Sakurosmos: Brand Voice Guide



Core Identity

Why are we in business?
To make clothes that actually match the internet girls who live online, not in catalogs.

What do we offer?
Fits inspired by TikTok trends, niche memes, and moodboard energy (pieces that make you stand out without trying).

What makes us different?
We're not hypebeast, not fast fashion, not eco-preachy. Just internet-born style: soft, chaotic, and sustainable without the cringe.

Who is it for?
Girls (18 to 23) who scroll more than they shop, who mix aesthetics, and who want outfits that feel like their feed.

How would we describe it?
Sakura × Cosmos. Soft rebellion, chaotic energy. Fashion made from the internet, for the internet.

What does it look like?
Playful pastels, dark tones, glitchy graphics, and fits that shift with your vibe (blokecore one day, gothcore the next).

What is the impact?
We give young women the freedom to dress how they feel, not how they're told. Fashion that feels real, not fake.

Motto

"For Gen Z, By Gen Z"

About (Brand Intro)

"WTF is Sakurosmos?

- Gen Z brand, **no corporate BS**.
- **Sakura meets cosmos** (Soft rebellion x chaotic energy).
- **Launched?** In 2025 (Straight outta your **FYP**).
- **Origin?** From **internet culture and niche jokes.**
- Blokecore, gothcore, glitchcore, **wear what feels like *you.***
- Clothes that get ***"where'd you get that?"***
- **Sustainability?** Without the cringe.
- Join the **fam** (or don't, whatever)."

Tone

- Playful, sharp, and human (never corporate).
- Internet-born, not polished.
- Rebellious but soft.
- Conversational, like talking to a friend at 2am.

Microcopy Rules

- Use emojis only when natural (🌸✨).
- ALL CAPS for emphasis, not shouting (e.g., SOFT CHAOS).
- Contractions always (don’t, can’t, we’re).
- Short, punchy lines. 1–2 sentences max.
- Sprinkle internet slang lightly (never overdo it).

On-Brand Words (Top 12)

Chaos, Soft, Real, Meme, Mood, Internet, Vibe, Core, Rebel, Cosmic, Sakura, Fam

Banned Words (Top 8)

Luxury, Premium, Timeless, Exclusive, Heritage, Corporate, Innovative, Lifestyle

Signature Framework

Sakurosmos = Sakura (soft rebellion) × Cosmos (chaotic energy).

Moodfits → Fits that match your vibe.

Glitch Petals → Our signature graphic style.

FYP-core → Fashion born straight outta TikTok culture.

Origin → Movement → Result

Origin

Born in 2025 straight out of internet culture, Sakurosmos started as a rebellion against boring, copy-paste fashion. Sakura's softness met Cosmos' chaos to create fits that feel like the FYP feed (random, real, and relatable).

Movement
We're not selling hype, we're creating a fam. A space where Gen Z girls can dress like their moodboard, switch cores whenever they want, and feel seen by their fits. No corporate mask. No eco-preachy guilt trip. Just raw internet DNA stitched into fashion.

Result
Fashion that makes people ask, "where'd you get that?" without you trying. Sustainable without cringe. A movement that shifts fashion from flex → express.

Brand Convictions (Core Values)

1. Express > Impress

2. Chaos is a vibe

3. Sustainability without cringe

4. Internet is culture

5. Real > Perfect

Brand One-Liner + Positioning

One-liner: Soft rebellion × chaotic energy.

Positioning: The internet-born fashion brand for Gen Z girls who'd rather express than impress.

Short Voice Script (On-Stage Intro)

“We’re Sakurosmos, fashion born from the internet, not boardrooms. Soft rebellion, chaotic energy. For Gen Z, by Gen Z. Fits that make people ask, ‘where’d you get that?’ without trying.”

AI/Writer Prompt Formula

Prompt Template
Write [asset] for [brand name].
Voice: [voice label].
Tone: [context from tone matrix].
Word bank: [list 5 on-brand words].
Avoid: [list 3 banned words].
Include: [CTA & important facts].
Length: [e.g., 40–60 words].

Examples

1. Instagram Bio

Soft rebellion × chaotic energy 🌸✨
For Gen Z, By Gen Z.
Moodfits straight outta your FYP.
Not hype, not cringe. Just vibes.
Join the fam ↓

2. Product Description (Glitch Petals Hoodie)

Glitch Petals Hoodie = Sakura in a cosmic rave. Soft chaos on cotton, made for scrolling at 3am or ghosting your ex. Wear it blokecore today, gothcore tomorrow (your fit, your vibe. Shop the vibe 🌸).

3. Email Subject Line
“Your next vibe just dropped 👀🌸✨”

Tone Checklist (Before Publishing)

Is it short and punchy?

Does it feel like a 2am TikTok caption?

Did we avoid corporate buzzwords?

Would a 19-year-old actually say this?

Does it make someone want to ask, “where’d you get that?”