SAKUROSMOS - Designed for Gen Z by Gen Z
BRAND GUIDELINE DOCUMENT

E-commerce fashion brand launched in 2025 first on Blinkstore - sakurosmos.blinkstore.in

OUR VISION

At Sakurosmos, we imagine a world where radical self-expression isn't not only encouraged but also expected. We exist to dress the post-ironic generation: the meme-makers, the niche-core collectors, the chaotic good creators who turn internet culture into wearable art. Sakurosmos is a rebellion wrapped in sakura petals and hurled across the cosmos – a cosmic glitch in the fashion matrix where humor, identity, and storytelling collide. We're outfitting a movement that refuses to take itself too seriously but demands to be taken seriously anyway.

OUR MISSION

It is built on four core beliefs:

1. Radical self-expression is survival → in a world constantly trying to tell you who to be, Sakurosmos exists so you can tell the world to sit down and listen. We believe style should be a weapon for authenticity, not conformity. Every shirt, every drop is made for anyone who knows that expressing yourself, even when the world feels broken, is an act of rebellion. Memes are modern mythology → We don't print designs, we capture moments, movements, subcultures that would otherwise vanish in the scroll. Our mission is to immortalise the humor, heartbreak, and absolute absurdity of being alive right now and let you literally wear your internet lore like a second skin.
2. Relatability is the real currency→ we live in a world where everything's curated, filtered and optimized and somehow it still feels empty. We're tired of pretending, tired of polished brands telling us who we should be. Relatability is the only thing real left. Its like sending a reel to your best friend with "this is so me" and knowing they'll get it without you explaining. The shirt you wear that feels like a conversation starter, not a costume. We don't want you to look perfect. We want you to be seen – messy, funny, overstimulated, ironic, iconic – the you that overthinks every text, lives in hyperfixations, dreams in memes and still shows up anyway – that's the you we make clothes for.
3. Community over corporations → we are not here to sell to consumers – we're here to build a chaotic extended family. A community that lives inside discord chats, fan edits, deep meme threads and late night co-op games

CORE VALUES:

We believe that humor especially the kind that's dark, ironic and completely unhinged, is a sacred rebellion. Its how we cope, how we heal and how we connect. Sakurosmos embraces this absurdity and celebrates it as a reminder that nothing matters too much and everything

matters at the same time – “We know its all a little broken, but we’re still going to dance in the ruins”

BRAND PERSONALITY

Sakurosmos exists at the intersection of rebellion and tenderness. We are playful but never performative. We are ironic, but deeply emotionally intelligent. We are bold and emotionally raw, never hiding behind safe aesthetics. Hyper-relatable, a little anarchic, a little dreamy and deeply human, always honoring real struggles, real humor and real stories.

We are witty but empathetic – jokes are made with care, never cruelty. We are fast – matching the scroll energy Gen Z thrives on, while being layered with deeper meaning if you pause for it. We are inclusive and real – everyone’s invited to the rebellion and nobody has to pretend to be perfect to be here.

We are not only here to create trends but also to outfit the people who create the culture that spawns trends. Every part of how we move, speak and design comes from honoring the rawness, humor and complexity of what it means to exist right now.

ALL SUBCULTURES

1. **Gaming / Pixelcore**

Pixelcore is the aesthetic of 8-bit dreams, old school gaming consoles, pixel art avatars, and nights lost inside chaotic co-op lobbies. It’s the blue glow of a CRT TV at midnight, cracked cartridge games, the sound of 8-bit music crackling through bad speakers. It’s the feeling of losing hours inside pixelated landscapes where you could finally be the hero or the villain without apology. For those who’ve built entire friendships through boss fights and respawns, Gaming and Pixelcore is a love letter to the first universes we ever felt safe in.

2. **Pop culture obsession [trend-based]**

Pop culture is content; it’s identity formation in real time. It’s crying over K-pop idol scandals like they’re family drama, screen-capping every Emmy moment, and living your life narrated by TikTok sound bites. Giving yourself a new mini personality every time a new season drops, remixing and memeing until it becomes yours. Pop Culture Obsession is not shallow, if life feels disjointed, fandoms are where it pieces back together.

