

TITA STUDIO / CONCEPT STUDY 02

Lark.

VICTORIA

For the days you
have somewhere to go.

A fictional Victoria fashion boutique, presented as a complete social discovery and shopping-journey demonstration.

INDEPENDENT CONCEPT / NOT COMMISSIONED CLIENT WORK



THE FICTIONAL CLIENT

A boutique with taste.

A brand with somewhere to go.

Lark is a fictional independent contemporary clothing boutique in Victoria. It is informed by local fashion retail and by the emotional world-building techniques of established fashion brands, without copying their identity or making claims about a real local business.

CUSTOMER

Women seeking expressive, wearable everyday clothes

OFFER

Curated contemporary pieces, personal assistance

PRIORITY ACTION

Interested shoppers visit, inquire and purchase



THE IMAGINED STARTING POINT

From inventory to identity.

BEFORE / FICTIONAL SCENARIO

Look at what we sell.

An announcement-led feed. The customer can inspect individual pieces but sees little of the occasions, personality or emotional story around them.

AFTER / TITA CREATIVE PROPOSAL

Imagine wearing it.

Candid styling, real social occasions, in-store discovery and useful next steps. Clothing feels connected to the shopper’s life, not detached inventory.

The “before” is a constructed strategic scenario, not a performance assessment or criticism of the independent Victoria boutique that inspired this work.

CUSTOMER DESIRE / CREATIVE PROPOSITION

The outfit is not the whole story.

The story is coffee with a friend, an unplanned stop in a shop, getting dressed for lunch, or finding something unexpected that feels completely right.

DESIRED REACTION

“I can see myself in that.”



CREATIVE WORLD

Wearable. Social. Victoria.



REAL PEOPLE / WORN-IN TEXTURES / EVERYDAY PLANS / A BIT OF FUN

The photography is intentionally informal. Movement, knitwear, denim, unexpected finds and shared moments create consistency. The brand does not need a logo over every photograph to feel recognizable.

THE SOCIAL CAMPAIGN

A feed worth following.



THE MIX

Desire

Street style, friends and real outings

Discovery

The boutique and the moments inside

Product value

Textures, styling and personal assistance

Action

A useful, easy route to ask or visit

THREE CONTENT TERRITORIES

A reason to get dressed.



01. We were just going for coffee.

Friendship and an ordinary afternoon



02. This outfit has plans.

City life and everyday self-expression



03. I only came in for jeans.

The joy of discovering an unexpected piece

FIVE-SLIDE STYLING CAROUSEL

One knit. Three reasons to wear it.



1.



2.



3.



4.

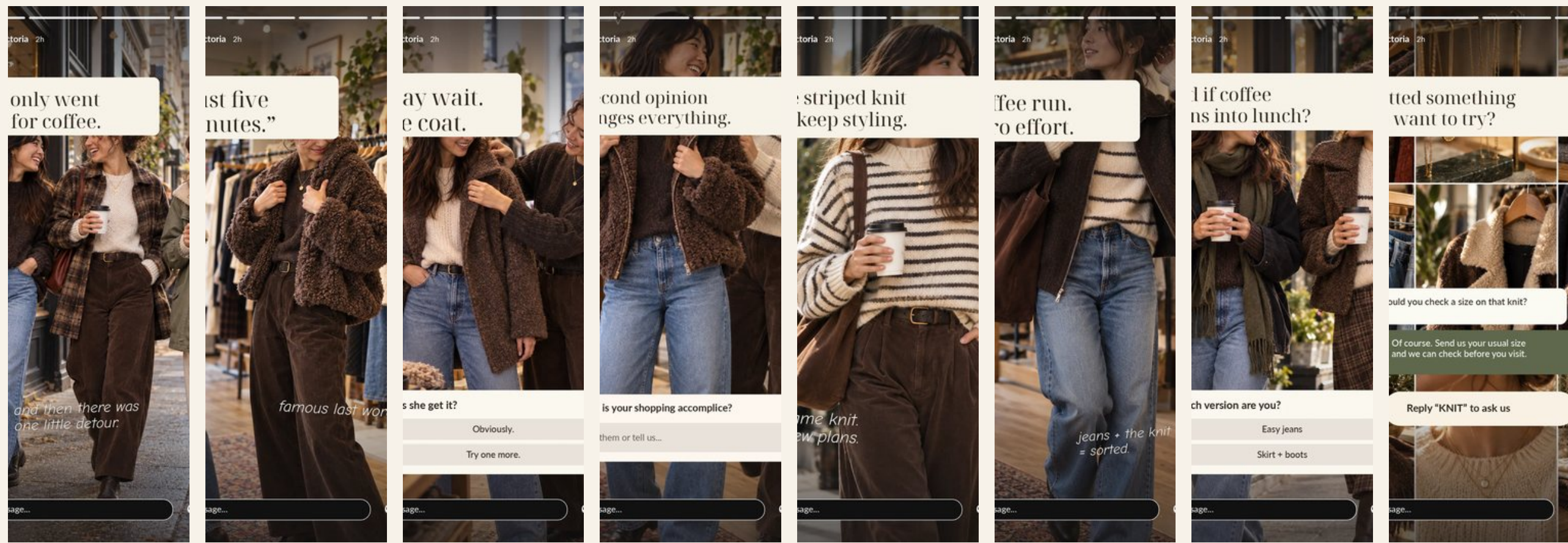


5.

