

Building a Fashion Brand's Digital Identity, Launch Strategy & Ecommerce Ecosystem from Scratch

Client: Nosheen Yousuf

Industry: Women's Luxury & Contemporary Wear

Platforms: Instagram · Shopify Website **Services Provided:**

Social Media Management · Visual Communication Design · Photography & Videography ·

Collection Launch Strategy · Performance Marketing · Shopify Website Development (From Scratch)

Overview

Nosheen Yousuf partnered with Dijoen to **build and scale its digital presence across social media and ecommerce.**

The objective was to create a **strong, cohesive brand identity**, launch collections with impact, and support growth through **content, performance marketing, and a fully functional Shopify store** — all developed from the ground up.

This was not a single service engagement, but a **complete digital brand ecosystem build.**

The Challenge

As a fashion brand operating in a competitive space, Nosheen Yousuf required:

- A consistent and elevated visual identity across platforms
- High-quality photography and videography that reflected luxury positioning
- Structured collection launches instead of scattered drops
- Performance marketing to support reach, engagement, and sales
- A Shopify website built from scratch to support ecommerce growth

The challenge was to **maintain brand elegance while driving measurable business results.**

The Strategy

Dijoen approached Nosheen Yousuf as a **long-term brand build**, not just a content project.

Strategic Focus Areas:

- Establish a refined, recognizable visual language
- Use storytelling-driven content for collections
- Build anticipation and structure around launches
- Support organic presence with performance marketing
- Develop a scalable Shopify website aligned with brand aesthetics

Execution Social Media Management & Visual Direction

- Curated and managed consistent social media presence

- Introduced a new visual communication style aligned with the brand's identity
 - Improved feed cohesion, color harmony, and storytelling flow
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Photography & Videography

- Conceptualized and executed fashion shoots
 - Created high-quality visuals for social media and ecommerce
 - Produced video content to showcase movement, detailing, and craftsmanship
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Collection Launches

- Planned and executed structured collection launches
 - Created pre-launch, launch, and post-launch content flows
 - Ensured each collection felt intentional and premium
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Performance Marketing

- Ran targeted performance campaigns to amplify reach and visibility
 - Supported collection launches through paid media
 - Balanced brand awareness with conversion-focused campaigns
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Shopify Website Development (From Scratch)

- Designed and developed the ecommerce website on Shopify
 - Built a user-friendly, visually aligned shopping experience
 - Optimized layout for fashion browsing and confident buying
 - Ensured scalability for future collections and growth
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Results & Impact

The integrated digital approach delivered strong outcomes:

- **A cohesive and premium online brand presence**
- Improved content quality and engagement across social platforms
- Structured and impactful collection launches
- Performance marketing supporting visibility and sales
- A fully functional Shopify ecommerce store built from the ground up

The brand now operates with a **complete digital ecosystem** rather than isolated channels.

What This Project Achieved

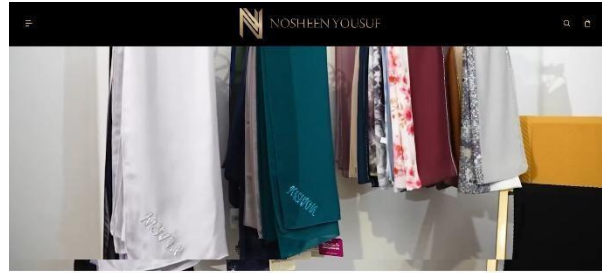
- Established a strong digital identity for Nosheen Yousuf
 - Created consistency across social media, campaigns, and website
 - Enabled ecommerce through a custom Shopify build
 - Supported long-term growth through content and performance marketing
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Client Outcome

Dijoen helped Nosheen Yousuf evolve into a **digitally mature fashion brand** — one with a clear identity, structured launches, and a scalable ecommerce foundation.

See below for:

- [Website Home Page](#)
- [Instagram Page](#)



FORMAL LOOKS

Our most popular looks of the season.



GRACE GREY PREMIUM EMIRATI OPEN ABAYA
Rp. 18.000.000

BLACK ROSE PREMIUM ENHANCED EMIRATI ABAYA
Rp. 18.000.000

TAN ABAYA - PREMIUM EMIRATI EMIRATI ABAYA
Rp. 18.000.000

GRACE NAVY - PREMIUM EMIRATI OPEN ABAYA
Rp. 18.000.000

3 TONE KAKTUS - 1 MULTI COLOR E OCCASION ABAYA
Rp. 22.000.000



FORMAL COLLECTION



SUMMER COLLECTION



HAYA COLLECTION



ZEN COLLECTION



nosheenyousuf.co
 NosheenYousuf.co
 1,050 posts · 22.4K followers · 8 following
 Apparel & Clothing
 Chosen with Care. Worn with Grace.
 Luxury Abayas & Scarves from Dubai to Pakistan.
 For appointments (050) 0000000
 nosheenyousuf.com and 2 more

