

hewi.



01 — VISUAL TONE

# Brand Pillars

## Visual TOV & Art Direction

02 — COLOUR

# Primary Brand Colour Palette

## Supporting Seasonal Tones & Colour Accents

03 — BRAND MEDIA

# Social Media Grid & Content Types

## Social Story Types & Highlights

## Long-Form Video Content

04 — BRAND CAMPAIGNS & PAID MEDIA

# Brand Campaigns & Paid Media

## Website Media

05 — BRAND EDITORIAL

# Hewi World & Editorial Articles

Brand Pillars & Visual DNA  
Visual TOV & Art Direction

01.

WHAT

LUXURY  
PRODUCT

Hardly Ever Worn Luxury  
Timeless/ Quality Pieces  
Sold-Out/ Hard-to-Find Pieces

02.

HOW

TECH

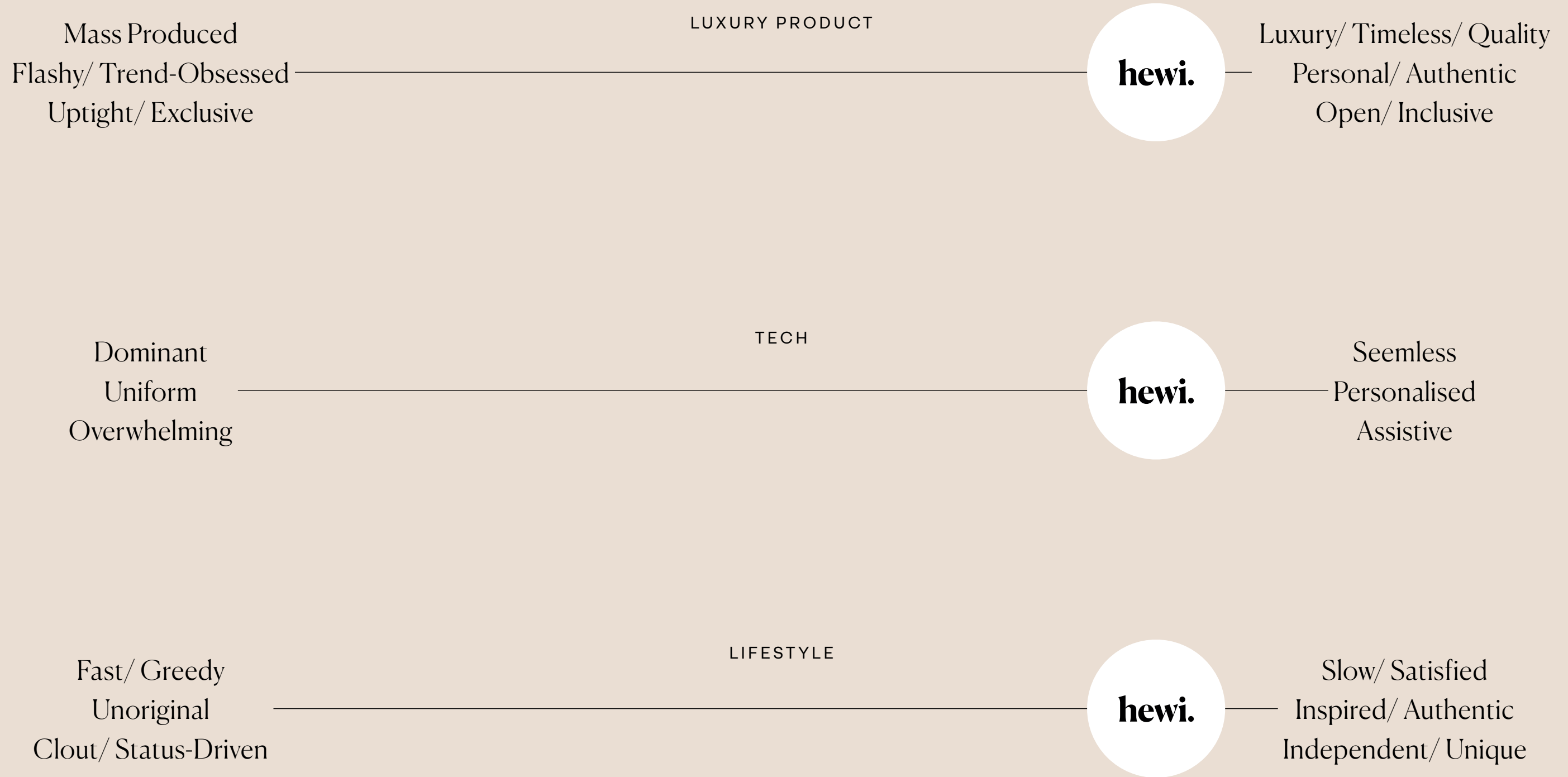
Personalised Website Experience  
Up-to 80% off Retail Price Items  
Sustainable and High-End Logistics

03.

FOR  
WHO

LIFESTYLE

Luxury Fashion Lover  
Quality over Quantity Minded  
Authentic, Inspired, Satisfied

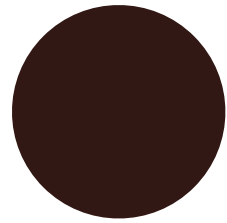


Primary Brand Colour Palette  
Supporting Seasonal Tones & Colour Accents

Timeless — Conscious — Authentic

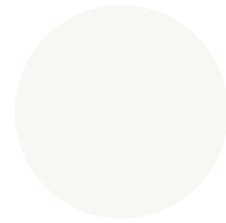
The page features a complex abstract composition of overlapping geometric shapes. A large, light beige rectangle serves as the background. Overlapping this are several other shapes: a white rectangle on the left, a dark teal rectangle at the bottom left, a light blue rectangle on the right, a mustard yellow rectangle on the right, and a dark red vertical bar on the right. The text 'Timeless — Conscious — Authentic' is centered within the white rectangle.





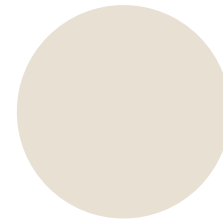
WALNUT

HEX: #311C17  
R50 G40 B25  
C50% M60% Y70% K80%  
PANTONE 412 C



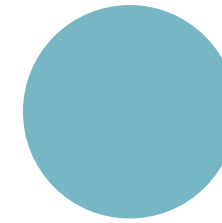
BONE

HEX: #FAF7F3  
R250 G245 B245  
C0% M2% Y2% K2%  
PANTONE 11-0602 TCX



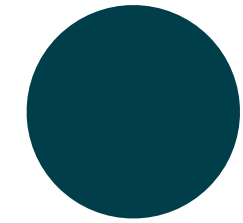
PEARL

HEX: #E8E0D5  
R232 G224 B213  
C11% M11% Y17% K0%  
PANTONE WARM GREY 1U



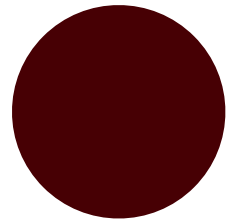
DENIM

HEX: #85B6C3  
R125 G185 B200  
C55% M10% Y20% K0%  
PANTONE 550 C

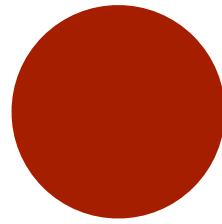


NIGHT

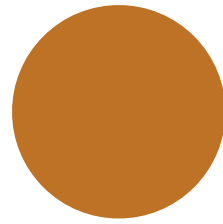
HEX: #18404B  
R0 G60 B70  
C100% M60% Y60% K60%  
PANTONE 548 C



