

# BRAND IDENTITY

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## BRAND POSITIONING STATEMENT

Our business prioritizes affordability, product longevity, and most importantly, community. At VS.Resell, we aim to provide our fashion enthusiasts and trendsetters with pieces that are ethically sourced and fairly priced, constructing a collective that favours creative commerce and sustainable style.



## BRAND PERSONALITY

### The Sustainability Supporter

With CEO and Founder Conner Mesic as the centre, the brand positions itself as a hub for buying, selling, and trading unique vintage streetwear that not only establishes a community but preserves the lifespan of clothing. Having evolved from operating solely through Instagram to a traditional brick and mortar storefront in St. Catharines, Ont. accentuates the public's desire for a lifestyle that reflects affordability, sustainability and fellowship.

### The Friendly Stylist

As displayed through their website and social media presence, the brand positions itself as a friend that provides quality fashion advice and provides them with unique pieces that fit their aesthetic. The brand emphasizes their consistent restocks and substantial inventory to entice the public to pop in and seek assistance putting together a new outfit that will elevate their closet.

## BRAND VOICE

**Trendy:** The brand uses trending sounds and language on its socials that resonates with its target audience (Gen Z) to captivate their attention and subconsciously instil that they do not only keep up with social media trends but also offer the latest, unique pieces.

**Inviting:** The brand also uses vocabulary and jargon like "fresh," "deals," "giveaway," and "restock," that makes customers excited and aware that VS.Resell does not only welcome new clothes and customers into the store but also encourages new interactions and friendships to be made with the engaging staff.

**Unserious:** At the same time, the brand produces content that is unserious and lighthearted to highlight the type of environment that exists at the store. VS.Resell is a place where it is easy to shop and where customers will feel empowered to seek assistance styling their next outfit.

## BRAND TONE

The brand tone of VS.Resell is characterized as fresh, friendly, and inclusive, centred around the community.

### Scenario 1: Announcement on Social Media

VS.Resell uses **positive** and **welcoming** language when advertising a restock on Instagram, such as "Get ready for some fresh finds!" and "We've got something for everyone—come check it out!" The post has a positive tone and highlights the thrill of discovering one-of-a-kind items. It also coincides with their **inviting** brand voice as the language used highlights **community** and **inclusivity**.

### Scenario 2: Interaction in-store

Staff members use a **friendly** and **approachable** tone when helping customers in the store. Saying things like, "Let me know if I can help you find anything" comes off as friendly, and **not pushy** in a way that makes you feel bombarded. Also, giving suggestions based on the customer's preferences when asked. The customer feels **comfortable**, **supported**, and **secure** in their decisions because of the **friendly** and **casual** exchange.

## BRAND VALUES

### Community

By establishing a warm environment where customers are welcomed and supported, VS.Resell promotes a feeling of community. Through its apparel, the brand promotes confidence and self-expression while creating a welcoming atmosphere that unites fashion lovers.

### Affordability

VS.Resell is dedicated to making fashion affordable by offering unique, reasonably priced items. The brand makes sure that everyone can afford style and quality without sacrificing sustainability or individuality.

### Inclusivity

By serving customers with a range of body types and styles, VS.Resell embraces variety. In order to make sure that everyone feels appreciated and empowered in their fashion choices, the brand advocates for a culture of representation and inclusion, especially in offering a wide range of sizes.

## BRAND GOALS

VS.Resell's primary goals focus on growing the clientele through both in-store and online platforms, raise brand awareness and draw in a larger audience, paying particular attention to Gen Z.

**Boost Community Engagement:** By organizing events, collaborating with others, and using social media to cultivate connections with clients, the brand may create and maintain a loyal, active community.

**Become the #1 Location for Vintage Streetwear:** Become the go-to establishment in its local market for distinctive, reasonably priced vintage streetwear, with plans to branch out.

**Drive Sales Growth:** By regularly replenishing and providing special offers, promotions, and giveaways that draw in repeat customers, the brand can boost foot traffic and online sales.



VS.RESELL  
Posts



vs.resell  
Downtown St. Catharines



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vs.resell Looking to add to your closet? Come check out our huge #Restock at the shop today. Nike, knits, and nostalgia available for anyone and everyone upon entry! 🧢👕

#SustainableStyle #NiagaraRegion #RetroFashion

OPEN 12-6 DAILY !  
Website link in bio



## References

<https://vsresell.com>

[https://www.instagram.com/vs.resell?  
igsh=NDRodXVzaXE3YXVI](https://www.instagram.com/vs.resell?igsh=NDRodXVzaXE3YXVI)

IG Post AI Prompt (using Canva Magic Media): A bird's eye view image of an abundance of vintage clothing in a large box.