

Belonging, without leaving yourself behind.

SareeNaSorry began as Poppy Jaman’s personal celebration of the saree and grew into something much bigger. We refreshed the visual identity and developed a storytelling campaign that could carry those ideas into the world.

CLIENT
Poppy Jaman OBE

BUSINESS
Cultural platform & community



The Identity

We evolved SareeNaSorry's existing in-house identity, grounding it in geometric patterns drawn from saree borders and Bengali folk art. Even the typefaces were chosen from women designers, a detail that speaks to a brand built for a genuinely diverse community.

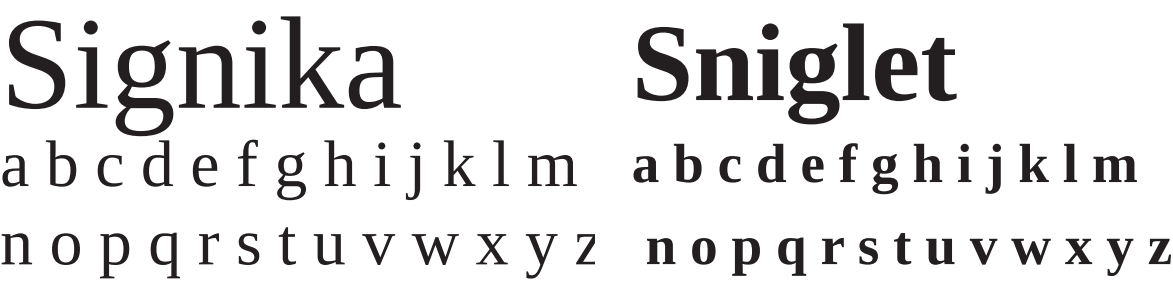
FROM THEN TO NOW



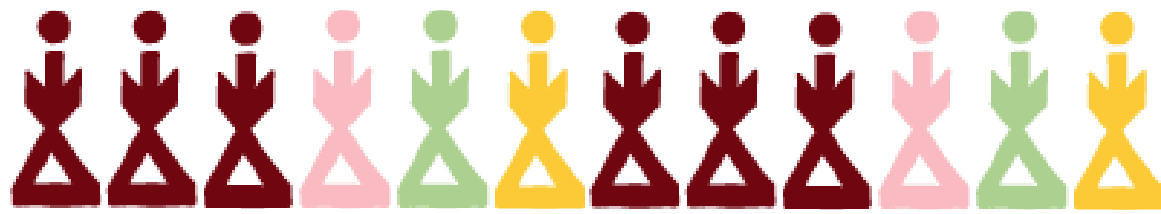
COLOUR PALETTE



TYPOGRAPHY

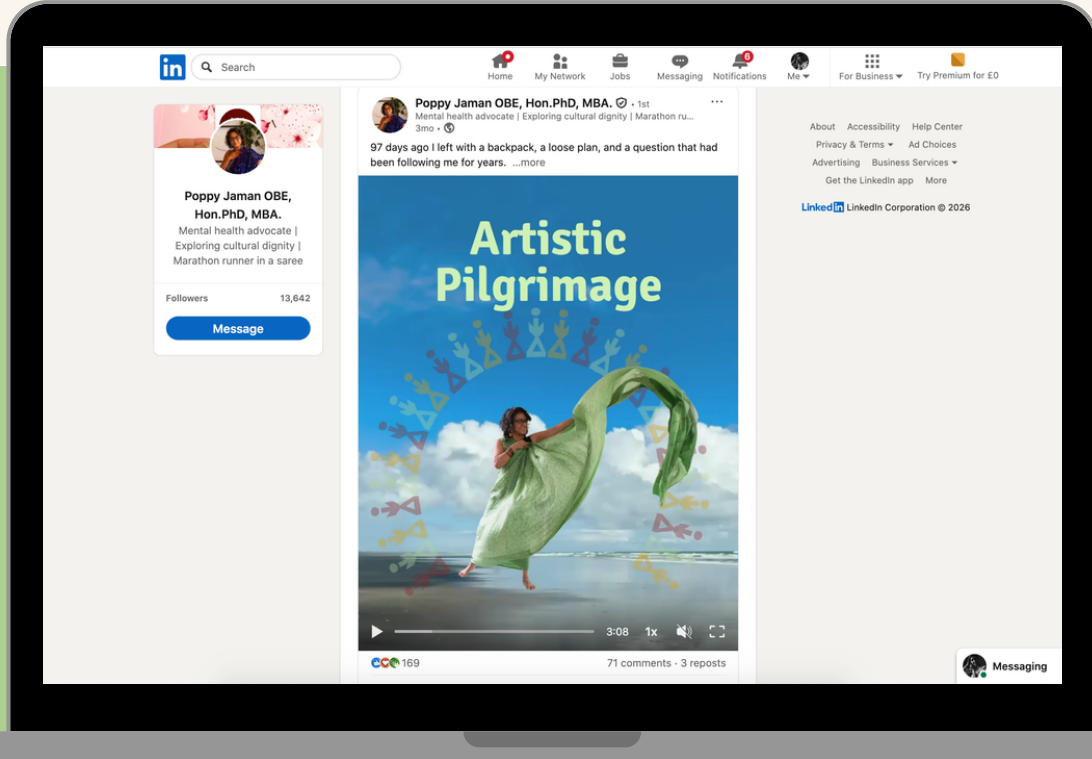


BRAND ELEMENTS



The Campaign

We turned Poppy's expertise and her pilgrimage into personal, story-led content. Using a mix of written posts, photography, video and carousels, we brought her key pillars to life, building towards a webinar and a digital brochure.



73
average
engagements per
LinkedIn post

The result: A LinkedIn presence that consistently sparked conversation, with the strongest engagement around leadership, collaboration and reflection.

“Working with her felt like she was reading my mind.”