The carousel offers outfit inspiration first, then invites a response. It does not assume that saving a look proves intent to purchase.

EIGHT INSTAGRAM STORY FRAMES

It should feel like a good afternoon.



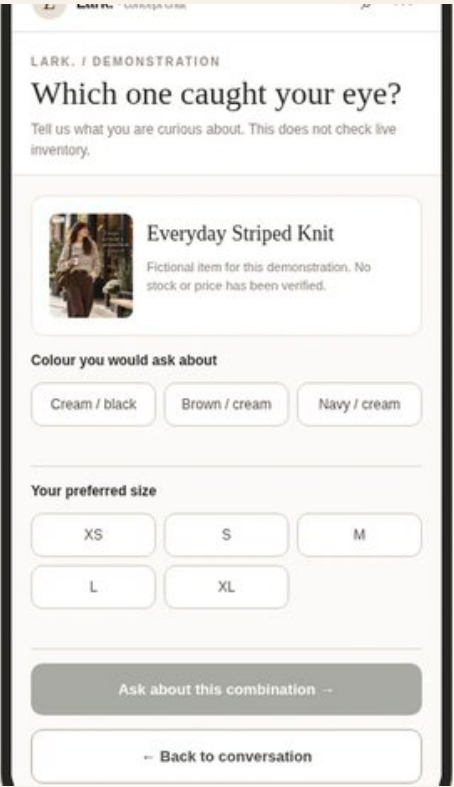
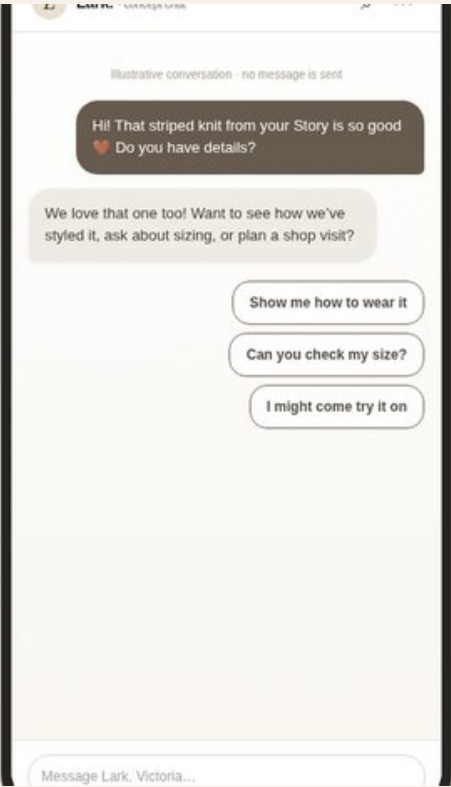
SEQUENCE 1. THE BOUTIQUE DETOUR

SEQUENCE 2. THE STRIPED KNIT

Polls and replies are shown as interactive creative concepts, not functioning Instagram stickers or actual customer feedback.

INTERACTIVE CONVERSION DEMONSTRATION

From “where is that from?” to “I’ll stop by.”



Discovery → curious DM → outfit inspiration → preferred colour and size → staff stock check → shop intent. The full clickable journey lives on the Elementor case-study page.

No stock is confirmed automatically, and visit intent is not counted as an actual sale.

COMMERCIAL MEASUREMENT

We report customer action. Not imaginary revenue.



All figures above are from a fictional four-week reporting scenario. They demonstrate reporting logic, not results achieved for a client. Completed sales would require data from a connected ecommerce platform, POS system, or another verifiable source.

Questions for the next month

Which garments sparked qualified questions? Did store-direction interest increase? Can we improve the usefulness of sizing replies? What can sales data actually verify?

THE TITA STUDIO APPROACH

People don't shop only for clothes.

They shop for occasions, identity, a little spontaneity and the pleasure of finding something that feels right. Lark shows how a boutique can make those feelings visible, while keeping the next step easy.

DESIRE → DISCOVERY → CONVERSATION → ACTION

One integrated customer-acquisition experience.



INDEPENDENT CONCEPT / NOT A REAL CLIENT ENGAGEMENT