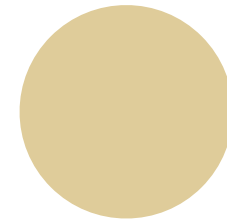
BURGUNDY  
HEX: #430606



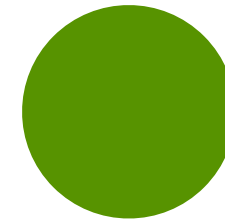
DEEP RED  
HEX: #9A3001



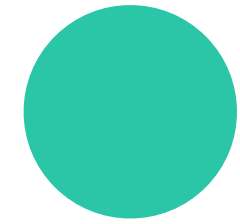
CAMEL  
HEX: #B4773A



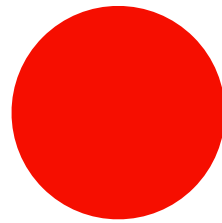
SAND  
HEX: #DDCEA1



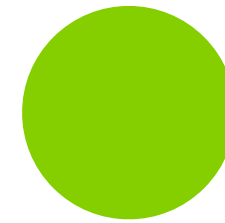
GRASS  
HEX: #67931D



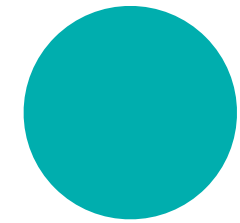
TURQUOISE  
HEX: #63C3A9



RED  
HEX: #E3370C



NEON GREEN  
HEX: #97CD2D

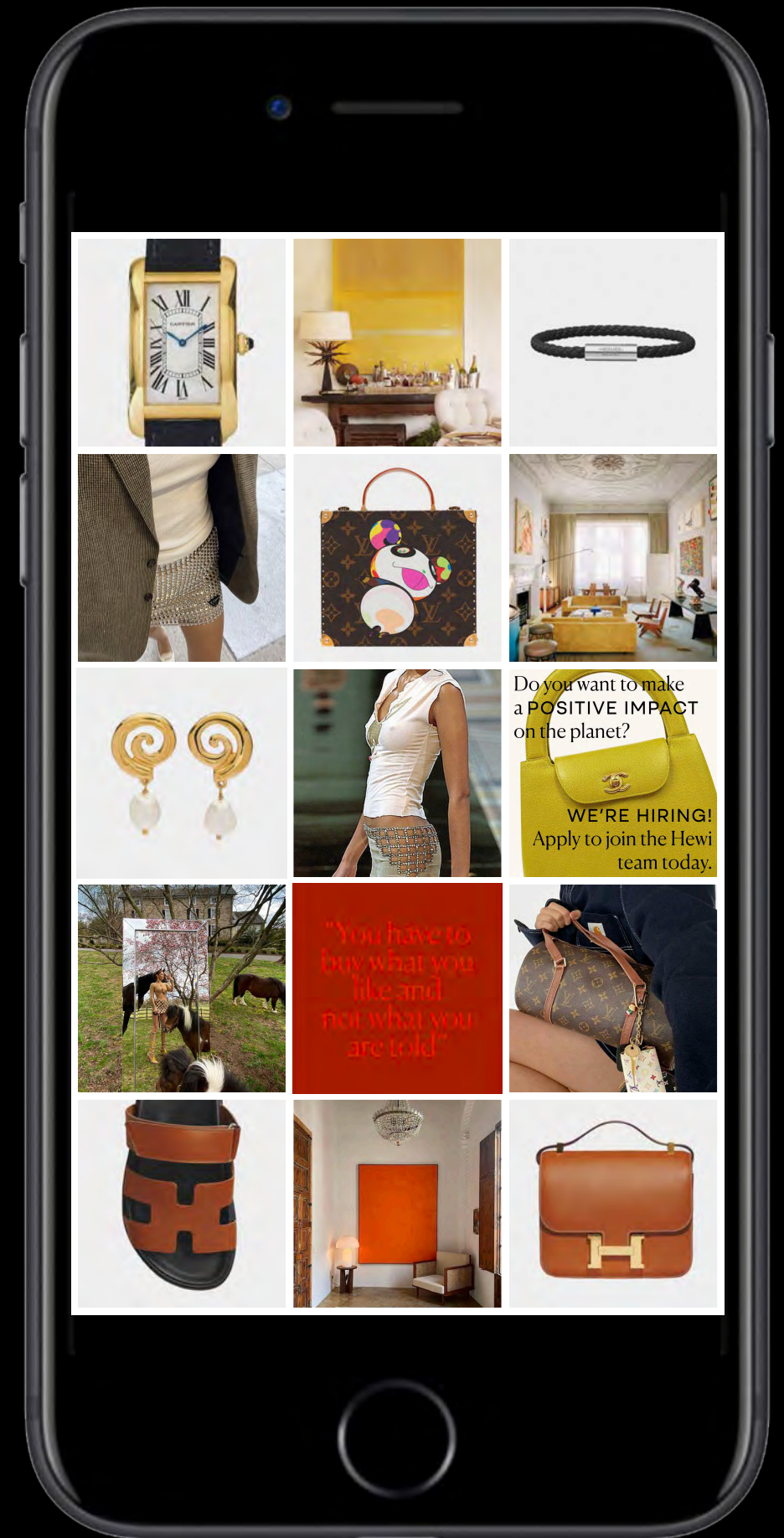
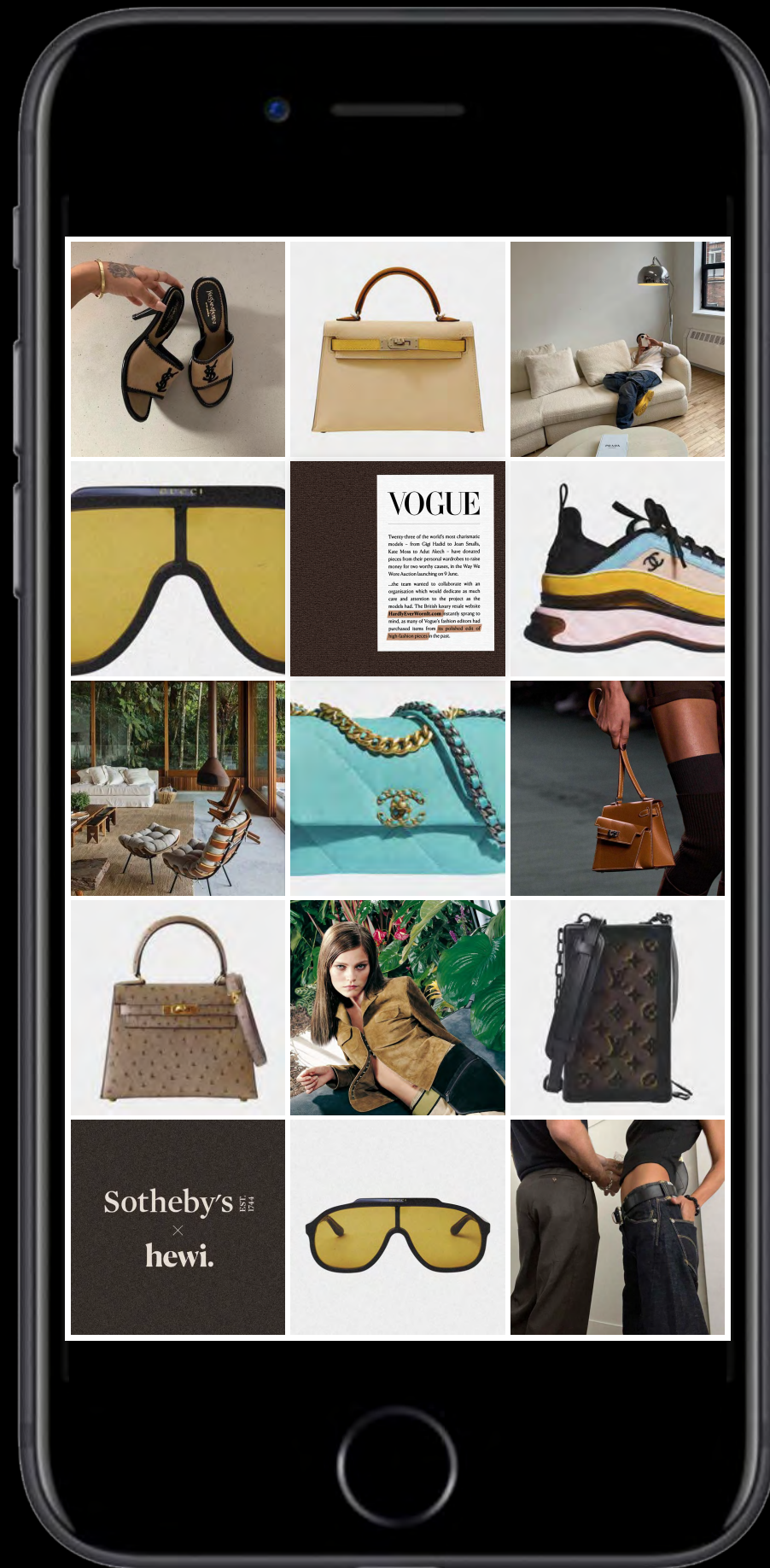
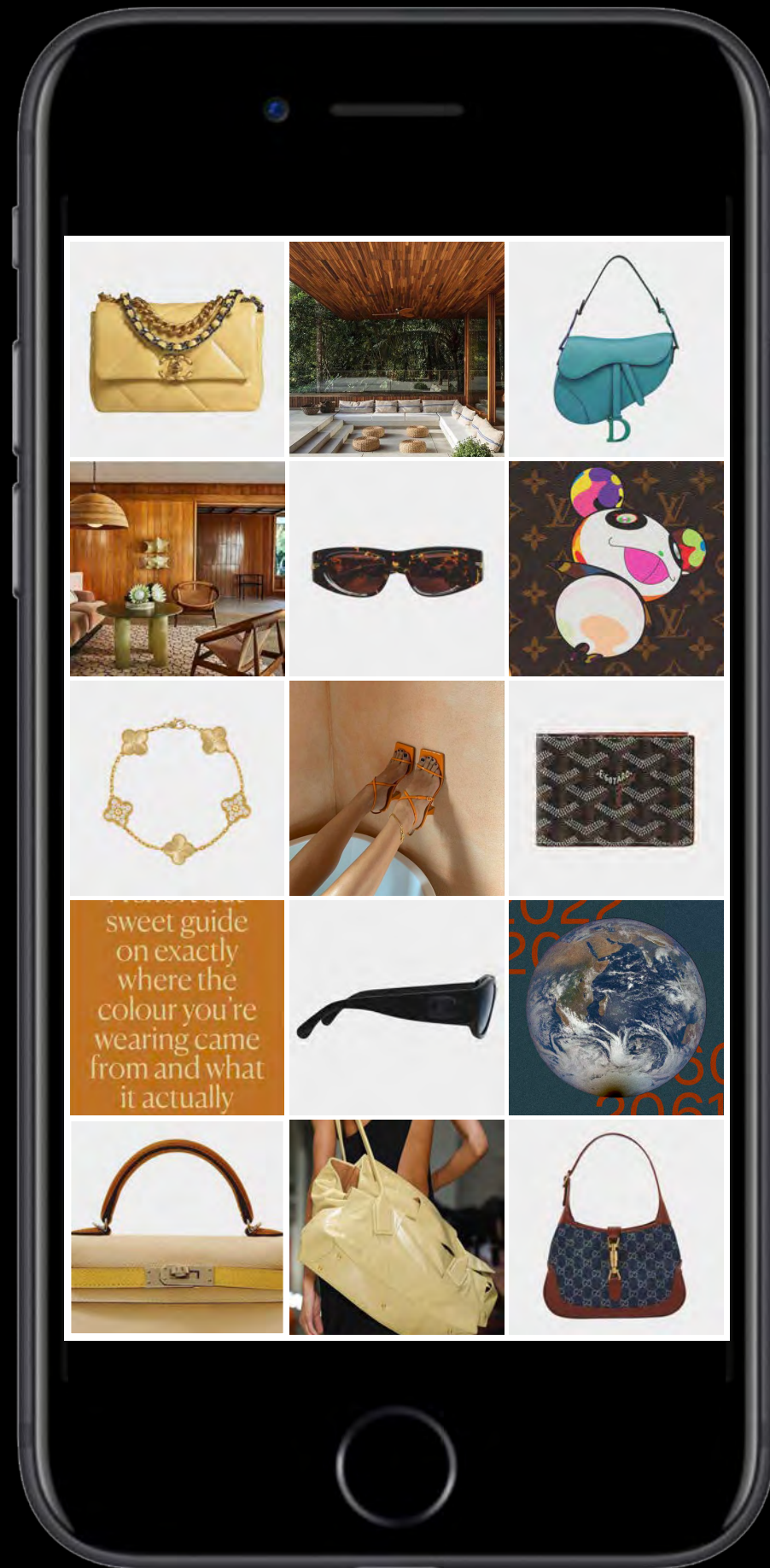


