at partly shown if integrant blass and process Laboration in Aurora, for adding a thinknessed behavior your LK. Those taxes their sector of higher two most may not and the poople meand you. Those on these parties with partle your deand let the magic began in the process of the process o





Turquoise Jewelry



#### Turquoise Jewelry

A flatish store. Images on tops along with a graw beauty of their in the obligations in the triate gain marked. The story and opened section occurs of healing to the ease. Proved an anything to distribute the distribute of the marked the graw the opened of marked as a synthetic of marked the power of marked by account the offices, the capter was a marked way any milled price.

SHOPNOW



#### London Blue Topaz Jewelry

Rich a hier of parache to your object with our Landon Blor Tiera possibly. The eye staked of this treas receives branching mid-settanding, and receive inspiration. A hirthy one mouth for December, this copy of believed to branch in remonitor, and larmony, but themselves and larmony of the set of the paraches.

THOR NOW





### Larimar Jewelry

Get roudy to stack year-self to the scalight causing bear-oft the Caricbean waters with our Lorentes Jesselty, Downing conjunction from the trougal set and sky energies, Lorinzer is believed to ending the energy of love and columness. A perfect blend of blue and necesse white, and those unchanting stones to your collection today.







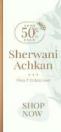
# Emailers & ADs





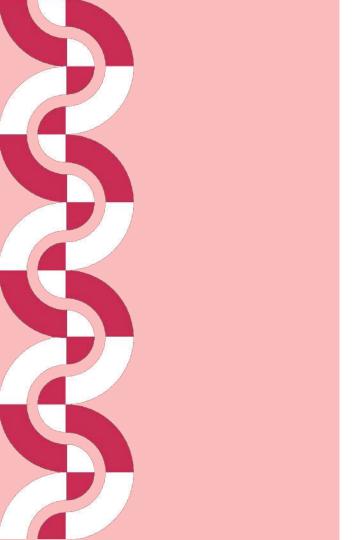












# FFAB

# Emailers











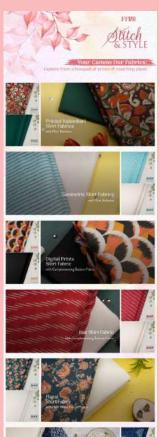




## Emailers











To view the emailer, please click on the screen provided.

## Digital Ads











## FFAB

# HELLO! SUMMER

Freshly added breezy weaves in bright solids & playful prints

Use Code SUMMER15

SHOP NOW







## Emailers













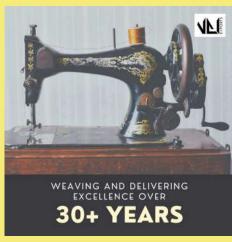




# Digital Ads

















# Logo Designing & Branding











The logo is inspired by the regal & palatial Mughal gardens. Mughal motifs continue to have a strong recall value in the othnic fashion community. The monitor represents women of today standing tall and blooming like a fresh flower as they wear FLAUNT DESI ensembles. They are fearless & full of life.















# FFAB

# Branding, Packaging and Printables









# FFAB































# Branding, Packaging and Printables













## Brand Manual



#### Icons



1

Co-time delivery

Francy Sovery



(2)

Stort a tree

International Cheets



Rowetter Horwetting

Kids Forkern (Civil)



6 Emberidary

(3)

Recycle Water

BA

Kids















#### Colour Hues

primary & secondary colors, this spectrum of hues will help you navigate all your design needs.

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Amber	****	*ifeces	*11000	*747034	-material	*707070
=546776.	-	P745855	*600078	*200504	10000	Paradia
*657797		MS47650	*WADE	*929029		Parents
*///	-	-armie	*64400	***(A'0)	100000	nation.
	Visites	-PARCES	-cains	********	203000	

### Logo Concept

This logo leverages the power of combination design. functioning effectively as both an icon (logomark) and

flexibility in production and manufacturing.



## Imagery To Use

Maintain consistent visuals across marketing materials for strong brand identity. Showcase













### Digital & Print Typeface

Belleza is designated for all titles across platforms, while the Neutra Text family is recommended

Neutra Text is a clean, related, and approachable handwritten fant that suits a variety of design

edjening of and date converts of the according to the contract of facility of the contract of pliques and original, LA will sale saleson.