3. **Retro and Y2K nostalgia**

It’s romanticizing simpler screens like flip phones, Tamagotchis, mp3 players taped together with stickers. It’s the wild hopefulness of early MySpace angst and glitter gifs, when the internet felt like a secret club. Retro/Y2K Nostalgia does not look backward; it’s about of being young, and completely convinced you could change the world with a single pixelated blog post.

4. **Music Themes [trend-based to some extent]**

Music is not background noise. It’s the heartbeat of memory, the stitching of every major emotional moment. It’s falling apart to a bridge you’ve rewound a thousand times, surviving heartbreak through playlists made by strangers who somehow understand. Music Themes in fashion capture the sacred, wordless truths we carry — the songs that know us better than we know ourselves.

5. **Cat meme culture [trend-based]**

The cats run the internet — and honestly, they should. Cat Meme Culture is the chaotic good energy we need to survive the absurdity of being human. It's refusing to pretend life makes sense, and instead worshipping the random, fluffy agents who remind us that survival is sometimes just about doing something for no reason at all.

6. **Internet and meme culture [trend-based]**

The internet is its own living, breathing creature — a surreal mirror where everything is absurd and yet somehow more honest. It’s inside jokes with strangers you’ll never meet. It’s trauma processed through dark humor, identity crises tweeted as punchlines, and a never-ending scroll that somehow feels like survival. At Sakurosmos, we are the people who *are* memes.

7. **Sanrio and kawaii aesthetics**

Sanrio and Kawaii culture are making softness powerful. It’s choosing tenderness in a world that rewards hardness. Sanrio is not childish; it’s sophisticated emotional survival disguised in bows and tiny bears, reminding us that sometimes being unbearably soft is the fiercest thing you can be.

8. **1%**

The 1% aesthetic is not about wealth, more like walking into a coffee shop with the same energy as a billionaire heir even if your bank account screams "overdraft." It’s main character syndrome turned into a philosophy: romanticizing your errands like Vogue shoots, living your life with a grandeur so delulu it loops back into genius. In the Sakurosmos universe, everyone is already royalty, no permission slips needed.

9. **Student core**

Student Core is the heart of a generation who never had a "chill era."Assignment deadlines are ticking louder than the clock. It's motivational reels and existential memes saved in the same folder. It’s surviving all-nighters with terrible coffee, scheduling therapy between Zoom lectures, chasing dreams while feeling like you’re barely holding it together. Student Core doesn’t romanticize the struggle – it survives it with dark humor and hope.

10. **Emo revival**

You can’t kill the emo kid inside you and honestly, why would you want to? Emo Revival is honoring the version of yourself that knew feelings weren't weaknesses. It’s more than black eyeliner and band tees; it’s the radical act of feeling things deeply in a world that demands numbness. It's crying in public and calling it art – a little older, a little wiser, but just as raw.

11. Blokecore

Blokecore is wearing vintage football jerseys like suits of armor. It’s urban nostalgia for a time when life was simpler – sweat, camaraderie, cheap beer, chants echoing into the night. Blokecore is rebellion by way of denim, soccer, and a stubborn refusal to ever fully "grow up."

12. Desi fusion aesthetics [trend-based to some extent]

Desi Fusion is growing up on Bollywood dream sequences and remixing them with indie memes and streetwear. It’s pairing lehengas with sneakers, Reels trends with 90s desi music. It's living inside two (or three or four) cultures at once without asking for permission to blend them. [later can add global culture]

13. Fairycore

Fairycore is survival through softness. It’s reimagining reality into something gentle, green, and magic. It’s mushroom circles, misty woods, sparkling eyes, broken hearts healed by wildflowers. It’s choosing to believe in beauty even when the world insists on breaking things – crafting small, sacred corners where you can still breathe, still dream, still create.