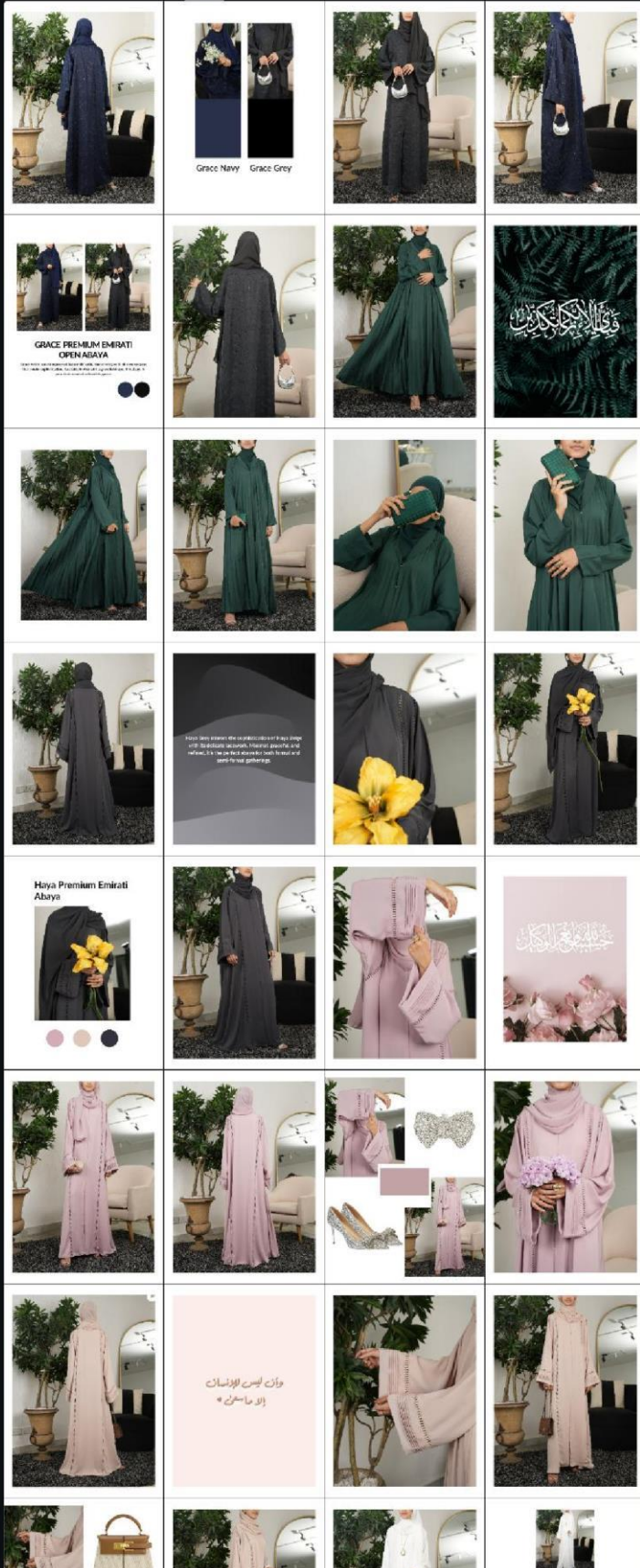
Followed by nosheenyousuf33, emarsmakeupspace + 4 more

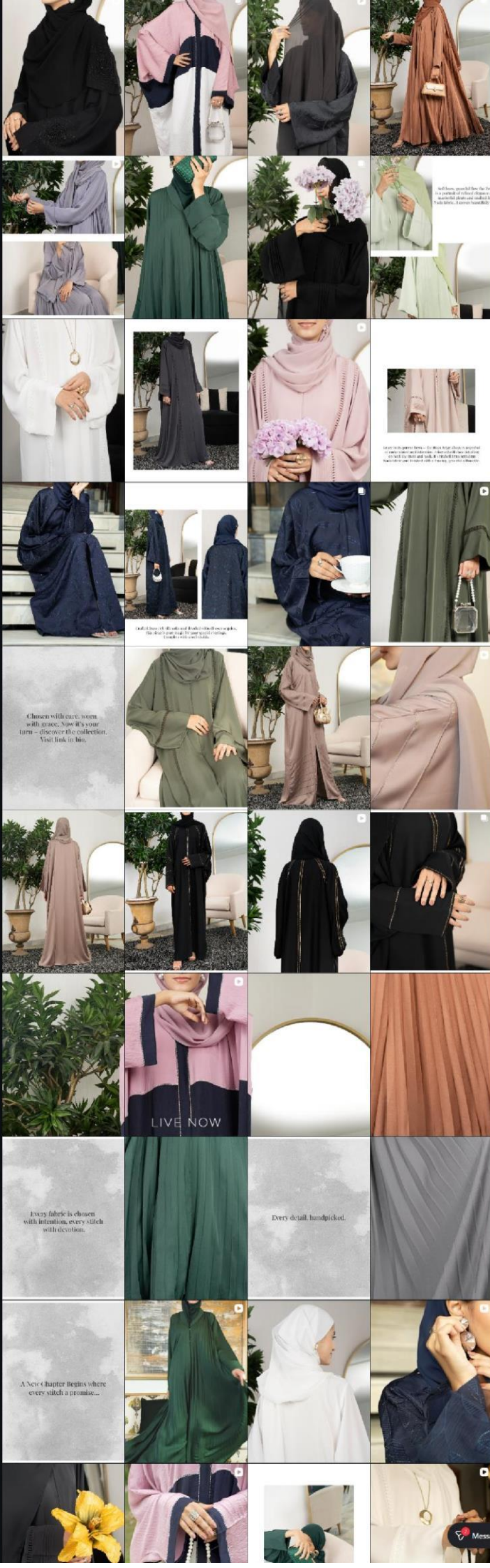
Avg Likes per Post: 8
 Avg Comments per Post: 1
 Engagement Rate: 0.04%

Load these metrics and calculate based on 1,000 posts

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Messages