

Joel eric

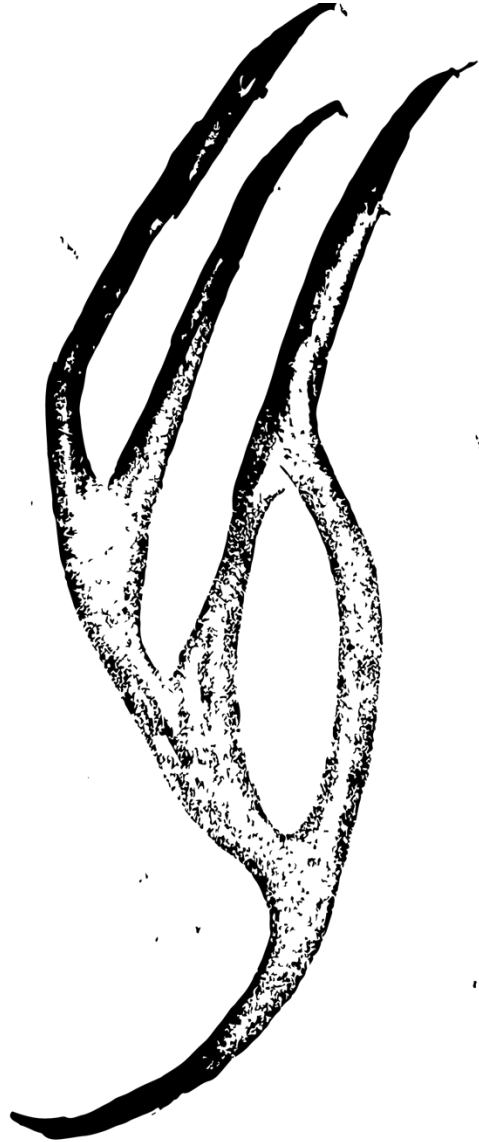
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Entropic Systems



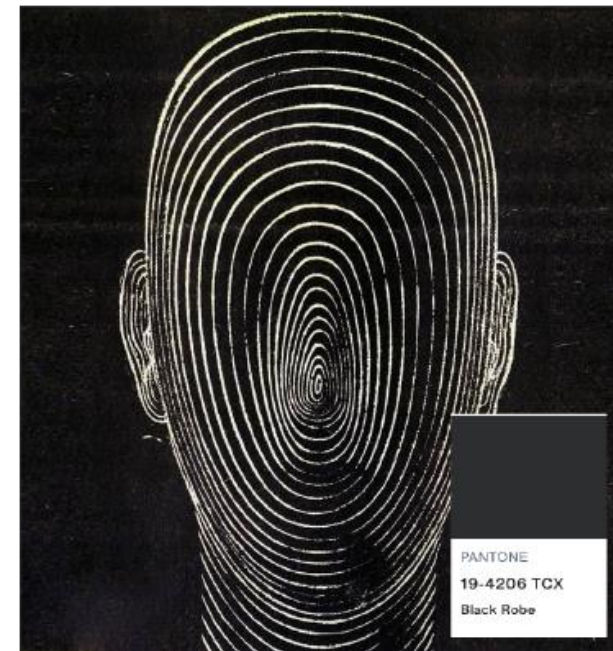
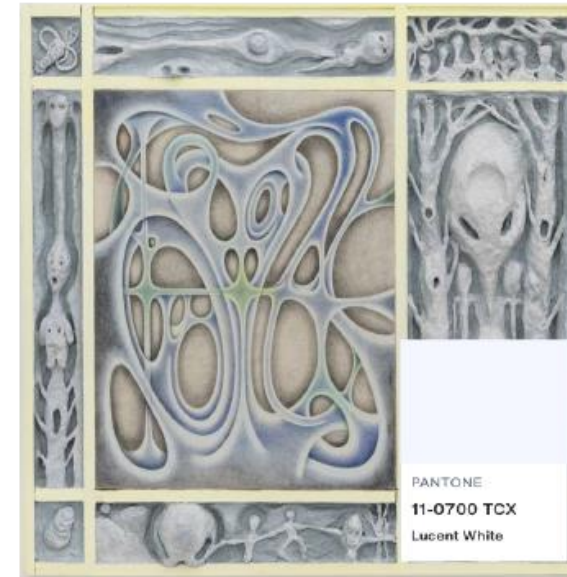
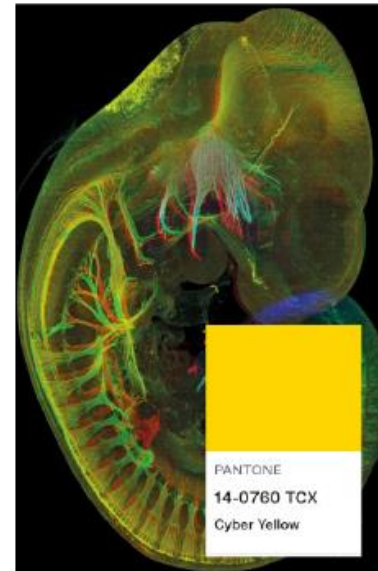
name