14. Lovecore [trend-based to some extent]

Lovecore is writing long paragraphs you never send. It’s blasting love songs on repeat even when you know you should delete them. It’s tattoos of names you don’t say out loud anymore. Lovecore understands that loving deeply is dangerous — but it’s also the reason we stay alive. It's intense, unfiltered, dramatic, hilarious, and completely necessary.

15. Foodcore [trend-based to some extent]

Foodcore says joy is serious business. It’s the belief that feeding yourself — emotionally, spiritually, and literally is an act of rebellion against a world obsessed with being hard on yourself and control. Life is short. Love your fries.

LOGO



This is the logo.

At the heart of the design is a sakura blossom, blooming infinitely across a cosmic nebula. The petals are powerful, stretching across time and space, reminding us that softness and strength are not opposites but reflections of each other. The pink cosmic texture swirling through the flower captures the spirit of Sakurosmos: tender yet vast, dreamy yet rebellious, stretching fearlessly toward the unknown.

The bold, sweeping black "S" ribbon slicing through the petals represents a glitch in the matrix, a reminder that every beautiful thing carries the seeds of disruption.

The tiny cluster of crystal hearts at the center is a love letter to emotional complexity. It's layered and faceted, just like the people who wear our stories.

Below it all, the Sakurosmos wordmark has a pixelated, futuristic typography. The swooping ribbon intertwining with the letters grounds it in that we're always moving, glitching, growing.

Sakurosmos is a multiverse stitched together by rebels, dreamers, memers, and soft-hearted anarchists. And this logo is our flag.

Minimum size ⇒ For digital use (minimum width 100 px for clear legibility) and for print (minimum width 1.5 inches to keep details sharp and recognizable)

Always leave clear space equal to the width of the smallest petal around the logo on all sides and no overlapping text, icons, or design elements within this breathing zone – the logo needs space to bloom.

Do:

- Use approved versions only
- Maintain the nebula texture and colors as true to the original design as possible
- Keep proportions locked – scaling should preserve the overall balance

Don’t:

- Stretch, distort or squash the logo
- Recolor the nebula or black ribbon without approval.
- Remove, replace, or re-arrange the crystal hearts.
- Add filters, effects, or outlines that alter the logo’s original energy.

