



# SIMONE MATTHEWS

PROCESS BOOK: SINCERELY

# KALI UCHIS

Kali Uchis is a Colombian-American singer and songwriter known for her dreamy, genre-blending sound that fuses R&B, soul, reggaeton, and psychedelic pop with a sultry, vintage-inspired aesthetic.

Her music often explores themes of love, empowerment, identity, and self-discovery, delivered through fluid bilingual lyricism in both English and Spanish. Uchis has carved out a unique space in contemporary music, balancing retro flair with originality and strong sense of cultural pride.

Uchis mission is to craft fearless, genre-fluid music that honors her bicultural roots, empowers self-expression, and spreads love and connection.



# TARGET AUDIENCE

*Kali Uchis*

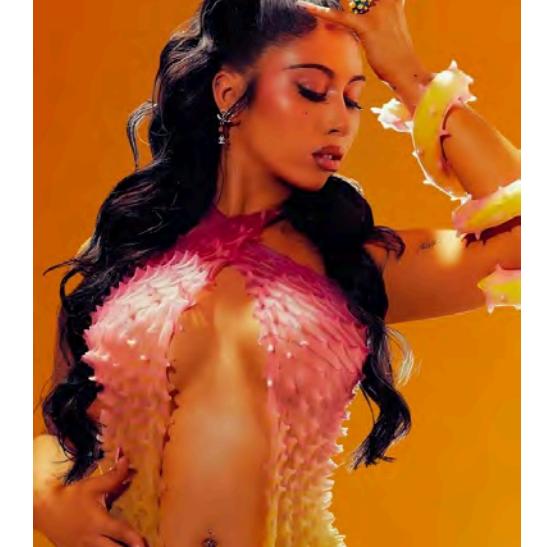
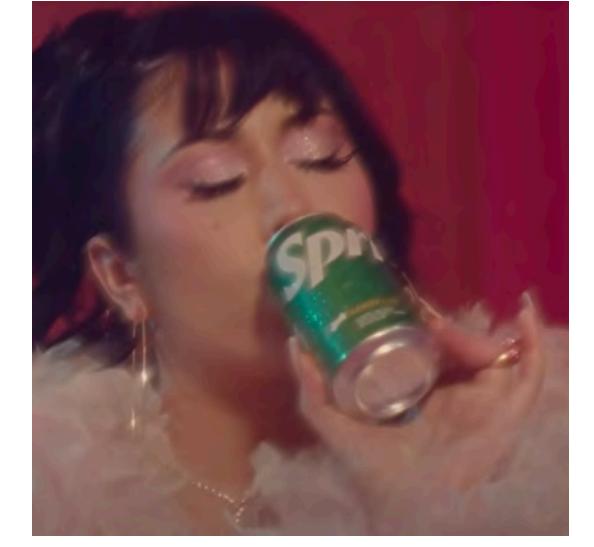
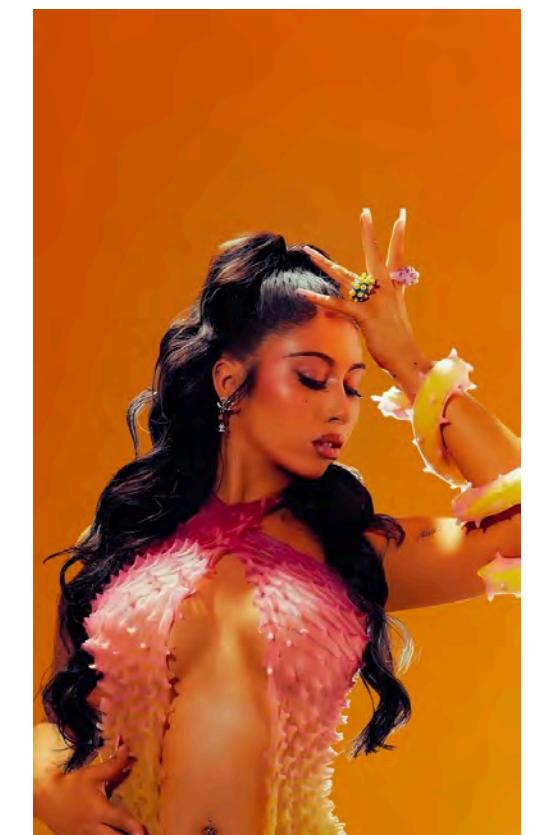
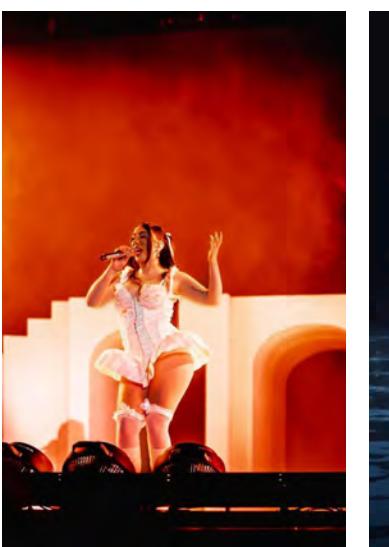
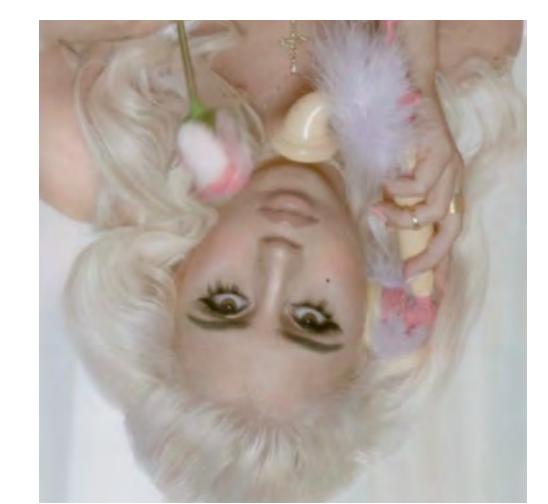
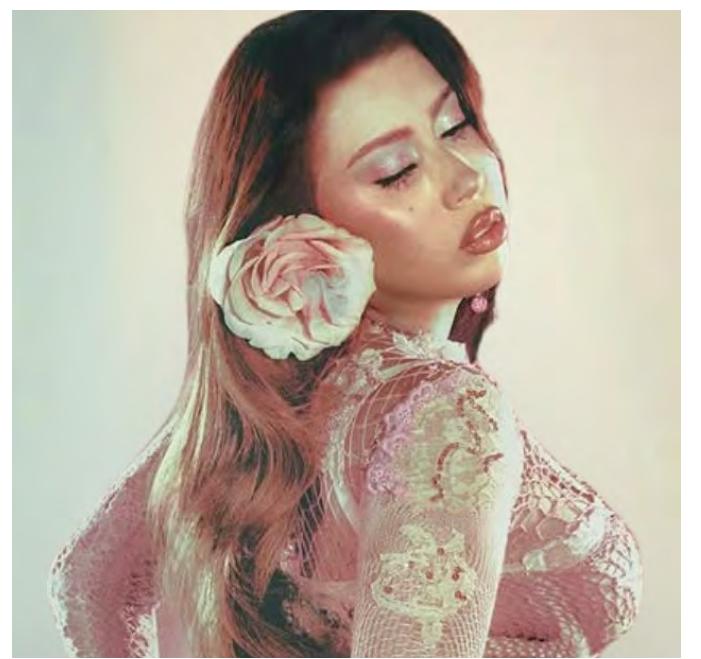
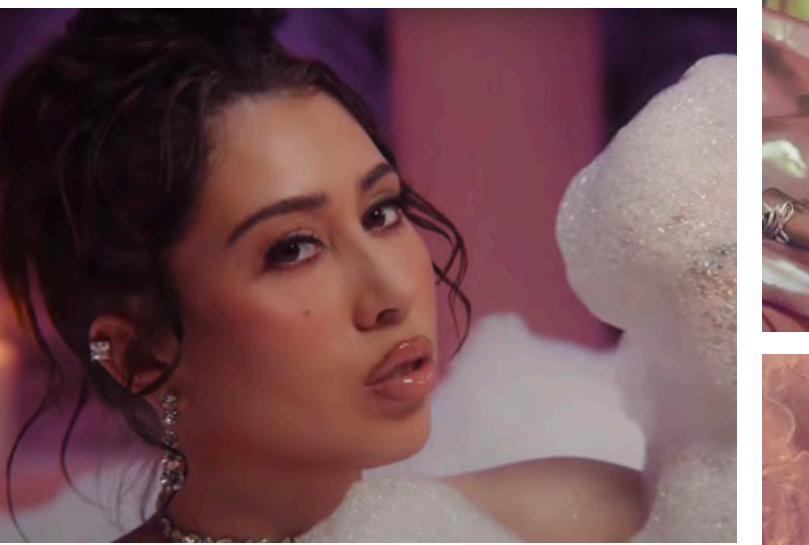
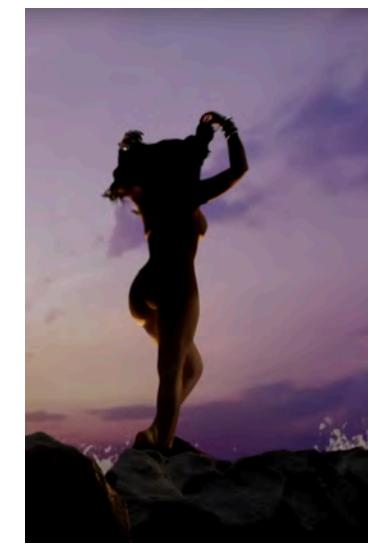
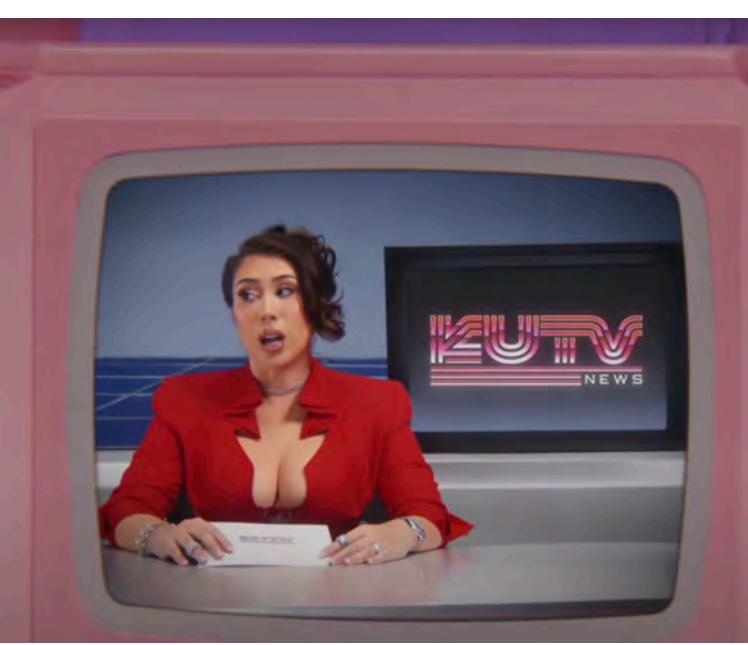
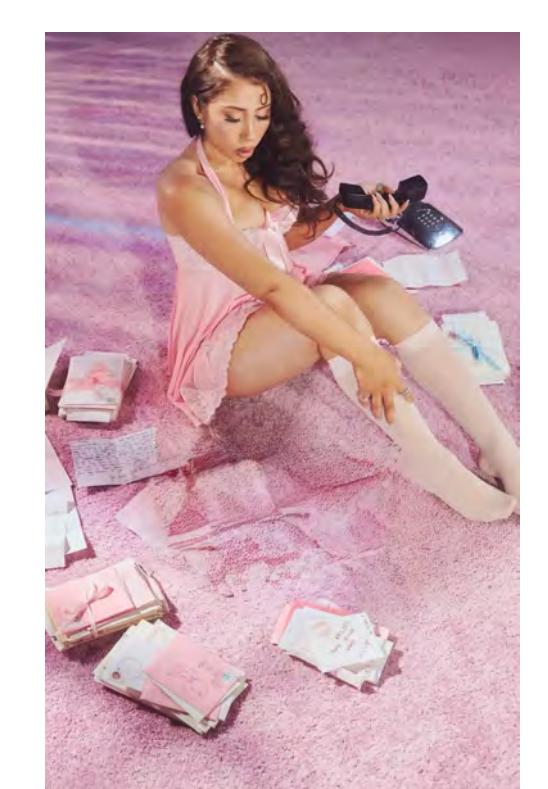
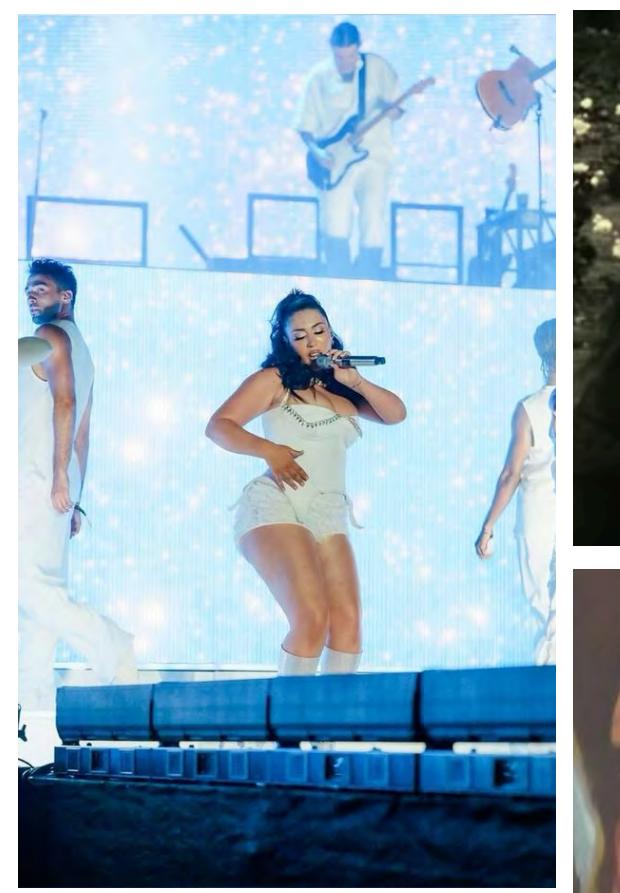
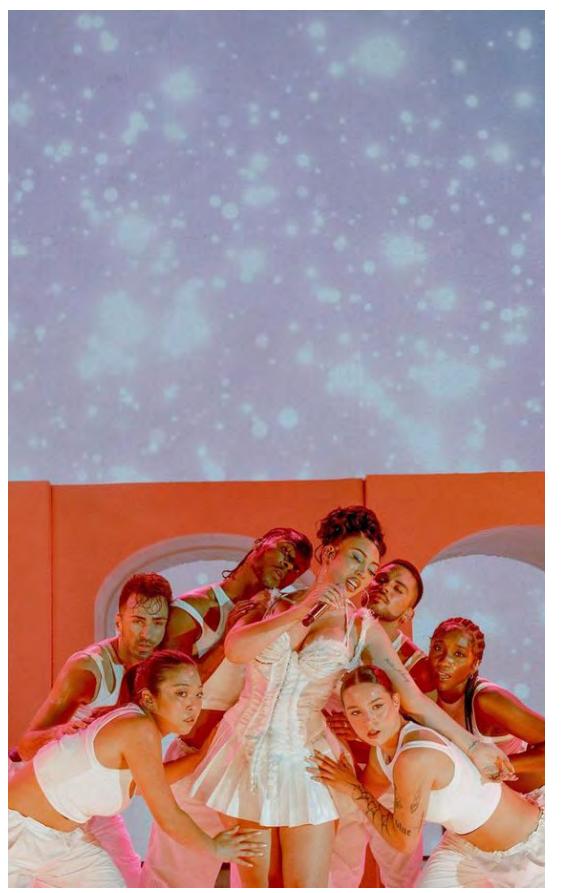
18-35 year olds

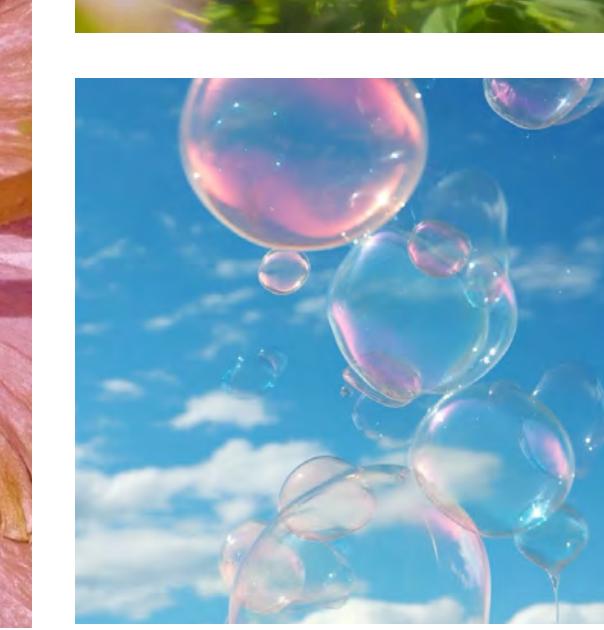
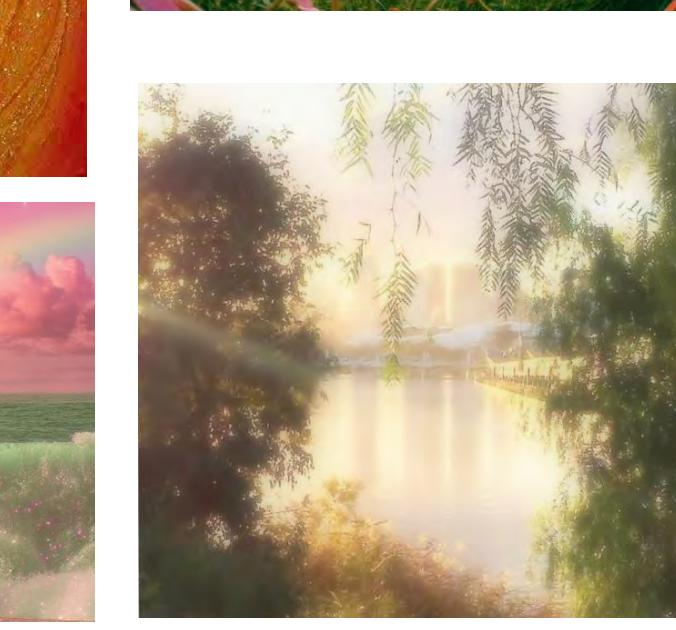
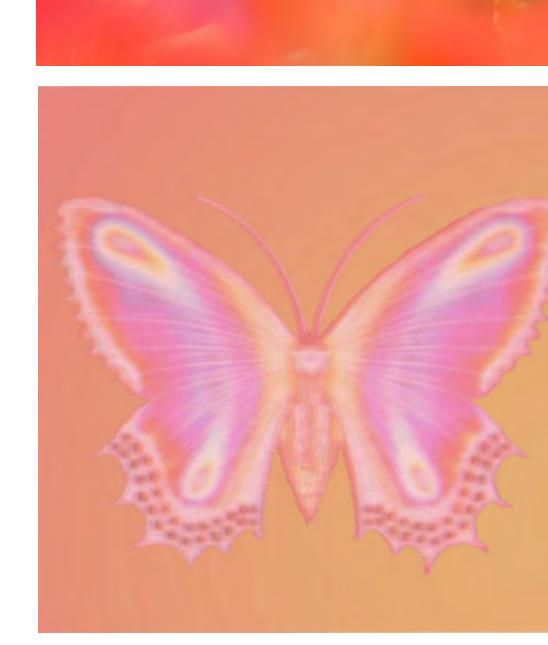
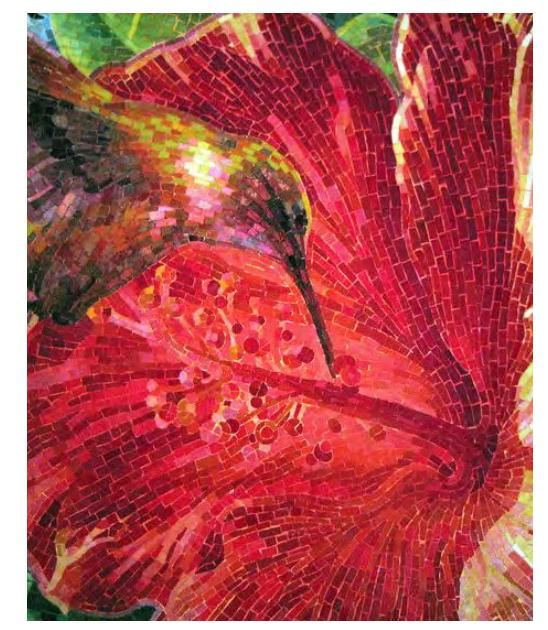
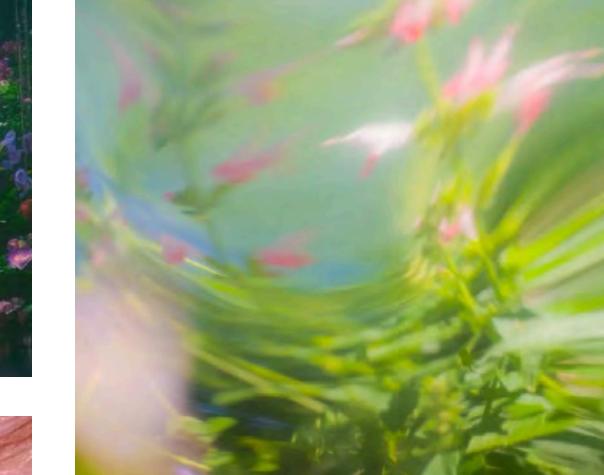
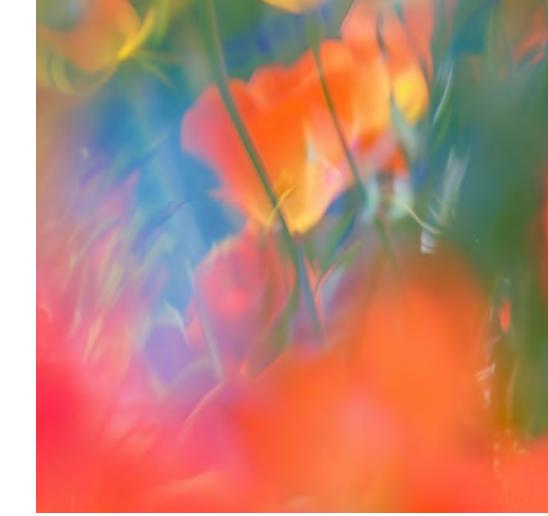
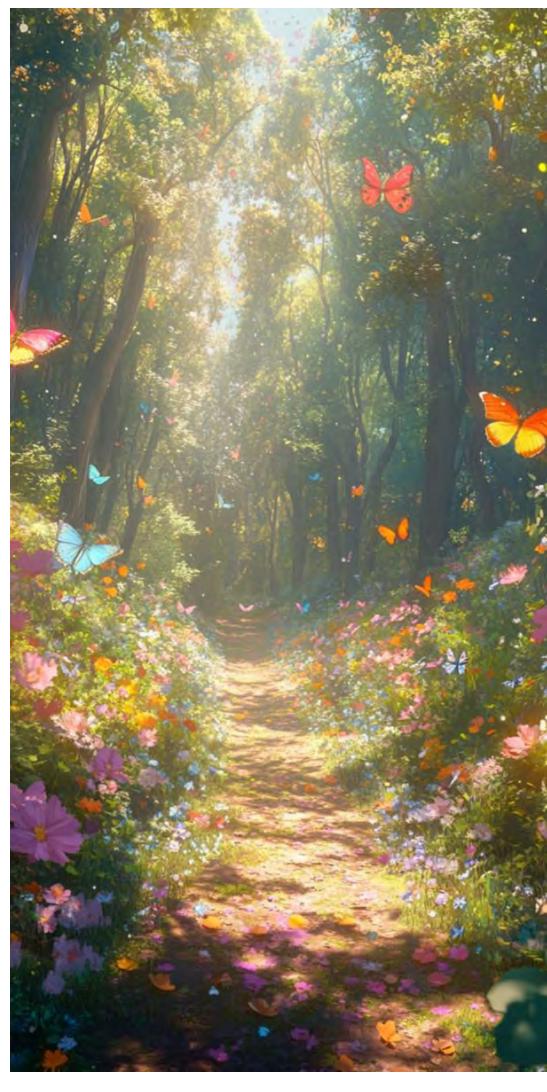
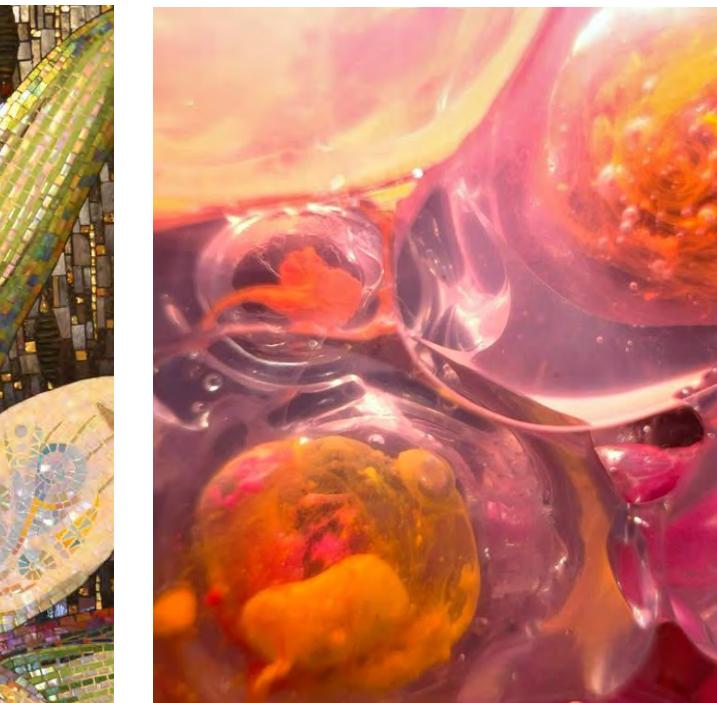
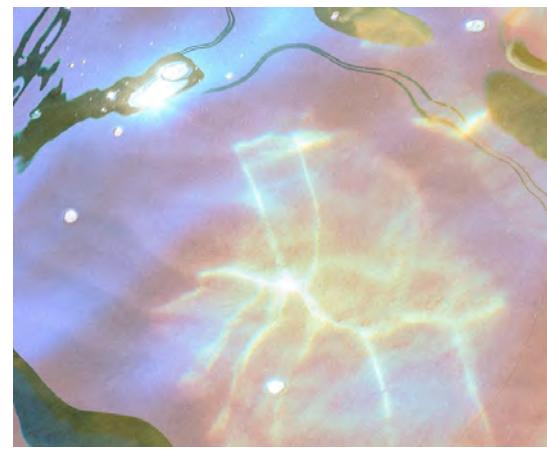
## CREATIVE AND STYLE-CONSCIOUS ENTHUSIASTS

People who are into fashion, visual aesthetics, and alternative or vintage-inspired visuals. Who resonate with her sense of individuality, sensuality, and empowerment.

## BICULTURAL AND LATIN INDIVIDUALS

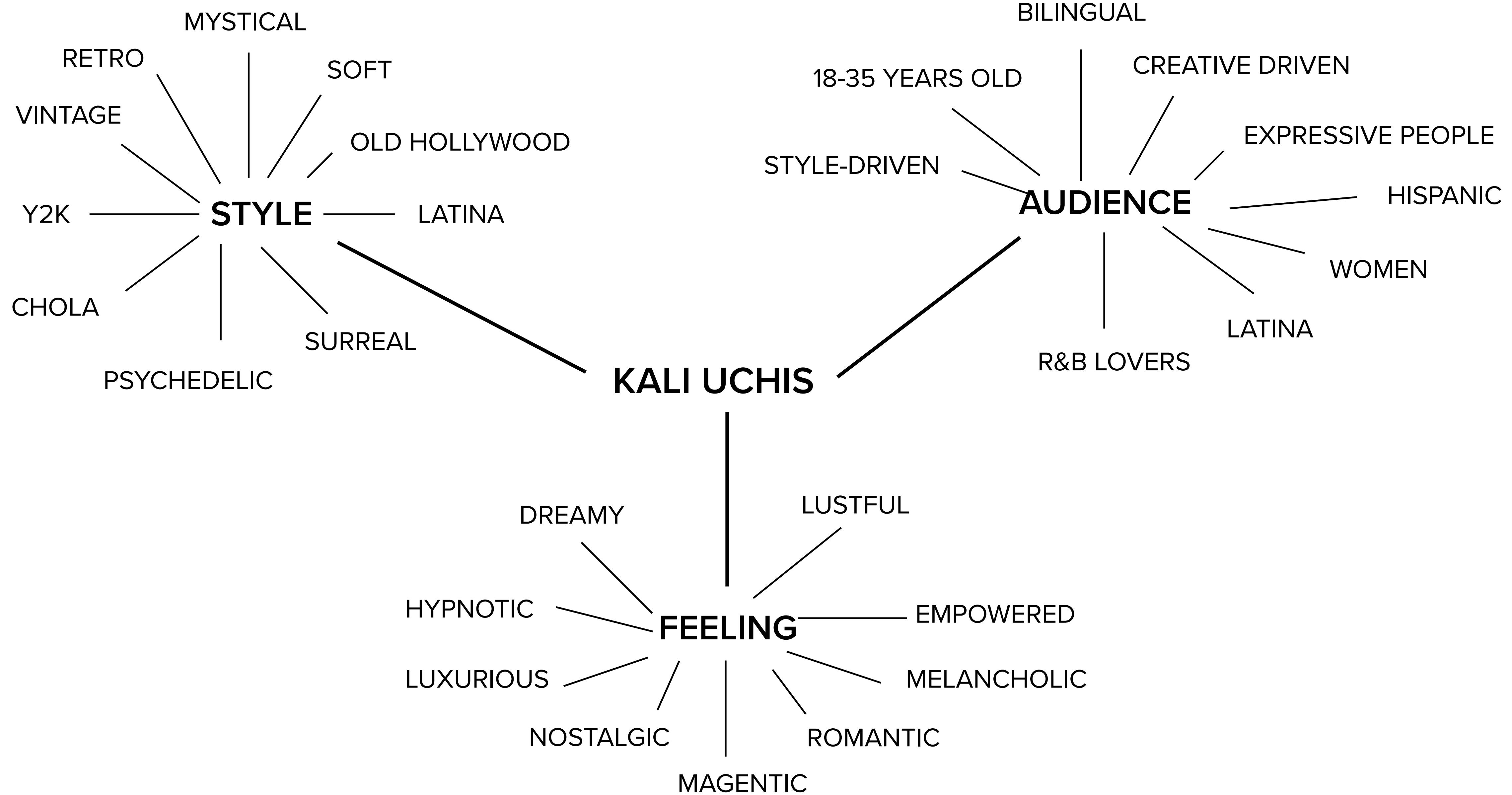
People who are bilingual or Bicultural Latin fans who relate to her Columbian-American identity. These fans usually listen to Latin alternative music and love looking for genre diversity in their mainstream.





# CONCEPT IDEATION

WHIMSY	PINK	SENSUAL	MELODIC	SLOW-BURNING	MOODY	<b>BUBBLY</b>
DREAMY	GREEN	VISIONARY	VULNERABLE	NOSTALGIC	<b>ANGELIC</b>	<b>RADIANT</b>
RETRO	FLOWER	<b>BILINGUAL</b>	MAGNETIC	LYRICAL	GOLDEN	COSMIC
FEMININE	SMOOTH	LUSCIOUS	INTIMATE	WAVY	NOSTALGIA	TIMELESS
<b>SOFT</b>	<b>EXPERIMENTAL</b>	<b>VINTAGE</b>	CULTURAL	<b>SHINY</b>	GLAMOROUS	SUNKISSED
HAZY	LUSH	FLUID	EXPRESSIVE	LEAFS	SLEEK	MELANCHOLIC
DAYDREAMING	SOULFUL	SURREAL	EMPOWERING	DRIPPING	GILDED	INTROSPECTIVE
TROPICAL	CONFIDENT	AVANT-GARDE	SILKY	ALLURING	OLD HOLLYWOOD	GRITTY
PEACEFUL	ARTISTIC	LUXE	<b>MYSTICAL</b>	FIERCE	SMOKY	ENCHANTING
ROMANTIC	BOLD	FUTURISTIC	CHROMATIC	LUXE-BOHEMIAN	DIVINE	LUNAR
CALMING	ETHEREAL	EMOTIONAL	GLOSSY	POETIC	LUXURIOUS	<b>EARTHY</b>



# EVENT THEME PROPOSAL



## Secret Garden Concert Series

Although Kali Uchis is going on tour this year, this concert series adds an enchanting twist as each show is hosted in a intimate garden venues around the United States. This will transforms her dreamy and mystical sounds into a living experience. Each stop features exclusive, limited edition merch and immersive details that reimagine the typical concert.