CERULEAN  
HEX: #2FACAE

Social Media Grid & Content Types  
Social Story Types & Highlights  
Long-Form Video Content

# Grid Post Media

















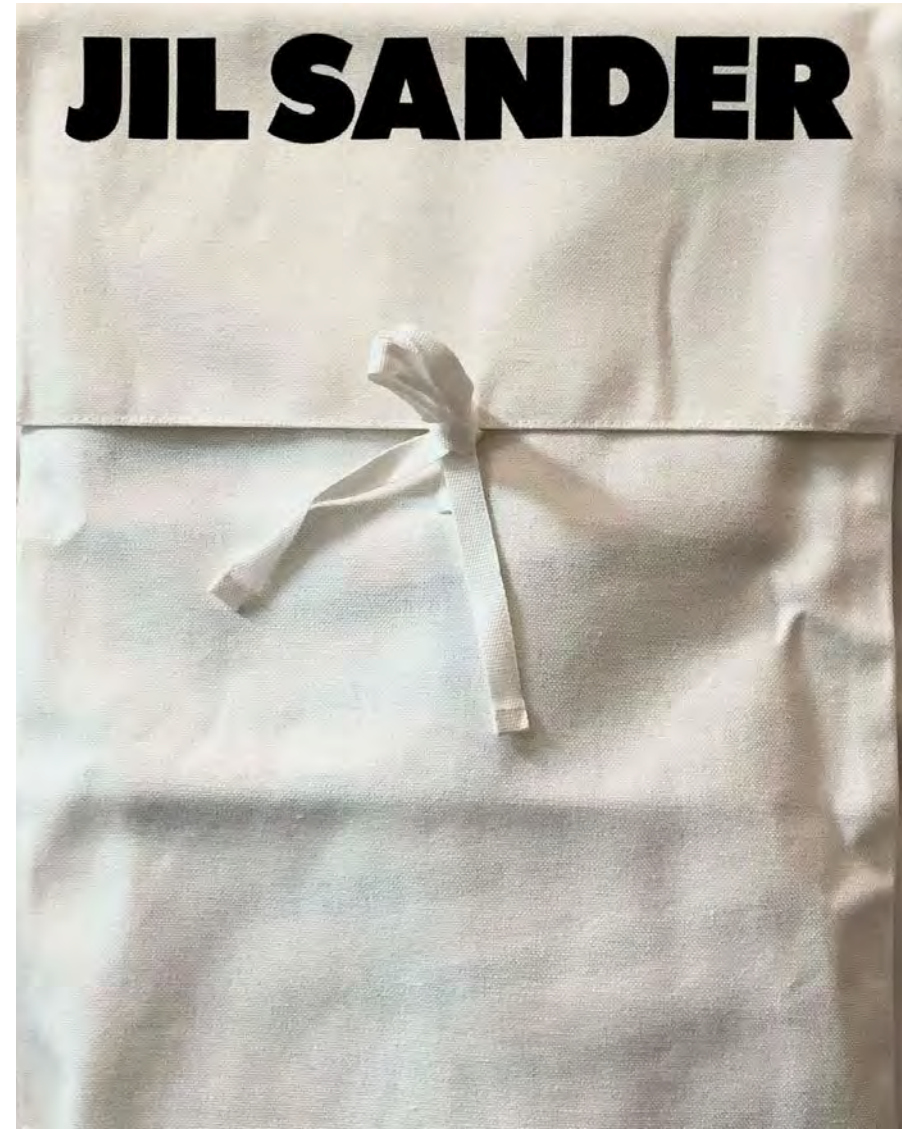


















The Dior Saddle Bag, 'must have' utilitarian menswear that made it's name on Sex and The City.









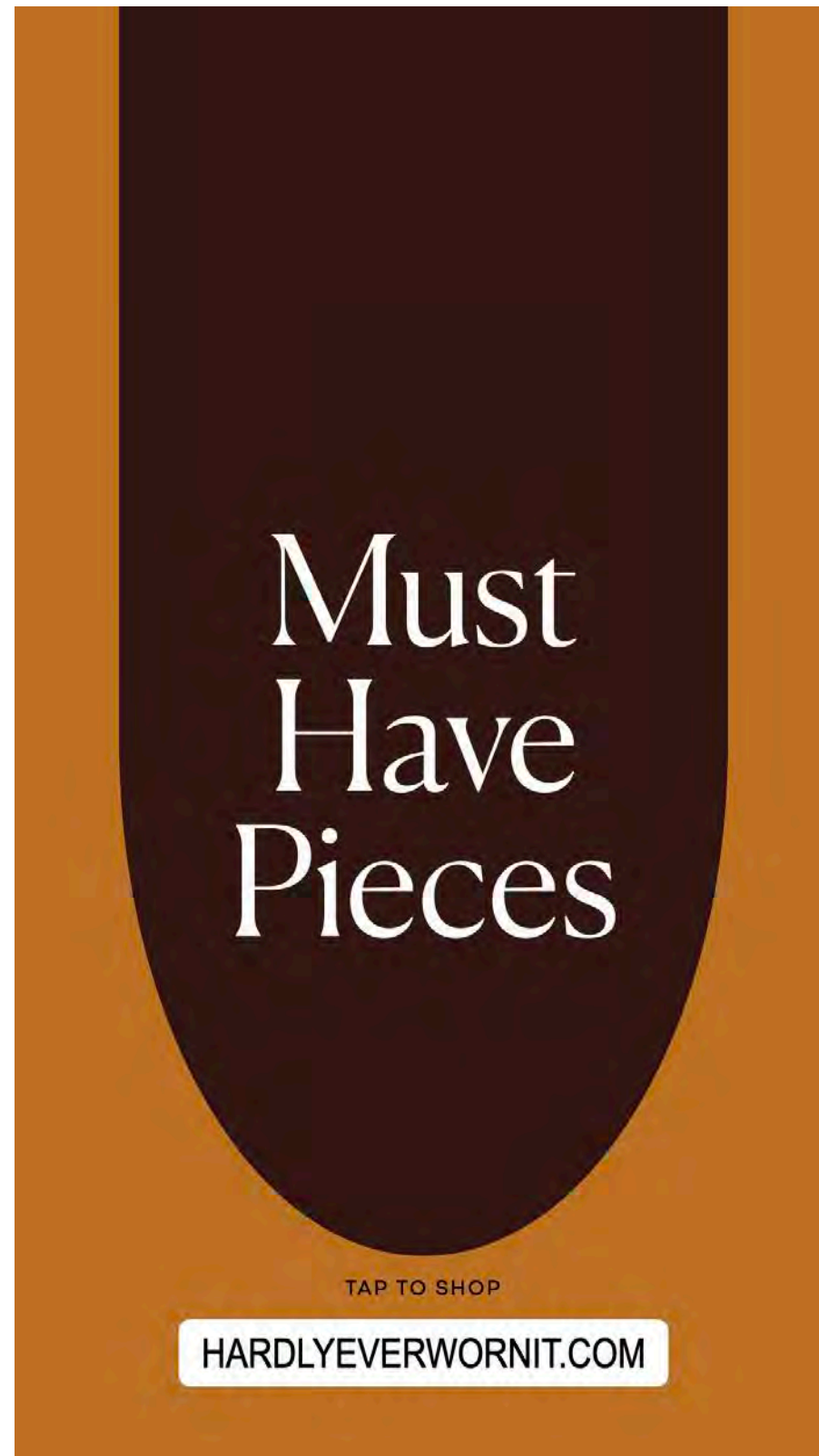
# Social Story Media



A grid of 30 social story cards, each with a unique design and content:

- Just Dropped**: A minimalist design with a large white oval on a light background.
- Bottega Veneta**: Features a grid-patterned handbag.
- 5 Transitional Pieces to take you to Autumn**: Shows a woman in a long beige coat.
- SEASONS STAPLES MONOCHROME**: Displays a monochromatic outfit with a handbag, boots, and sunglasses.
- HAPPY BIRTHDAY, BAGUETTE**: A dark red card with white text.
- Autumn Winter 23 Watch-List Proenza Schouler**: Features a woman in a yellow knit top.
- 10 Boots to prep you for Autumn**: Shows a woman in a yellow dress holding a phone.
- SEASONS 'IT' PIECES**: A grid of four luxury handbags from Hermès, Van Cleef, Dior, and Chanel.
- Autumn Obsessions Faux Fur Coats**: Shows a woman in a black fur coat.
- HEWI TALKS: OUR CEO TATIANA**: A dark red card with a quote: "You have to buy what you like and not what you are told".
- Must Have Pieces**: A dark brown card with a white oval.
- Top 10 Best Red Carpet Moments**: Shows a woman in a black gown.
- TIME TO INVEST**: A grid of four luxury items: Hermès bag, Van Cleef necklace, Dior bag, and Chanel boot.
- NEW IN Chanel**: Features a yellow Chanel handbag.
- 10 Menswear Picks for the Month: August**: Shows a man in a brown leather jacket.
- TRANSITIONAL WEATHER COFFEE RUN**: Displays a coffee-themed outfit with a jacket, t-shirt, and jeans.
- What To Wear for Transitional Weather**: Shows a rack of coats.
- Find of the Day**: Features a Louis Vuitton handbag with a cutout design.
- A VERY SHORT HISTORY OF VARIOUS COLOURS**: A text-based card about color history.
- NEW IN Louis Vuitton**: Shows a small Louis Vuitton bag with cherries.
- HEWI X Vogue for Way We Wore Auction**: A photo of Bella Hadid with a horse.
- Autumn Winter Trend Report Maximalist Bags**: Shows a woman with a large, light-colored bag.
- NEW IN Cartier**: Features a Cartier wristwatch.
- Season Staples**: A simple design with a large white oval on a dark background.
- Autumn Obsessions Chloé Fall 2022**: Shows a woman in a patterned dress.
- Our Top 10 Rare Hermes Pieces**: Shows a hand holding a brown Hermès bag.
- Find of the Day**: Features a Louis Vuitton bag with a colorful pattern.
- Autumn Obsessions Versace Fall 2022**: Shows a woman in a red Versace dress.
- NEW IN Hermes**: Features a classic brown Hermès handbag.
- Seasons New In**: A minimalist design with a large white oval.