LOGO VARIATIONS



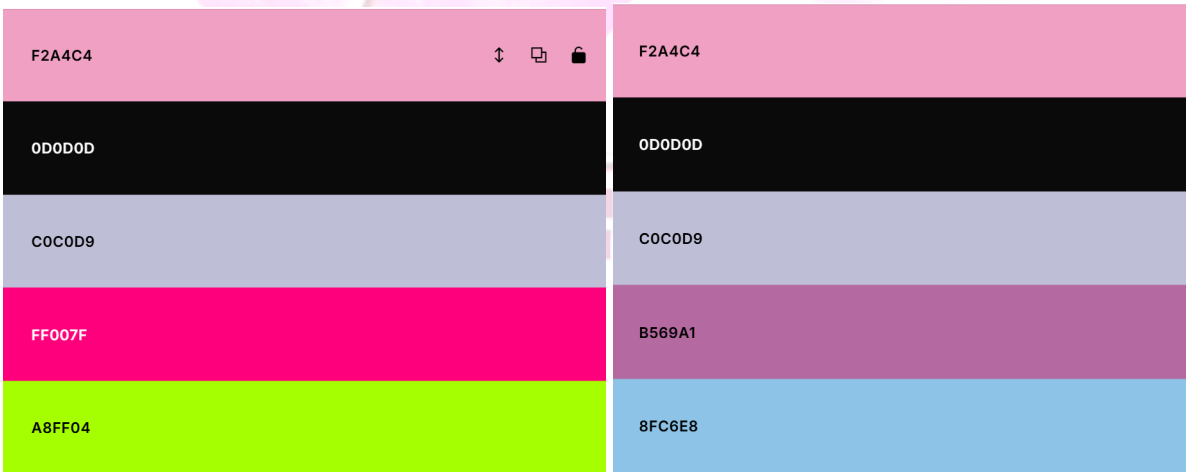


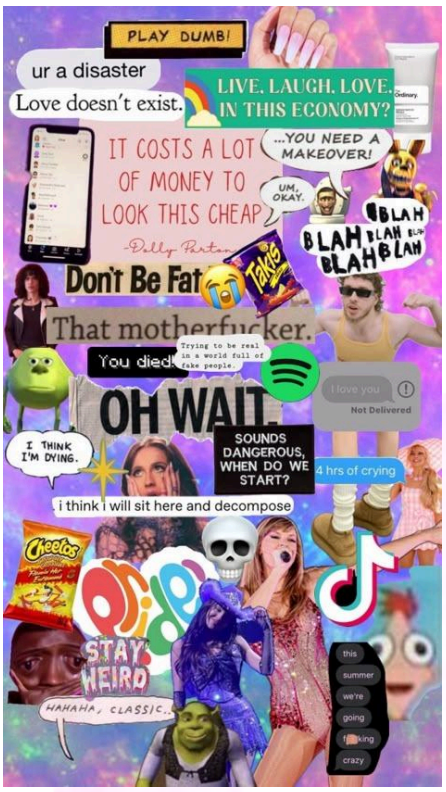


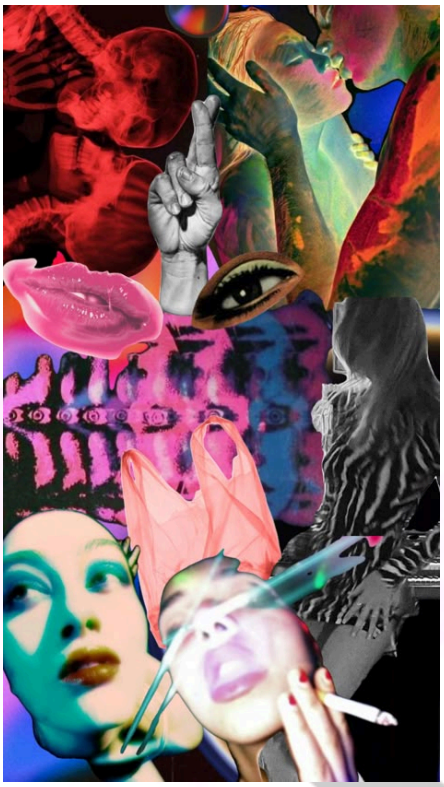




INSPIRATION FOR VISUAL IDENTITY







[Trendy fonts](#) ***[inspiration]***

https://business.pinterest.com/pinterest-predicts/ : PINTEREST TRENDS 2025

BRAND STORY

Sakurosmos did not start from some grand business plan or deep market research , just from something much simpler: a love for being a little weird and creating things that felt real. Every time I walked through malls, I would find myself drawn to the new stores – the ones with loud graphics, random texts, clothes that not only covered you but said something about you. They felt less like fashion and more like self-expression you could wear.

Honestly, I don't have a dramatic story about why I started Sakurosmos. It was not because of some life changing moment. It was because I wanted to. I wanted to build something that captured that feeling of wearing your inside jokes, your weirdness, your favorite parts of yourself – on your sleeve, literally. That wish turned into Sakurosmos: a brand that does not ask you to explain yourself, that meets you exactly where you are, and reminds you that being unapologetically you is enough. ~ Pranjal

BRAND POSITIONING STATEMENT

We are not another streetwear brand trying to chase trends. Where most brands are obsessed with looking polished, curated and cool, we are here to celebrate the messy, ironic, beautifully strange parts of who we really are. We exist for the post ironic-generation – the ones who built entire worlds out of humor, chaos and heartbreak. While others sell outfits, we offer armor for your authenticity. While others push perfection, we push being real – even when its messy, awkward, funny and loud. Sakurosmos is for anyone who doesn't want to fit into a scene but wants to create one of their own ~ delulu world