## Sound Bath Experience

This immersive bath and spa experience welcomes fans into a serene, dreamlike space inspired by Kali Uchis's music. Guests enjoy guided meditation, soothing spoken messages, and spa treatments like foot soaks, aromatherapy, and mini massages.



## Flea Market Event

A flea market day curated around Kali Uchis's identity—vintage, Old Hollywood glam, and Y2K vibes. Fans can thrift, shop unique vintage pieces, and explore local Latinx makers, all while discovering surprises inspired by her music and style.

# EVENT: SOUND BATH EXPERIENCE



# MISSION STATEMENT

Our mission is to celebrate Kali Uchis's genre-blending, bilingual sound by crafting a dreamy, mystical visual identity that amplifies her music. By embracing her unique fusion of Spanish and English, we create a vivid, transportive world that reflects her cultural pride, sensual energy, and her individuality. Expanding her presence across physical, digital, and environmental spaces which will connect deeply with her fans who see themselves in her self-expression.

# WHAT COULD THIS EVENT ACHIEVE?

## Expanding Her Cultural Impact

By embracing Kali Uchis's bilingual sound and rich cultural identity, this event will authentically capture and celebrate her Colombian-American roots. This connection will resonate deeply with diverse audiences, fostering a sense of pride and belonging while highlighting the beauty of bicultural artistry.

## Enhancing Her Brand Differentiation

As Kali Uchis continues to rise, having a unique brand differentiation is essential in today's music industry. This event highlights how she embraces her identity and turns it into a powerful, authentic force — showing the world how her bilingual sound, cultural roots, and dreamy aesthetic set her apart and push her artistic vision forward.

## Creating Lasting Memories

Her audience will have the time of their lives at this event, connecting with Kali Uchis on a deeper, more personal level. The immersive experiences will create lasting memories that strengthen their bond with her music, identity, and artistic world.

# AUDIENCE

## Bilingual and Latin Individuals

As Kali Uchis target audience previously, this event targets to bilingual and Latin individuals as her identity represents this community with a dreamy and mystical twist.

## Creative and Wellness Enthusiast

They're drawn to Kali Uchis's dreamy, artful world and crave immersive experiences that inspire self-expression, relaxation, and a deeper connection to her unique aesthetic and identity.

## Young Adults

As her main target audience are ages from 18-35 year olds. Young adults is the perfect audience for this type of event as they love genre-blending music with art.

# PRODUCT 1

## Healing Bundle Box

This package is to heal your soul as it is inspired by her album “Sincerely.”. The meaning behind this album that she created most recently is to heal your soul.

### Box

The box will tie in with the whole entire package of what the products will come in. It will have a gradients and texture that is inspired by the album.

### Oil

Inspired by one of her songs on her album called Territorial. The scent is a black cherry with soft rose.

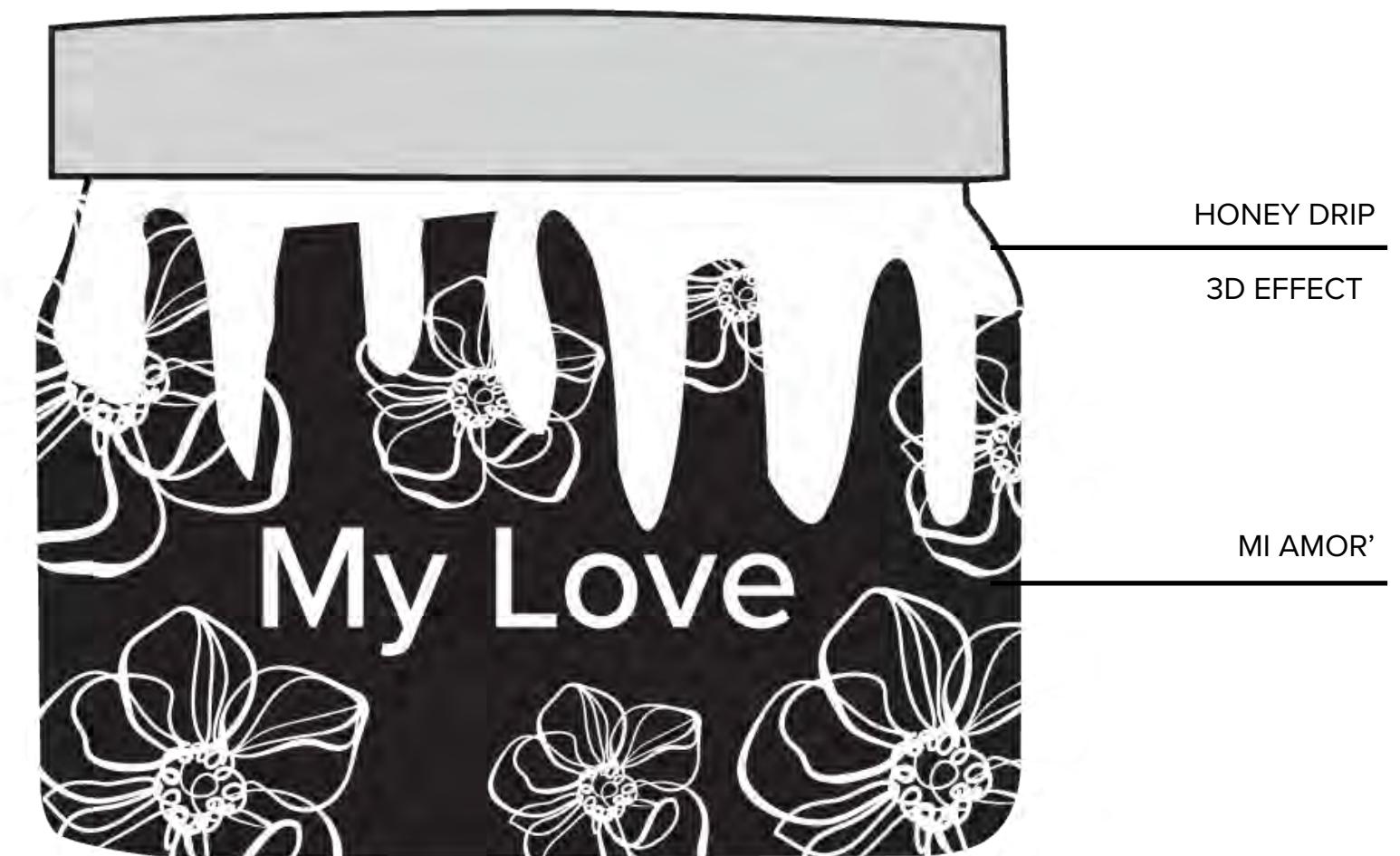
### Sugar Scrub

Inspired by her Sugar, Honey, Love. It is a warm feeling with the scent of vanilla, honey with fresh scent of gardenia petals.



# PRODUCT 1

Healing Bundle Box



# PRODUCT 2

## Perfume

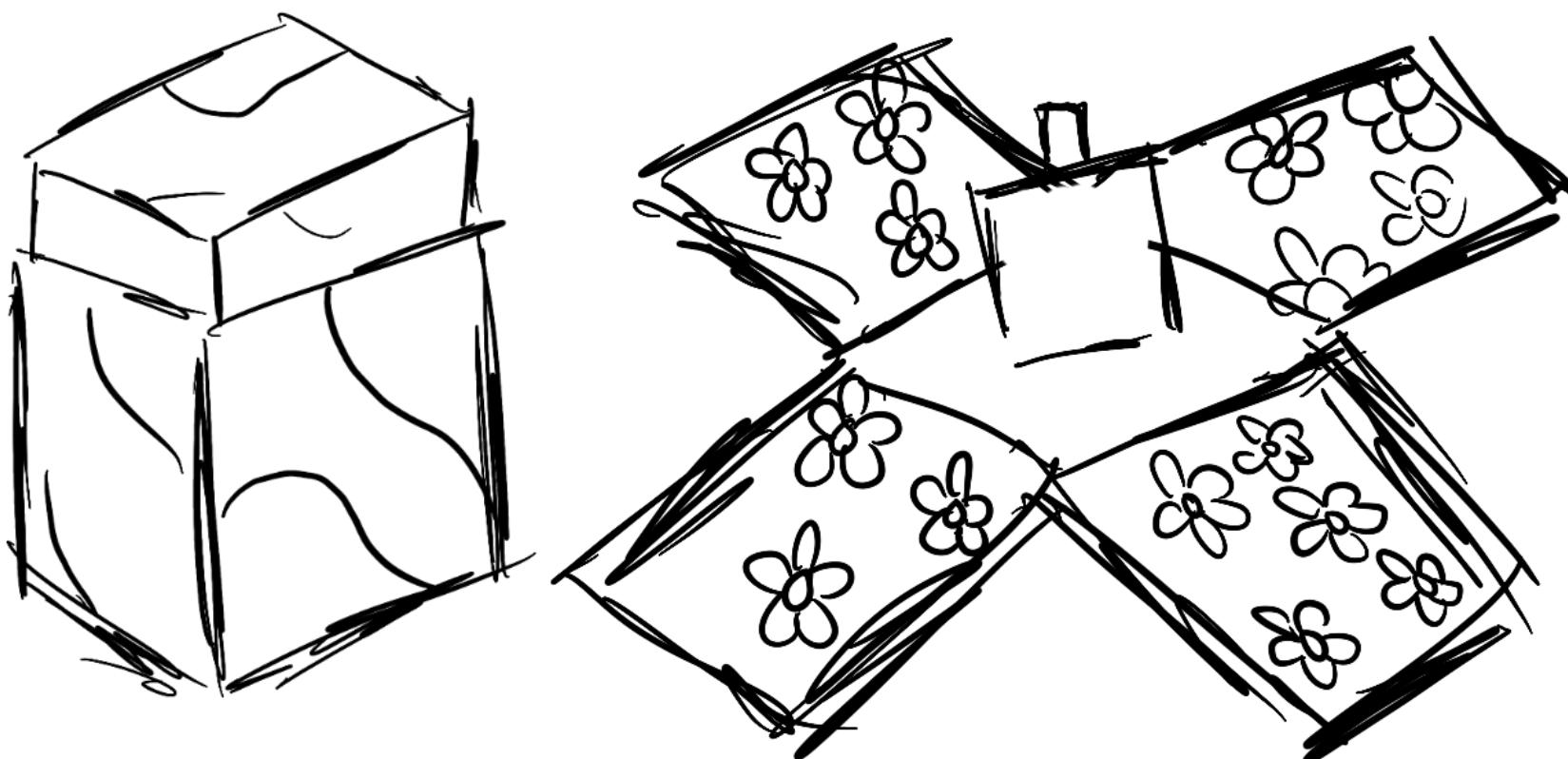
This package is to heal your soul as it is inspired by her album “Sincerely.”. The meaning behind this album that she created most recently is to heal your soul.

## Box

The box is in bloom. When you open it it will but opened into a flower.

## Perfume

A comforting scent to add to your collection of smell. This scent will make you feel well at home.



# PRODUCT 2

Perfume

SPRAY PAINT EFFECT WITH GRADIENTS



OPENS LIKE A FLOWER IN BLOOM



FLOWER PATTERN ALSO ADDING 3D FLOWERS

VINES ALL AROUND THE BOTTLE



# PRODUCT 3

## Cassette Tape Package

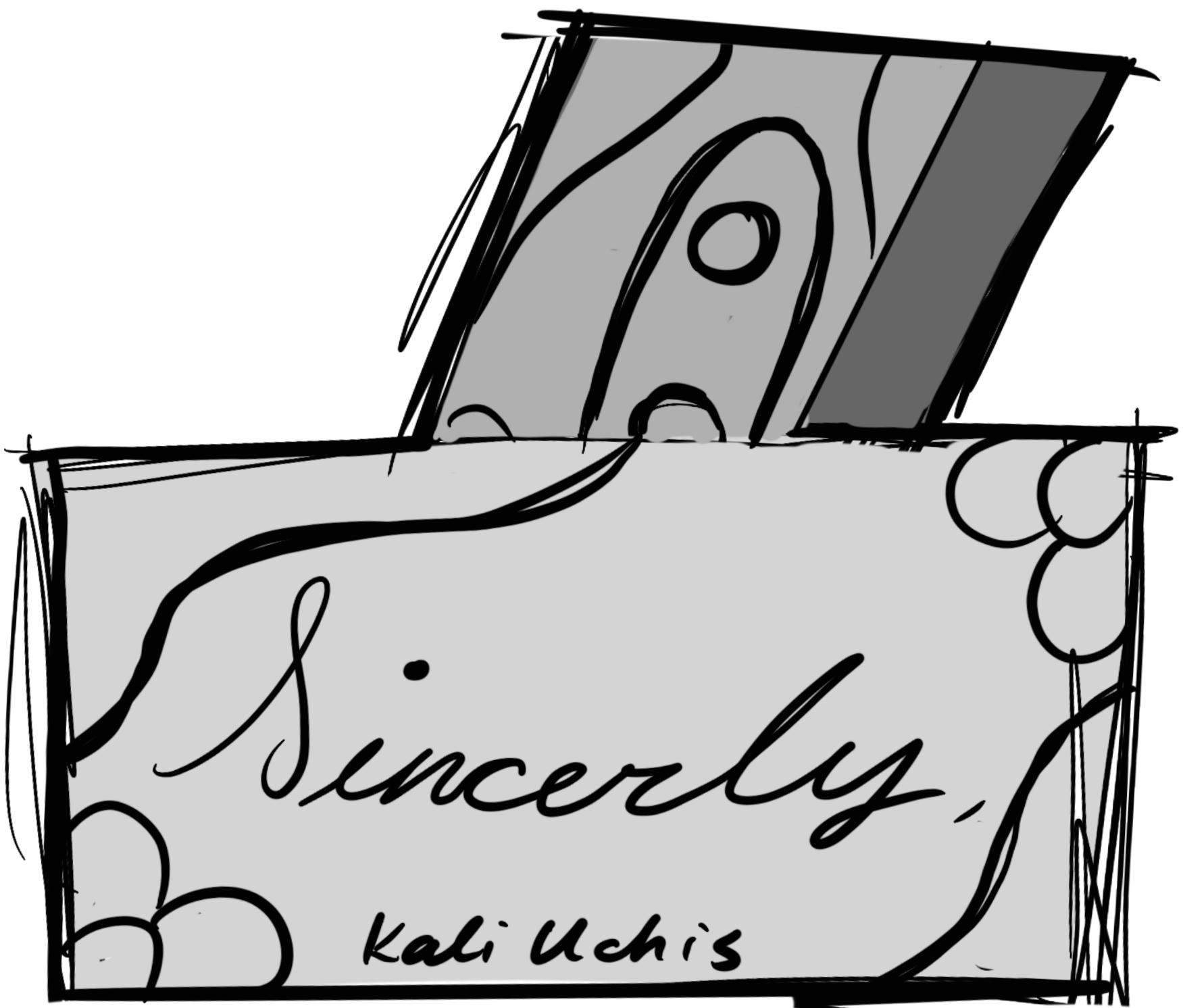
Listen to *Sincerely, K* in a more nostalgic and vintage way. This package includes a cassette tape and a slip case to store this dreamy album.

### Cassette Tape

The tape will include a quote and have texture and gradients to match with the album.

### Slip Case

A clear case to see the cassette tape even in storage but it will showcase and add more elements to the tape. Also, can customize to your own liking with stickers included in the package.



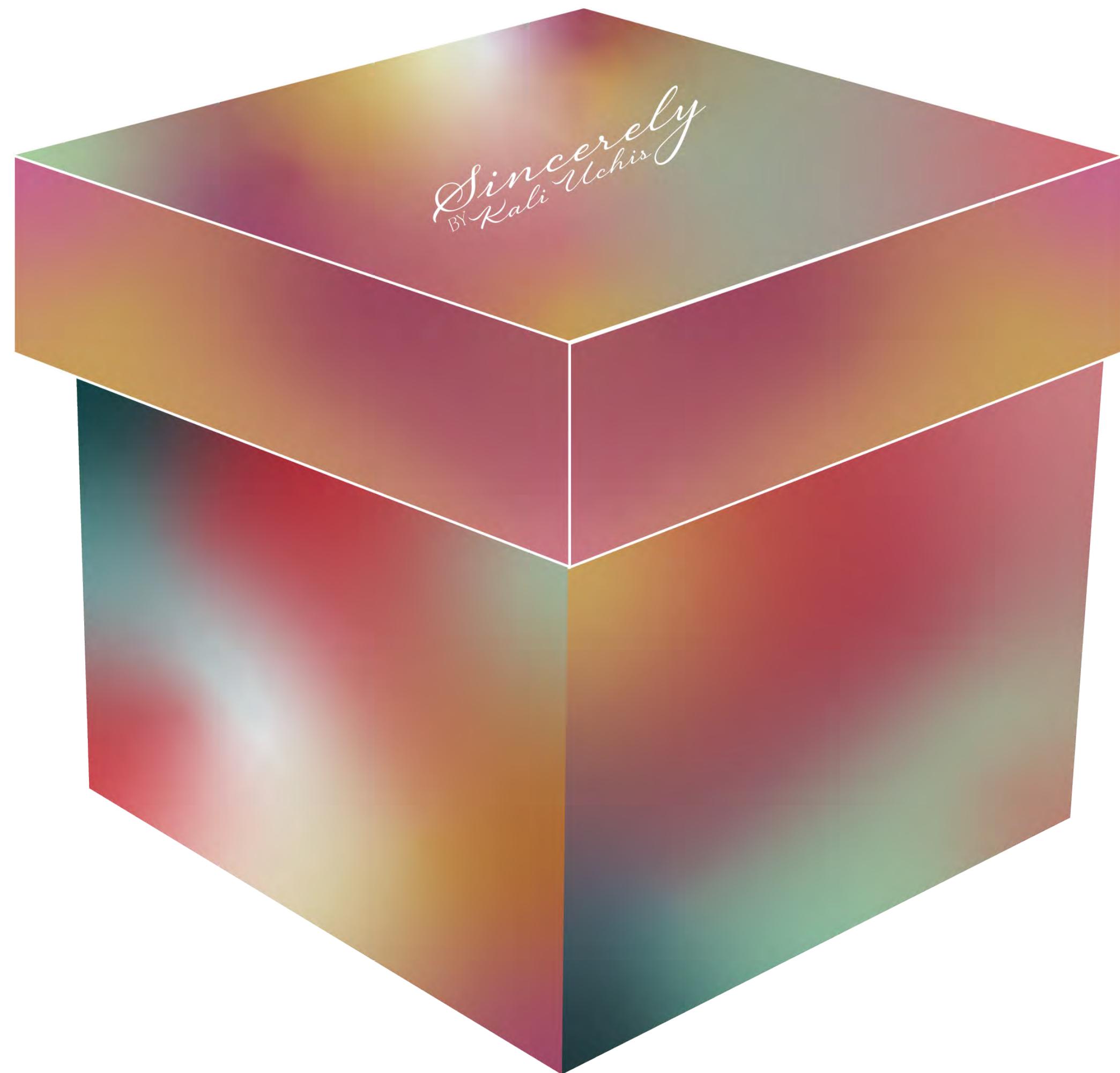
# PRODUCT 3

Cassette Tape



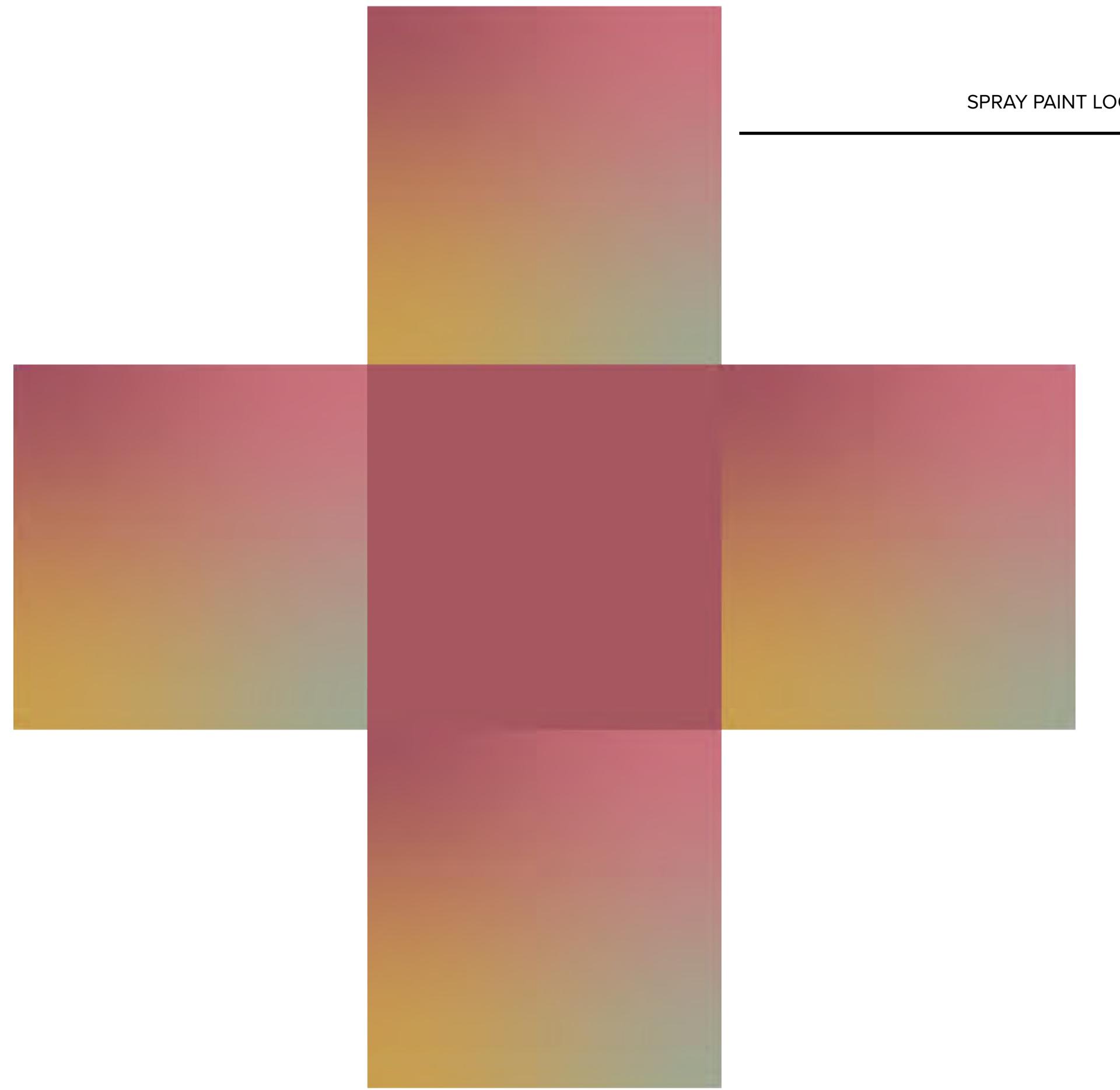
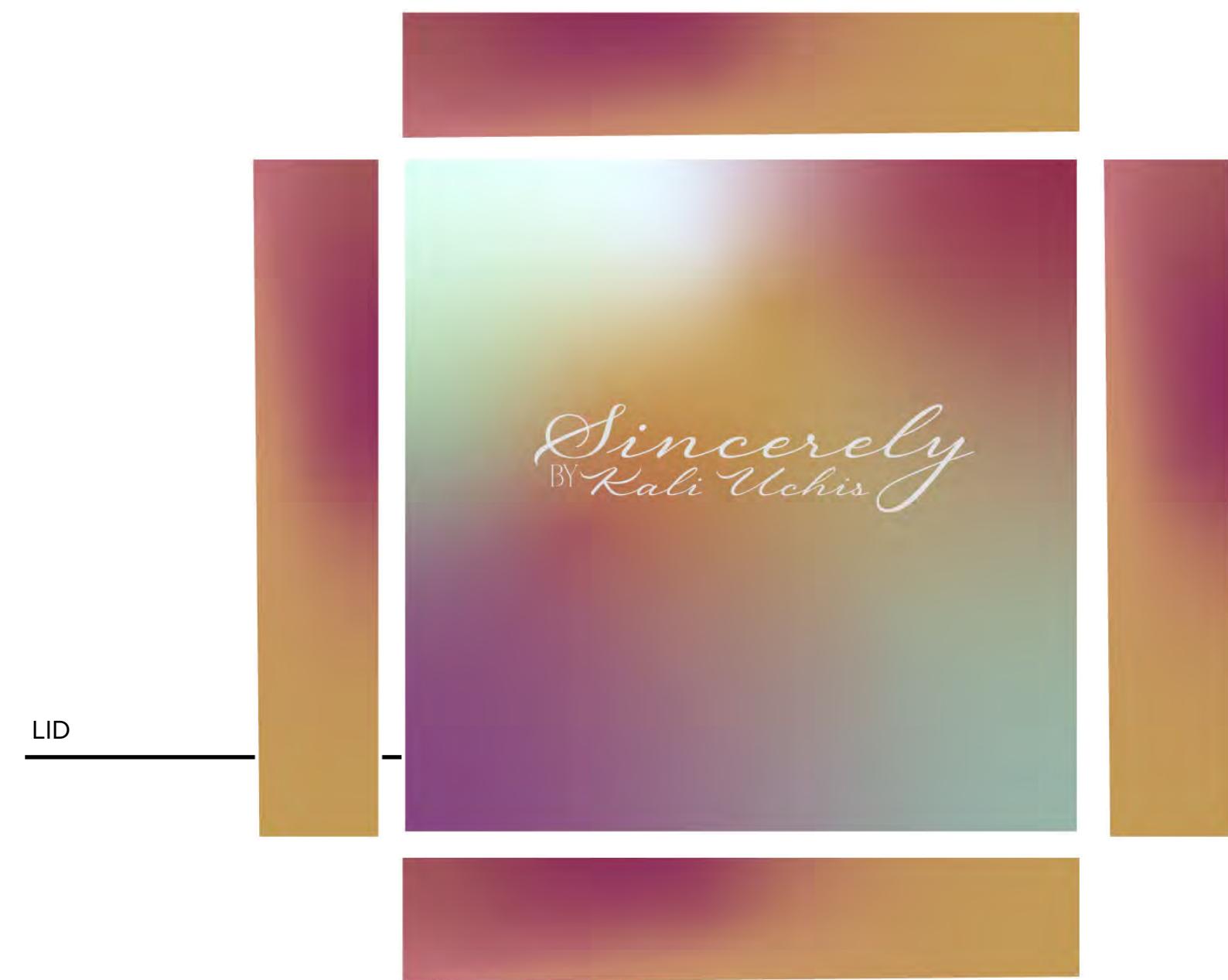
# VARIATION 1