Mood board



ENTROPIC SYSTEMS

COLOUR PALLET





Buyer Persona: The Seeker

Demographics

- **Age:** 18–32
- **Gender:** All genders
- **Location:** Urban or semi-urban areas with access to cultural hubs, creative spaces, and diverse experiences.
- **Education:** High school, college students, or recent graduates; young professionals.
- **Income:** Moderate disposable income, prioritizing experiences and unique, meaningful purchases.

Psychographics

• **Personality Traits:**

- Fun, eccentric, curious, open-minded, adaptable.
- A mix of confidence and self-exploration.

• **Interests:**

- Trying new experiences—traveling, new cuisines, workshops, or creative hobbies.
- Fashion, art, culture, and self-expression.
- Introspective activities like journaling, mindfulness, or personal development.

• **Values:**

- Authenticity, self-discovery, growth, creativity, and sustainability.
- Strong desire for individuality and making meaningful choices.

Behaviors

• **Shopping Habits:**

- Prefers brands that offer unique, versatile products.
- Looks for items that align with their evolving identity.
- Spends time researching brands that resonate with their personal journey.



•Social Media Use:

- Active on platforms like Instagram, TikTok, and Pinterest for inspiration and self-expression.
- Engages with brands that create personal, storytelling-driven content.

•Lifestyle:

- Spends weekends exploring new venues, attending events, or engaging in social activities.
- Enjoys both solo introspection and group adventures.

Pain Points

- Struggles with finding products or brands that reflect their complex, evolving identity.
- Overwhelmed by mainstream options that lack depth or individuality.
- Seeks authenticity but often feels disconnected in a world of mass production.

Goals and Motivations

•Goals:

- Build a wardrobe that reflects their true self, even as they evolve.
- Explore who they are through fashion, experiences, and self-expression.
- Stay inspired and energized by embracing life's challenges and opportunities.

•Motivations:

- Desire to stand out while staying true to their values.
- Love for discovery and the thrill of trying something new.
- Need to feel seen and understood by the brands they support.

Preferences

•**Style:** Bold yet versatile pieces that feel authentic but adaptable.

•**Brand Attributes:** Personal, thoughtful, sustainable, and creative.

•**Content:** Story-driven, immersive, visually captivating, and introspective.

