

The Uptown Girl - 08



Merlyn



## The Unmatched Enamor - 05

*They say there's something special about her. Maybe it's her eyes. Maybe it's her smile. Maybe it's her walk. Or maybe, just maybe, it's her mesmerizing clothes. Which transform her into a modern day Empress like never before. She's unmatched in her clan!*



Merlyn





**Smylee**  
FASHION FREEDOM®

**Merlyn**



The Uptown Girl - 04





The right side of the advertisement features the brand's logo at the top left, which includes the word "Smylee" with a stylized winged heart icon above it, and "FASHION FREEDOM" below it. To the right of the logo, the name "Merlyn" is written in a large, flowing, black script font. There are also some green floral illustrations on either side of the text. At the bottom right, the text "The Pallette of Panache - 07" is written in a dark green, serif font.

**Smylee**<sup>®</sup>  
FASHION FREEDOM

The Next Generation Muse - 06

Merlyn

*She comes clad in the fabrics of the ultimate finesse and reduces the sensitivities of the artist, the sculptor, the poet, the musician- and inspires creativity like never before. She , the force that gives birth to masterpieces- the modern day muse.*





The branding for Smylee Fashion Freedom features a logo with a stylized orange and yellow flame-like shape above the word "Smylee" in a red script font, with "FASHION FREEDOM" in smaller capital letters below it. To the left of the main logo is a green circular emblem containing a cluster of small circles resembling a dandelion or flower. To the right is the name "Merlyn" in a large, flowing green cursive font. The background is light beige with faint, repeating circular patterns. A small green floral graphic is located in the bottom right corner.

*The Pallette of Panache - 03*



Merlyn

### The Next Generation Muse - 02

*She comes clad in the fabrics of the ultimate finesse and seduces the sensibilities of the artist, the sculptor, the poet, the musician- and inspires creativity like never before. She's the force that gives birth to masterpieces- the modern day muse.*



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FASHION OF FREEDOM

**Merlyn**



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