Box



# VARIATION 1

Exterior Box



# VARIATION 1

Interior Box



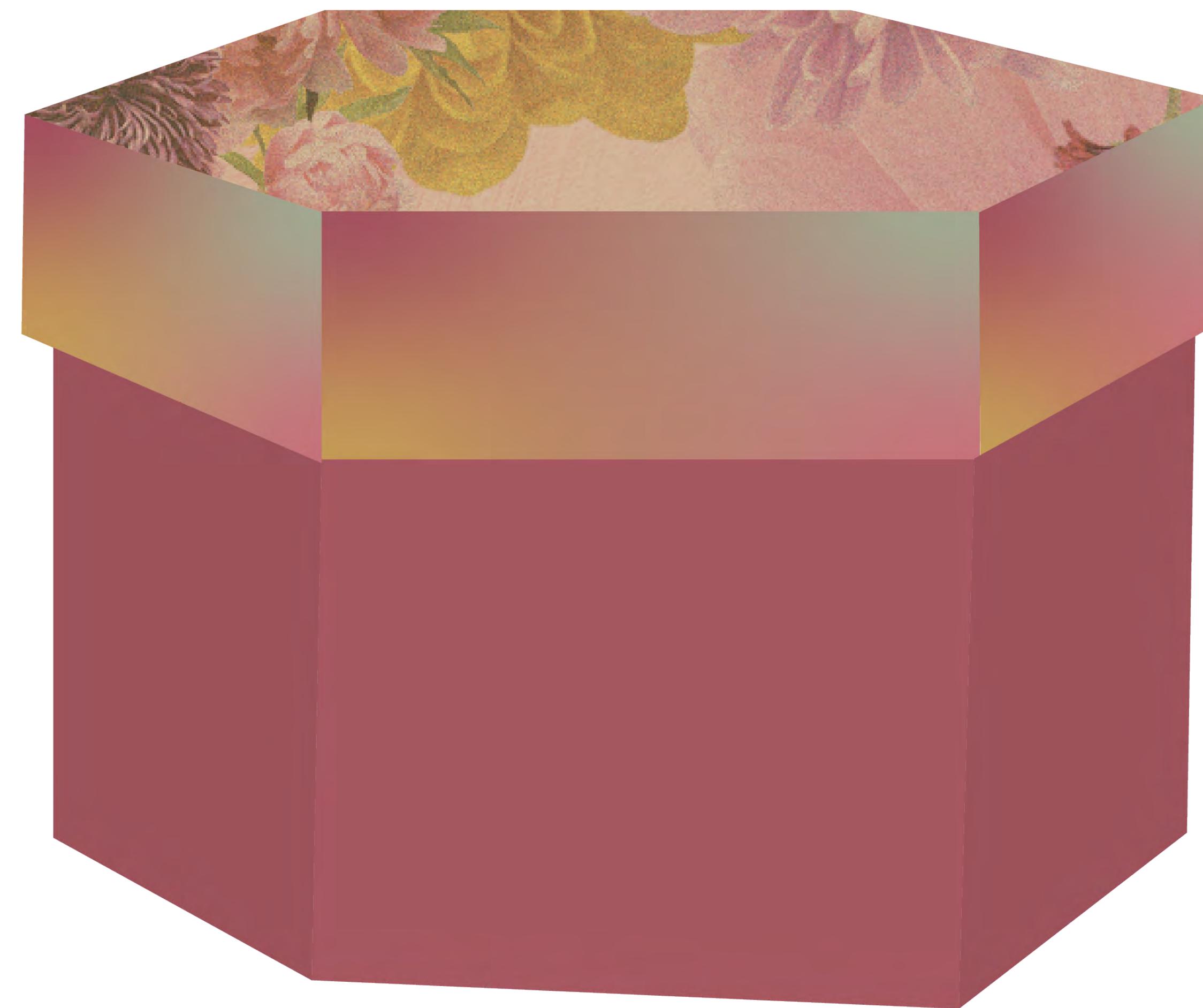
# VARIATION 1

Perfume



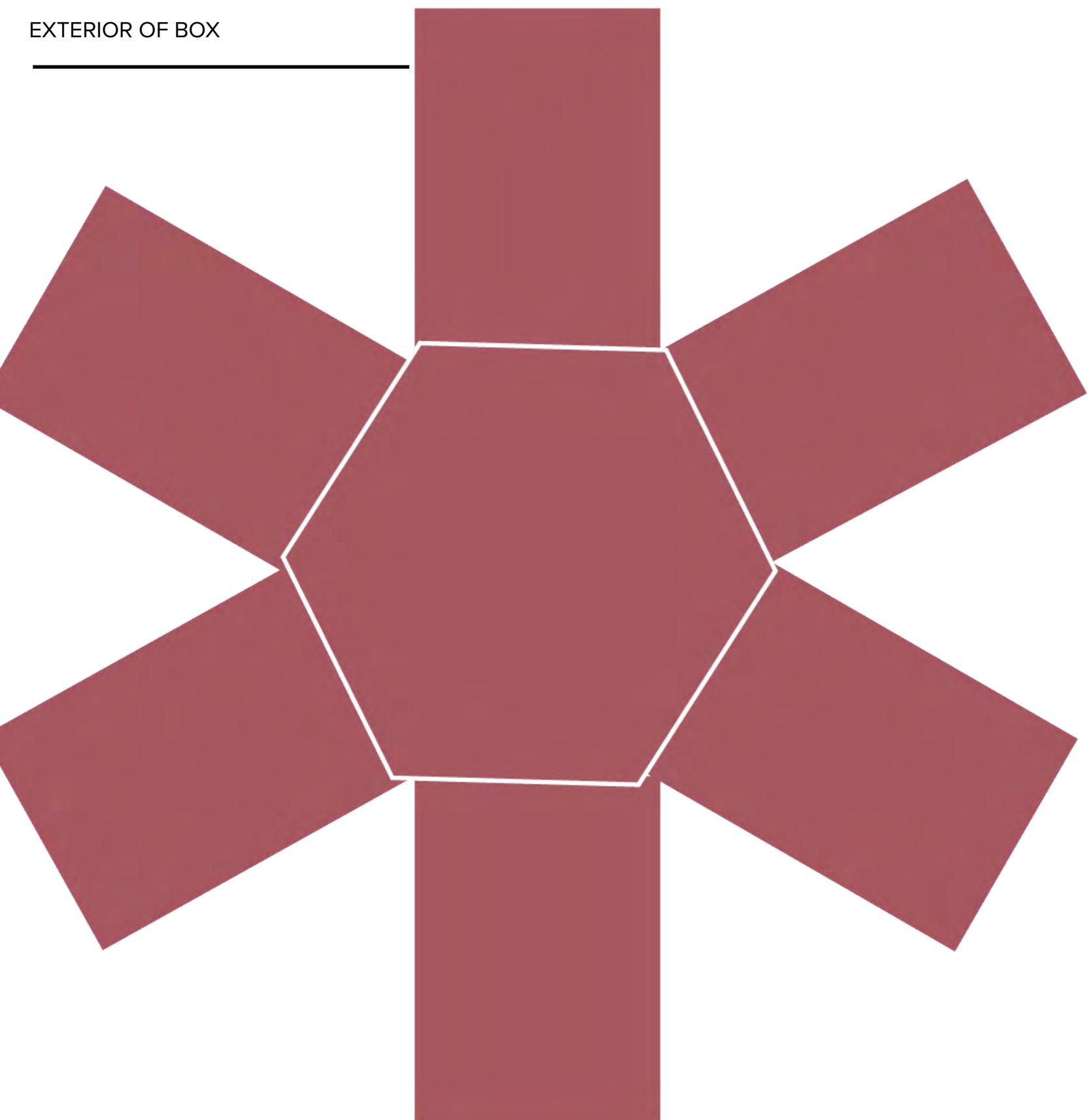
# VARIATION 2

Box



# VARIATION 2

Exterior Box



# VARIATION 2

Interior Box



# VARIATION 2

Perfume



# VARIATION 1

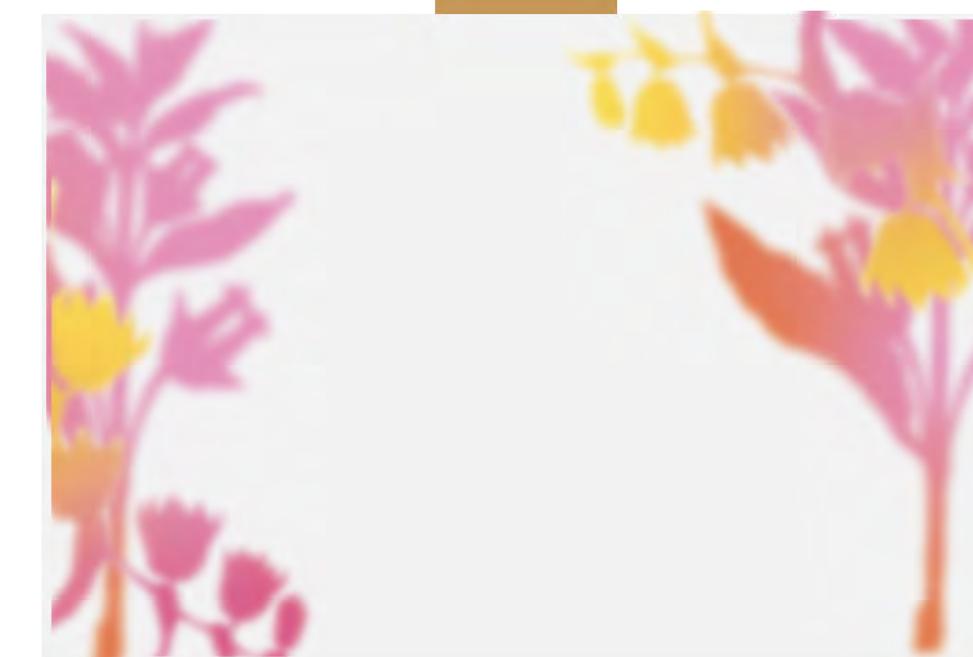
Perfume

CHANGING THE COLOR FROM ORIGINAL



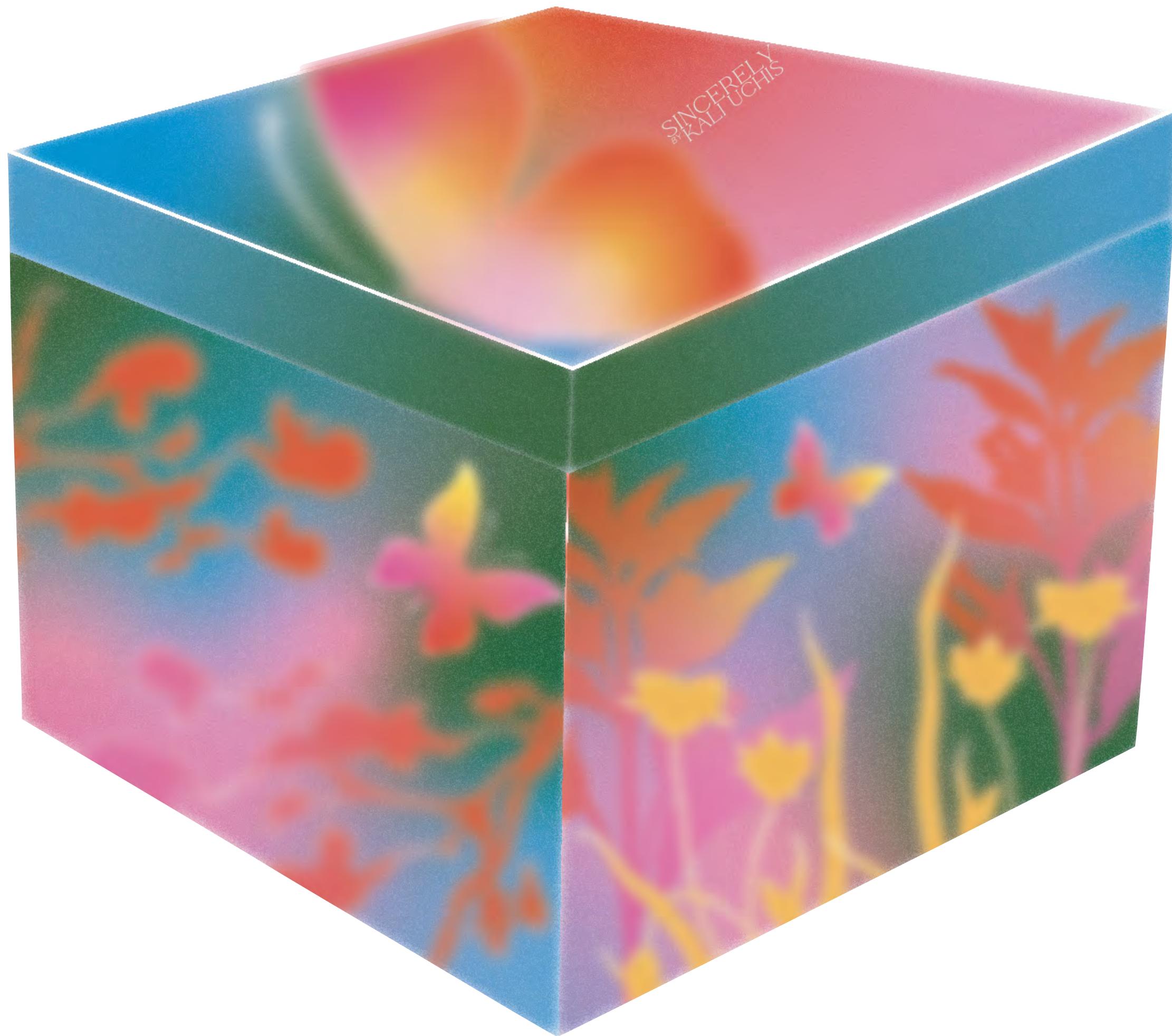
CLEAR BOTTLE

INTIALS



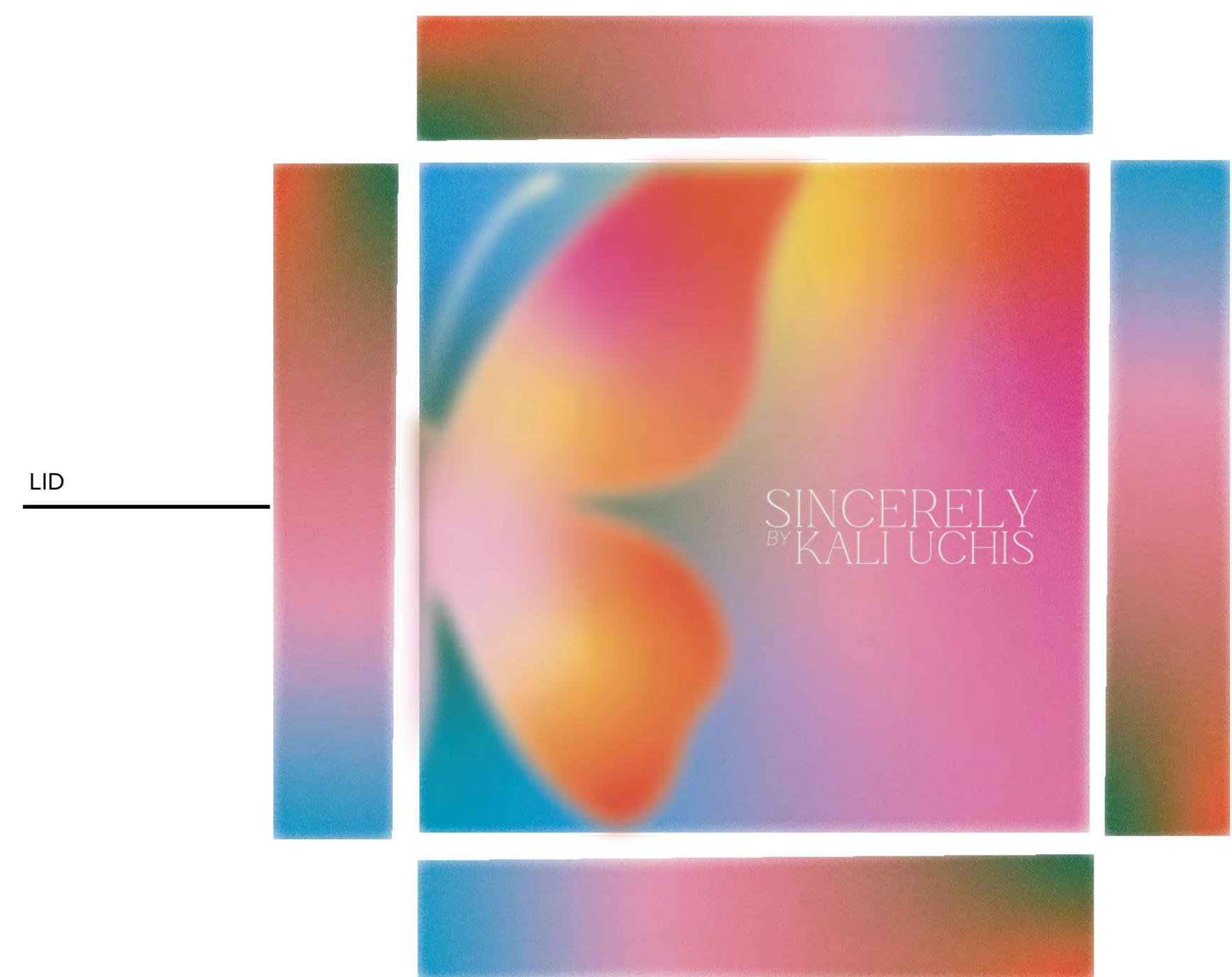
# VARIATION 1

Box in 3D form



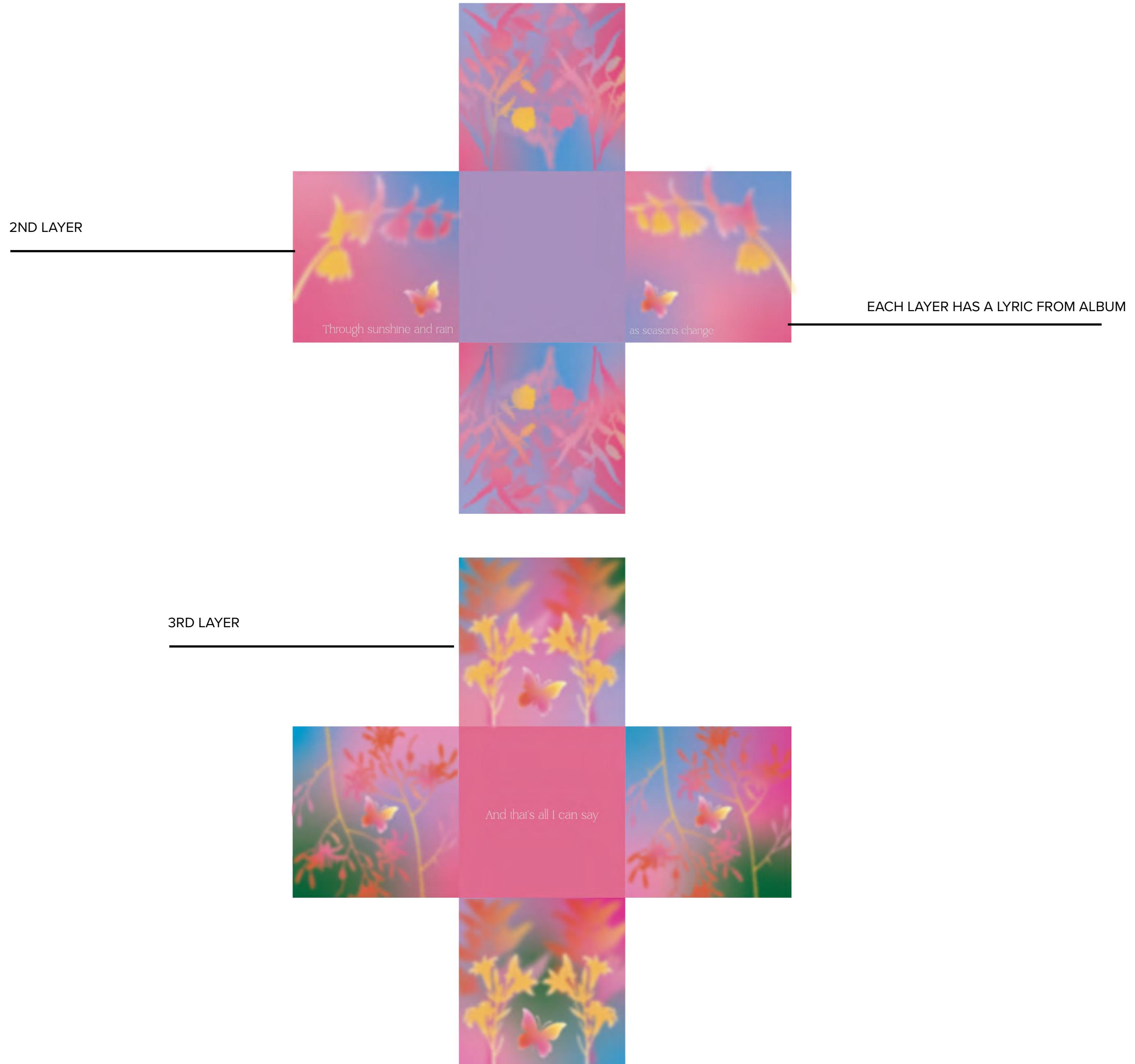
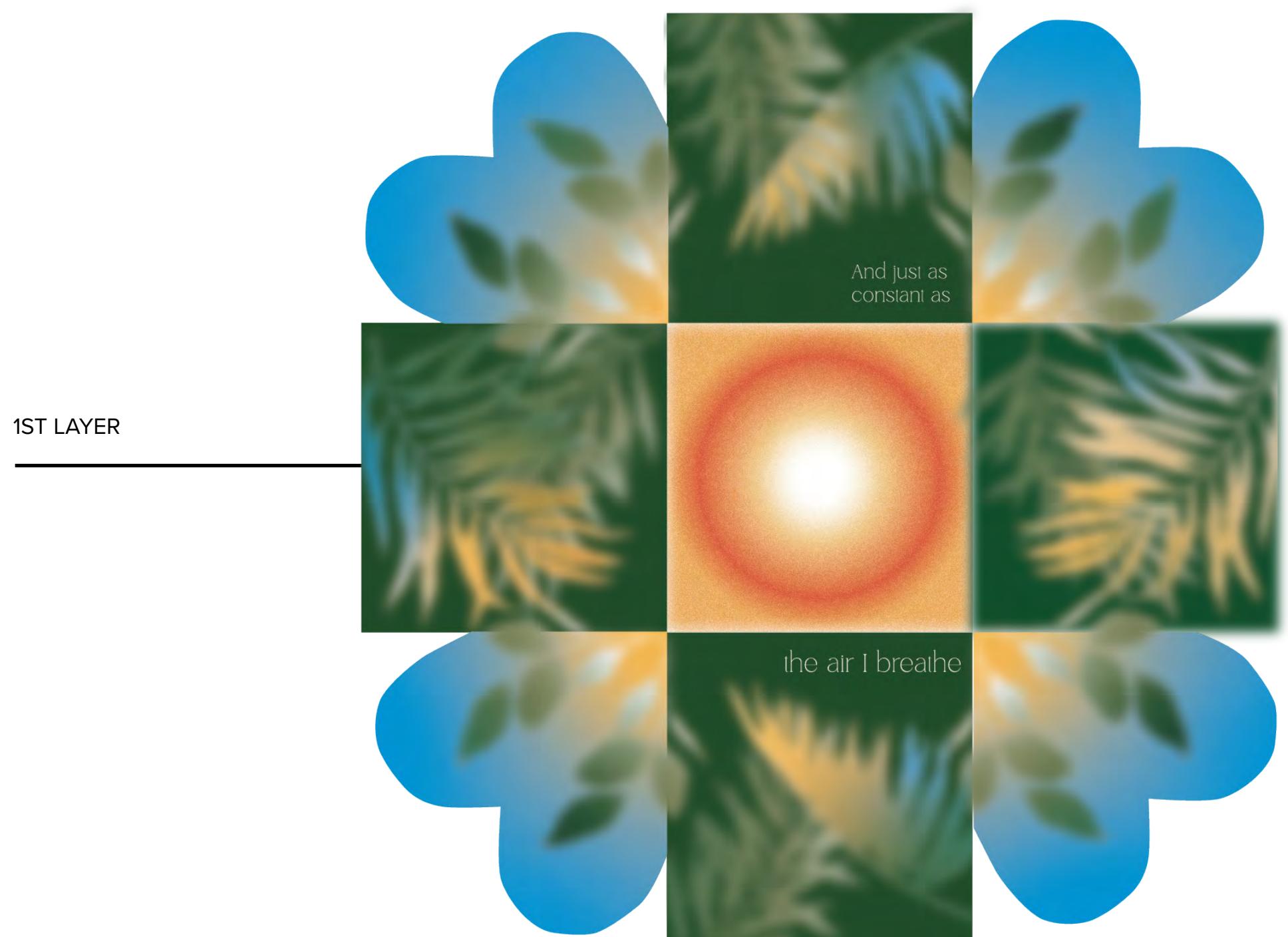
# VARIATION 1

