

Dress the moment, without overcomplicating the frame.

An expressive editorial direction for Pearl Dot Dress and Love Flame Set, drawn from the actual on-location product imagery.

New creative concepts. Real products, brand-sourced imagery.

RooshyTHE EVERYDAY EDIT



For days worth dressing up.

Pearl Dot Dress

Discover the edit ↗

01 / Pearl Dot Dress

RooshyTHE SECOND EDIT



Make a little room for drama.

Love Flame Set

Discover the edit ↗

02 / Love Flame Set

The design decisions

1. Keep the full source photograph and garment appearance recognisable.
2. Use a soft blush editorial frame with a deep berry accent.
3. Give each concept a concise headline and its exact product name.

From product to a useful test.

The starting point

The source images place the white dotted dress and red set in distinct real settings. The styling and garment colour already establish a different mood for each product.

The hypothesis

An occasion-led opening may help shoppers imagine a styling context. Compare it with a product-name-led frame without inventing scarcity or a discount.

Proposed measurement plan

1. Compare the occasion-led and product-led openings with consistent audience conditions.
2. Review landing-page visits, product engagement and attributed purchases separately.
3. Keep size, stock and dispatch information on the current source product page.

No campaign was run as part of this study. The plan describes what to compare; it does not report historical performance.

Product sources

Pearl Dot Dress

rooshy.in - product page checked 05 September 2026

Love Flame Set

rooshy.in - product page checked 05 September 2026

Methodology notes

The brand supplied the source product imagery on its public store. Glimmio composed the layouts and wrote new creative copy for this editorial study. Product appearance is preserved; source imagery may include photography, renders or composites.

No fabric, fit, dispatch-time, availability or campaign-performance claim is added to these concepts.