BELLEZA

Neutra Text

Neutra Text

HEADLINE Headline in Titles Only And Tree Joseph Aprillab about the or Security Californ Subtext



# Logo Designing











## Corporate Deck





A Legacy of Garment Excellencer Manufacturer & Exporter since 1991

#### Our Story

Shiv Exports Inc. is a leading apporel manufacturer with over 2 decades of rich heritage in India. Drawing inspiration from Lord Shiva, the company embodies a commitment to visionary leadership, trust, and excellence.

We operate across the entire garment production cycle, from forecasting to shipping, ensuring the highest quality and timely delivery. Our team of dedicated and skilled professionals operates like the warp and welt, working collaboratively to deliver exceptional (ashion apparel for women & kids on a global scale.



#### a wayaana wa

Committed to Excellence
Competitive pricing, excellent

## quality of ACA9 on-time

Working Towards Being 100% Sustainable

#### Expertise

Clothing for Women and Children in woven and soft jersey fabrics

#### Strategic Locations

Production Capacity

Main Factory - Gurgaon | Sourcir Offices-Erode, Tamil Nadu & Suri

Place - V. Gurgaon-122016 | India | Corporate Office Address: 595 Udyog Vihar Phase-V. Gurgaon-122016

#### Vhat do we offer?

We are a fully estagrated garment manufacturing backly. We disting it expect high-quality finishing dathing for women and children. Through a personalized is professional business approach, cutting-edge design, and exceptional sourching approach contains appointing as we transform to obtain the order gattable fashion experiences.

We are strategically expanding our business facilities the United States to Europe, with a strong focus on results. Our state of the art design studio offers advanced comping and development, while our complete manufacturing facility is inclusiveness securines production.





#### How do we affer?

Merchandicing & Quality are at the heart and soul of our process

### Design fe

Our teen of proficient designers stays sheed of the curse by taps into global trends to create collections that can make a statement.



#### Quality At The Core

ifficent merchandaire, We conduct rejoculous, inspections for the veter labor, election process.

## Cooperation & Collaboration

Ve prioritize a tala-made uperimize and significat allaboration with our valued clients othering spon communication houghout the manufacturing and wood process.



#### A Sustainable Promis

Our commitment to excellence extends beyond apparel, we prioritiz attiscof and sustainable proofices. throughout our supply chair.

#### Dur Sustainable Commitment



Beyond focusing on quality and deliveries, we are deeply committed to the planet we dwell on.



For every order placed, we plant a tree and nurture its growth



Our factories house ainwater harvesting ystems, and we neticulously recycle the insed water used during



We partner with mills that prioritize eco-friendly dyes and chemicals, ensuring minimal environmenta impact.



To ensure energy efficiency, our facilities are illuminated by energy-saving LED lights.



We strive for zero landfill waste and neutral eco-friendly liquid discharge practices.

With these green initiatives, we vow to safeguard the planet for generations and veave an empowering future where women make up 60% of our team by 2026.

#### Connecting India's Textiles to the Worl



We occure top-pathy warms through our false-causeing offices in initials was bestleful-bit—four-family four-discussion of sour-discussion from the causeing confident and sequipite garments at any mon production faulty fracted in Gregorium risks. We also see his test of the country to static jets qualify fashion deliting for sevens and challent and ship their decima, the globs. We are a bodily for all belieful principles of sevens and of the principle generate but out the bodily for all belieful principles.

Our Extensive Fabric Portfolio



Volus, Centers, Poplin, Cottoe Dobbys, Cettor, Jacquards, Cattor Chen Woods, Cettor, Gross Sub, Shobbi Gross, Medings, Sergyslov, Sub-IIIs, Cettor Less and monmum in nations whights.