Exterior Box Layout



# VARIATION 1

Interior Box



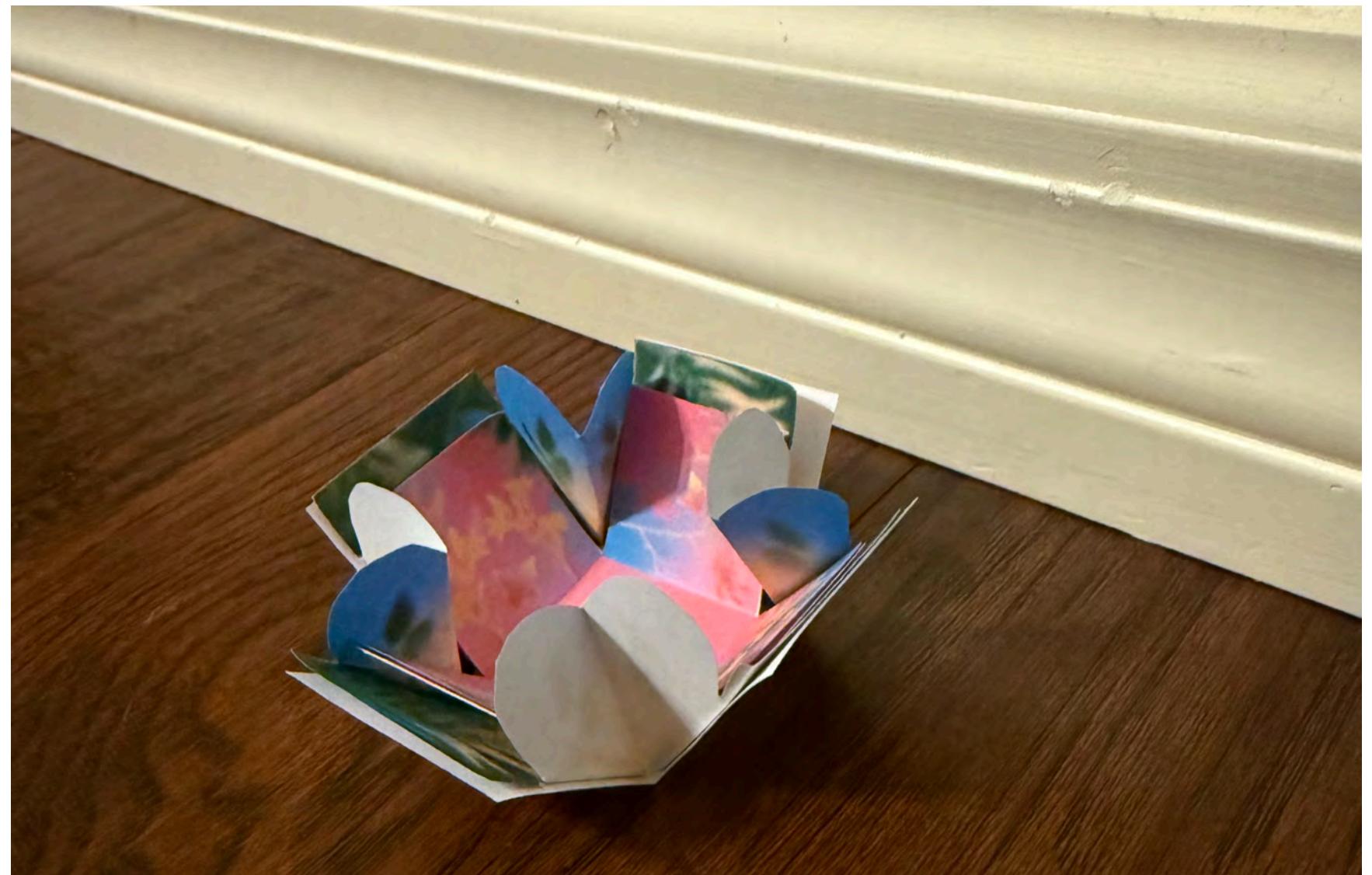
# VARIATION 1

Interior Box With All Layers Together



# VARIATION 1

Mockups



# VARIATION 2

Perfume

FLOWER PERFUME SHAPE



BUTTERFLY SWARM

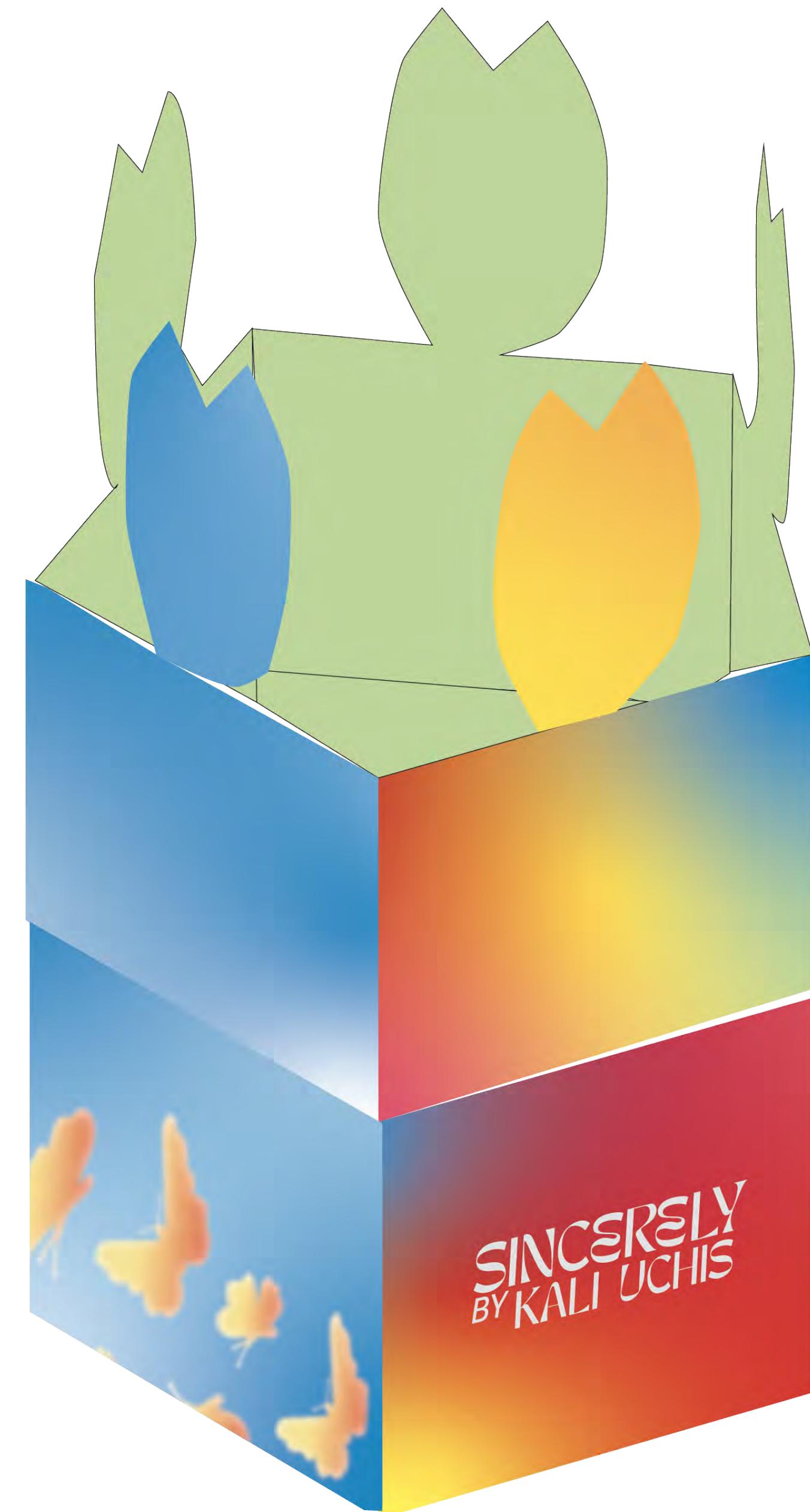


# VARIATION 2

Box In 3D form



SEASONS CHANGING



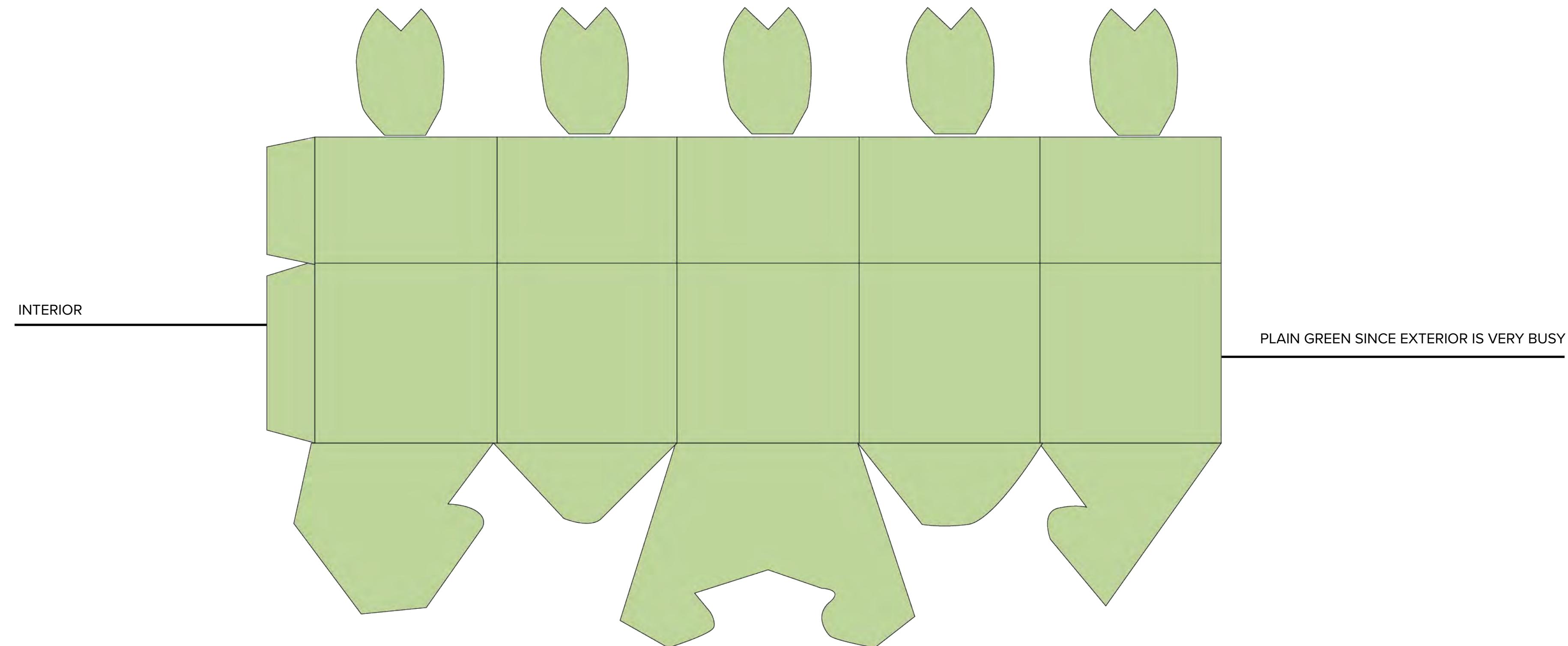
# VARIATION 2

Exterior Box



# VARIATION 2

Interior Box



# VARIATION 2

Mockups



# VARIATION 1

Perfume



# VARIATION 1

Box in 3D form



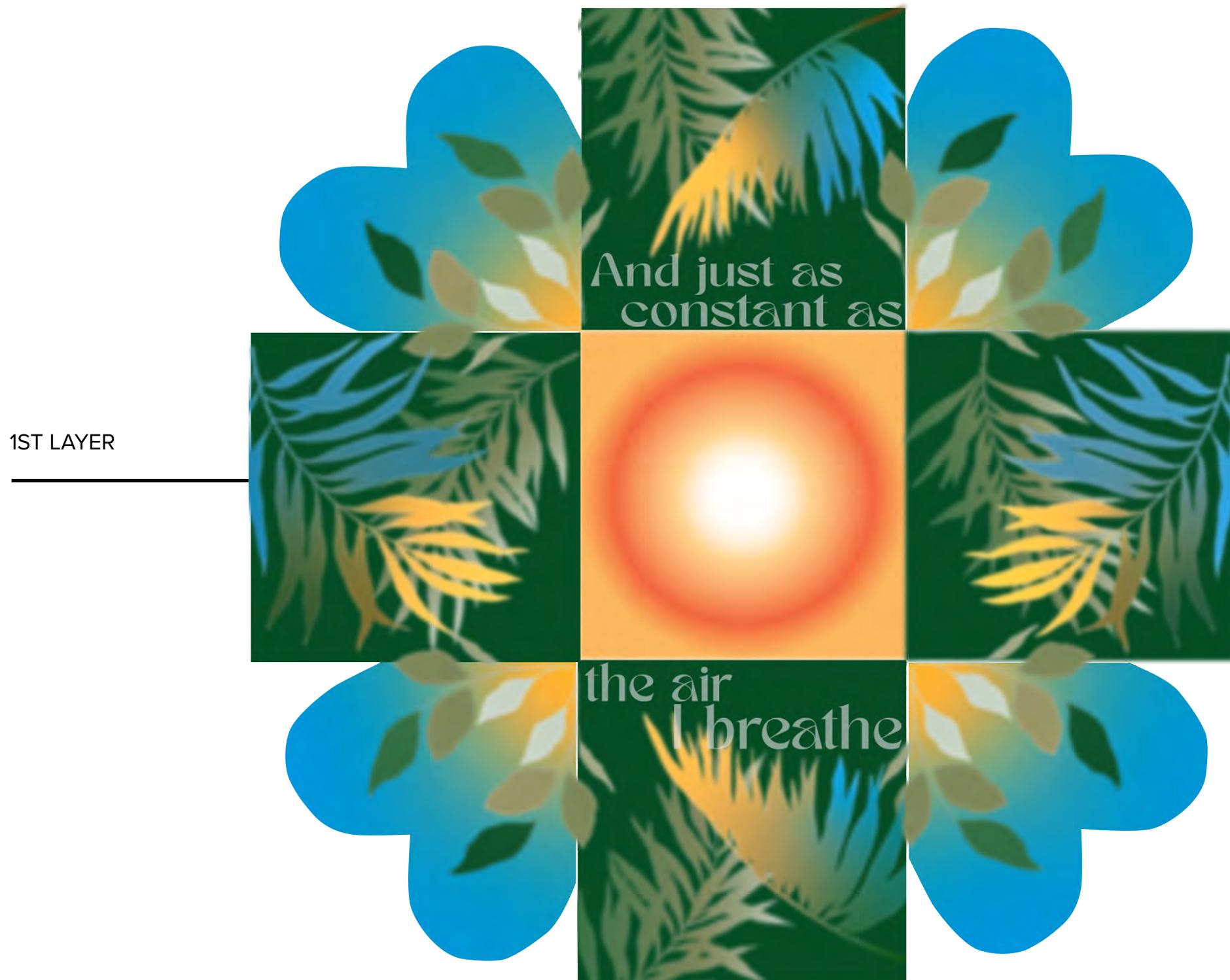
# VARIATION 1

Exterior Box Layout



# VARIATION 1

Interior Box



# VARIATION 1

Interior Box



# VARIATION 2

Perfume



# VARIATION 2

Box In 3D form



# VARIATION 2

Exterior Box Lid



# VARIATION 1

Perfume

NOT SURE IF THE TEXT WILL EVEN FIT ON BOTTLE



# VARIATION 1

Box in 3D form



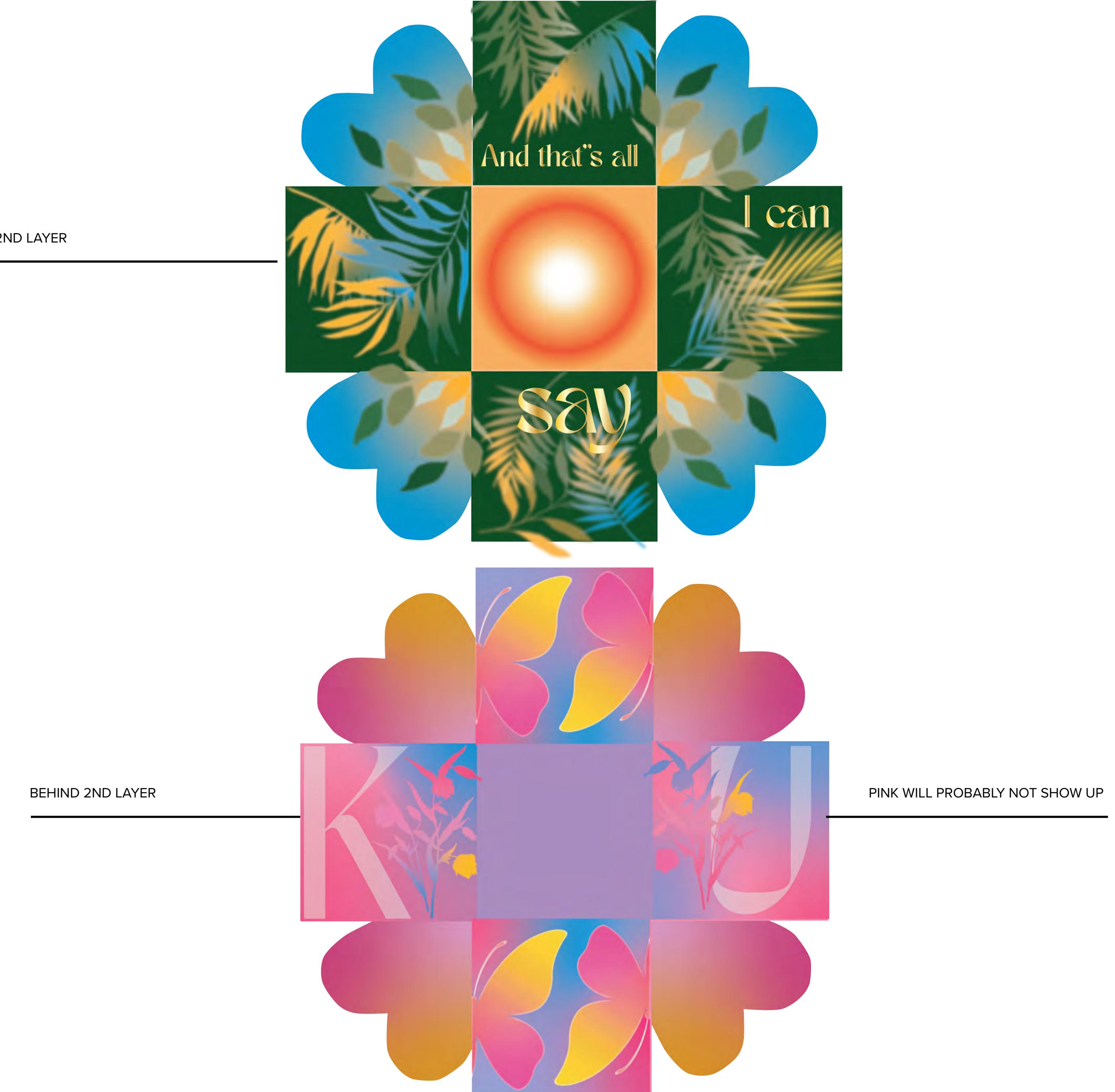
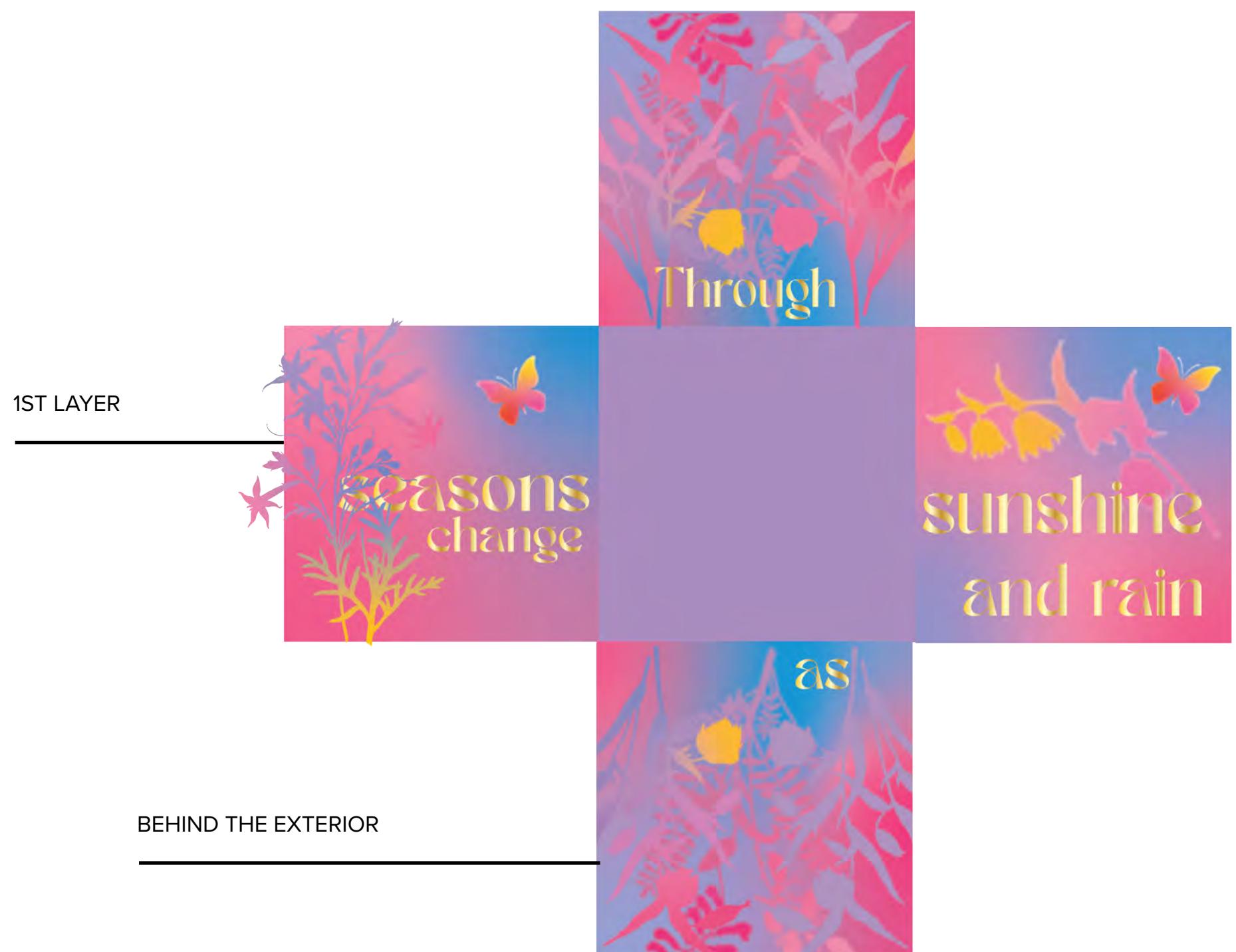
# VARIATION 1

Exterior Box Layout



# VARIATION 1

Interior Box



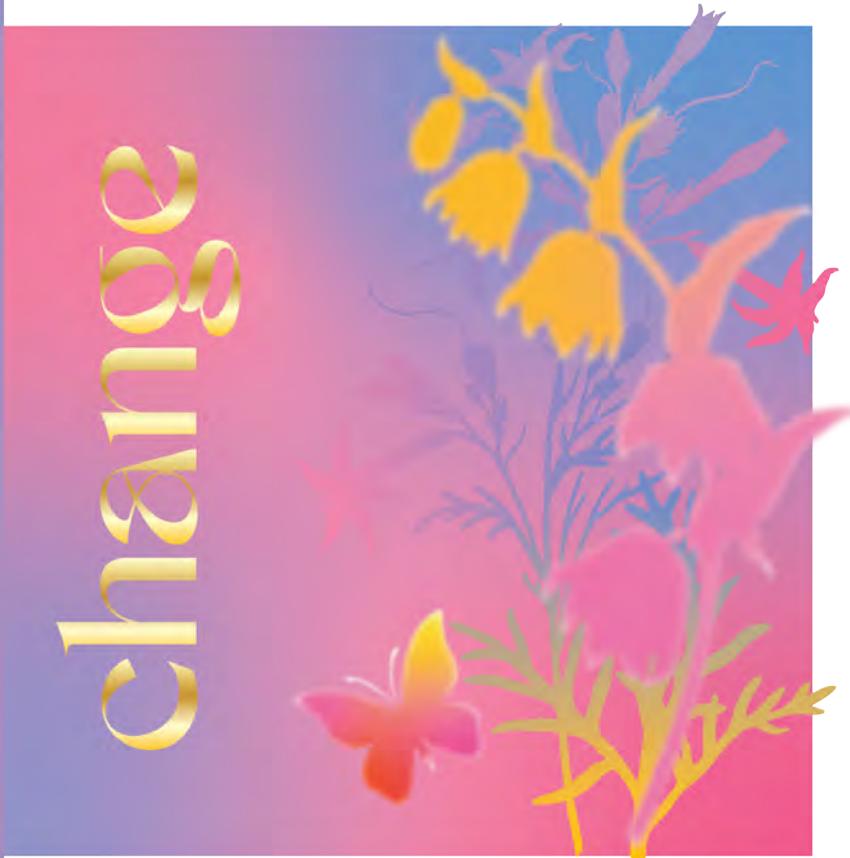
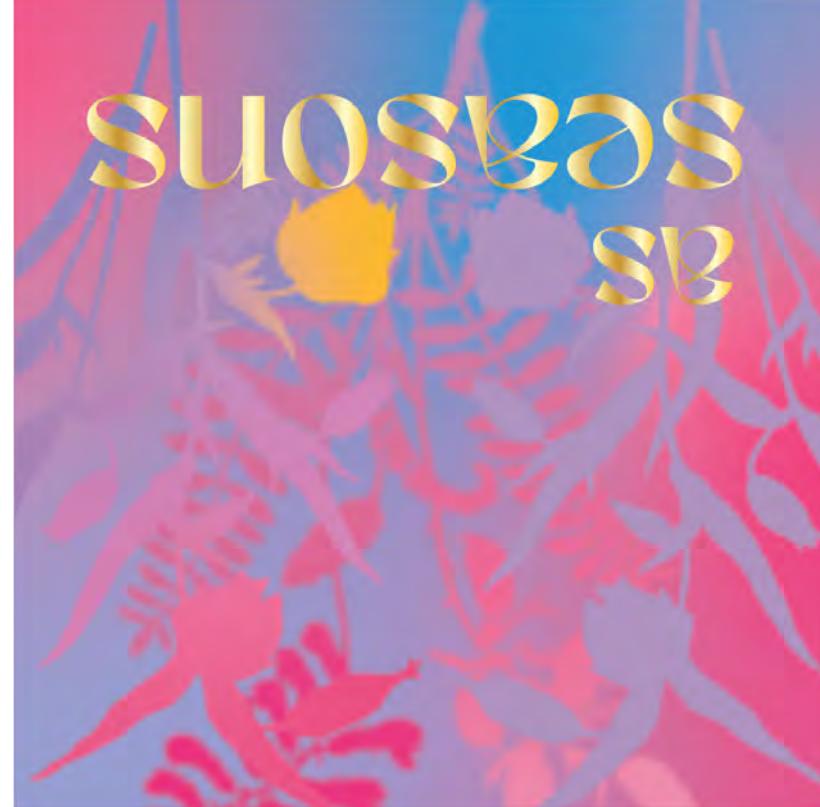
# FINAL PACKAGE

Exterior and Lid Package



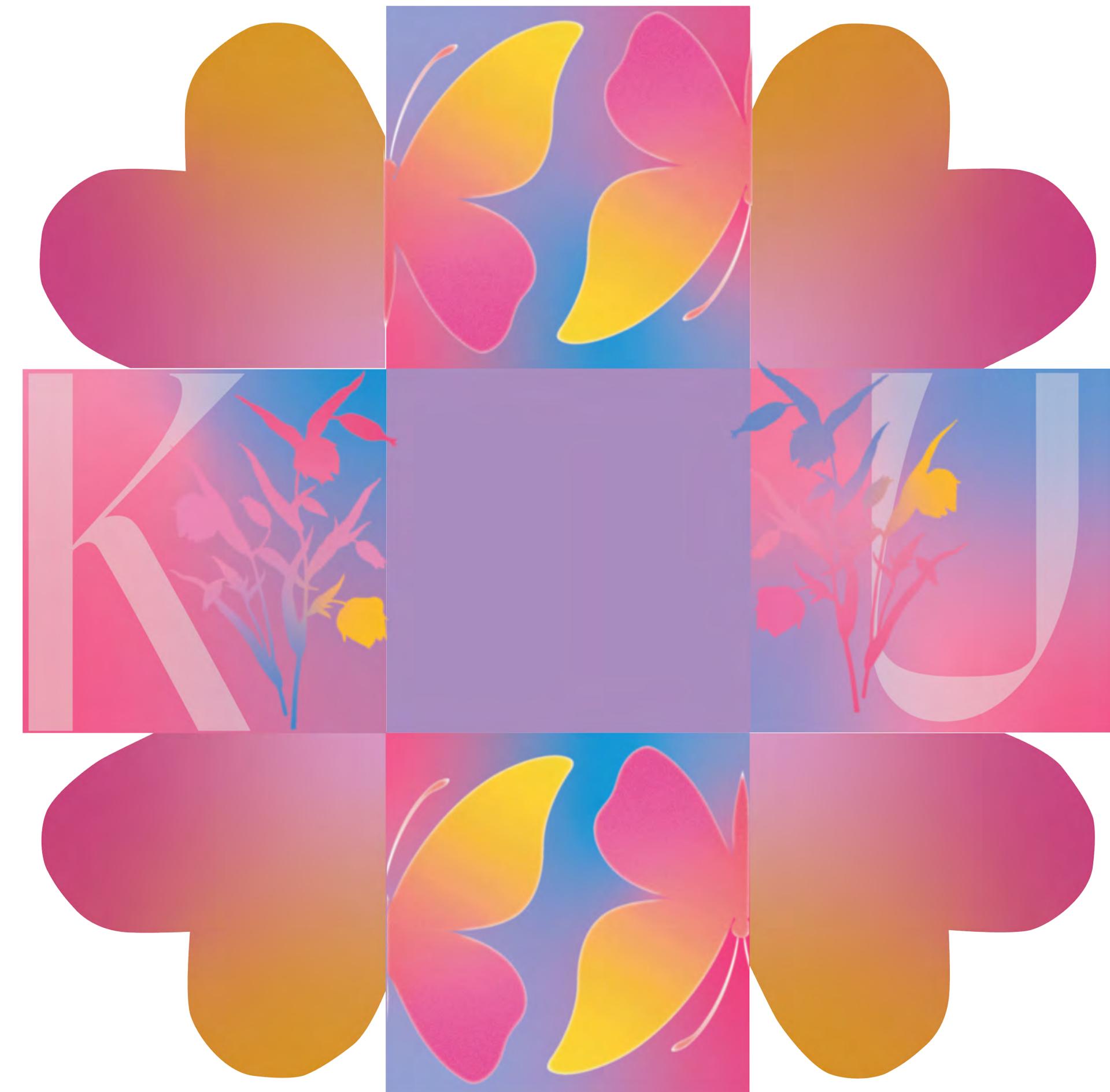
# FINAL PACKAGE

Interior of Layer 1



# FINAL PACKAGE

Interior of Layer 2 Front and Back



# FINAL PACKAGE



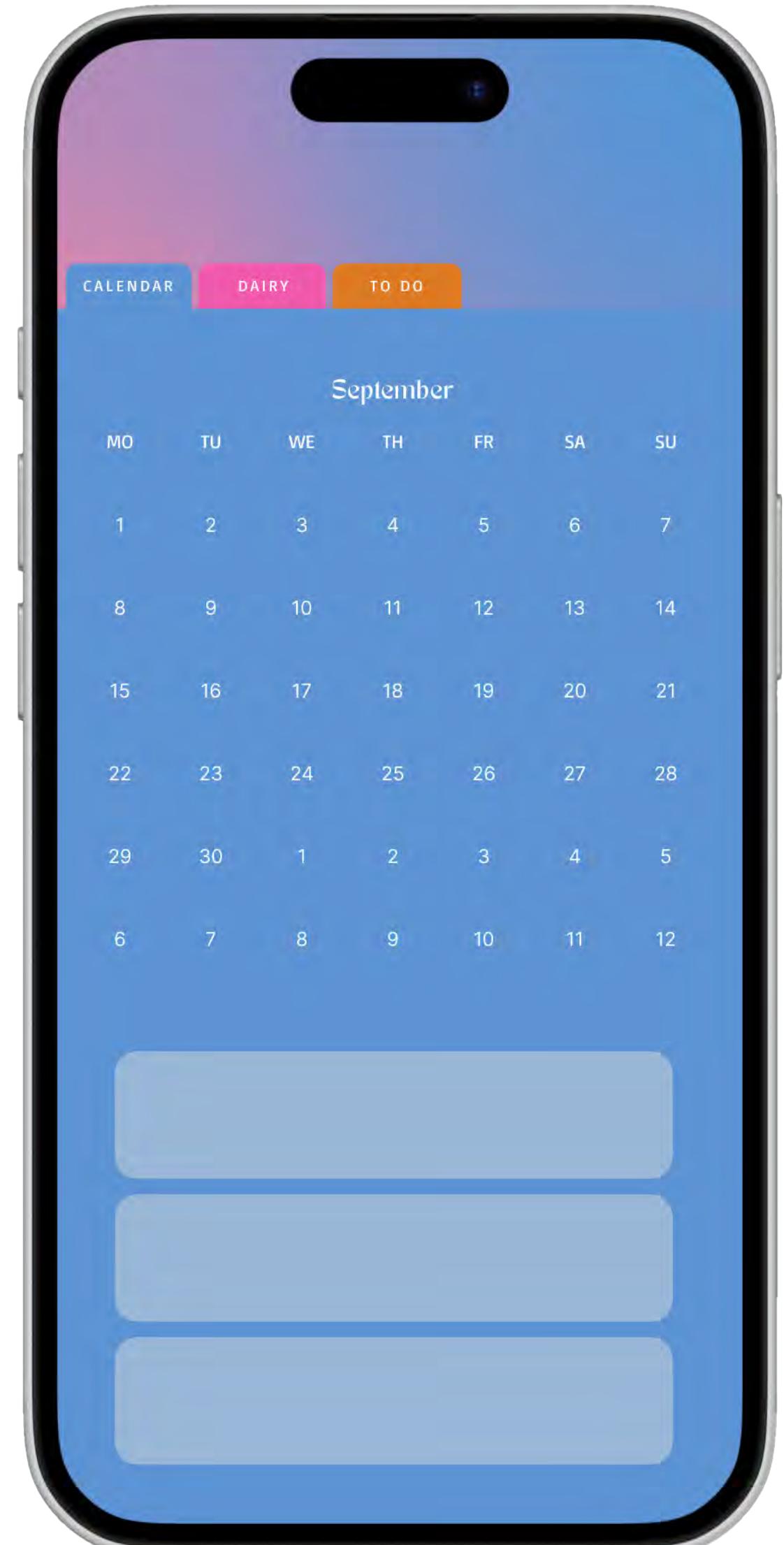
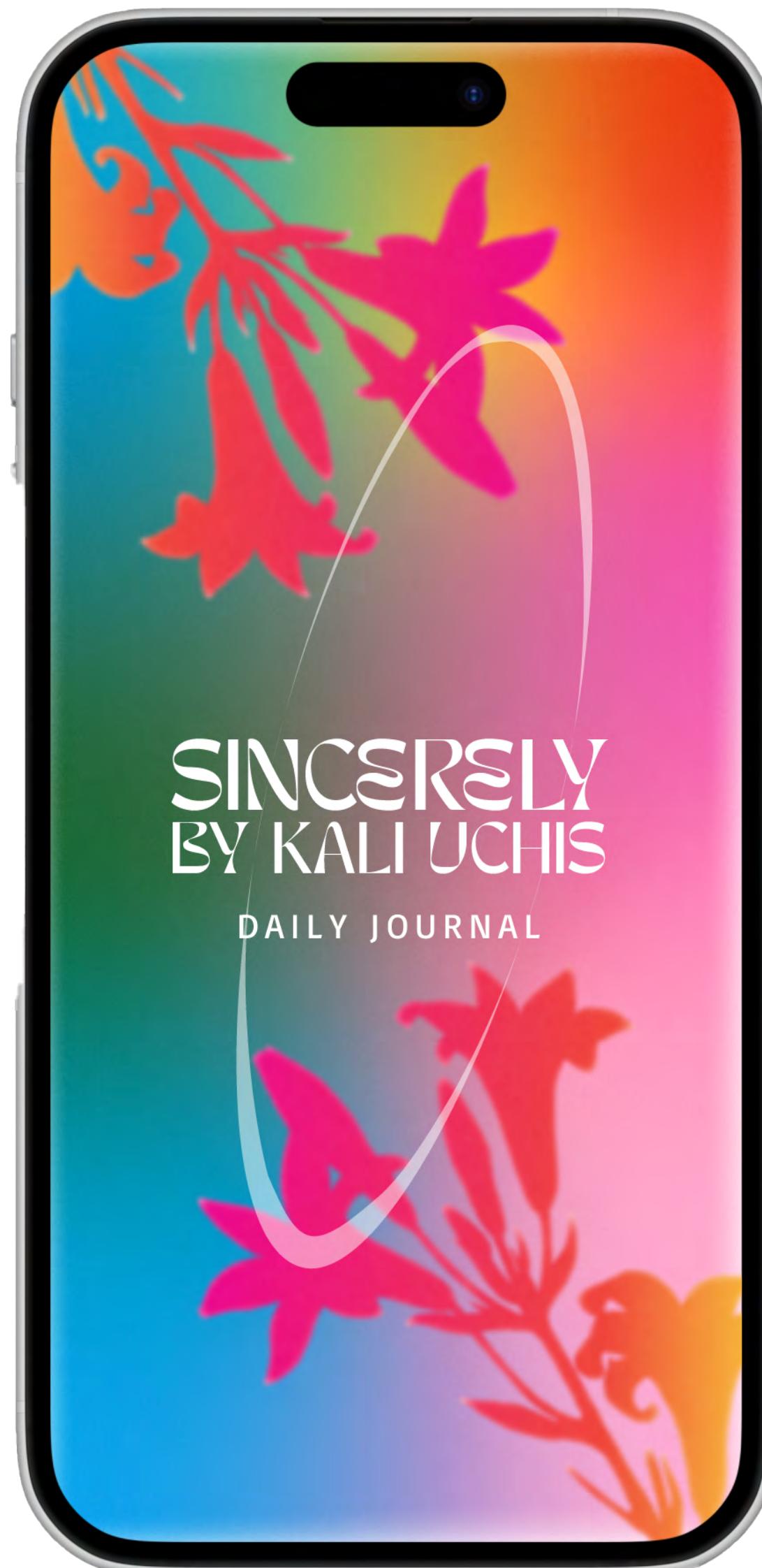
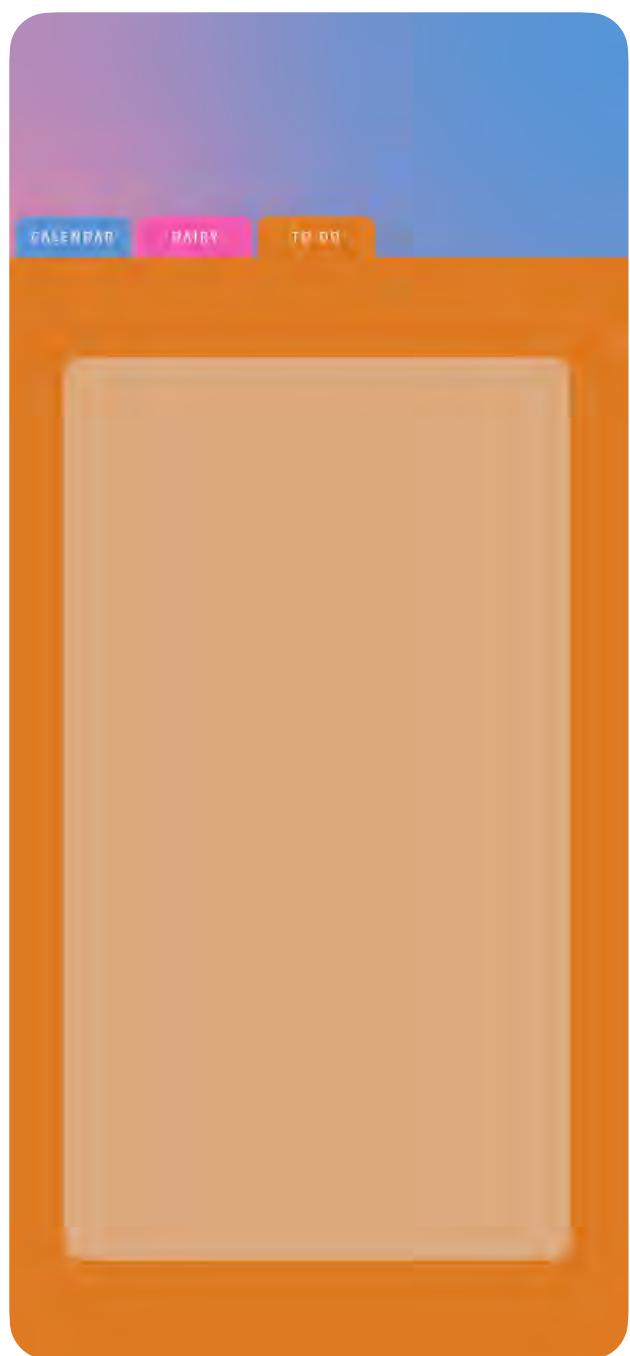
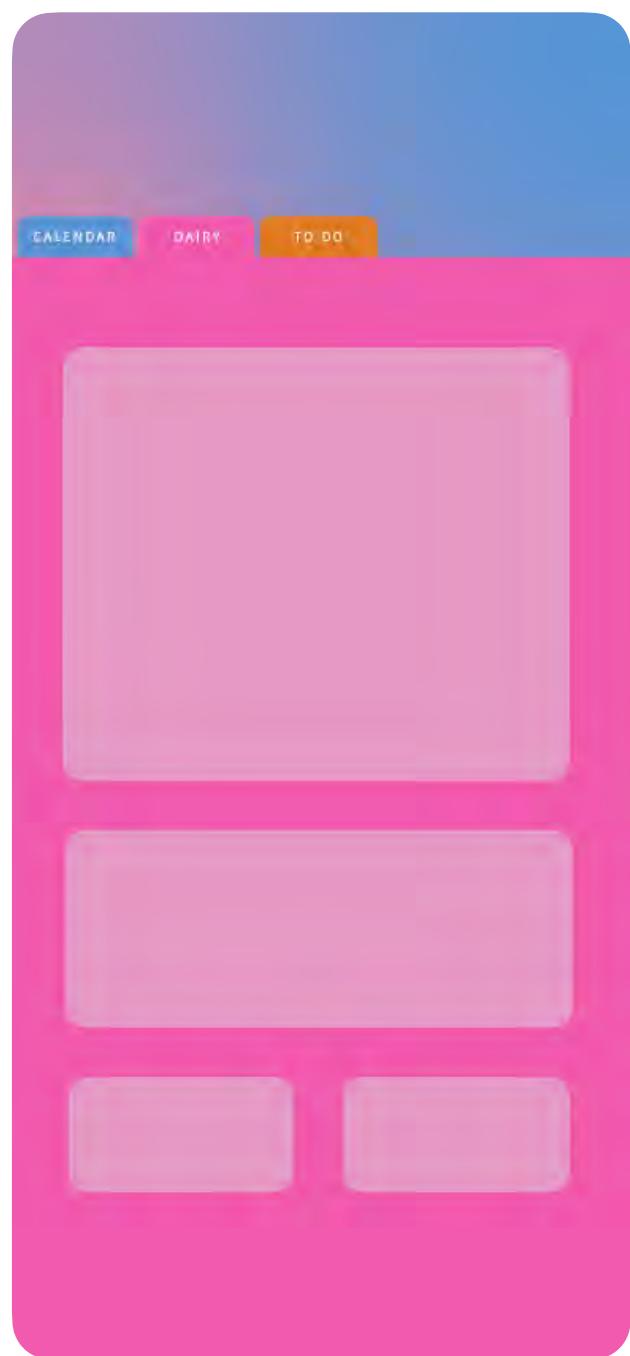
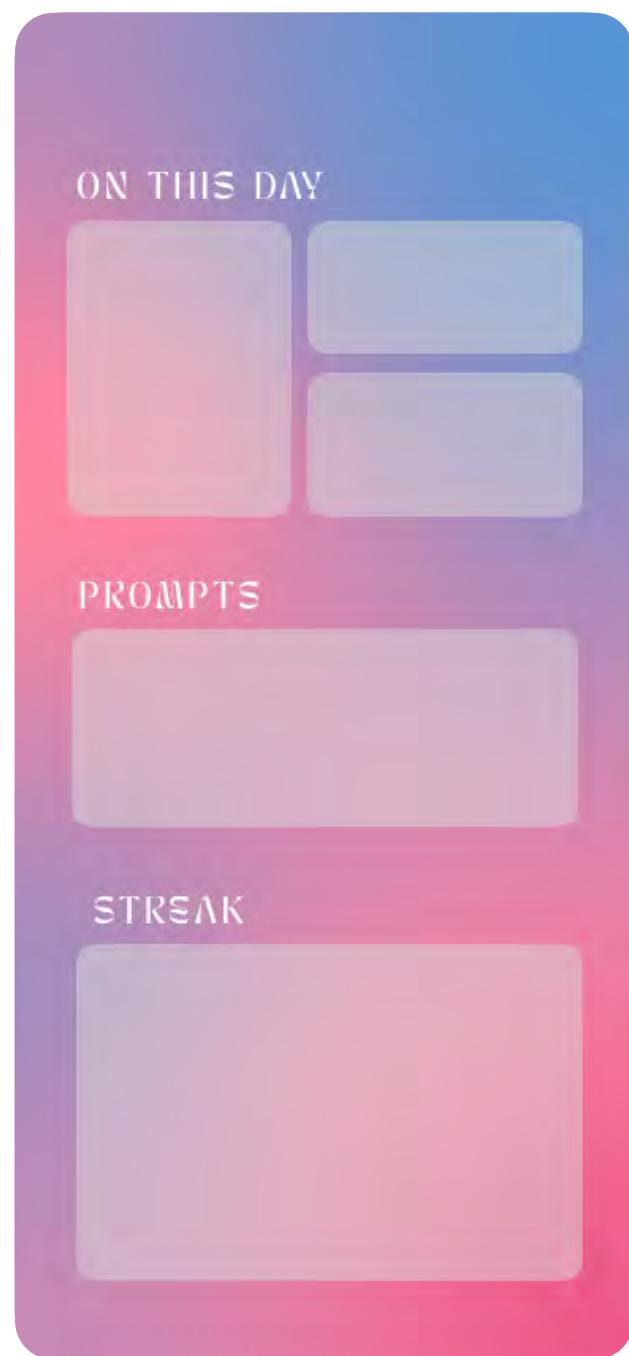
# FINAL PACKAGE