Copperplate

Copperplate light

Copperplate bold

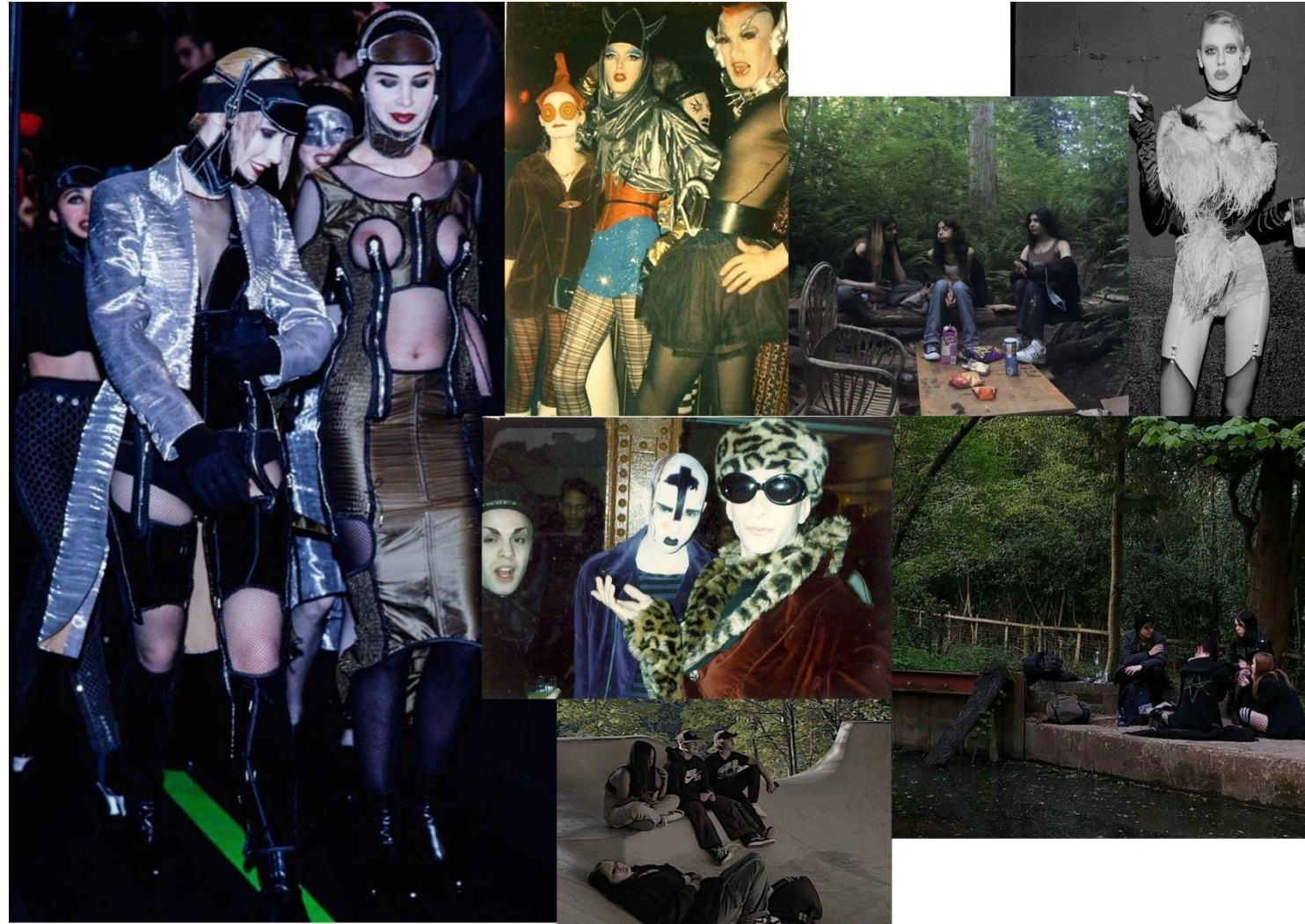
COPPERPLATE GOTHIC

Arial

Arial bold

Arial black

Demographic
Psychographic
Behavioural



- Male and females in the age range of 18-30.
- subversive lifestyle looking for an alternative to normal living.
- Value quality, design, story of product as well as personal connection to brand instead of trends.

To bring out the unseen side of people—the intangible essence of consciousness and soul. Our purpose is to explore and materialize themes of the human experience in their truest forms, both through the products we offer and the feelings they evoke. Entropic Systems recognizes that, while we are all connected by the shared journey of the human experience, each of us observes and interprets it uniquely. We are all witnesses to our own lives, living through similar conditions yet perceiving them through different lenses. Entropic Systems exists to unify everyone with a shared feeling, a kind of 'blanket for the soul' that resonates universally, providing comfort and reflection through this common journey.

By examining the human condition, we strive to answer the questions that resonate with us all: what the human experience is and why we live it. Entropic Systems will be with the wearer every step of this journey, providing an alternative that allows people to dress authentically, feel themselves fully, and engage deeply with their own human experience. Our commitment extends to offering sustainable options that respect both self-expression and our shared environment.