Must Have Pieces

TAP TO SHOP

[HARDLYEVERWORNIT.COM](https://www.hardlyeverwornit.com)

A vertical graphic with a dark brown background and a large, dark brown oval in the center. The text "Must Have Pieces" is written in a white, serif font inside the oval. Below the oval, the text "TAP TO SHOP" is written in a small, white, sans-serif font. At the bottom, a white rounded rectangle contains the URL "HARDLYEVERWORNIT.COM" in a black, sans-serif font.



SEASONS STAPLES  
MONOCHROME

LAQUAN SMITH

LARROUDE

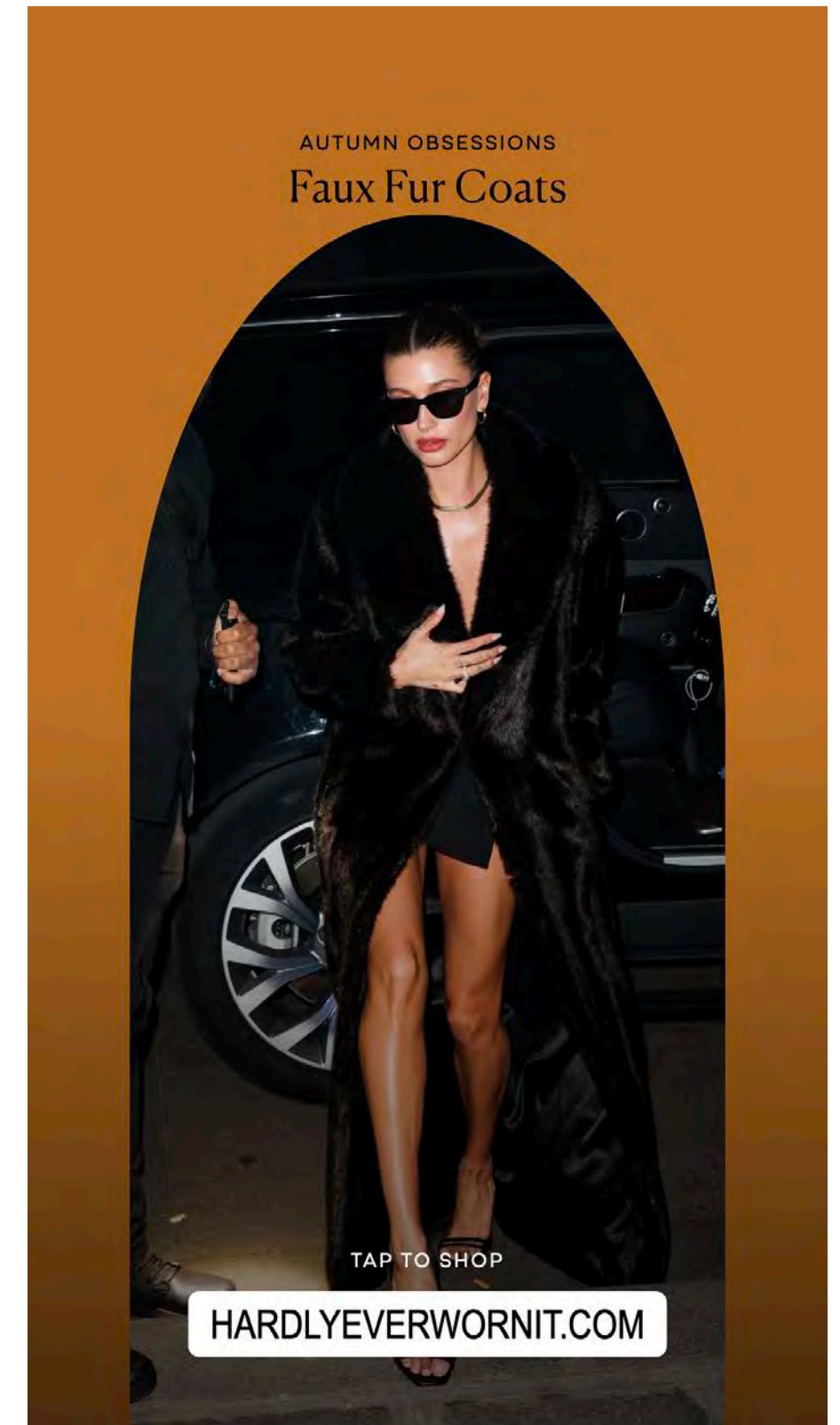
HERMES

BALENCIAGA

TAP TO SHOP

[HARDLYEVERWORNIT.COM](https://www.hardlyeverwornit.com)

A vertical graphic with a light beige background. At the top, the text "SEASONS STAPLES" is in a small, black, sans-serif font, and "MONOCHROME" is in a larger, black, serif font. Below this, a collection of fashion items is displayed: a brown long-sleeved top and skirt set, a pair of brown over-the-knee boots, a beige and brown Hermes handbag, and a pair of black Balenciaga sunglasses. The brand names "LAQUAN SMITH", "LARROUDE", "HERMES", and "BALENCIAGA" are written vertically next to their respective items. At the bottom, the text "TAP TO SHOP" is written in a small, black, sans-serif font. Below that, a white rounded rectangle contains the URL "HARDLYEVERWORNIT.COM" in a black, sans-serif font.



AUTUMN OBSESSIONS  
Faux Fur Coats

TAP TO SHOP

[HARDLYEVERWORNIT.COM](https://www.hardlyeverwornit.com)

A vertical graphic with a dark brown background. At the top, the text "AUTUMN OBSESSIONS" is in a small, black, sans-serif font, and "Faux Fur Coats" is in a larger, black, serif font. Below this, a woman is shown wearing a long, black, fur-trimmed coat, standing next to a dark car. The image is framed in an arched shape. At the bottom, the text "TAP TO SHOP" is written in a small, white, sans-serif font. Below that, a white rounded rectangle contains the URL "HARDLYEVERWORNIT.COM" in a black, sans-serif font.





Our Top  
10 Rare  
Hermes  
Pieces

TAP TO SHOP

[HARDLYEVERWORNIT.COM](https://hardlyeverwornit.com)

NEW IN

# Hermes

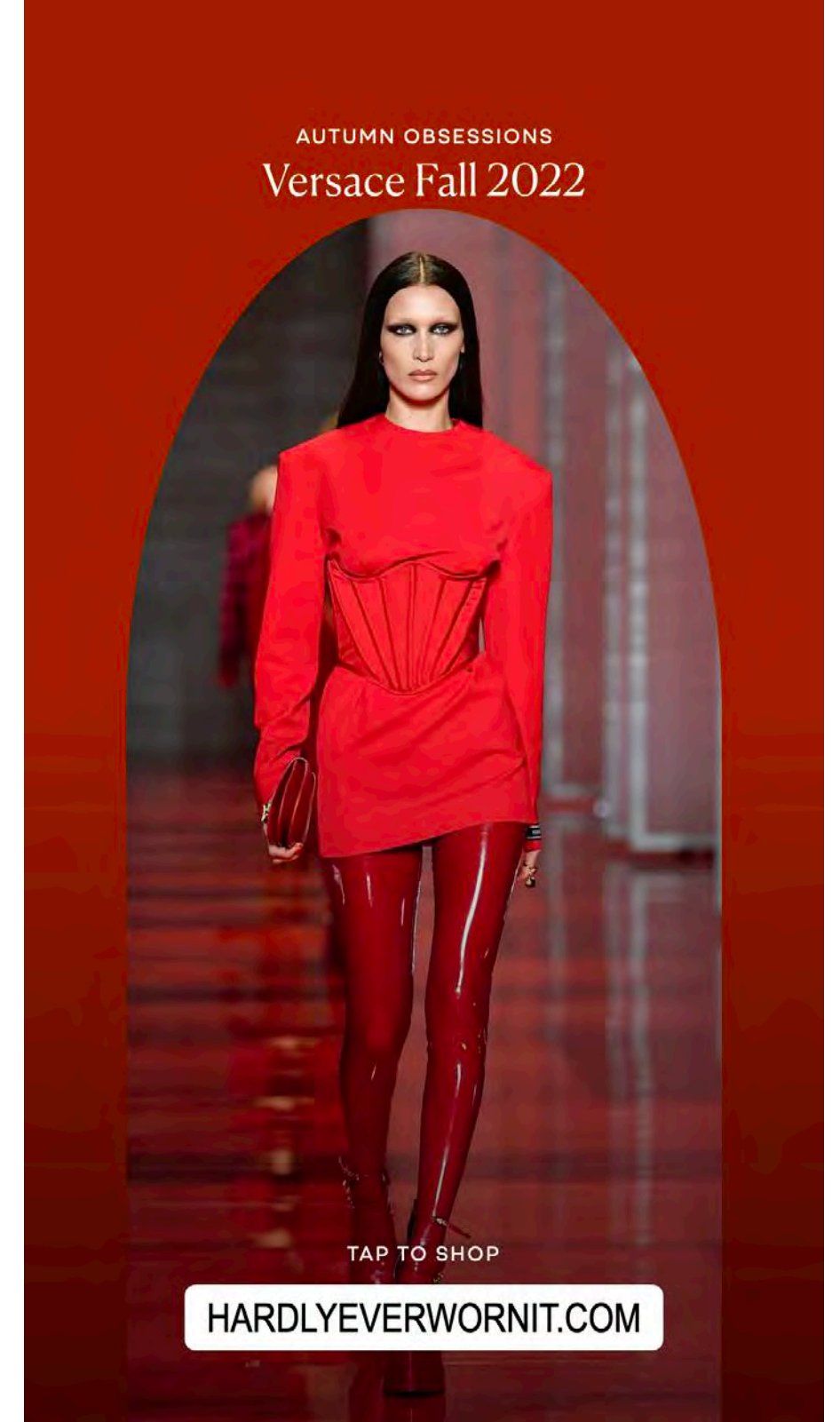


NEVER WORN SHIPS FROM HEWI HQ

TAP TO SHOP

[HARDLYEVERWORNIT.COM](https://hardlyeverwornit.com)

AUTUMN OBSESSIONS  
Versace Fall 2022



TAP TO SHOP

[HARDLYEVERWORNIT.COM](https://hardlyeverwornit.com)





10  
Menswear  
Picks for  
the Month:  
August

TAP TO SHOP

[HARDLYEVERWORNIT.COM](https://hardlyeverwornit.com)