# DIGITAL 1

## Dream Journal App

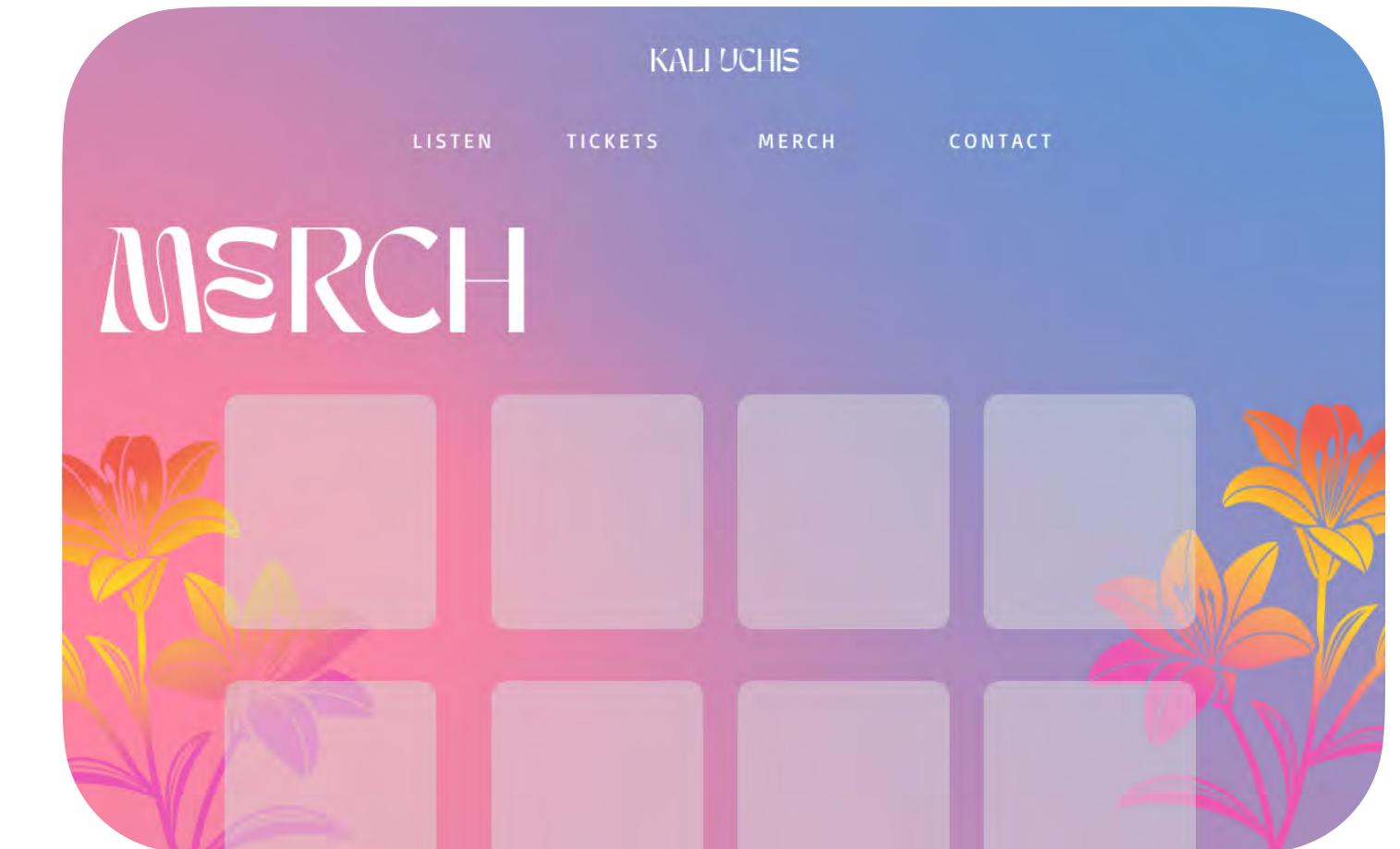
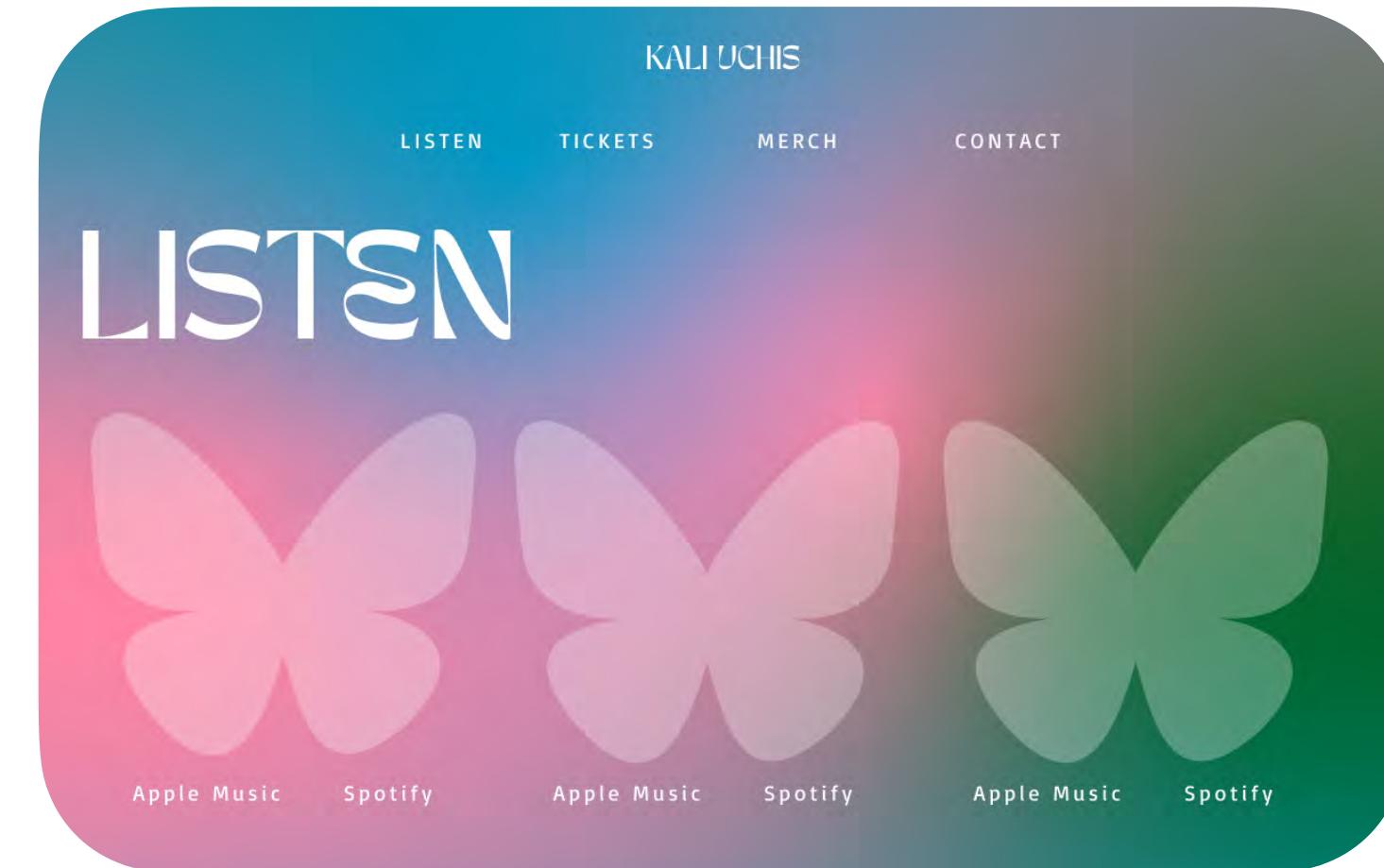
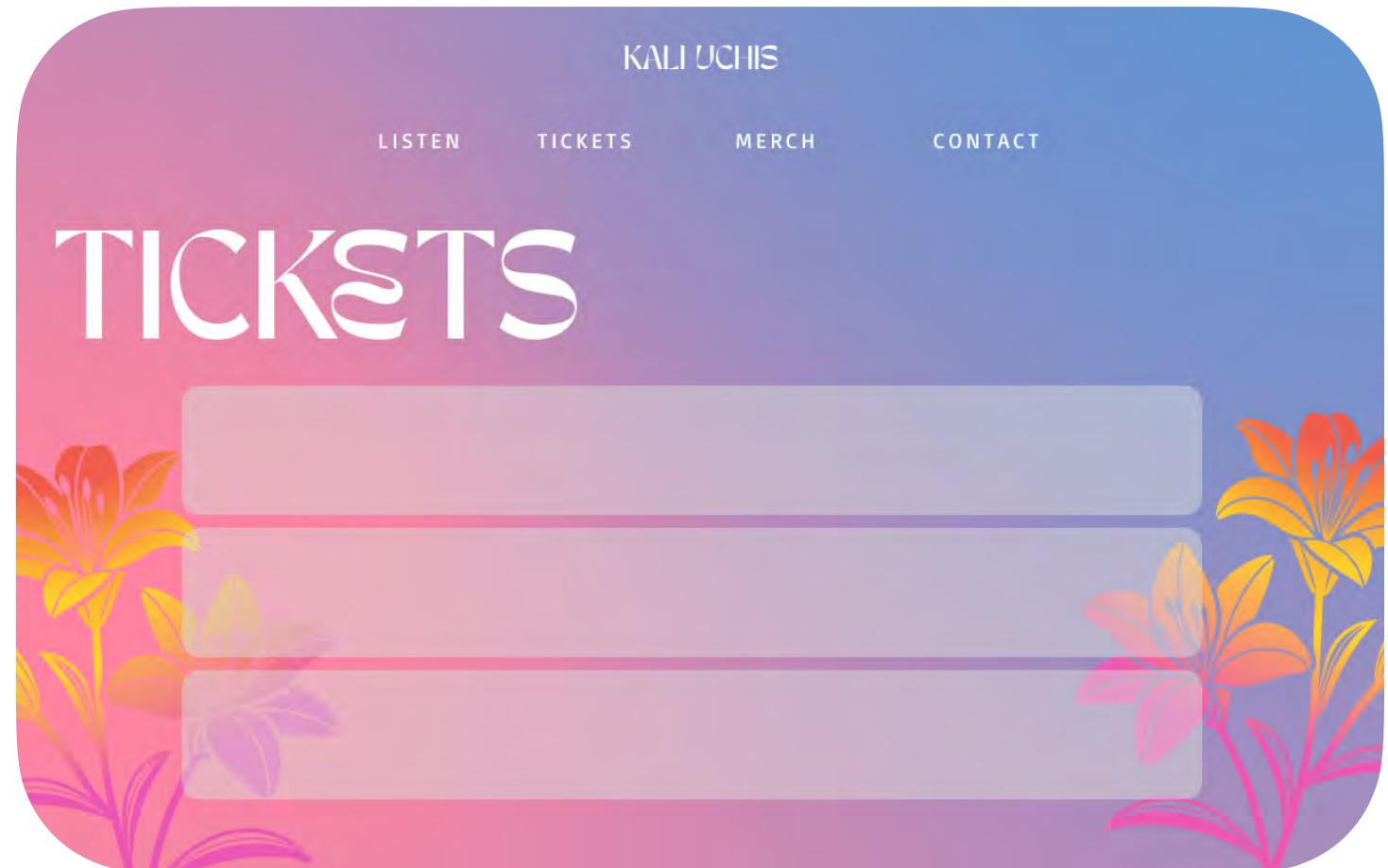
A beautifully designed digital diary inspired by Kali Uchis's dreamy, vintage aesthetic. Fans can add all their thoughts, goals, and reflections in a safe, customizable space — choosing from dreamy backgrounds, fonts, and colors that reflect her vibe. As they write, they receive daily bilingual affirmations inspired by her lyrics and poetry.



# DIGITAL 2

## Interactive Website

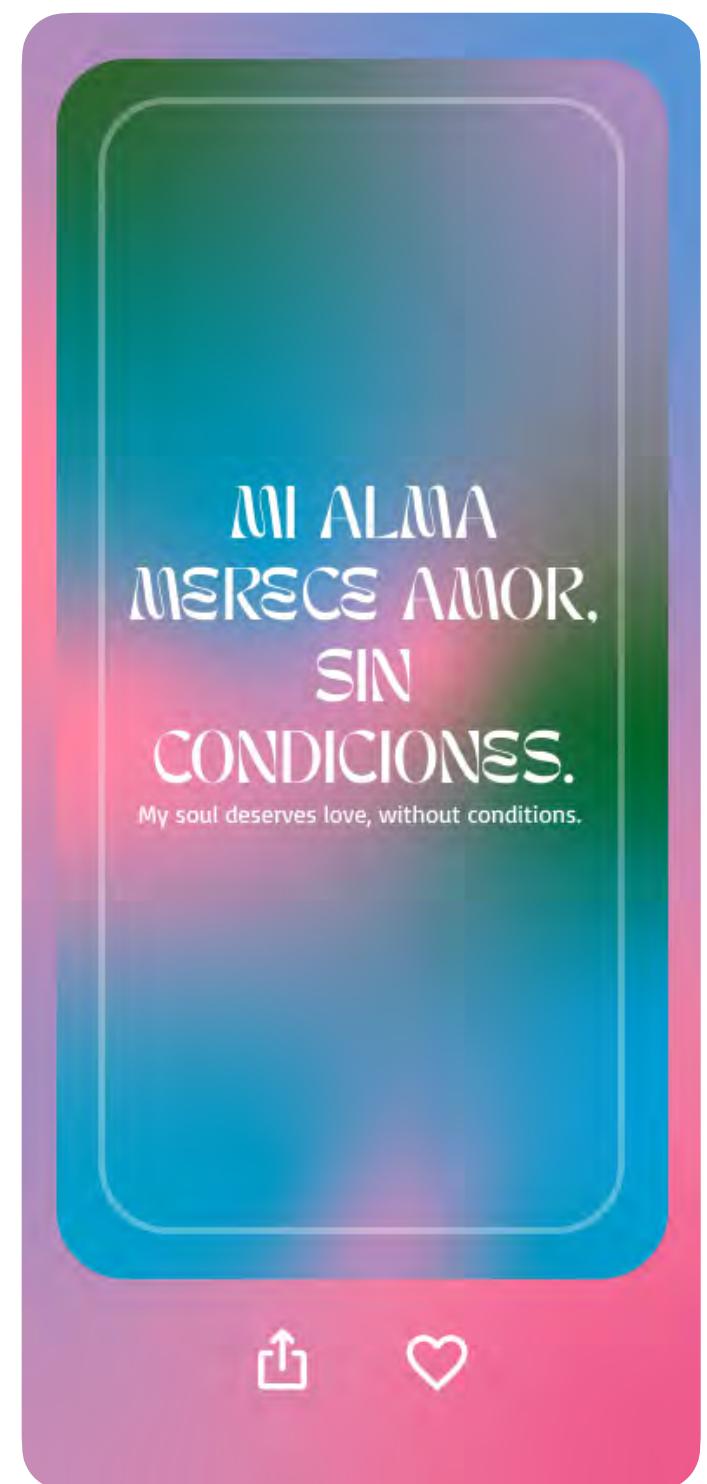
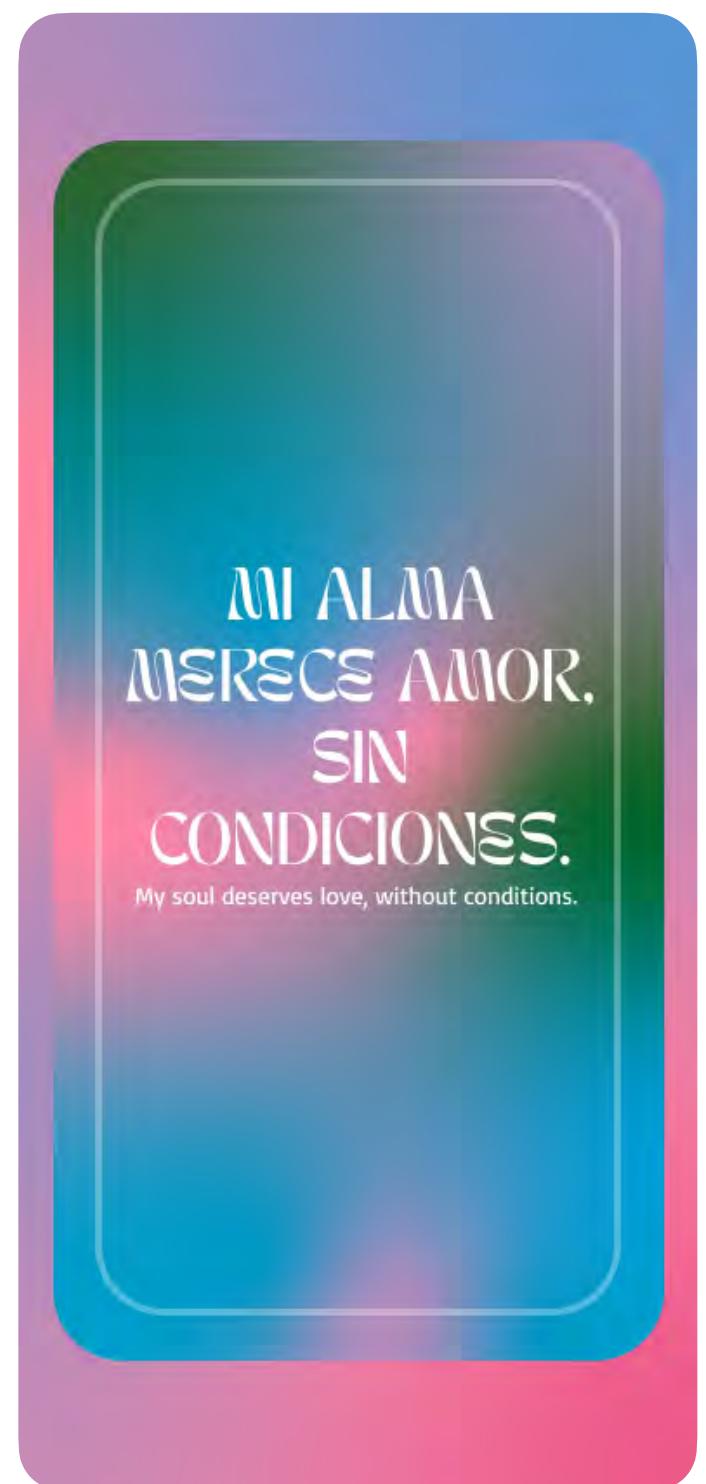
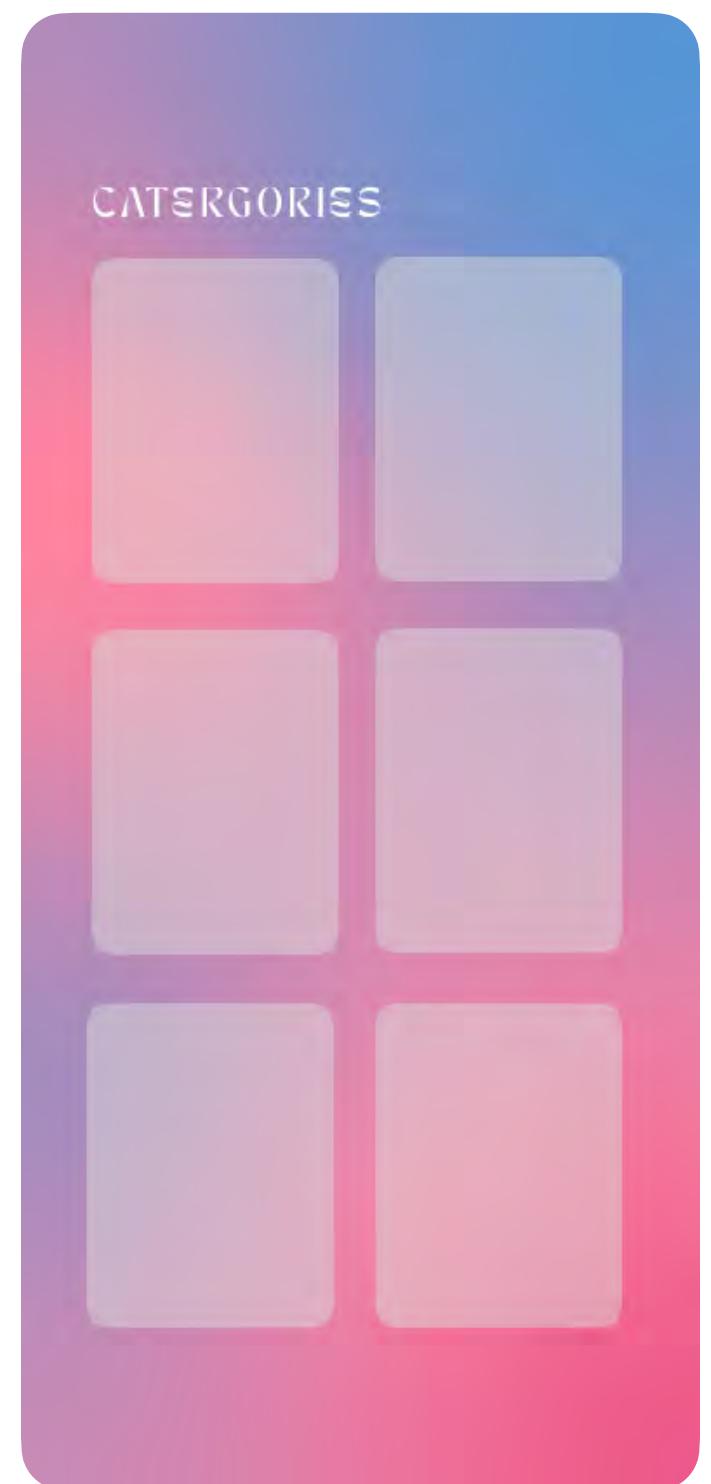
This interactive website is to immerse fans into going deep into her music. This website includes hidden pages about her songs and the meaning behind them, unlock ambient audio loops that people can listen to on repeat, and exclusive behind-the-scenes visuals.



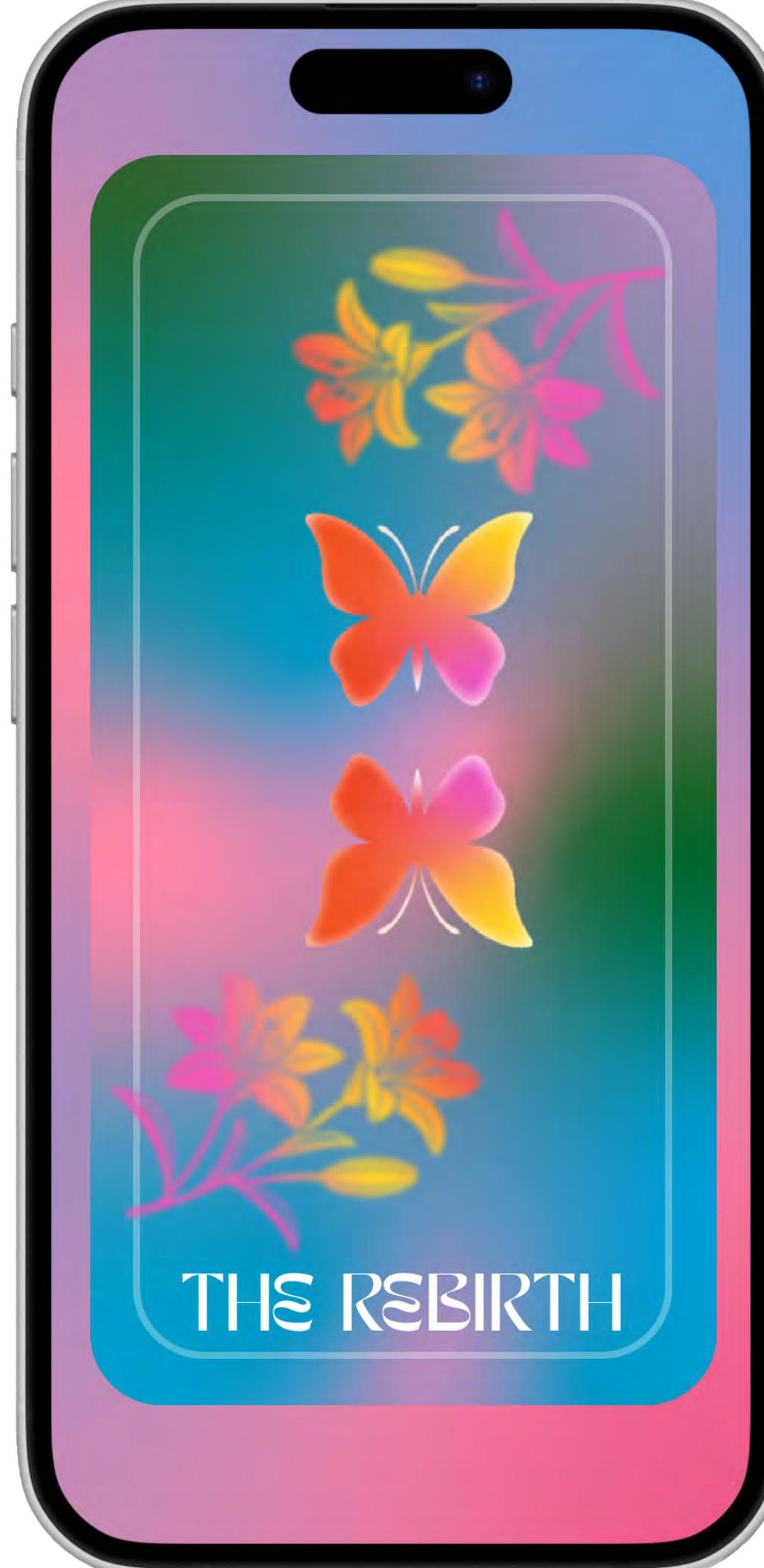
# DIGITAL 3

## Tarot Reading App

A mystical, bilingual online tarot experience that lets fans draw virtual cards inspired by Kali Uchis's lyrics, visuals, and dreamy spirit. Each card reveals a short, poetic message or affirmation in English and Spanish, connecting fans to her world in an intimate, soulful way.