To be the brand people turn to when they want to feel truly themselves—a reliable source that not only grounds them but also mirrors the human experience, encouraging continuous growth and exploration. We aim to inspire people to delve deeper into who they are, always evolving and journeying forward, never stagnant, in parallel to the ever-unfolding human experience

To continuously evolve alongside the human experience, striving for improvements and innovations in both tangible and intangible ways. Our mission is to foster growth through a collective effort, mirroring a collective consciousness that everyone can tap into. Beyond growth and innovation, we aim to challenge our customers' perceptions, ensuring they remain dynamic and evolve along with the brand.

The brand was conceptualized to bridge the gap between the physical world and the metaphysical realm that defines the human experience. We are all navigating this journey at different paces and with unique perceptions, yet so often we're unsure of our purpose here and what the human experience truly entails. Our brand aims to level the playing field, connecting as many people as possible to their own unique human experience, helping them tap into who they are and perhaps uncover why they are here.

Entropic Systems was created to give people a sense of hope and understanding—both inwardly, with themselves, and outwardly, with others. While we are all living the human experience, the question remains: how do we elevate it? How do we dive deeper into ourselves as individuals, as beings, and integrate our inner selves with the external, physical world? We also commit to sustainability, innovating to make the fashion industry more carbon-neutral or positive. We all share this planet, and we believe in our responsibility to protect it together.

Our brand's unique selling point is to bring customers closer to their truest selves, encouraging self-discovery and helping them explore the questions that shape their lives. We offer a fresh perspective on fashion by delving into the subconscious, bringing forward elements that go beyond mere aesthetics. Through constant innovation and a commitment to challenging perspectives, we provide an experience unlike any other. Those drawn to our brand are seekers, always looking for the next step and deeper answers within themselves

- We sell to provide an alternative—the more authentic choice. Our mission is to tap into the unseen, embedding a story and emotion into everything we do, allowing consumers to form meaningful connections with our products. We believe that quality isn't just in the clothes we create, but in the intangible essence that can be felt rather than seen, delivering a stronger, lasting impact than our competitors. Our goal is for consumers to feel at home with us—always coming back, knowing they can rely on us for authenticity and connection.

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- Our brand tone remains consistent across all platforms—primarily formal, with minimal variation. We communicate in clear and concise language, maintaining professionalism at all times. If there's an important message, we adapt our tone slightly to convey the specific emotion required, while still staying true to our formal and steady voice.