TRANSITIONAL WEATHER  
COFFEE RUN



TOM FORD

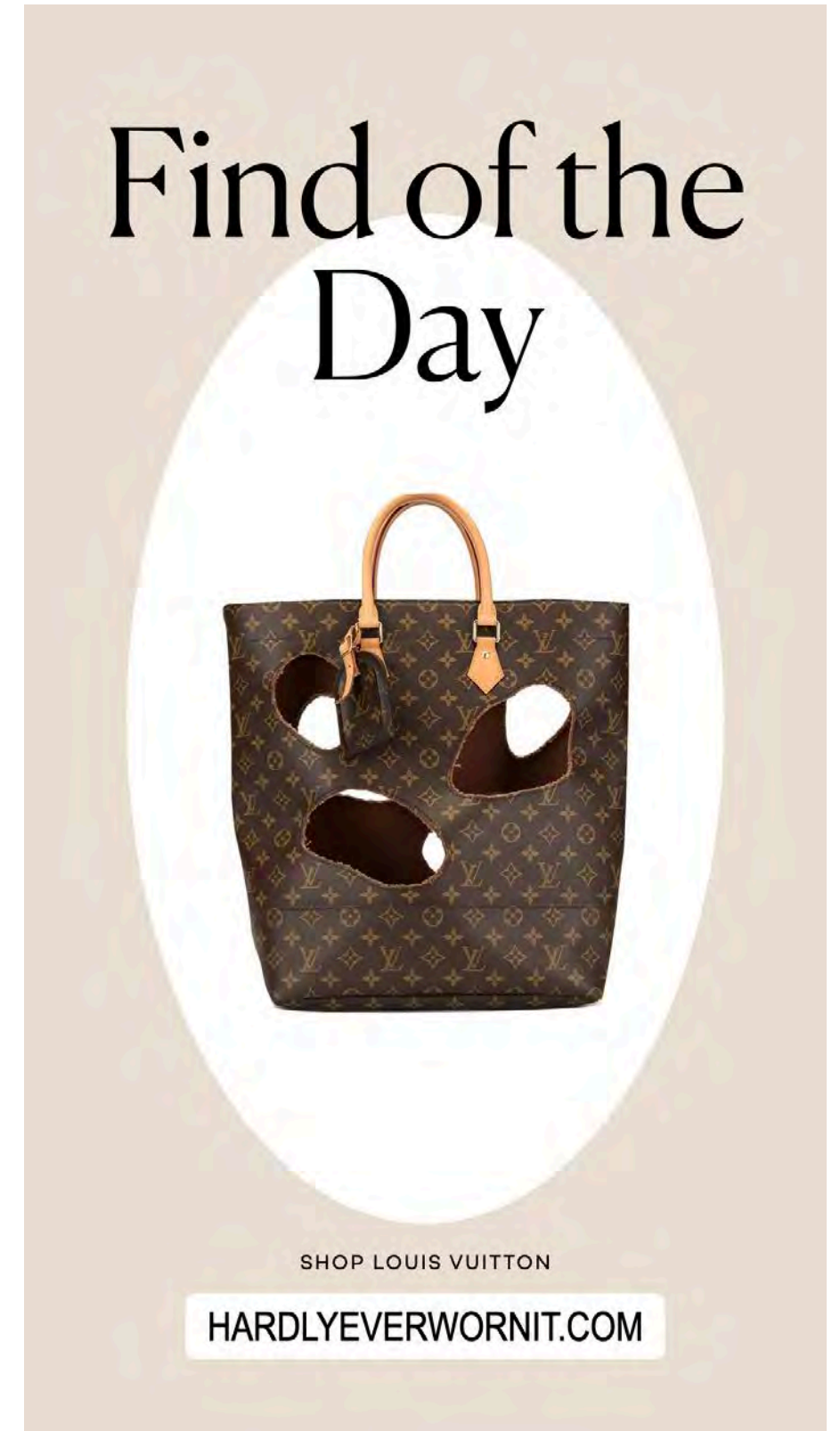
LOEWE

SAINT LAURENT

TAP TO SHOP

[HARDLYEVERWORNIT.COM](https://hardlyeverwornit.com)

Find of the  
Day




SHOP LOUIS VUITTON

[HARDLYEVERWORNIT.COM](https://hardlyeverwornit.com)



AUTUMN OBSESSIONS  
Chloé Fall 2022



TAP TO SHOP

[HARDLYEVERWORNIT.COM](https://www.hardlyeverwornit.com)

NEW IN

# Cartier



NEVER WORN SHIPS FROM HEWI HQ

TAP TO SHOP

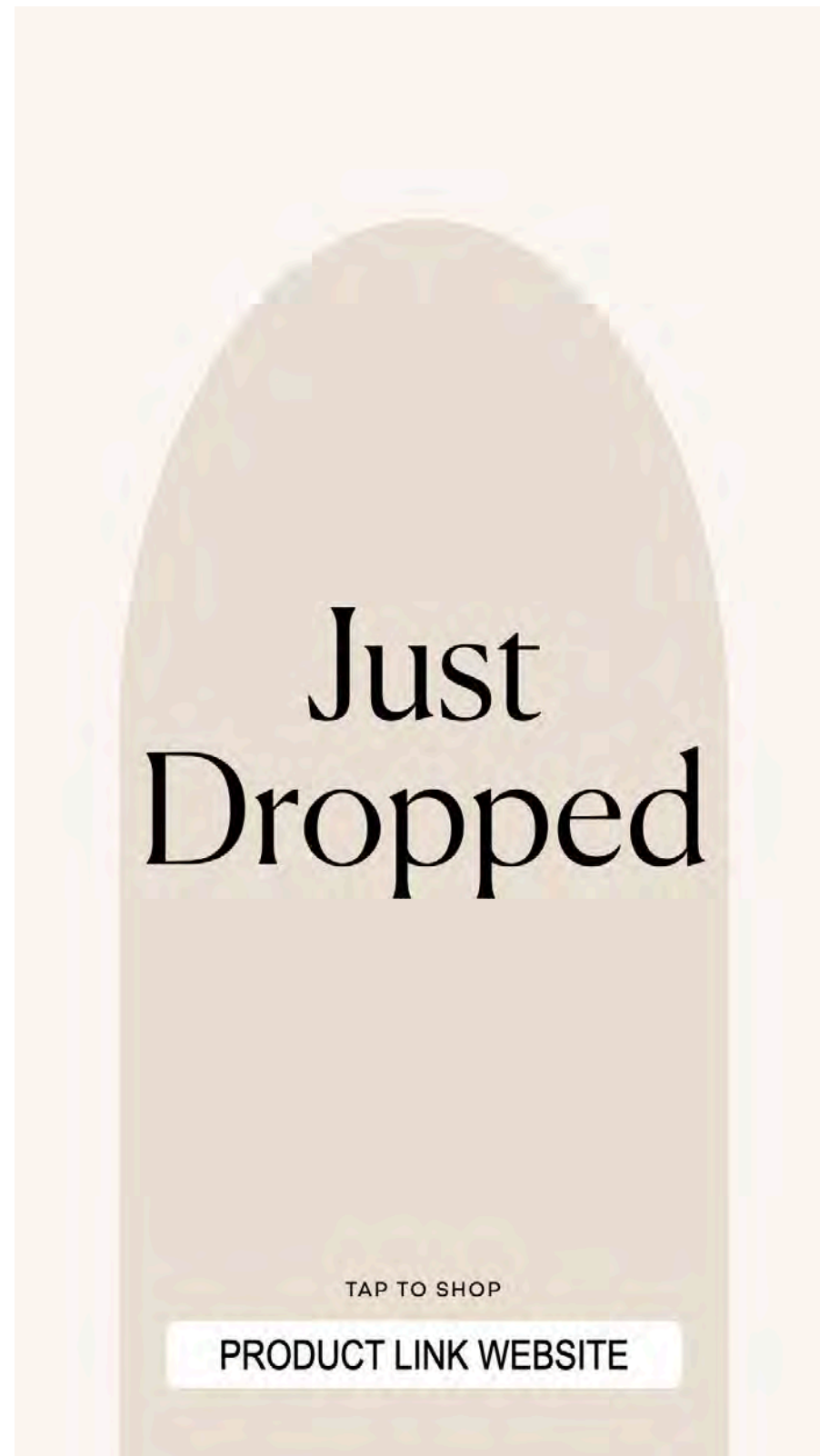
[HARDLYEVERWORNIT.COM](https://www.hardlyeverwornit.com)

# Season Staples

TAP TO SHOP

[HARDLYEVERWORNIT.COM](https://www.hardlyeverwornit.com)







HEWI TALKS: OUR CEO TATIANA

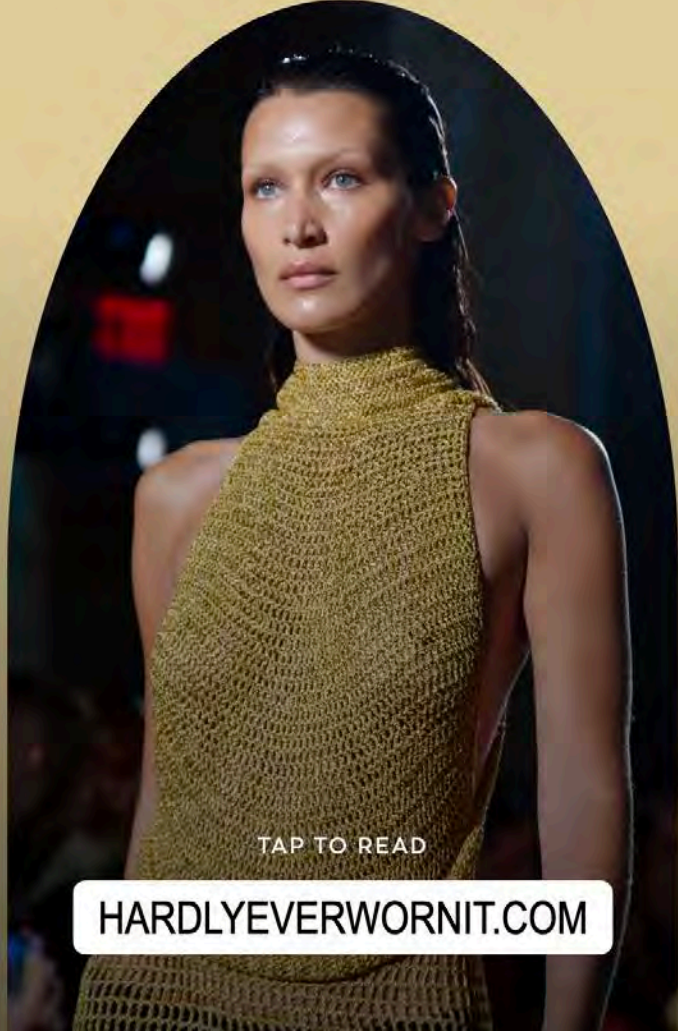
“You have to buy what you like and not what you are told”