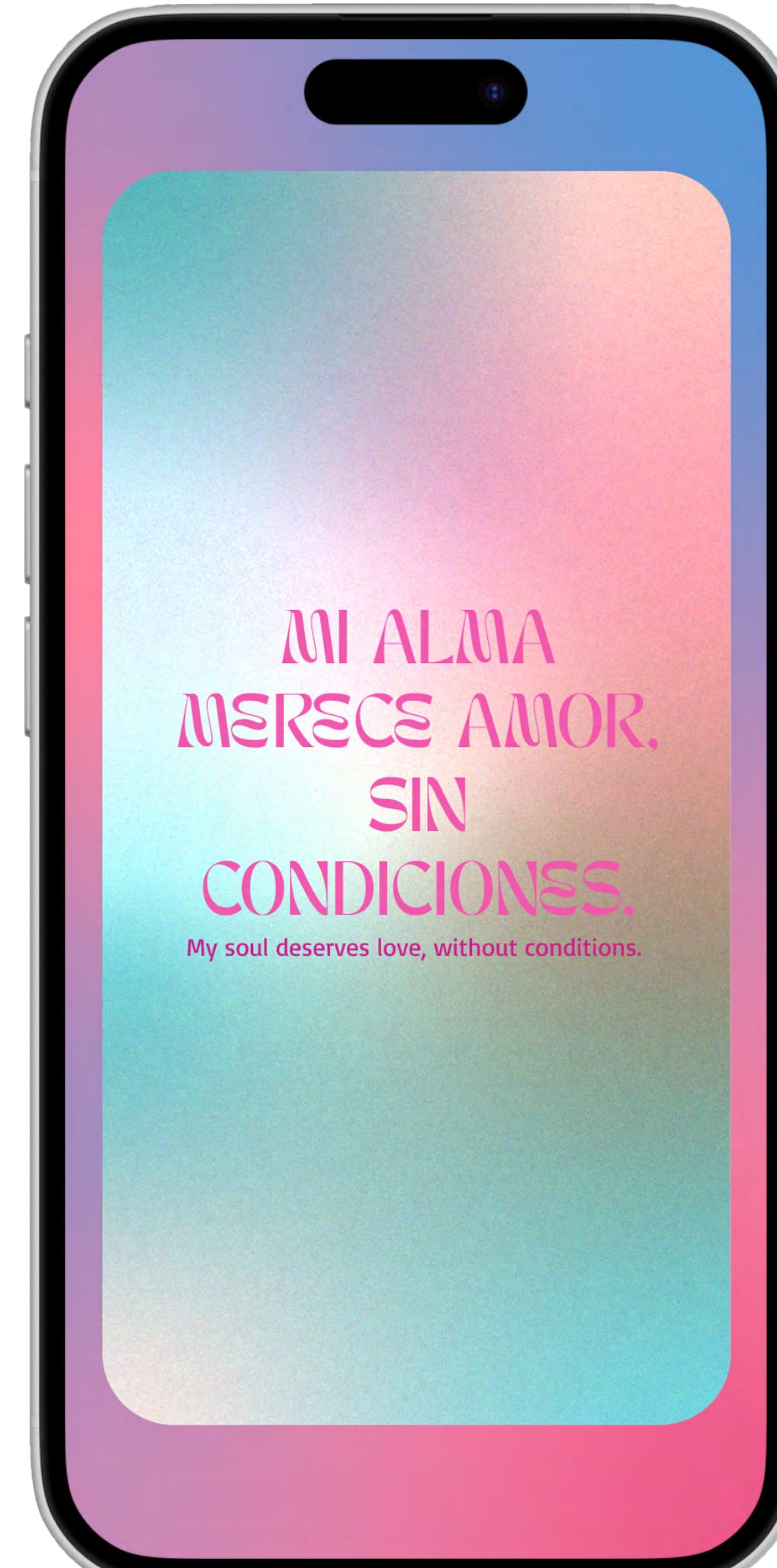
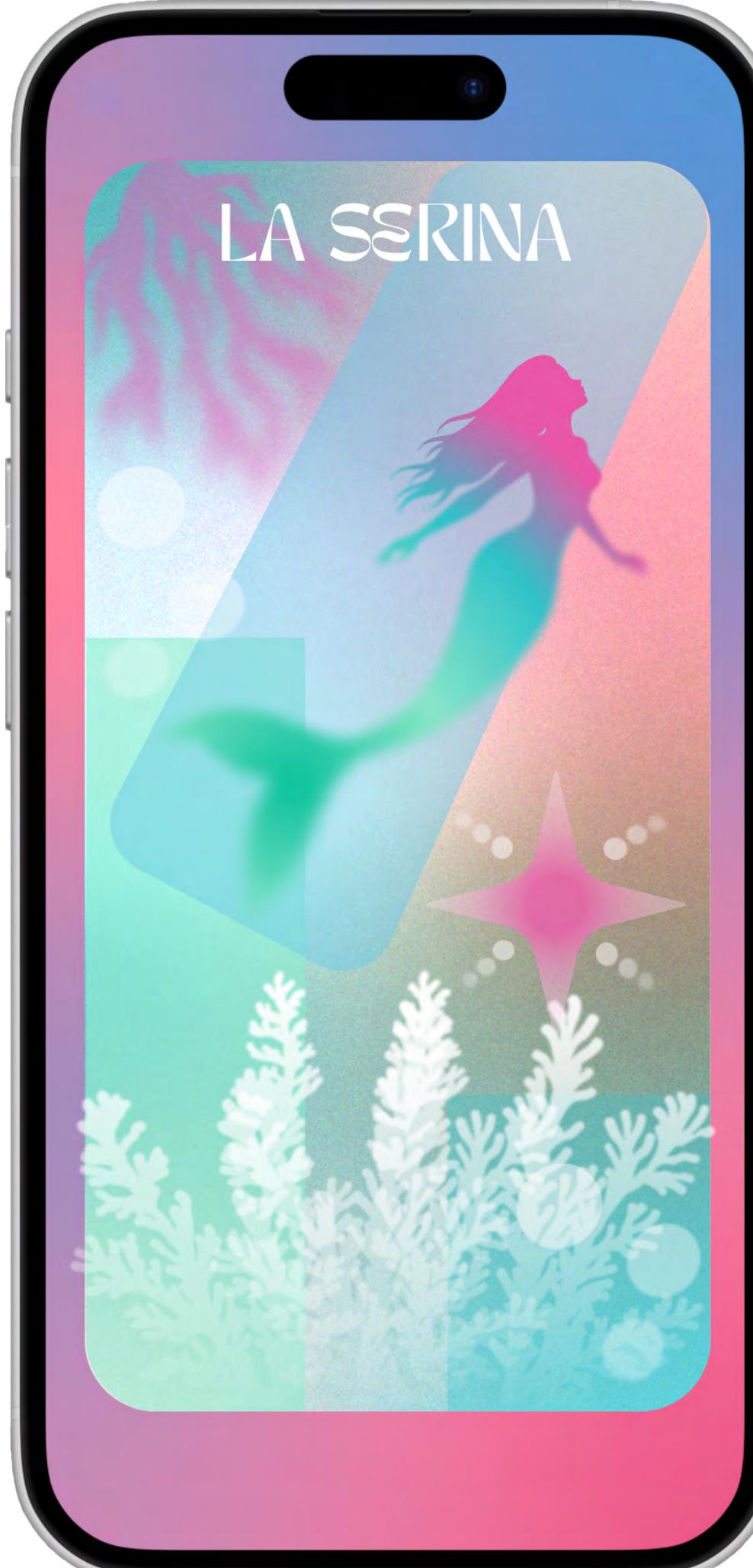
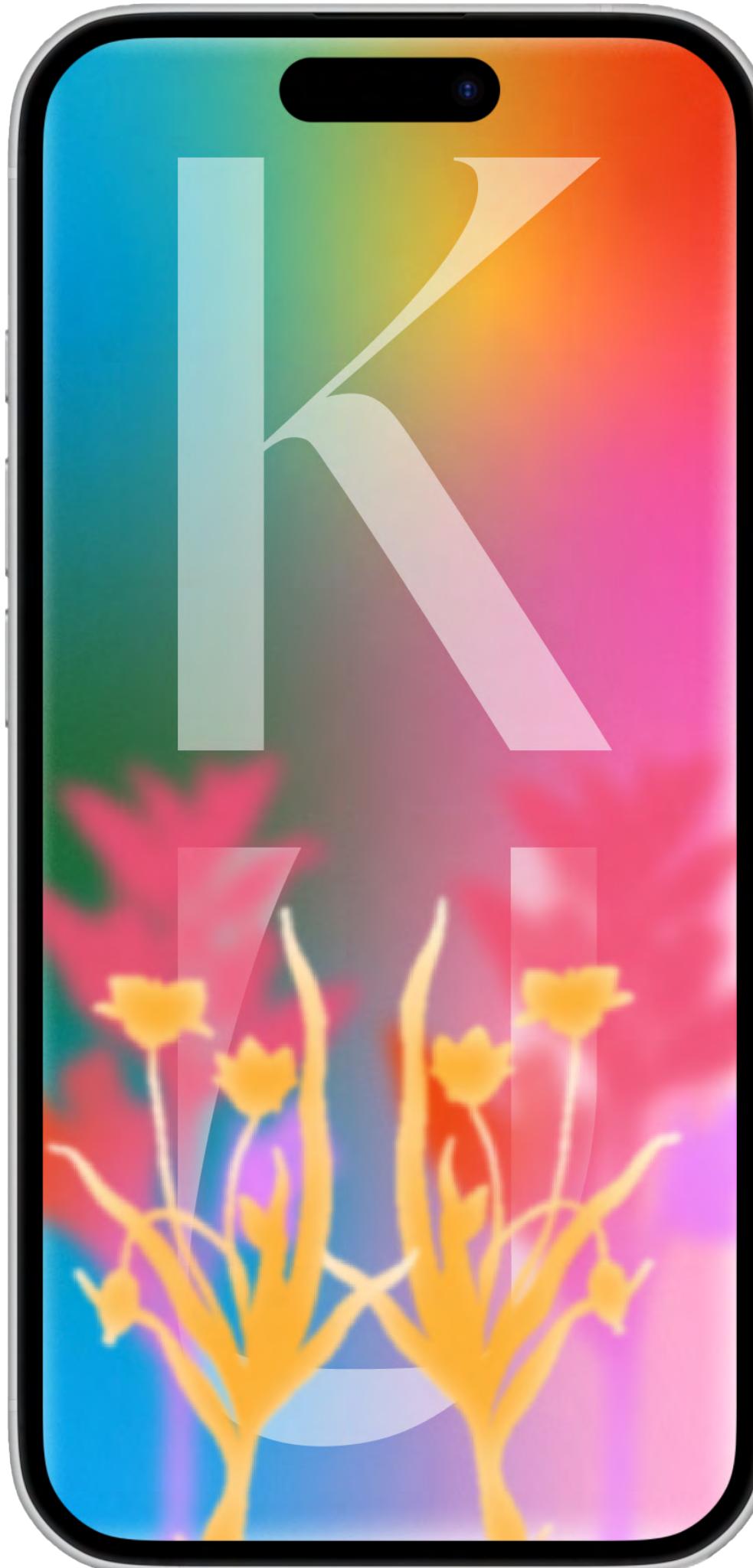
# DIGITAL 1



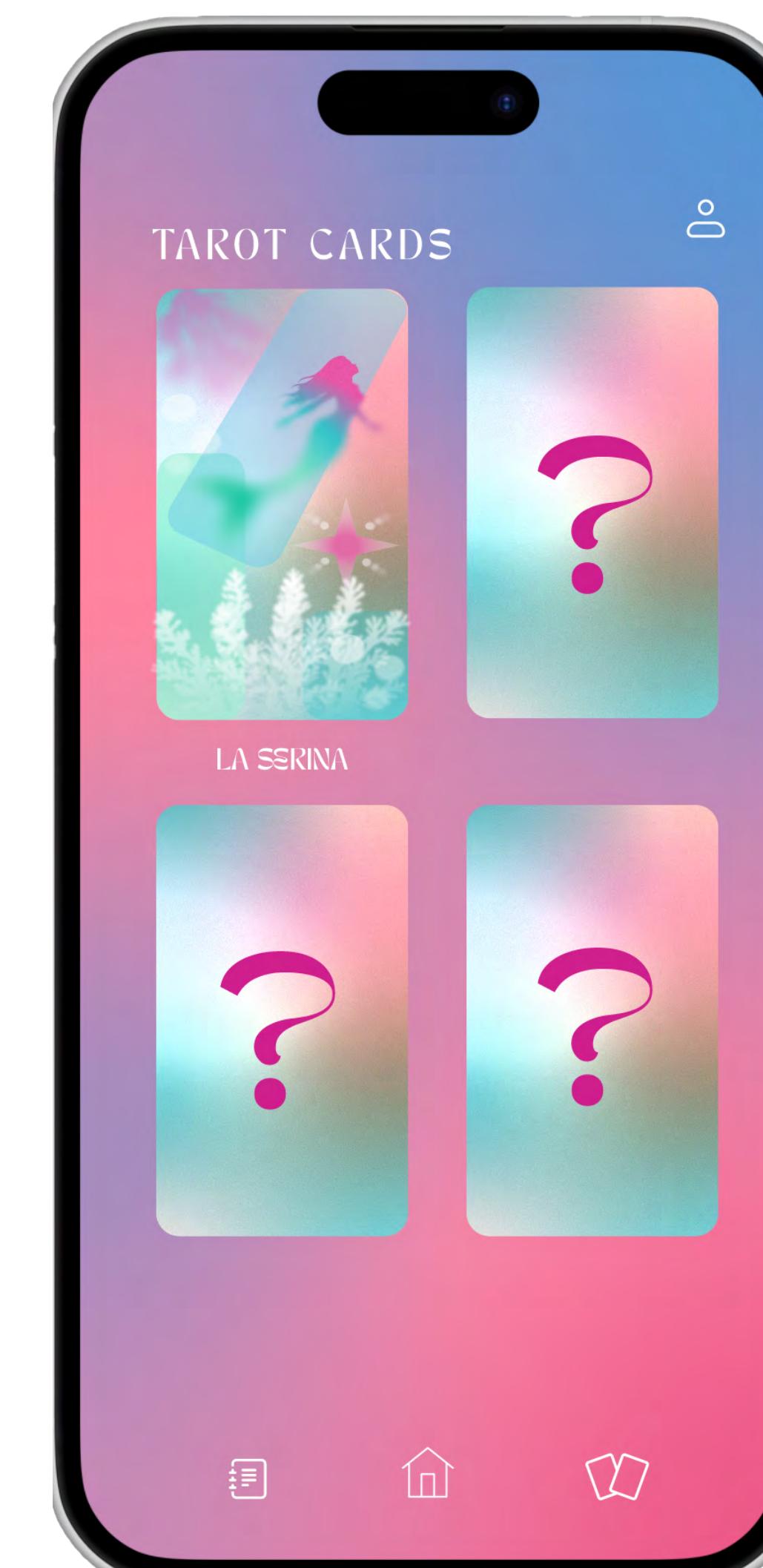
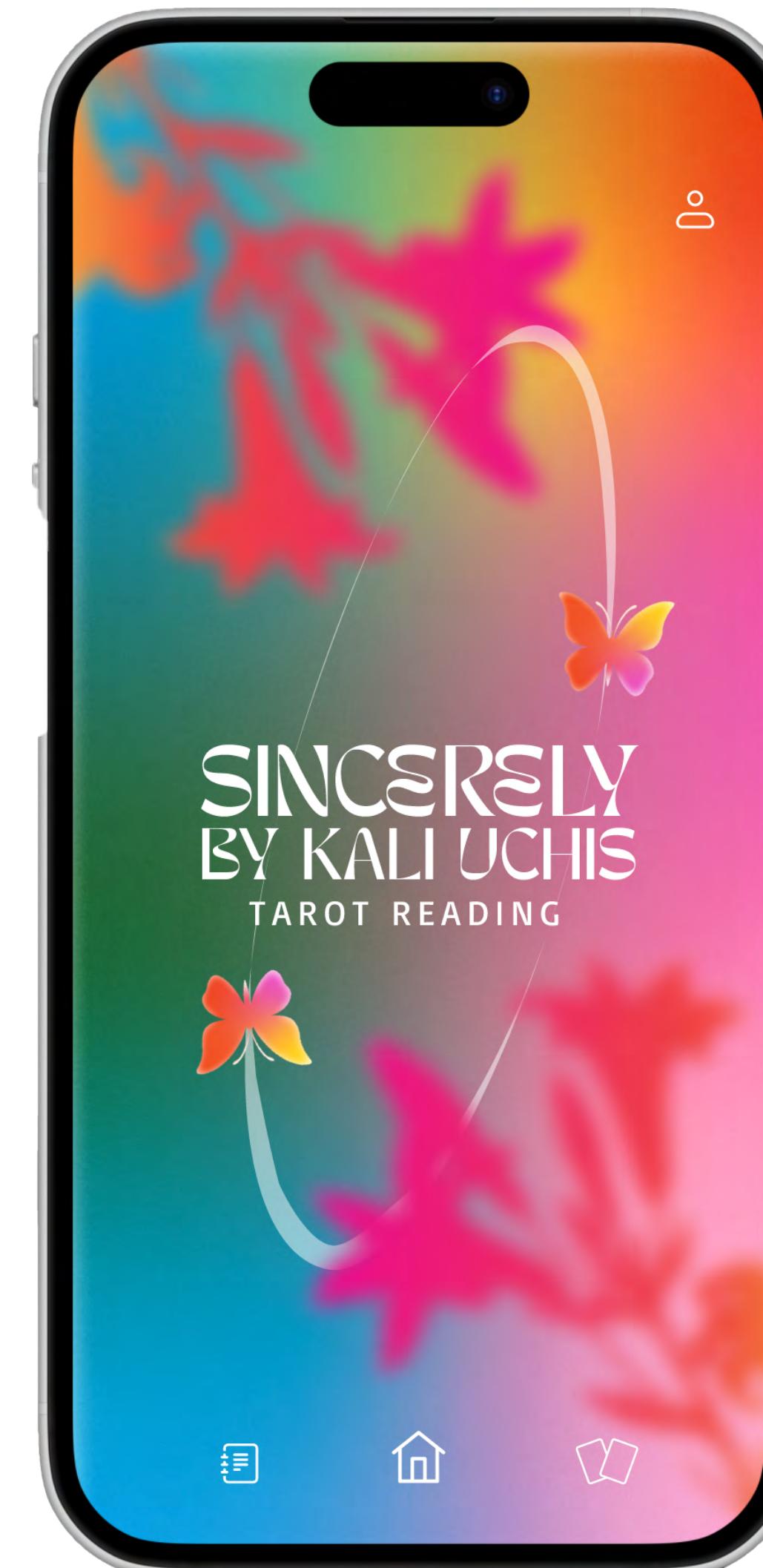
# DIGITAL 1



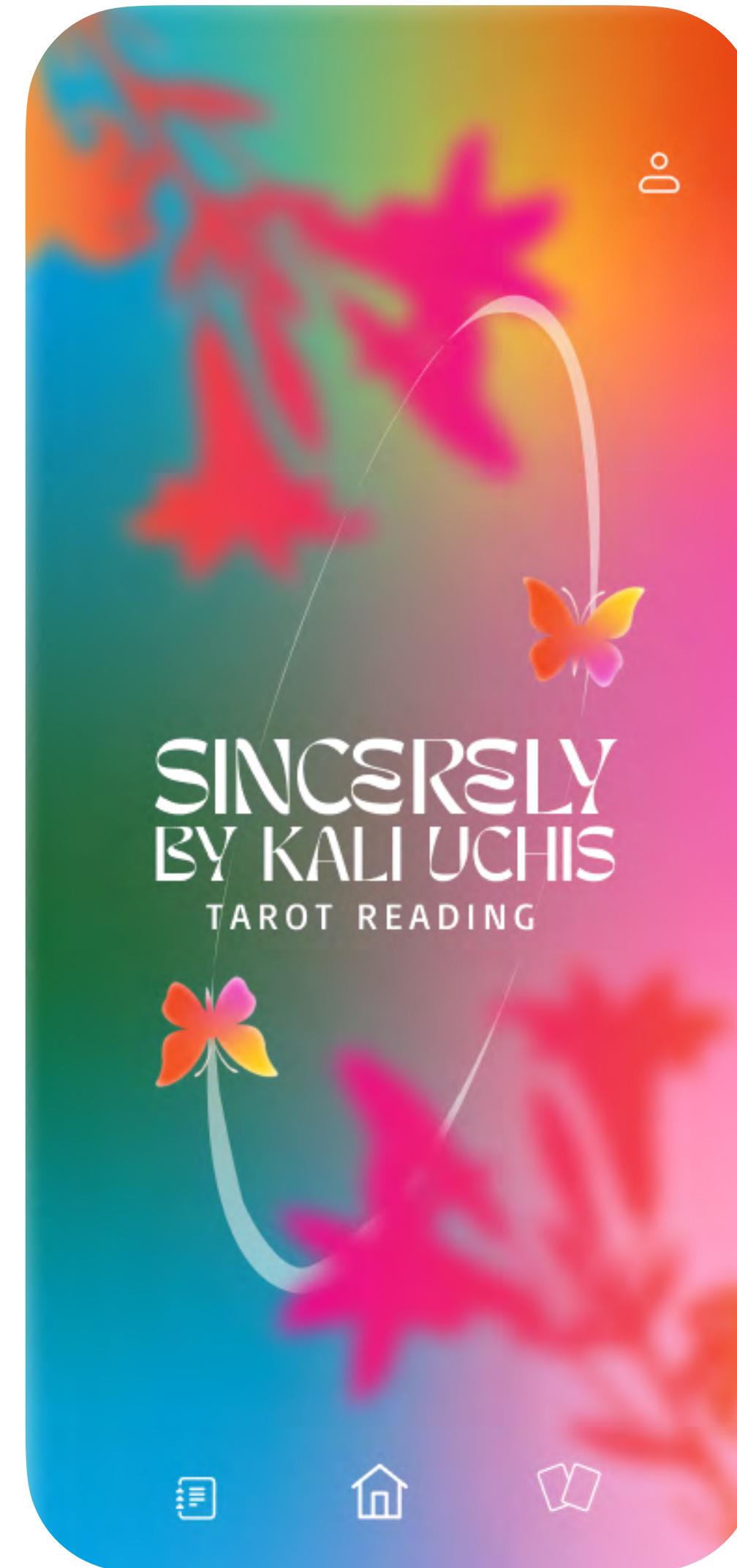
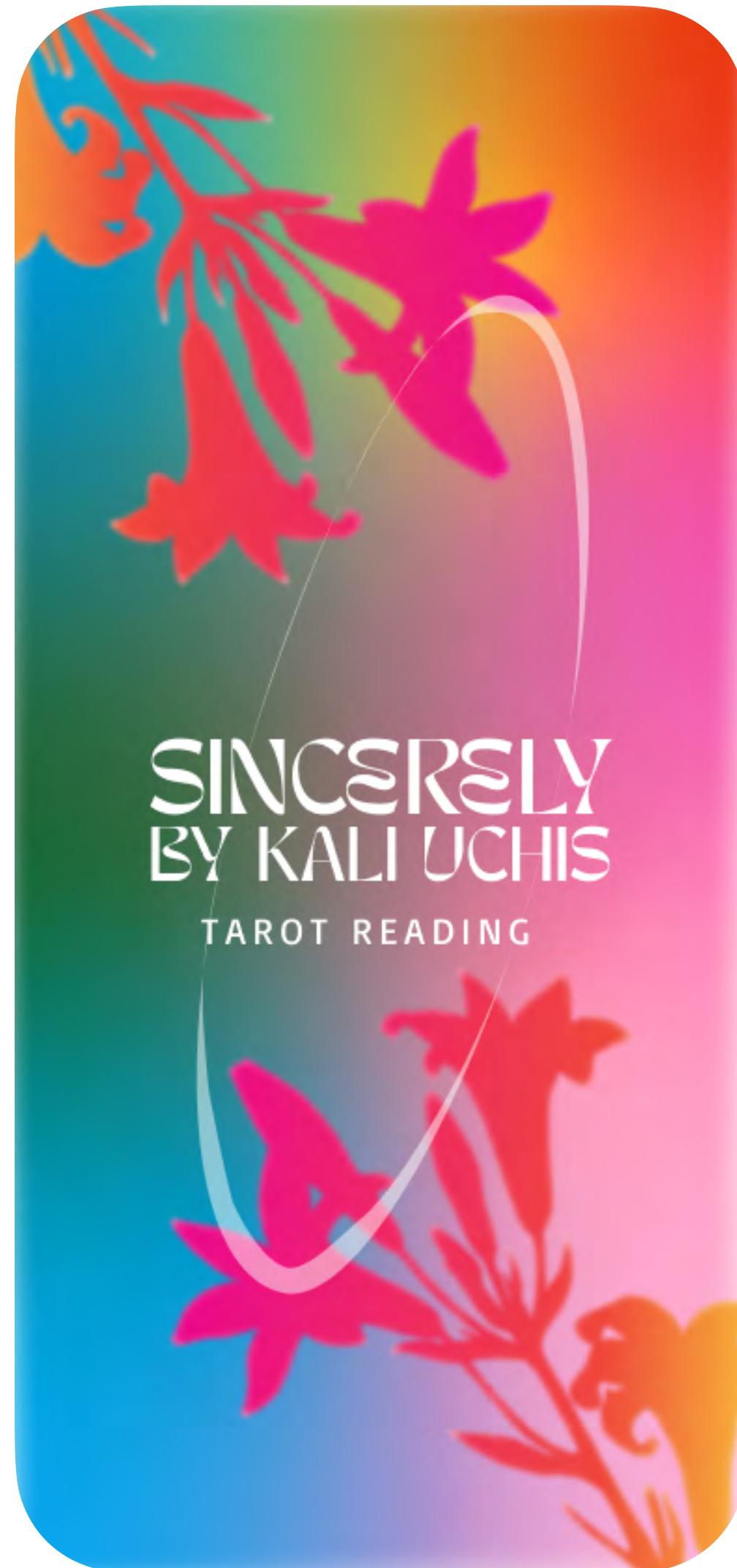
# DIGITAL 2



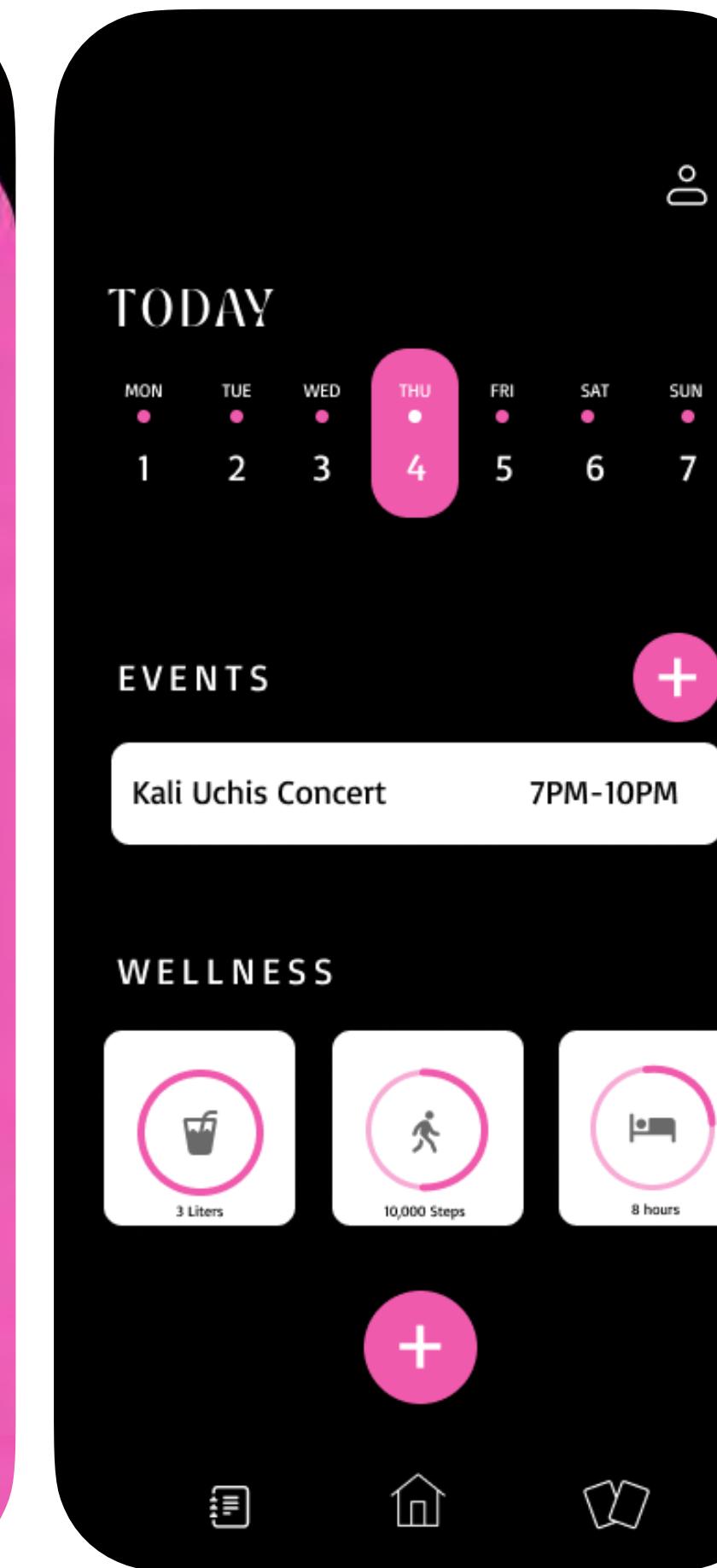
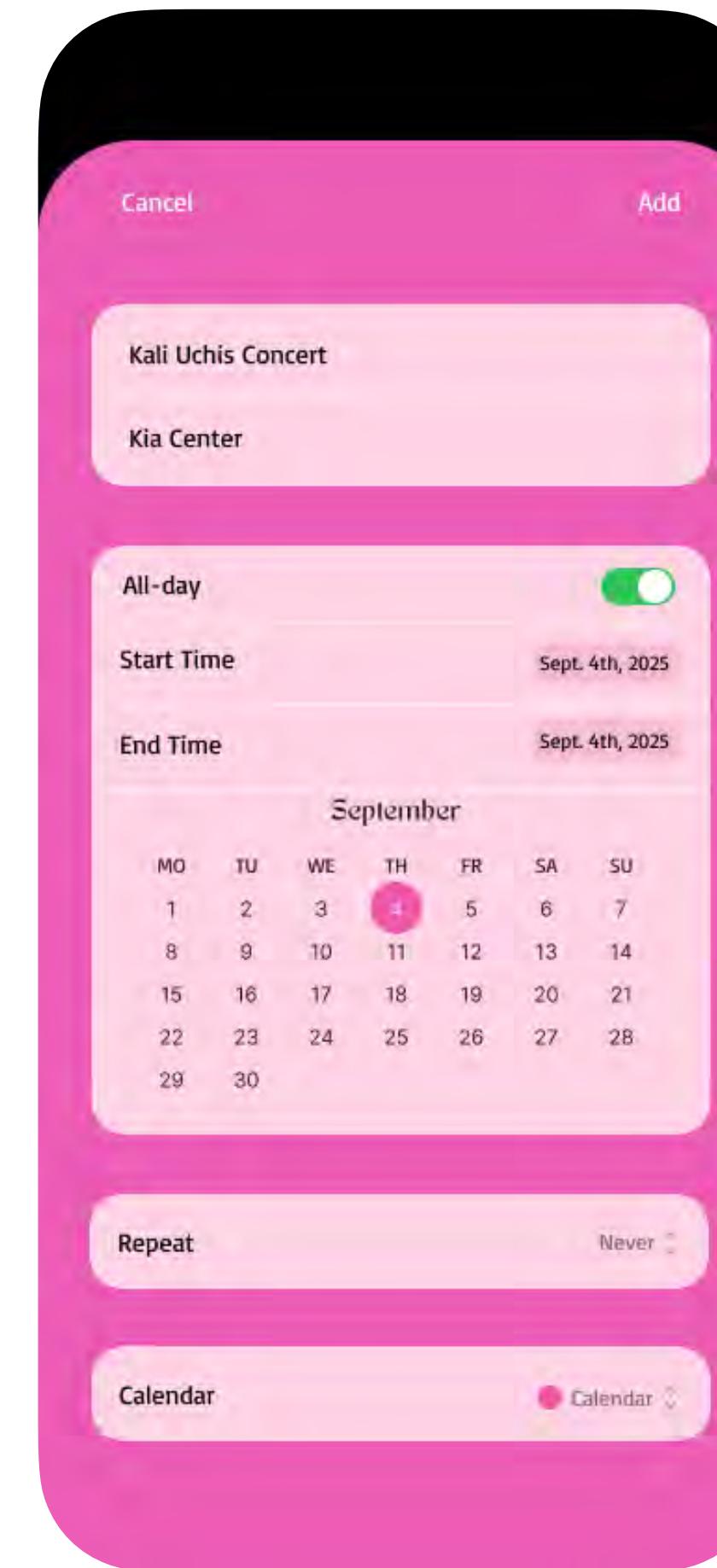
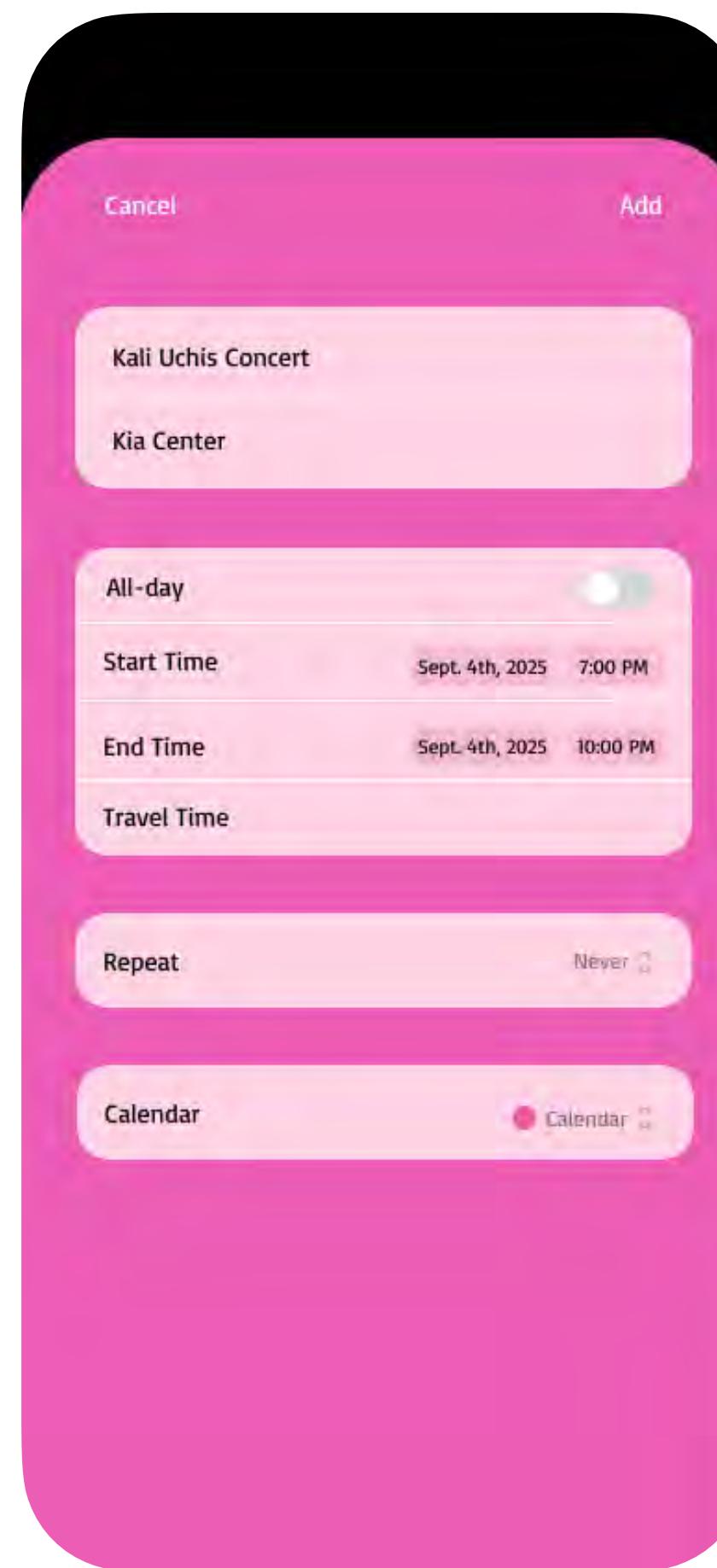
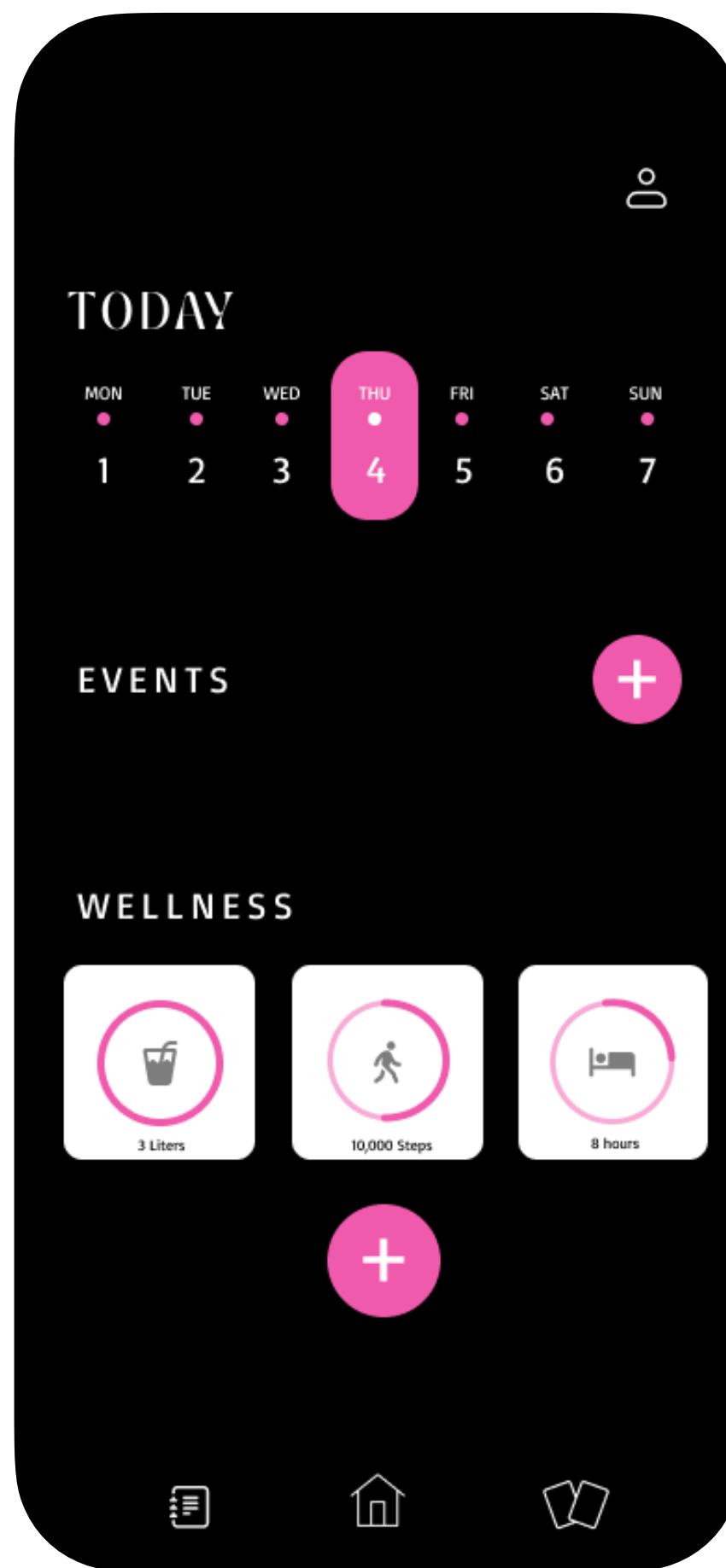
# DIGITAL 2