Show casing the
contrast of
everyday life with a
twist

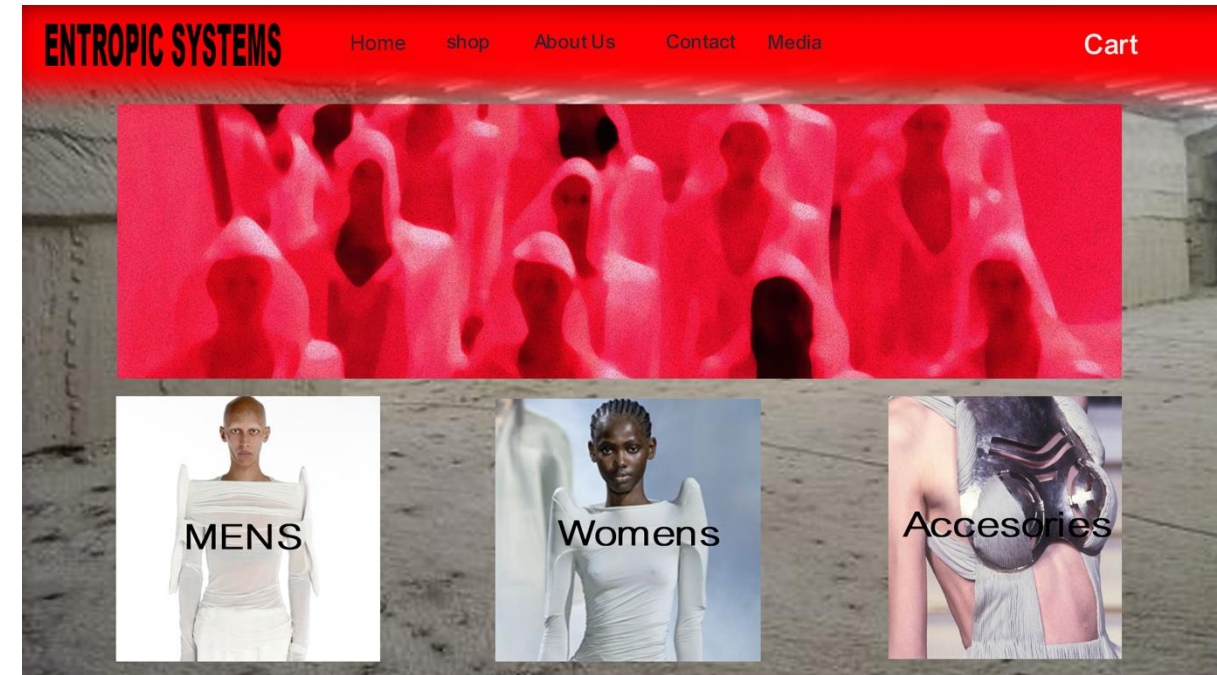


Entropic Systems

Photography style

Surrealist
photography







ENTROPIC SYSTEMS

HomeshopAbout UsContactMedia

Home . Womens . New Arrivals . Ink Dress





Ink Dress \$2,127

Made in Italy

Highlights:
thulian pink
satin weave
one-shoulder
sleeveless
side cut-out detailing
side slit
unlined
floor-length
side tie fastening

Composition:
Acetate 61%, Viscose 39%

Washing instructions:
Dry Clean Only

select size

add to cart


watch list

SIZE: 38 40 42


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Home . Womens . New Arrivals




Veil Of Eclipses
\$2,350




Void Vest
\$1,863




The Crossover coat
\$2,364




Soul Blouse
\$425




Ink Dress
\$2,127




Den Dress
\$2,376




charms dress




phantom dress




metallic dress



wrap dress



skin vest



extream pants

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ENTROPIC SYSTEMS

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About us

our mission

We aim to answer the fundamental questions of existence:

What is the human experience?

Why do we live it?

Entropic Systems stands by every wearer throughout this journey, offering clothing that allows people to dress authentically, express themselves fully, and engage deeply with their own existence.

We also believe in sustainability. Our commitment to the environment mirrors our respect for the interconnectedness of all life. By innovating for carbon-neutral or carbon-positive solutions, we strive to harmonize self-expression with care for our shared planet.

Our Philosophy

Bridging Realms: We connect the physical world with the metaphysical, helping individuals navigate their unique human experiences.

Encouraging Authenticity: By tapping into the unseen, we craft clothing that embeds stories and emotions, allowing consumers to form meaningful connections.

Fostering Growth: Through constant innovation, we challenge perceptions, pushing ourselves and our customers toward deeper self-awareness and evolution.

ENTROPIC SYSTEMS

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About us

Entropic Systems: The Essence of the Human Experience

At Entropic Systems, we exist to bring the unseen to light—the intangible essence of consciousness and soul. Our purpose is to explore and materialize themes of the human experience in their truest forms, offering products that evoke both deep emotions and authentic connection.

We recognize the universal journey of the human experience—each person living through shared conditions yet interpreting them through unique perspectives. Entropic Systems seeks to unify these diverse experiences, offering a kind of "blanket for the soul" that resonates with everyone. Our products are designed not just to clothe but to provide comfort, reflection, and a sense of belonging, guiding individuals on their path of self-discovery.



Entropic systems

NEW COLLECTION



The Wait is Over: Our New Collection

We're excited to share our newest collection with you—a curated range of designs crafted to embody authenticity, individuality, and timeless style. As one of our valued customers, you're among the first to discover these exclusive pieces.

From bold statements to refined essentials, this collection is all about embracing your unique journey.

[Read More](#)



previous
collection

behind
the scenes

psyche: latest
runway

Email Newsletter Guidelines

Tone and Voice

- **Personal:** Address the reader directly with “you.”
 - Example: "This collection was made for you."
- **Welcoming:** Make them feel part of the brand’s journey.
 - Example: "You inspire everything we create."
- **Polished:** Be clear, concise, and professional.

