



**At Manhattan Beachwear**

I built Bikini Lab from the ground up—designing the logo and defining the initial brand DNA for a juniors, fashion-forward swim label positioned as a “lab” for the most progressive bikini trends. Beyond the identity system, the launch concept was rooted in music as a creative engine: our brand story and rollout treated fashion like a soundtrack—where music influences style, and style becomes visual culture in return. That thinking shaped both the launch event and the product strategy, with capsules developed around distinct music genres tied to cutting-edge trends, allowing each drop to carry its own mood, attitude, and styling language. Visually, the brand combined bold modern typography, pop-driven color, and high-contrast editorial imagery with “push play” iconography to signal energy, nightlife, and constant experimentation—built to read instantly across digital, catalog, and retail environments.