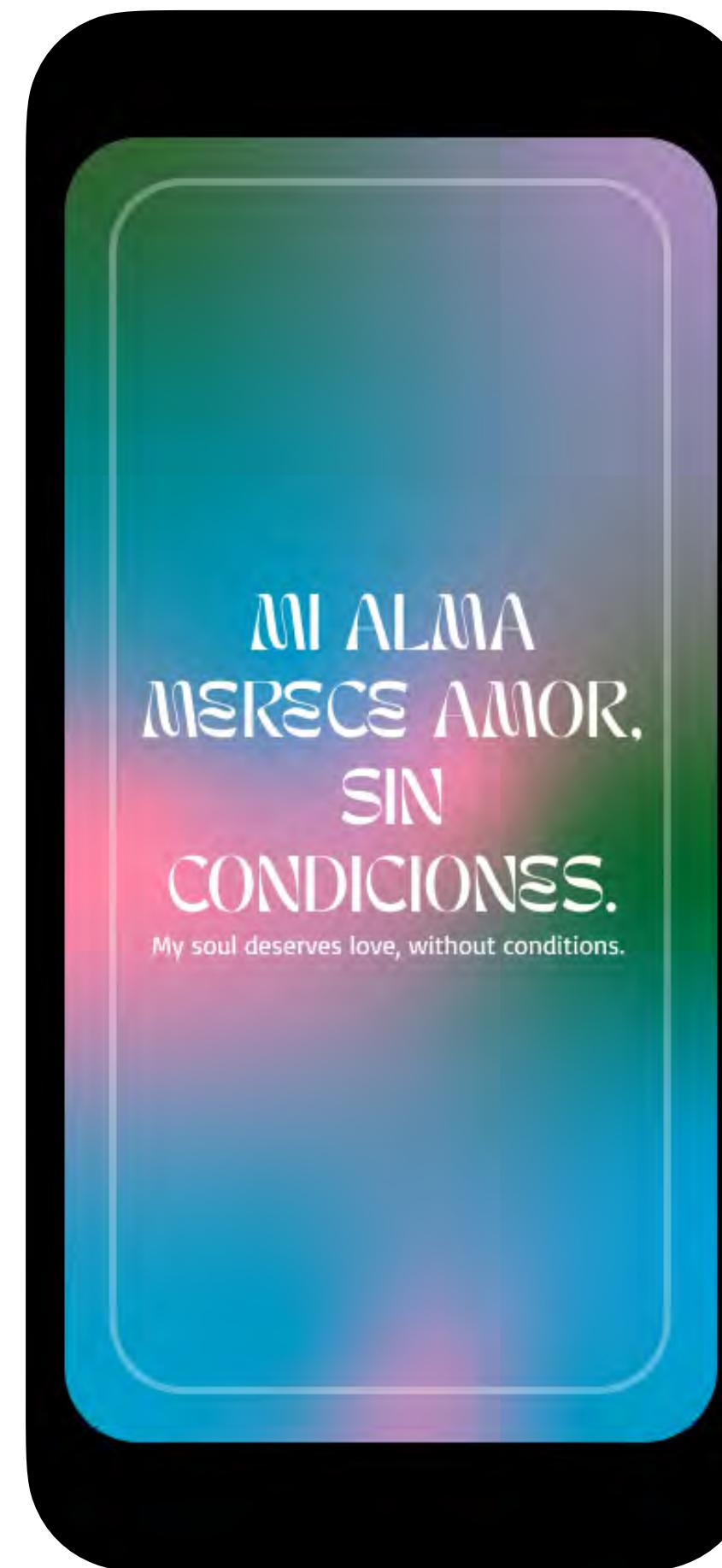
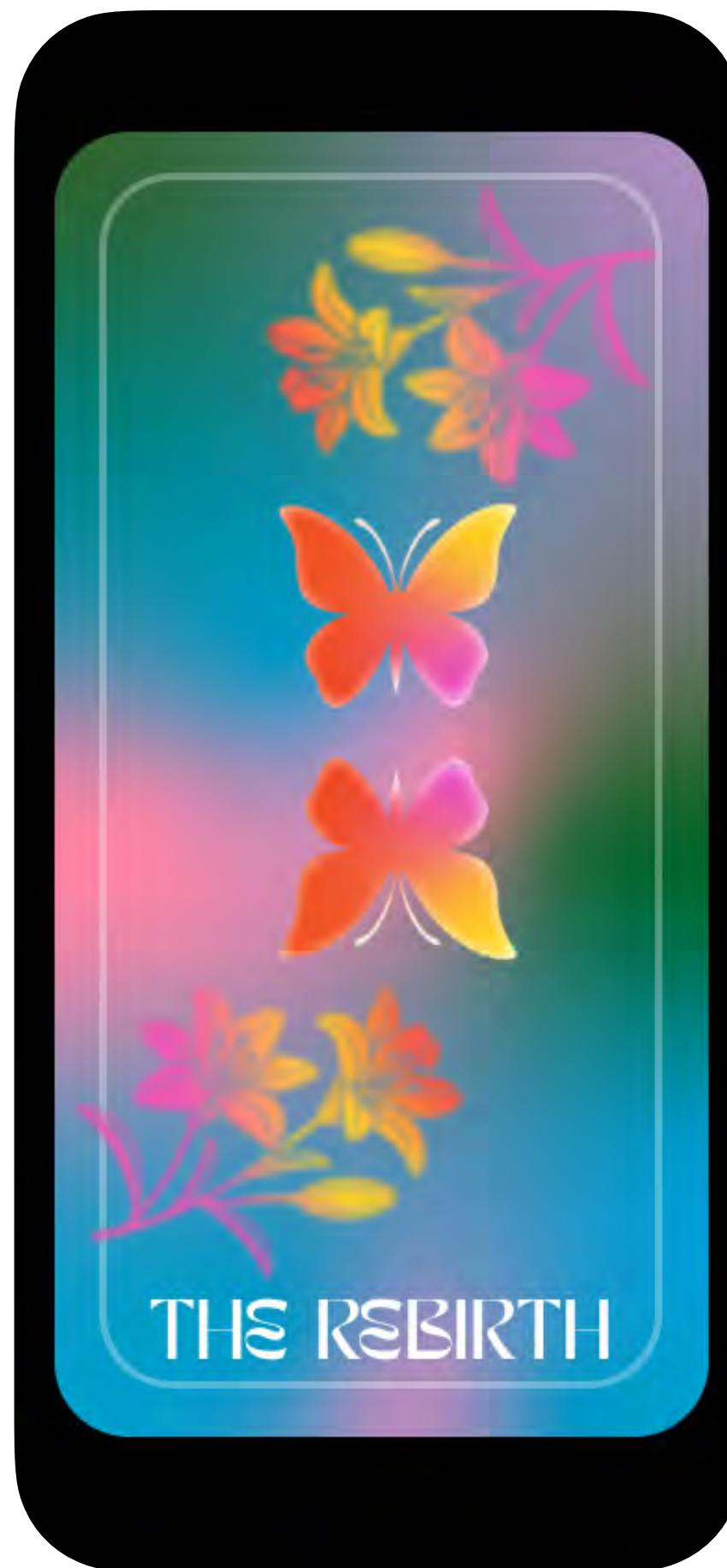
# DIGITAL 1



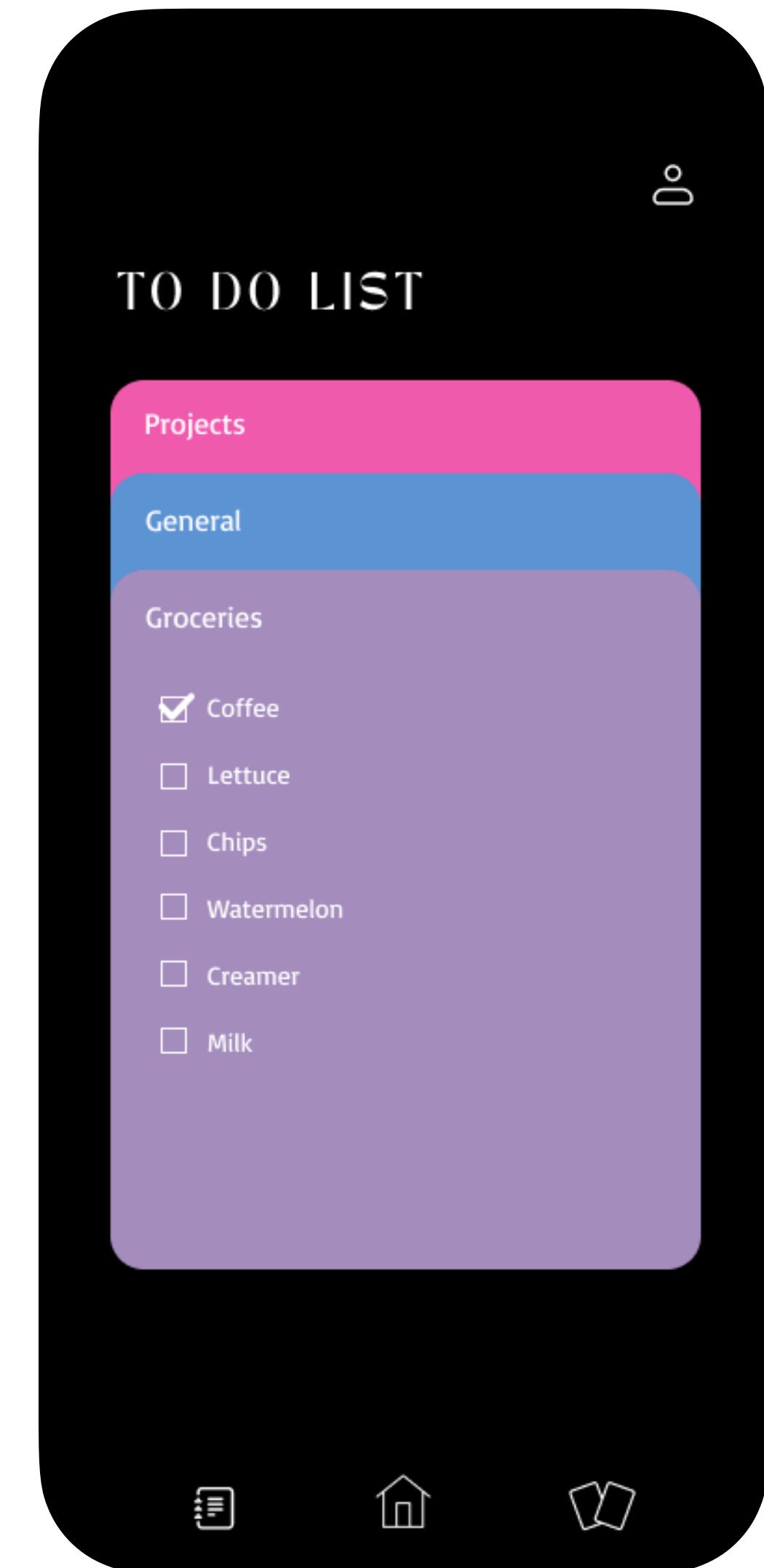
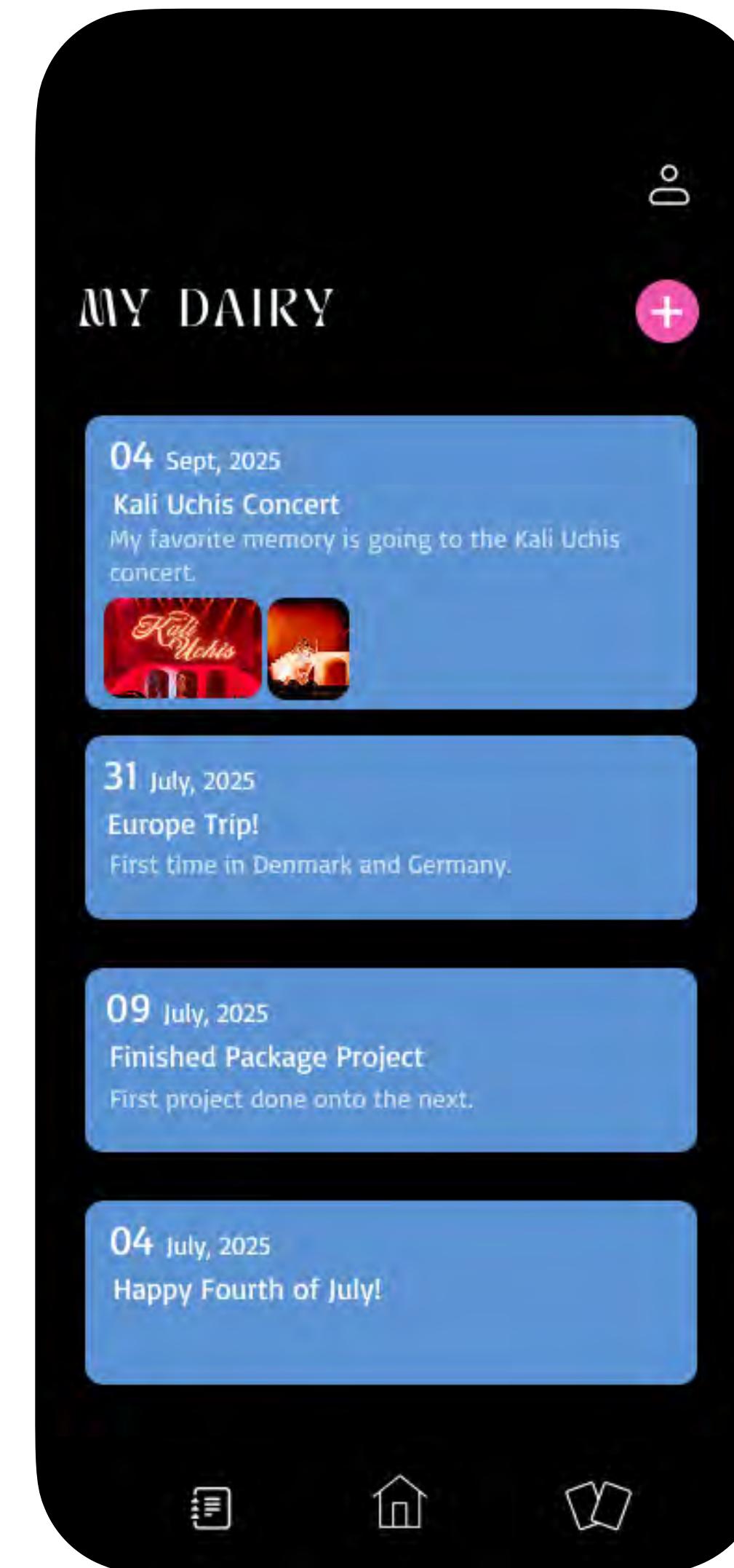
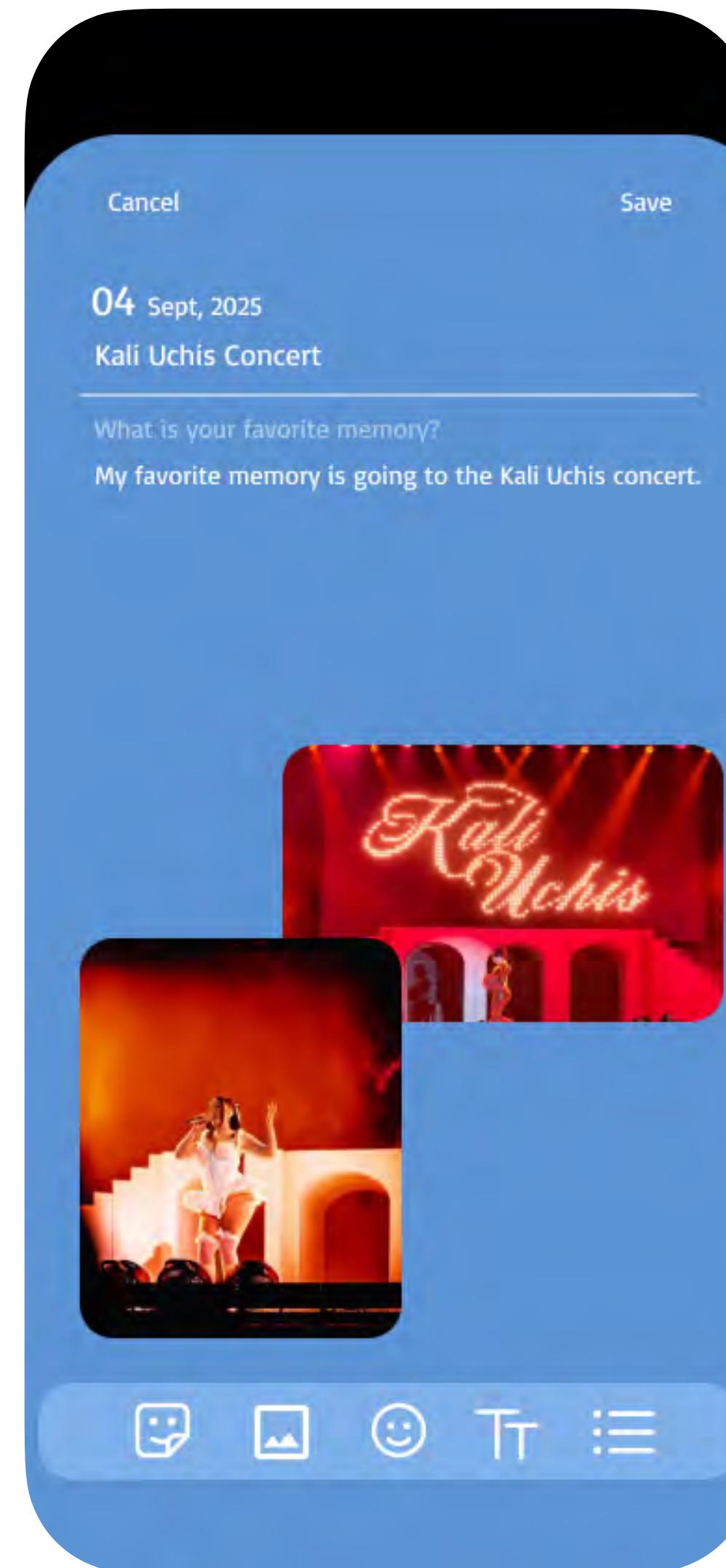
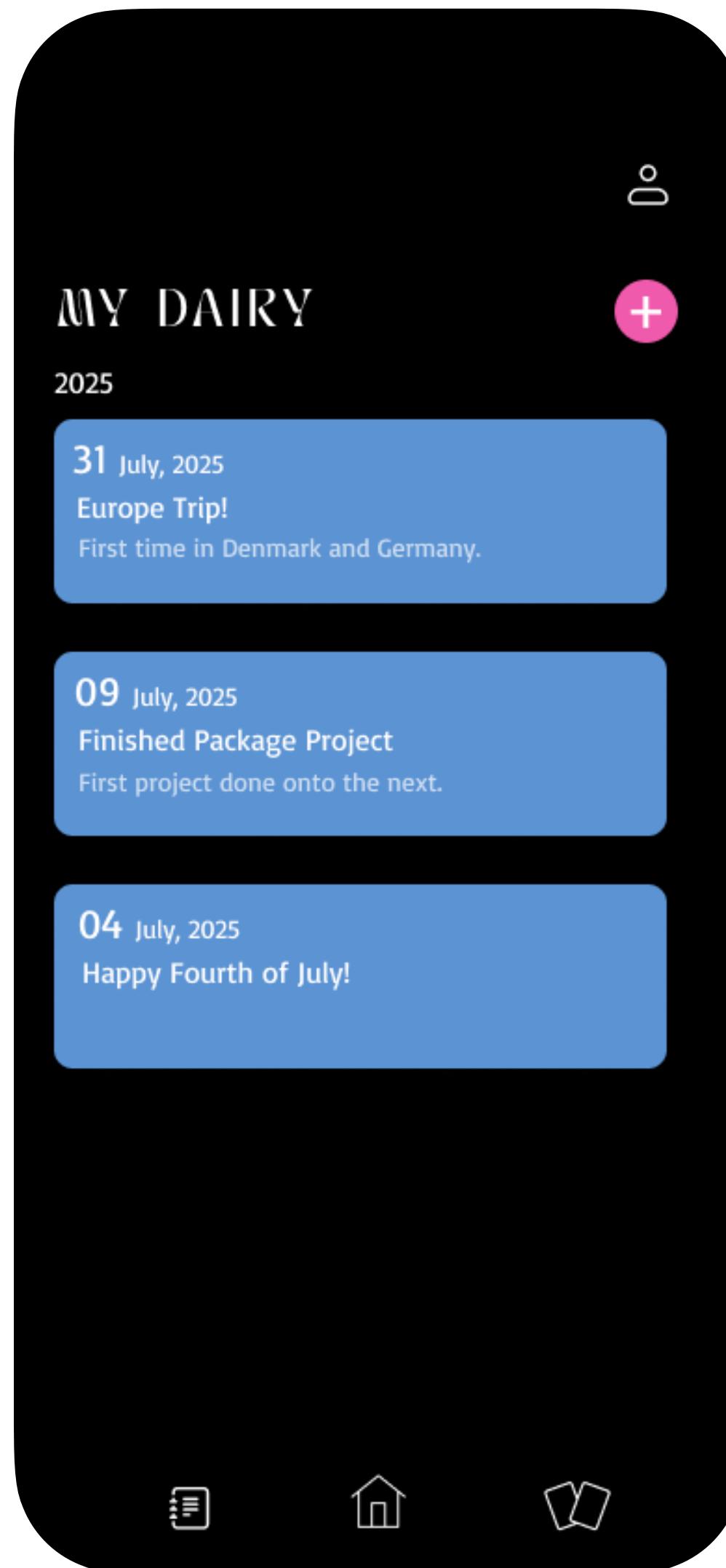
# DIGITAL 1



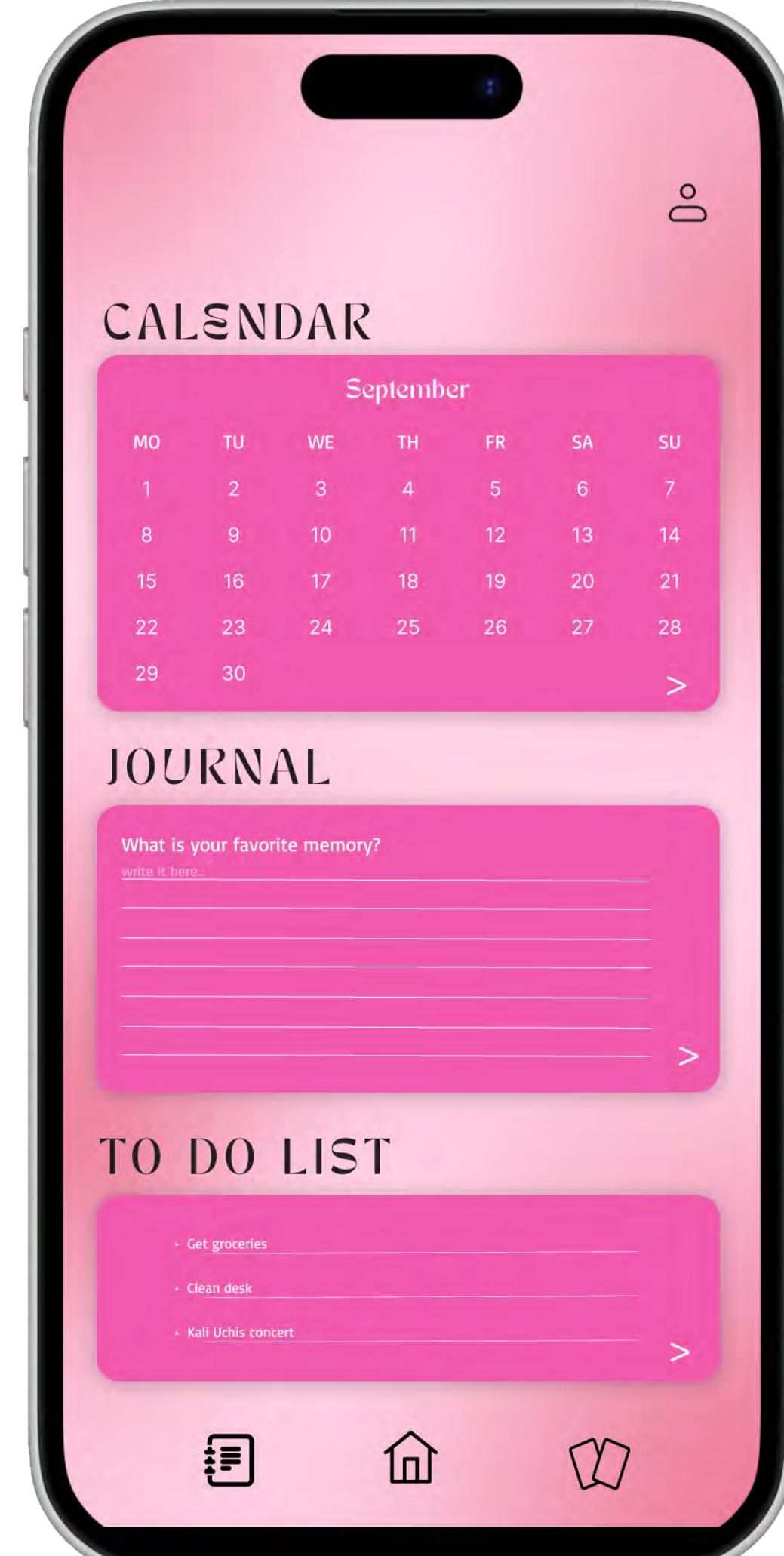
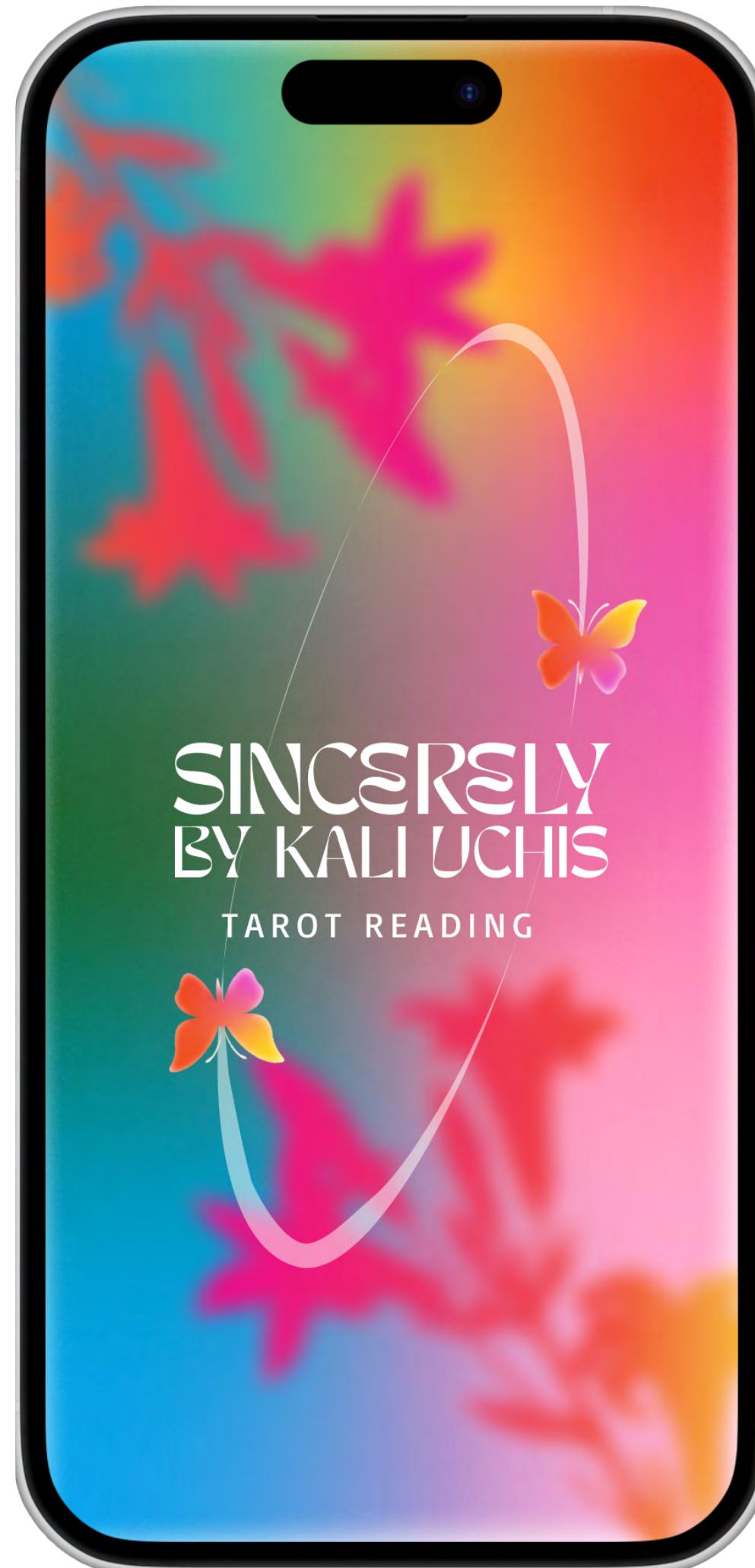
# DIGITAL 1