Manufacture Committee Comm



Account Coupe, Sampatha Chiffue, Folish Man, Holoro Coupe, Bellow Coupe, 2006 Scitt, Harmer Eine, Vool, Sook ongoe Sal-Man, Seith, Escount Georgach, Double Georgach, Polish James, Balles, Arca, Daly Volle, Economy Card Polish Many Coupe, 21(4) — Dollsys, Seconds of Belloy. Physiologicals, Visione Belloyabe Manda Physiologicals, Visione Belloyabe Manda

Company Compan

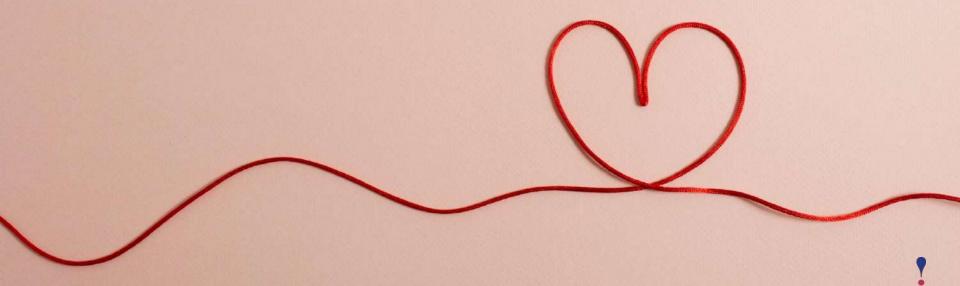


Cotton Perrora Cotton Sprender Berrie.
Cetton-Nully Decini, Cetton-Wassan Desiri,
Terroral Decini, Cutton Dely Sprender Desiri.
Cotton Cetton Vett Stati, Kristnell Decini-all in
terroral weights.

The Control of the Co



# Stamp of **Love**





It's been phenomenal working with the Hassle Bae team because the speed and creativity both come hand in hand.

The team is extremely hands on, not only when it comes to the overall visual architecture, but also the feedback that the brand is getting, the right influencers who could impact the brand positively, the conversations that we should be generating.

The other part that I loved about Hassle Bae team is that they're extremely planned and they want to close campaigns ideas a little in advance.

So, a lot of appreciation for the energetic powerpuff girls at Hassle Bae. I loved working with them.

Parul Sharma, Co-founder





I love how Hassle Bae is so hands on. Full of ideas and always ready for constructive feedback, it has been a pleasure working wih the team!

Divisha, Founder ANDALSO



Working with your team has been an absolute pleasure, and I can't thank you enough for bringing my brand to life. Throughout the process, your team's professionalism and responsiveness were top-notch.

It's clear that you genuinely care about your clients and take immense pride in your work. Cheers to your team's amazing work and our continued partnership!

Siddarth Venkatesh, Founder





We've worked with Hassle Bae for over 1.5 years & it's been refreshing working with such a collaborative agency team that understands our niche market area. They are so quick to respond & work very hard to deliver top quality work. From research, to content and to design, they do it all, so seamlessly.

Together, we've launched so many fun & relevant campaigns that captured our audiences attention. I have & would always highly recommend Hassle Bae for all things content & design.

Ashna, Product Manager





I had an excellent time working with Hassle Bae. Being a self funded small start up. I needed a good logo at a reasonable proce. They delivered an amazing logo, we did multiple iterations and they were able to capture what i wanted completely. I'm very happy with my experience with them.

Sudipta, Founder





Hassle Bae delivered our revamped corporate deck in record time, their approach to organising of content and design sense is spot on. Best part was their understanding of ability to extract relevant datapoints from the briefing material shared with them.

Satish Singh, Head of Business Strategy infarsight



I really appreciate their work ethic, skills & dedication

Abhiraj, Founder





Working with Hassle Bae, was a really wonderful experience for us. As a brand, we believe that Hassle Bae did a terrific job handling our social media. Their in-depth understanding of various platforms, coupled with their creative and targeted campaigns, has consistently delivered impressive results.

With their expert guidance, I've witnessed a remarkable surge in brand awareness, customer engagement, and conversions. Hassle Bae really provides a hassle-free experience.

Kartik Bindal, Senior Marketing Executive
CURRYGRAM



# Let's Chat





+91 82876 89054 🏥 hasslebae.com