TAP TO READ

[HARDLYEVERWORNIT.COM](https://www.hardlyeverwornit.com)

AUTUMN WINTER 23 WATCH-LIST

# Proenza Schouler



TAP TO READ

[HARDLYEVERWORNIT.COM](https://www.hardlyeverwornit.com)

AUTUMN WINTER TREND REPORT

# Maximalist Bags



TAP TO READ

[HARDLYEVERWORNIT.COM](https://www.hardlyeverwornit.com)



HAPPY BIRTHDAY, BAGUETTE

# The Dior Saddle Bag, 'must have' utilitarian menswear that made it's name on Sex and The City.

TAP TO READ

[HARDLYEVERWORNIT.COM](https://hardlyeverwornit.com)



## Hewi X Vogue for Way We Wore Auction

Bella Hadid proves you can take the girl out of the city in a pair of Miu Miu Lace-Up Knee Boots for our Vogue x Hewi auction campaign.

TAP TO READ

[HARDLYEVERWORNIT.COM](https://hardlyeverwornit.com)

A VERY SHORT HISTORY OF VARIOUS COLOURS

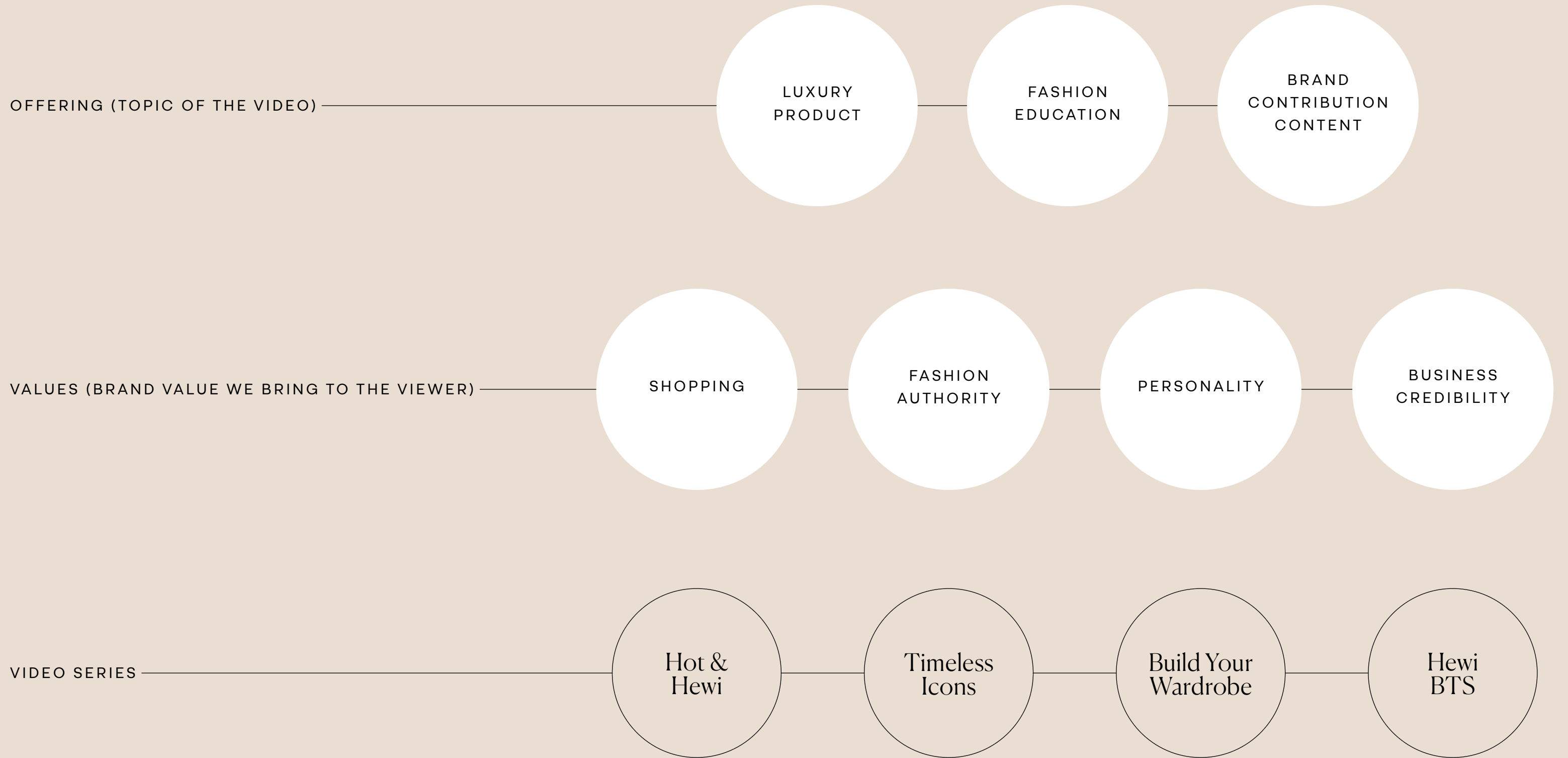
# A short but sweet guide on exactly where the colour you're wearing came from and what it actually means

TAP TO READ

[HARDLYEVERWORNIT.COM](https://hardlyeverwornit.com)

# Long-Form Video





VIDEO TITLE	VIDEO CONTENTS DETAILS	SERIES	OFFERING	BRAND VALUE
HOW TO: WARDROBE VALUATION	A GUIDE TO WARDROBE VALUATION PROCESS AND VIP SERVICE AT HEWI	BUILD YOUR WARDROBE	INFORMATION FOCUS	CREDIBILITY
QUALITY CHECK: (CATEGORY)	A GUIDED LOOK INTO DETAILS TO WATCH OUT FOR WHEN SHOPPING FOR PIECES TO LAST IE. TRENCH COATS	BUILD YOUR WARDROBE	EDUCATION FOCUS	FASHION AUTHORITY
HOW TO: BUILD YOUR WARDROBE	A GUIDE AS TO HOW TO BUILD YOUR WARDROBE: FROM SILHOUETTES TO COLOUR-PALLETTE TO STAPLE PIECES	BUILD YOUR WARDROBE	EDUCATION FOCUS	FASHION AUTHORITY
CLOSET STAPLES: (CATEGORY)	TOP 10 PIECES FOR A SELECTED CATEGORY EG. TRANS-SEASONAL PIECES	BUILD YOUR WARDROBE	PRODUCT FOCUS	FASHION AUTHORITY
YOUR FIRST (CATEGORY)	TOP 5 RECOMMENDED PIECES FROM A CATEGORY EG. YOUR FIRST DESIGNER BAG	BUILD YOUR WARDROBE	PRODUCT FOCUS	FASHION AUTHORITY
HEWI MUSE: (NAME)	A VISIT AND A BROWSE THROUGH THE CLOSET OF A SELECTED HEWI MUSE	BUILD YOUR WARDROBE	CULTURE/ CONTEXT	PERSONALITY
DO YOU WANT TO MAKE A POSITIVE IMPACT ON THE PLANET? SHOP PRE-OWNED	A DEEP DIVE OF HOW SHOPPING SECOND HAND IS MOST SUSTAINABLE THAN SHOPPING NEW	HEWI BTS	EDUCATION FOCUS	CREDIBILITY
DO YOU WANT TO MAKE A POSITIVE IMPACT ON THE PLANET? SHOP QUALITY NOT QUANTITY	A DEEP DIVE OF HOW SHOPPING FOR QUALITY IS MOST SUSTAINABLE THAN SHOPPING QUANTITY	HEWI BTS	EDUCATION FOCUS	CREDIBILITY
HEWI BTS: FOUNDER STORY	AN INTRO TO HOW IT ALL STARTED	HEWI BTS	INFORMATION FOCUS	CREDIBILITY
HEWI BTS: AUTHENTICATION	AN INTRO TO THE HEWI AUTHENTICATION PROCESS	HEWI BTS	INFORMATION FOCUS	CREDIBILITY
HEWI BTS: PRODUCT JOURNEY	AN OVERVIEW OF THE PRODUCT JOURNEY AT HEWI	HEWI BTS	INFORMATION FOCUS	CREDIBILITY
TREND ALERT: (PRODUCT) (SEASON)	A TREND ALERT ON RESURFACING SILHOUETTES, COLOURS AND PIECES ON THE SEASON RUNWAY IE. BARREL BAGS SS22	HOT AND HEWI	PRODUCT FOCUS	FASHION AUTHORITY
HOT AND HEWI: (CATEGORY)	TOP 10 RECOMMENDED PIECES FROM A CATEGORY EG. TRAVEL BAGS	HOT AND HEWI	PRODUCT FOCUS	SHOPPING
HOT DROPS: NEW IN	WEEKLY EDIT OF X5 PIECES THAT ARE NEW IN/ ON OUR WISH-LIST	HOT AND HEWI	PRODUCT FOCUS	SHOPPING
WHICH LUXURY FASHION BRAND ARE YOU?	A INTERACTIVE QUIZ FOR THE AUDIENCE TO MATCH WITH A LUXURY BRAND	N/A	CULTURE/ CONTEXT	PERSONALITY
WHAT YOUR (PRODUCT) SAYS ABOUT YOU	A INTERACTIVE QUIZ FOR THE AUDIENCE TO EXPLORE A PERSONAL STYLE ARCHETYPE	N/A	CULTURE/ CONTEXT	PERSONALITY
TIMELESS ICONS: (PRODUCT)	A DIVE INTO A PRODUCT THAT A BRAND IS KNOWN FOR EG. MISSONI WRAP	TIMELESS ICONS	EDUCATION FOCUS	FASHION AUTHORITY
LOVE THAT LASTS: (PRODUCT)	A DIVE INTO WHAT MAKES A PARTICULAR BRAND PIECE TO LAST EG. CHANEL TWEET JACKET	TIMELESS ICONS	EDUCATION FOCUS	FASHION AUTHORITY
TIME TO INVEST: (PRODUCT)	TOP 5 RECOMMENDED PIECES TO INVEST IN FROM A HIGH-WALUE CATEGORY EG. ROLEX	TIMELESS ICONS	PRODUCT FOCUS	SHOPPING