Structure

1. Subject Line: Short, intriguing, and action-oriented.

1. Example: "Your Next Favorite is Here."

2. Header: A strong, clear statement.

1. Example: "It’s Time to Explore."

3. Body:

1. Open with an emotional or exclusive hook.
2. Highlight the product value or story in 1-2 sentences.
3. End with a clear CTA.
 1. Example: "Shop the Collection."

Design and Visuals

- Minimal layout with white space.
- 1-2 on-brand images.
- Bold, clickable CTA button.

Engagement

- Use exclusive language.
 - Example: "You’re getting early access."
- Add a follow-up reason.
 - Example: "More is on the way—stay tuned!"

Social Media Tone and Voice

1. Personal and Direct: Speak as though you're addressing one person, not a crowd. Use "you" to create intimacy and connection.

1. Example: "You're not just here to scroll—you're here because this moment matters."

2. Inviting and Immersive: Bring the viewer into the brand's world. Describe feelings, textures, and experiences vividly.

1. Example: "Step into a space where authenticity meets design. This is your moment to explore."

3. Polished, Yet Relatable: Maintain professionalism with a clean and thoughtful tone. Avoid overly casual language, but keep it human and approachable.

1. Example: "Every detail is considered. Every piece tells a story—your story."

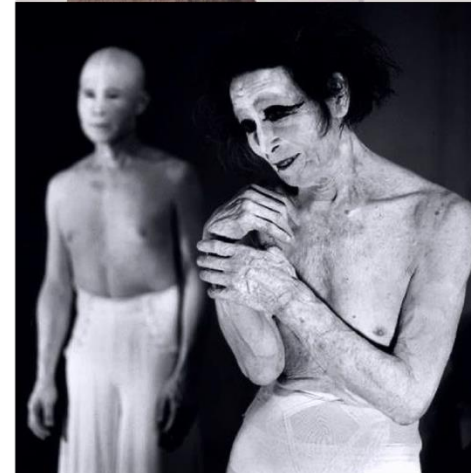
Visual Guidelines

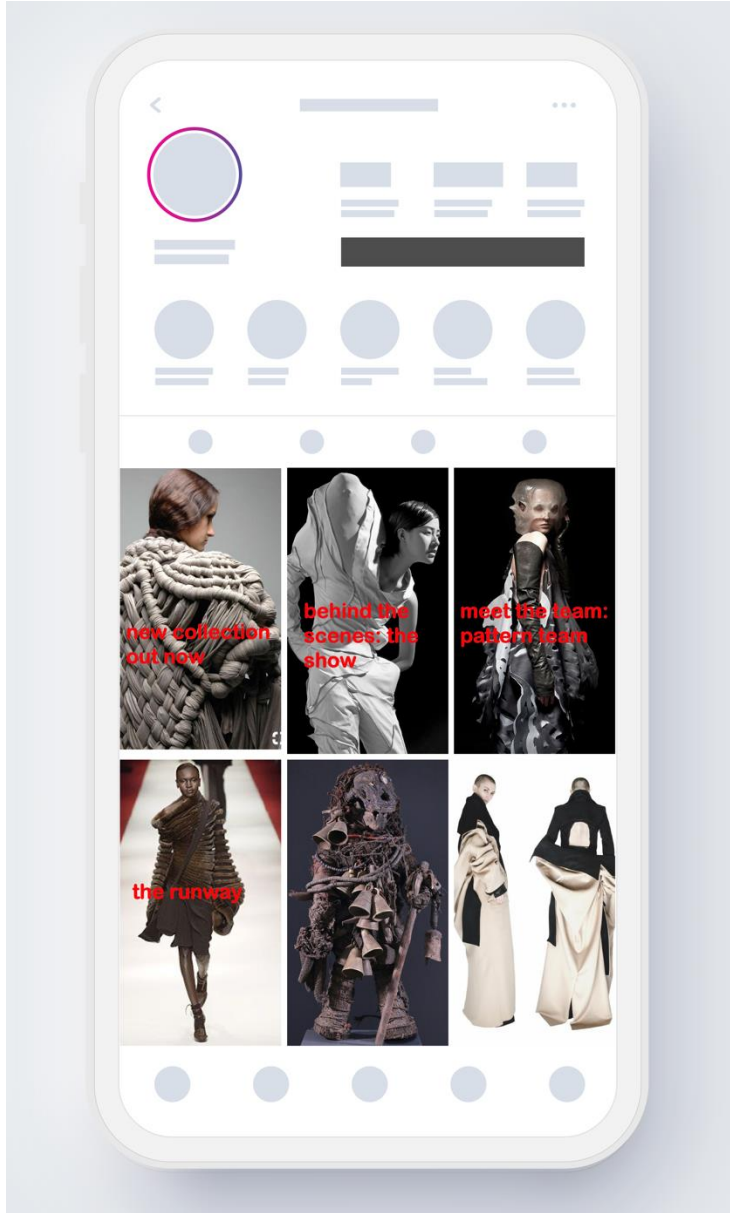
1. Consistency: Stick to a cohesive aesthetic that reflects the brand's ethos—minimal, impactful, and authentic.

