**Brandstatement**

Flowerpower Inc. is a magical herbal wonderland. A high-end Herbal Shop that combines the history and traditions of modern herbalism with the ancient roots of Chinese herbalism. It offers a unique experience by blending the natural elements of the East Village neighborhood, creating a magical atmosphere where customers can delve into the world of herbs and roots.

**Rebranding Strategy**

- **Magical Pattern System**
  - Color
    - FLOWER POWER INC.
      - CHINESE HERBAL MEDICINE
        - ORGANIC HERBS
          - HERBS ROOTS

**Color**

- FLOWER POWER INC.
  - CHINESE HERBAL MEDICINE
    - ORGANIC HERBS
      - HERBS ROOTS

**Magical Pattern System**

- FLOWER POWER INC.
  - CHINESE HERBAL MEDICINE
    - ORGANIC HERBS
      - HERBS ROOTS

**Typography**

- FLOWER POWER INC.
  - CHINESE HERBAL MEDICINE
    - ORGANIC HERBS
      - HERBS ROOTS

**Photography**

- FLOWER POWER INC.
  - CHINESE HERBAL MEDICINE
    - ORGANIC HERBS
      - HERBS ROOTS

1. Photo by Jakub Kriz on Unsplash
2. Photo by Alex Blăjan on Unsplash
3. Photo by Evie Shaffer on Unsplash
4. Photo by Blake Weyland on Unsplash