VIDEO TITLE CARD



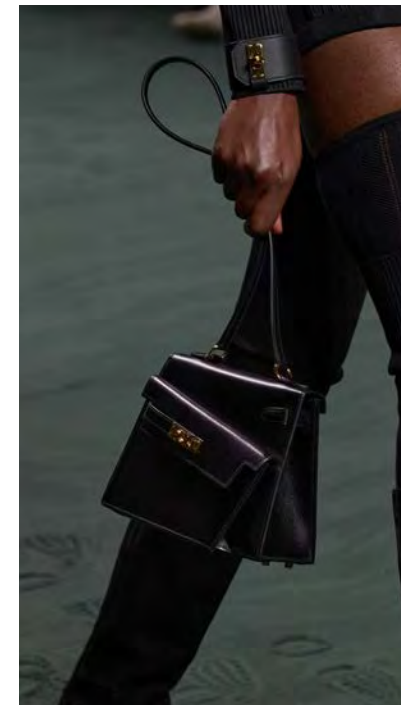
ARCHIVE



CELEBRITY



CULTURE



RUNWAY

INTRO: MIX MEDIA & VOICE OVER



AVAILABLE PRODUCT & VOICEOVER

# Brand Campaigns & Paid Media Website Media

# Brand Campaigns





# WELCOME TO LUXURY RESALE.

Shop pre-owned and never worn luxury



SHOP 9 TO 5 STYLE





WELCOME TO  
LUXURY RESALE.

Shop pre-owned and never  
worn luxury



[WWW.HARDLYEVERWORNIT.COM](http://WWW.HARDLYEVERWORNIT.COM)

SHOP THE DENIM EDIT

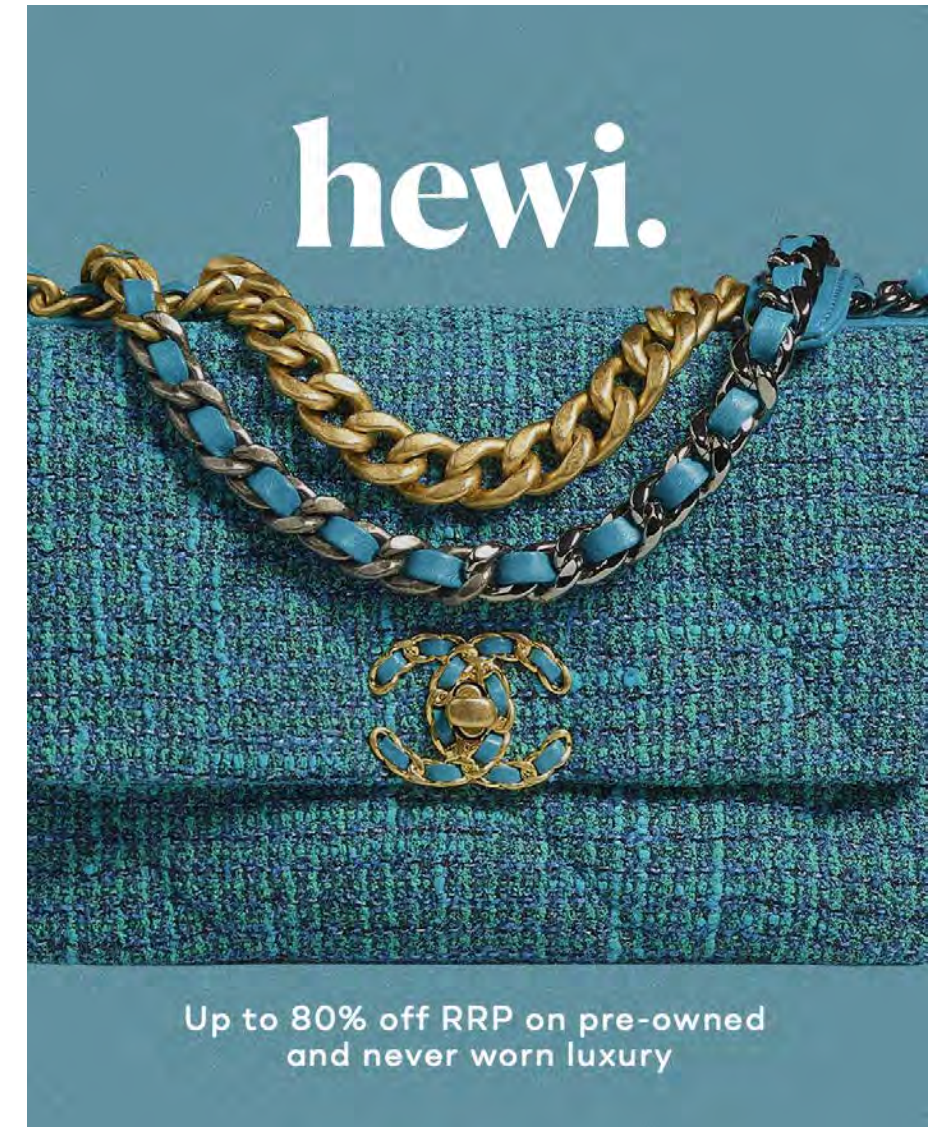
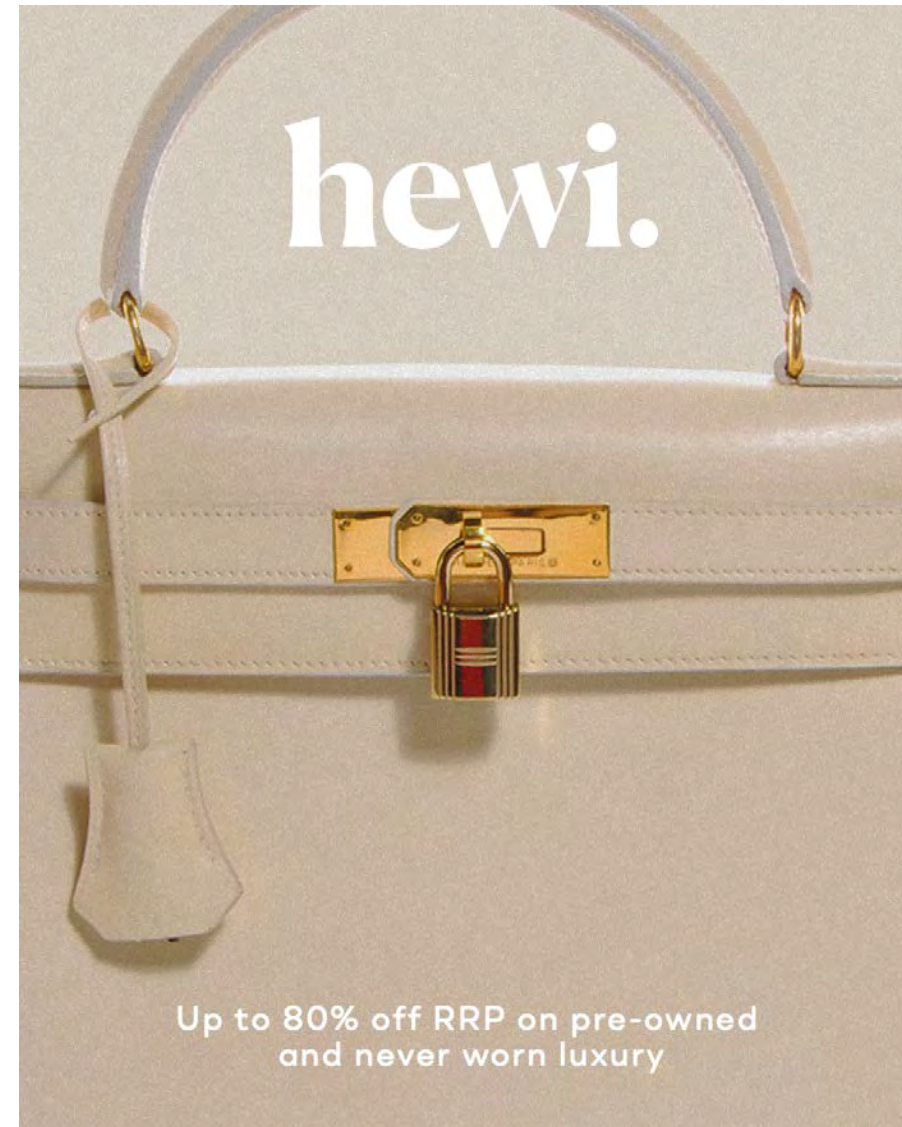


[WWW.HARDLYEVERWORNIT.COM](http://WWW.HARDLYEVERWORNIT.COM)