Lighting: Soft, natural tones with high contrast.

Storytelling Imagery: Each post should evoke an emotion or tell a story. Avoid generic visuals—every image should feel like a personal invitation.

•Example: Instead of a flat lay, show the product in use, with an intimate, lifestyle-focused perspective.





Content Structure

1.Hook: Start with a compelling first line that draws them in immediately.

1. Example: "This isn't just clothing—it's your story in motion."

2.Message: Share the purpose or narrative behind the post.

1. Example: "We believe in pieces that move with you, that grow with you, that become part of who you are."

3.Call to Action: End with a clear next step, framed as an opportunity, not an instruction.

1. Example: "Discover what's waiting for you. Tap the link to explore."

Engagement Practices

1.Ask Questions: End posts with thought-provoking questions to encourage interaction.

1. Example: "How do you express your authenticity every day?"

2.Respond Thoughtfully: Reply to comments as if you're having a personal conversation. Avoid generic responses; be genuine and engaging.

3.Encourage Exploration: Use language that nudges followers to explore the world of your brand deeper.

1. Example: "There's more waiting for you. Dive in."







1. Product

•**Core Offering:** Fashion pieces designed to reflect the evolving self, combining authenticity with versatility. Each item is a statement of individuality and introspection, crafted to inspire personal growth and connection.

•**Key Features:**

- Unique designs that explore themes of the human experience.
- High-quality materials with a focus on sustainability.
- Limited collections to emphasize exclusivity and depth of storytelling.

2. Price

•**Positioning:** Premium pricing, reflecting the quality, exclusivity, and meaningful design behind each piece.

•**Strategy:**

- Value-based pricing: Customers pay for more than just clothing—they're investing in a story, a feeling, and a personal connection.
- Offer flexible payment options or limited-time discounts for early adopters or loyal customers to build brand trust.
- Highlight sustainability and craftsmanship as justifications for the price point.

3. Place

•Distribution Channels:

- **E-commerce:** A polished and immersive website that embodies the brand's world.
- **Pop-Ups and Collaborations:** Temporary in-person events in creative, cultural hubs to build community and engage directly with the audience.
- **Boutiques:** Placement in select stores that align with the brand's ethos and cater to like-minded audiences.

•Geographical Focus:

- Major cities with vibrant, youthful, and creative demographics (e.g., New York, Berlin, Tokyo).
- Expand reach globally through online sales.

4. Promotion

•**Messaging:** Focus on self-expression, introspection, and embracing individuality. Create a deep emotional connection by tying products to personal stories and the human experience.

•Channels:

- **Social Media:** Instagram and TikTok for visually engaging, one-on-one storytelling content; Pinterest for mood-board style inspiration.
- **Email Campaigns:** Personal and direct, showcasing new launches, behind-the-scenes, and exclusive updates.
- **Collaborations:** Partner with influencers and creators who embody the brand's ethos—individuals who value authenticity and growth.
- **Content Marketing:** Blogs, videos, or podcasts that explore themes of self-discovery and personal growth, positioning the brand as more than just fashion.
- **Experiential Marketing:** Host workshops, events, or installations that immerse customers in the brand's philosophy.