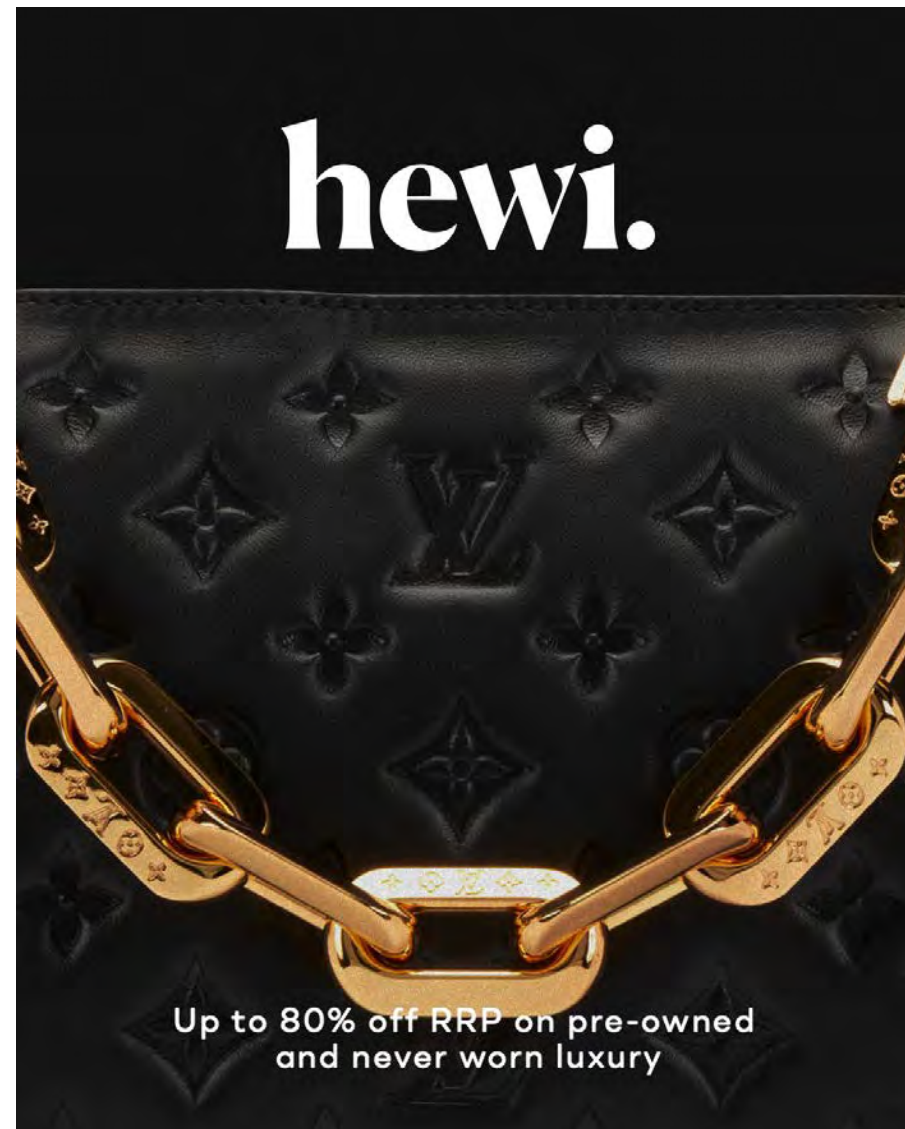


# Paid Media











LUXURY RESALE

Up to  
**80% off**  
retail price

[www.HardlyEverWornIt.com](http://www.HardlyEverWornIt.com)



LUXURY RESALE

Up to  
**80% off**  
retail price

[www.HardlyEverWornIt.com](http://www.HardlyEverWornIt.com)



LUXURY RESALE

Up to  
**80% off**  
retail price

[www.HardlyEverWornIt.com](http://www.HardlyEverWornIt.com)









**hewi.**

Pre-Owned and Never Worn Luxury  
HARDLYEVERWORNIT.COM



**hewi.**

Pre-Owned and Never Worn Luxury  
HARDLYEVERWORNIT.COM



**hewi.**

Pre-Owned and Never Worn Luxury  
HARDLYEVERWORNIT.COM



# hewi.

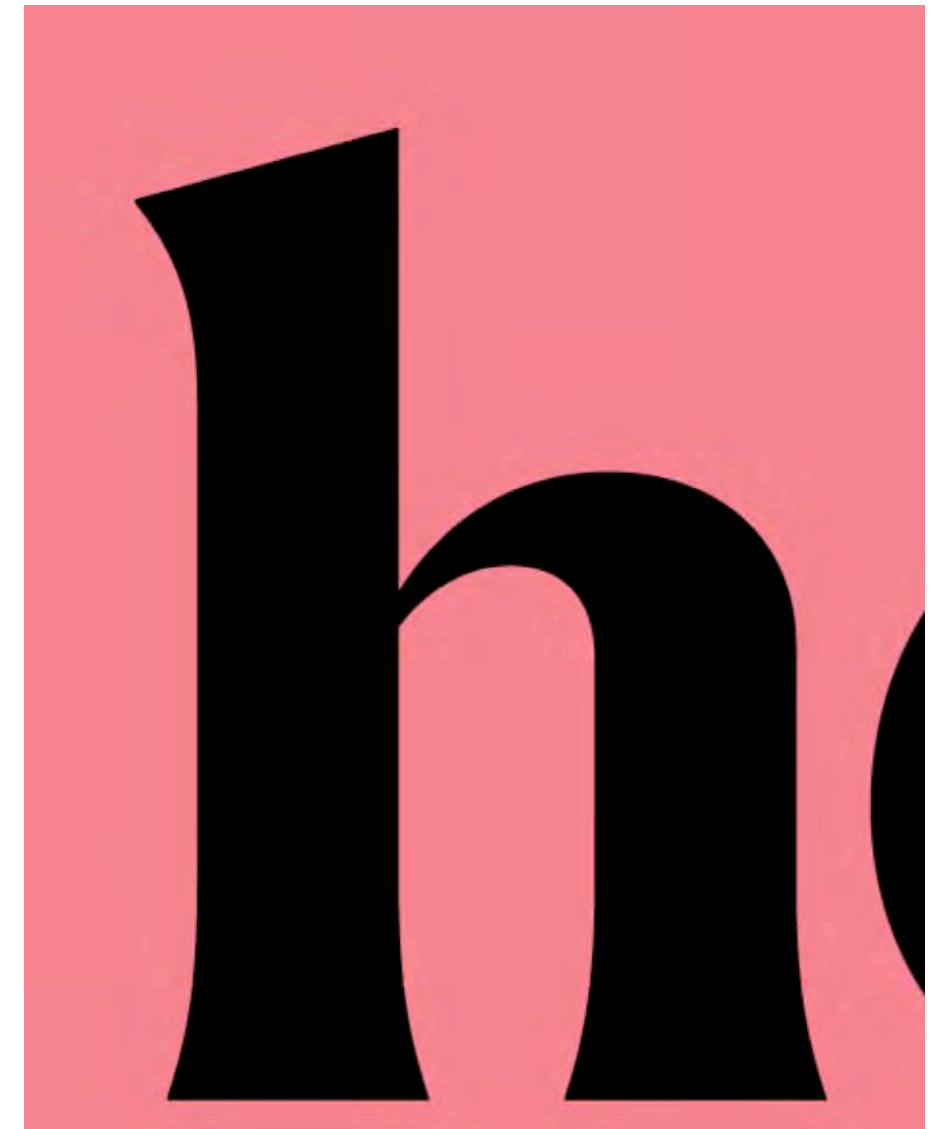
Pre-owned and never worn luxury

A 2x3 grid of luxury items on a light beige background. The top row features a white high-heeled shoe with a chain detail, a black and white patterned handbag with gold hardware, and a blue handbag with a gold 'D' logo. The bottom row features a black high-heeled boot, a blue headband, and a black dress.

# hewi.

Pre-owned and never worn luxury

A 2x3 grid of luxury items on a light beige background. The top row features a pink handbag with a gold chain, a black and gold striped boot, and a pink jacket with white 'V' logos. The bottom row features an orange dress with puffed sleeves, a pink high-heeled boot, and a gold watch with a red bezel.





# Website Media

**hewi.**

WOMEN MEN KIDS HOW IT WORKS

Try red Louis Vuitton



Shop All Clothing Bags Shoes Accessories Fine Jewellery Fashion Jewellery Designers Edits

## Italian Designers



**Italian  
Icons**

SHOP NOW →

## American Designers

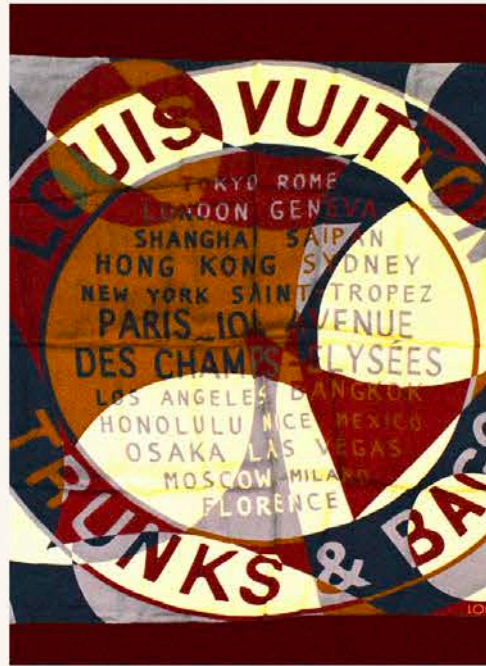


**American  
Heroes**

SHOP NOW →



CATEGORIES



ACCESSORIES



INVESTMENT



BOOTS



HEELS



DRESSES



JINE JEWELLERY



JACKETS



BAGS



CATEGORIES



ACCESSORIES



DRESSES



BAGS



SNEAKERS



TAILORING



BOOTS



WATCHES



HEELS



# Hewi World & Editorial Articles

**hewi.** WOMEN MEN KIDS HOW IT WORKS Try red Louis Vuitton

Hewi World Journal Special Projects Muses Inside Hewi HQ Press

#HewiTalks #HewiBTS #HewiHistory  
 #HotAndHewi #TimeToInvest  
 #BuildYourWardrobe #Sustainability

### Hot Stories

#HEWI BTS #TIME TO INVEST

**HEWI X SOTHEBY'S: LUXURY HANDBAG AUCTION**  
 In March 2020, we partnered with Sotheby's to put together their first ever Luxury Handbag and Accessories Auction.

#HEWI HISTORY #TIME TO INVEST

**HAPPY BIRTHDAY, BAGUETTE**  
 This September the Fendi Baguette Bag is turning 25, but why is it considered to be one of the first ever 'it' bags?

#HOT AND HEWI #BUILD YOUR WARDROBE

**5 TRANSITIONAL PIECES TO TAKE YOU TO AUTUMN**  
 What do you wear when you don't know what the weather's doing? Take a look at our Top 5 transitional pieces now.

#HEWI HISTORY #TIME TO INVEST #FASHION STORIES

**A VERY SHORT HISTORY OF: THE HERMÈS KELLY**  
 The Kelly is one of the more compact of Hermès' historic offerings - much like this article

#TIME TO INVEST #FASHION STORIES

**5 FINE JEWELLERY PIECES TO BUY YOURSELF**  
 Invest in yourself. We've curated our Top 5 Fine Jewellery pieces because you deserve it.





hewi.