# DIGITAL 1

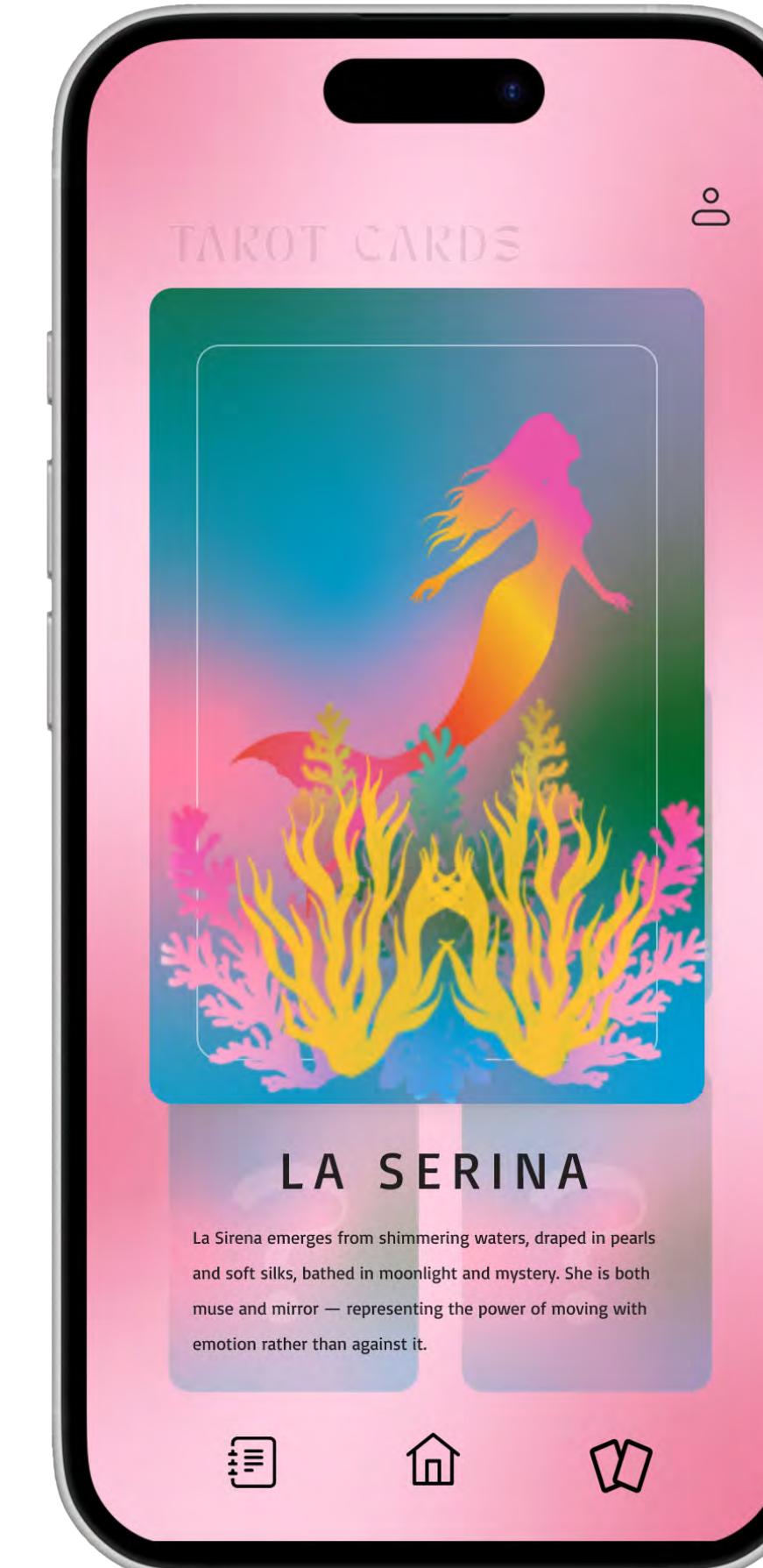
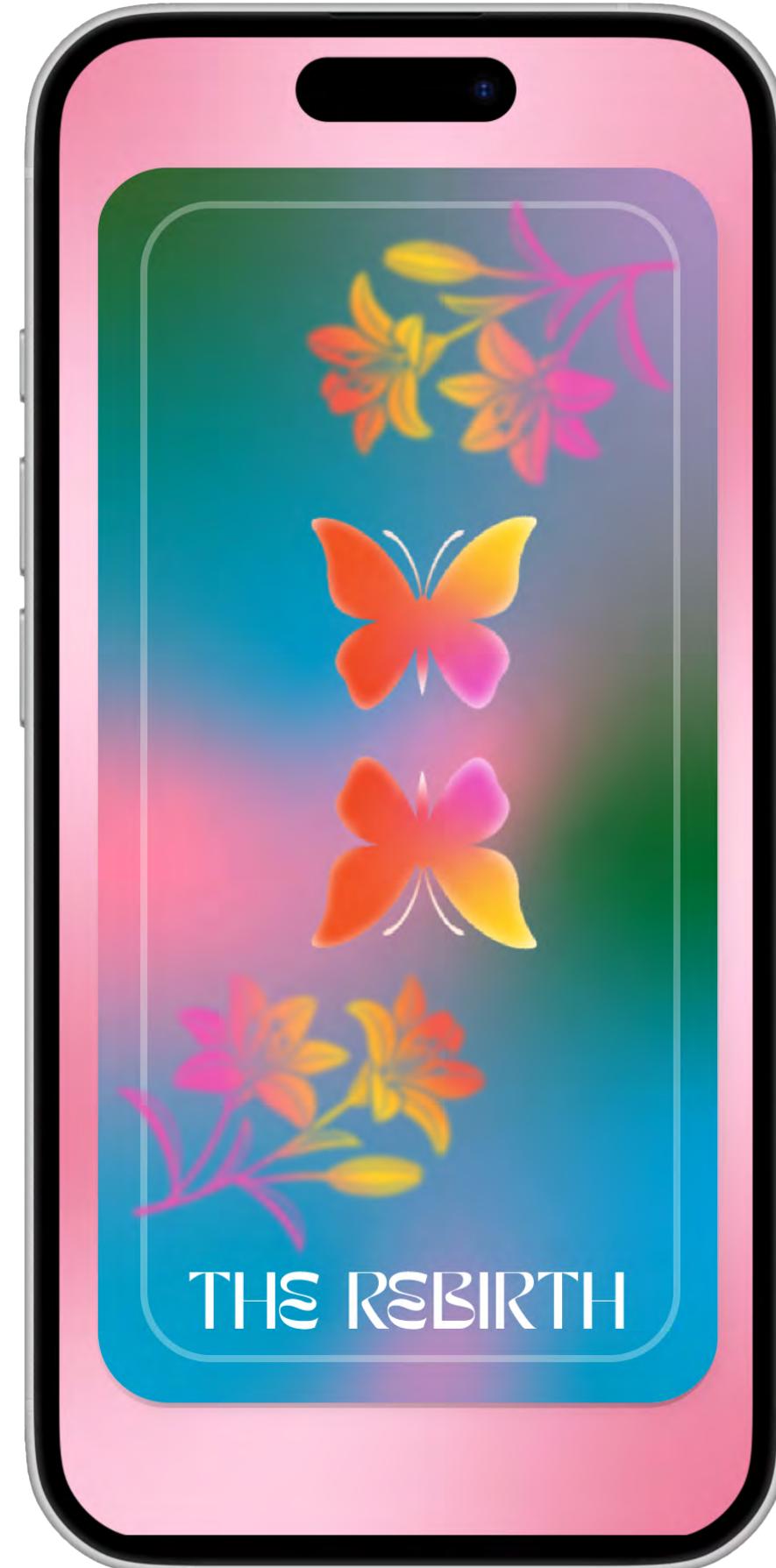


# FINAL SCREENS



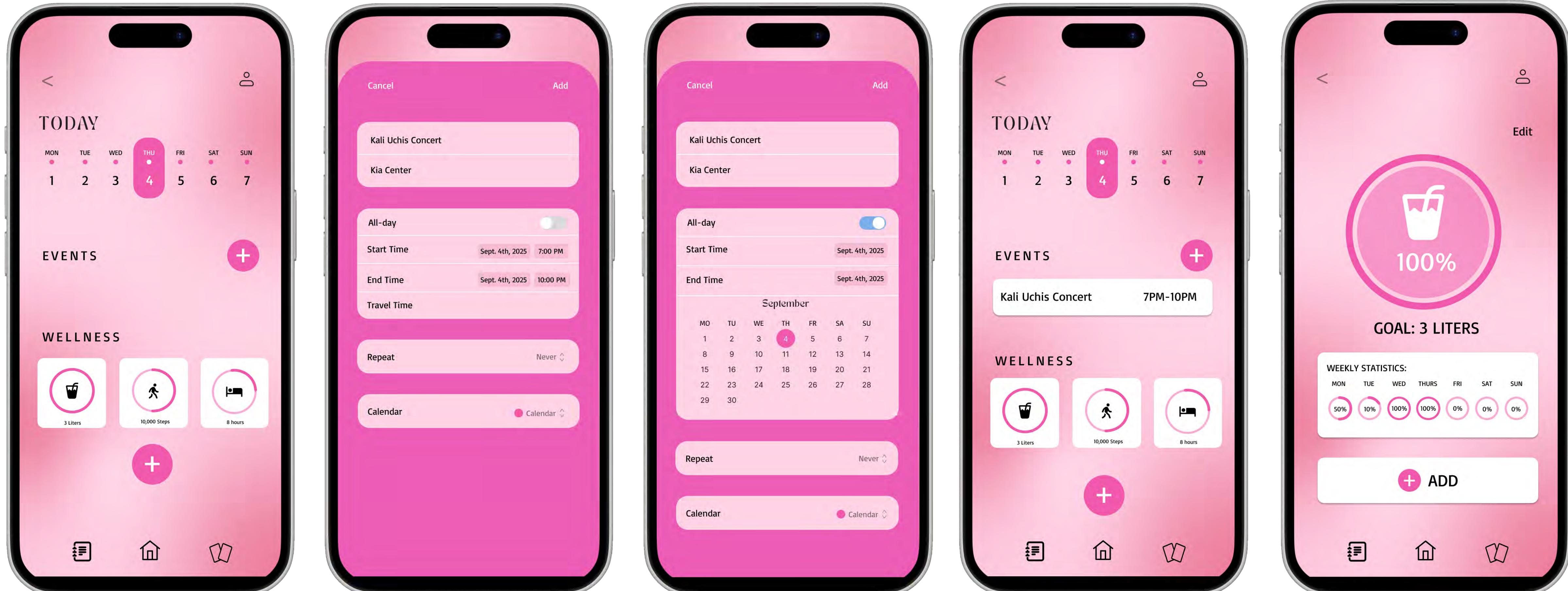
# FINAL SCREENS

## Tarot Screens



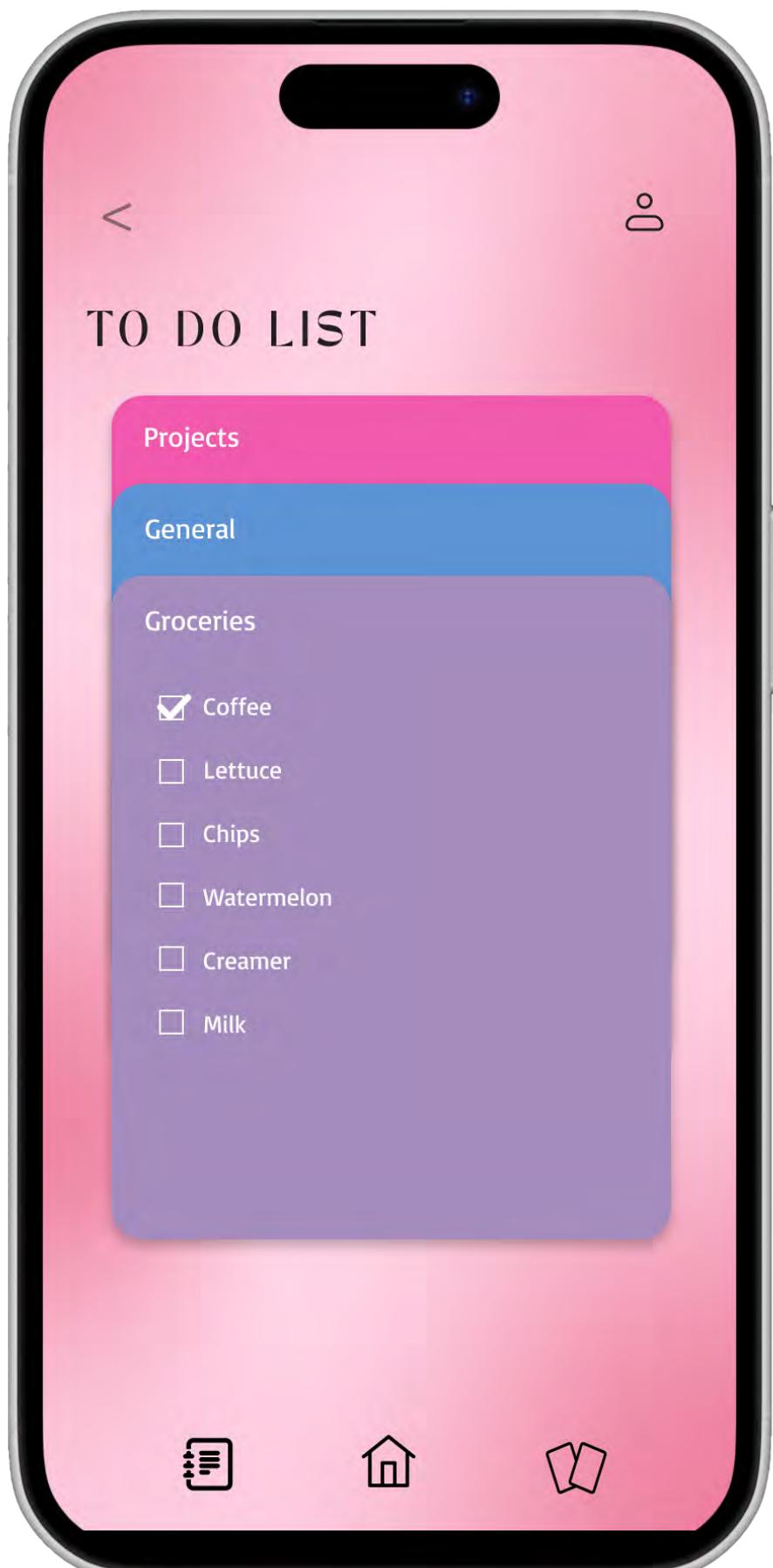
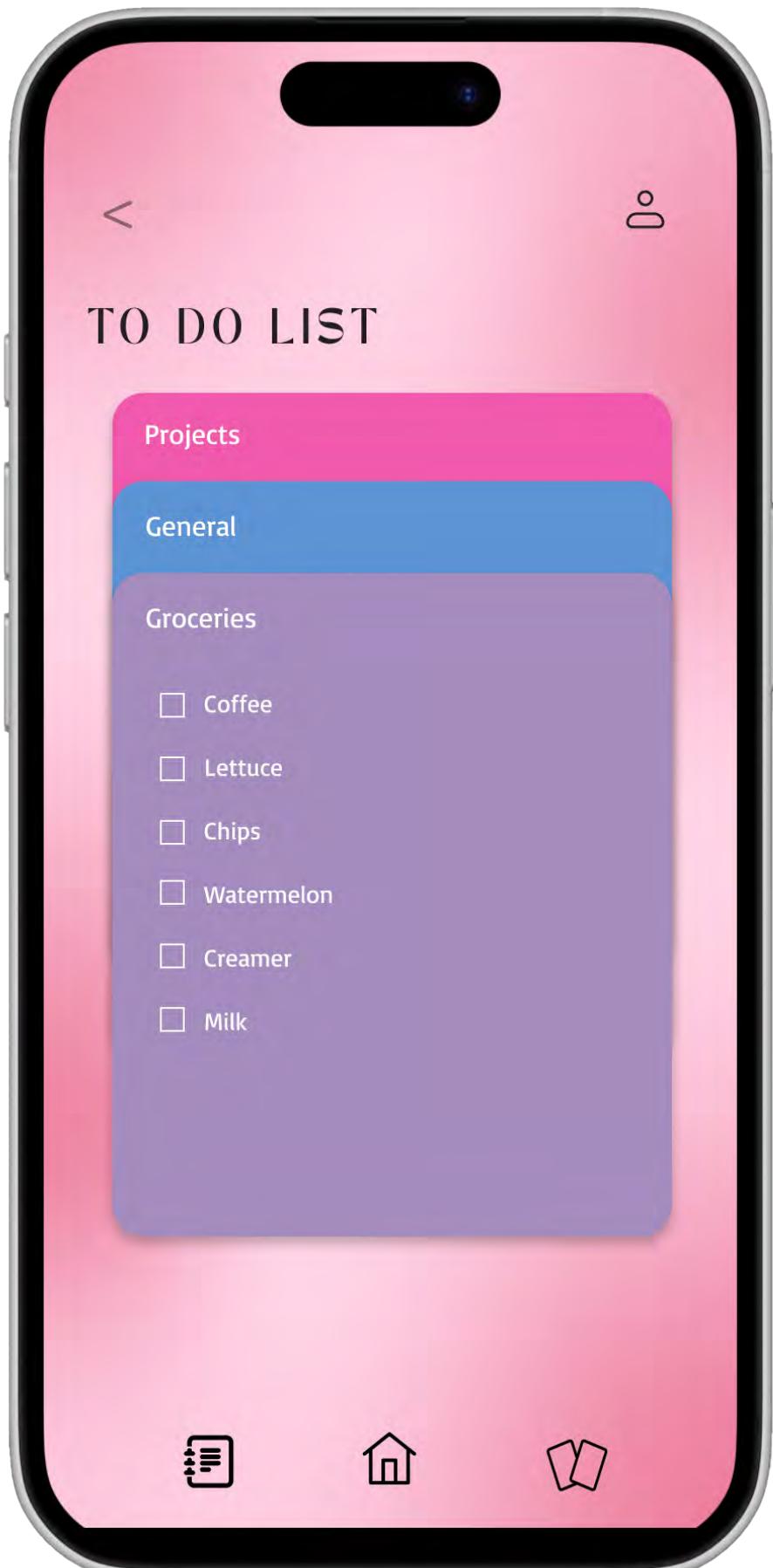
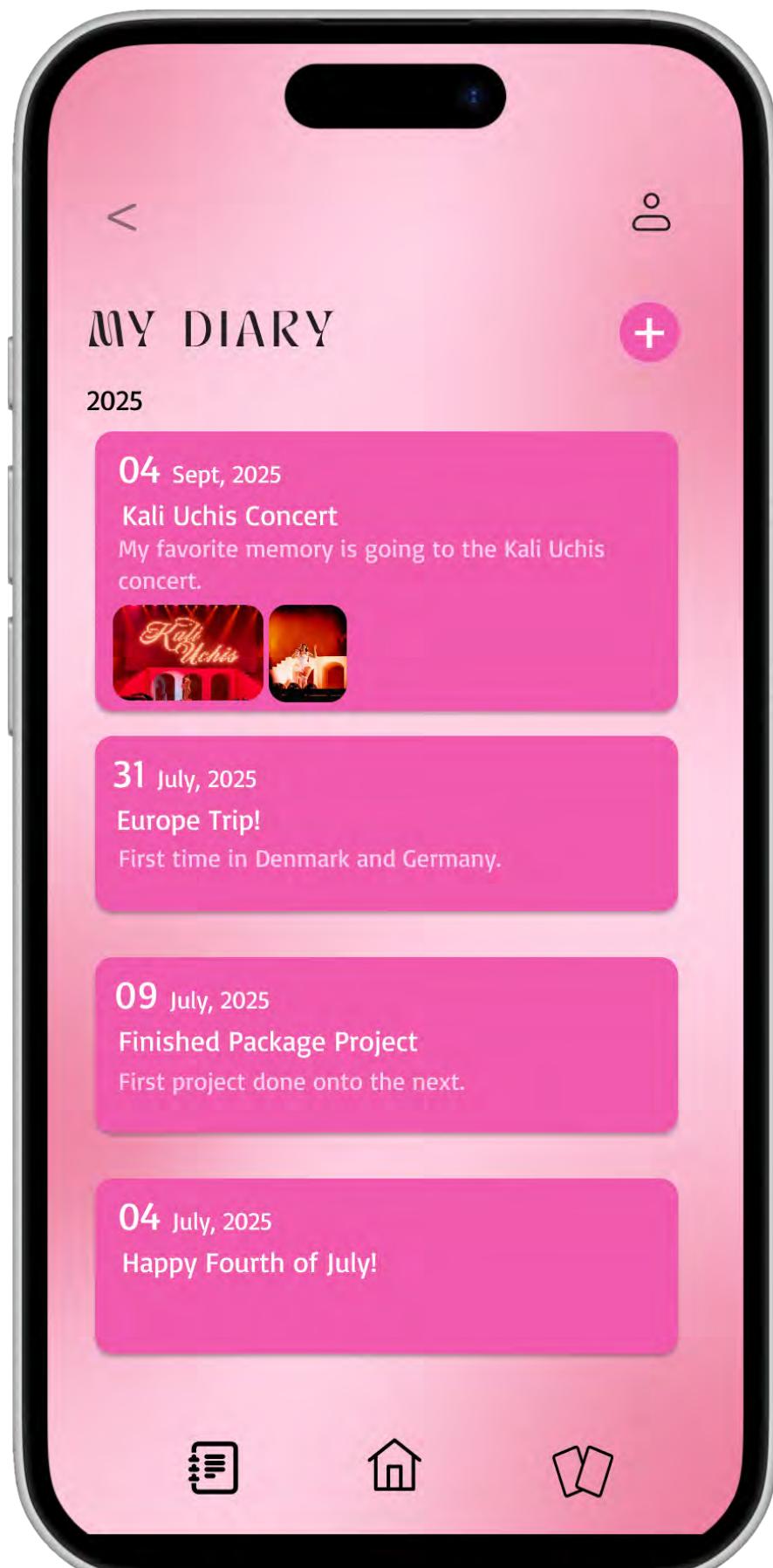
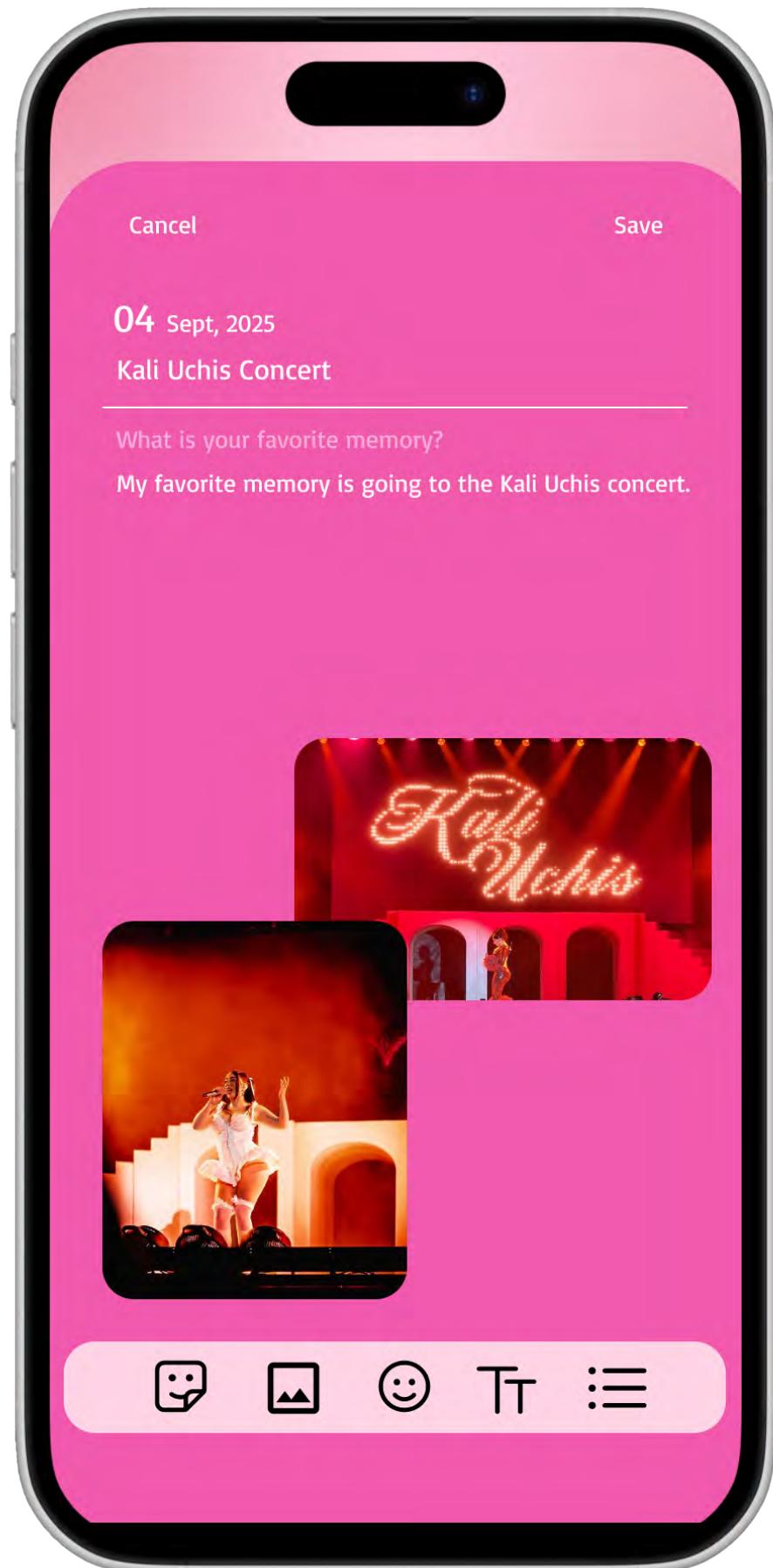
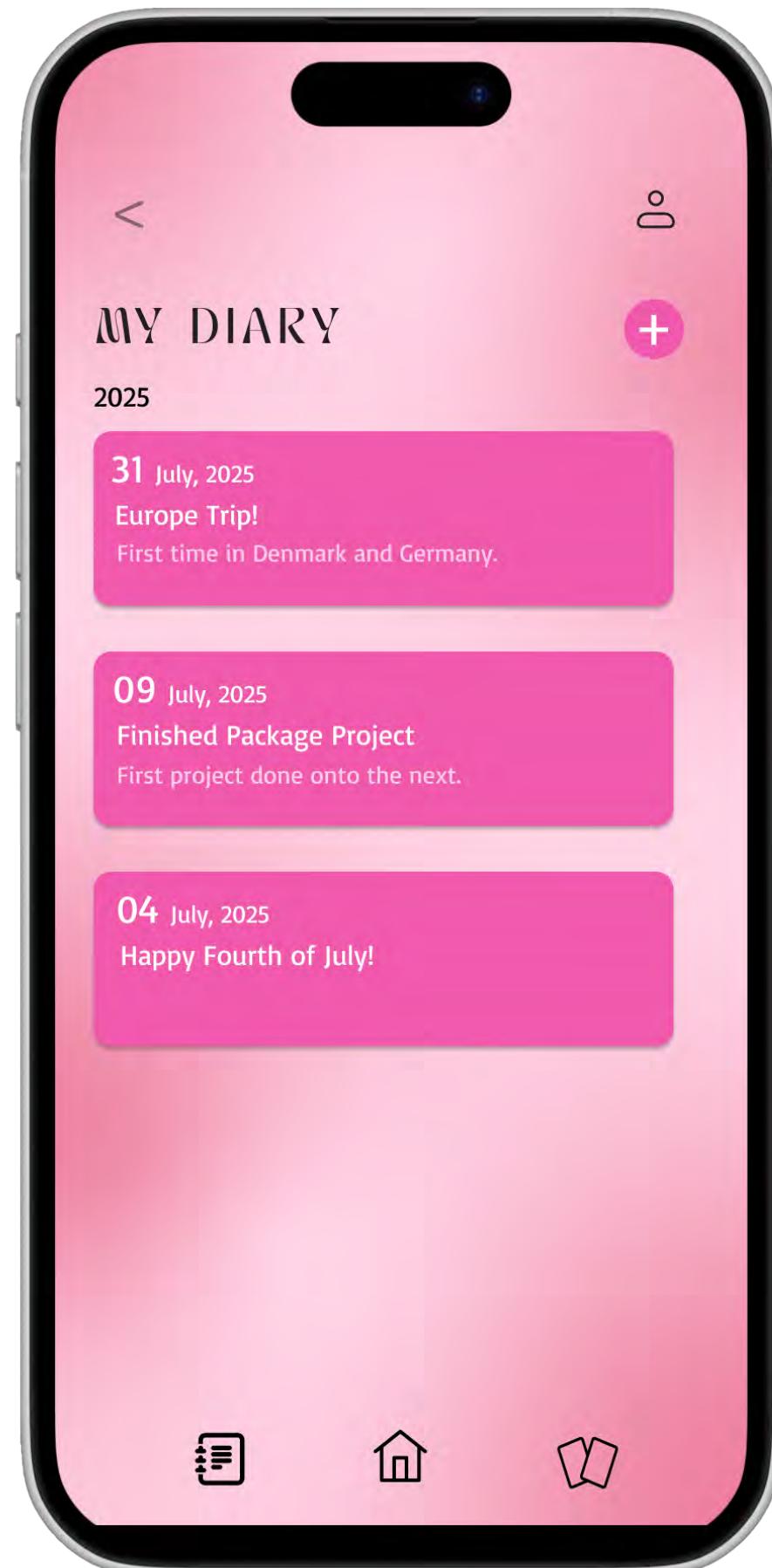
# FINAL SCREENS

## Calendar Screens



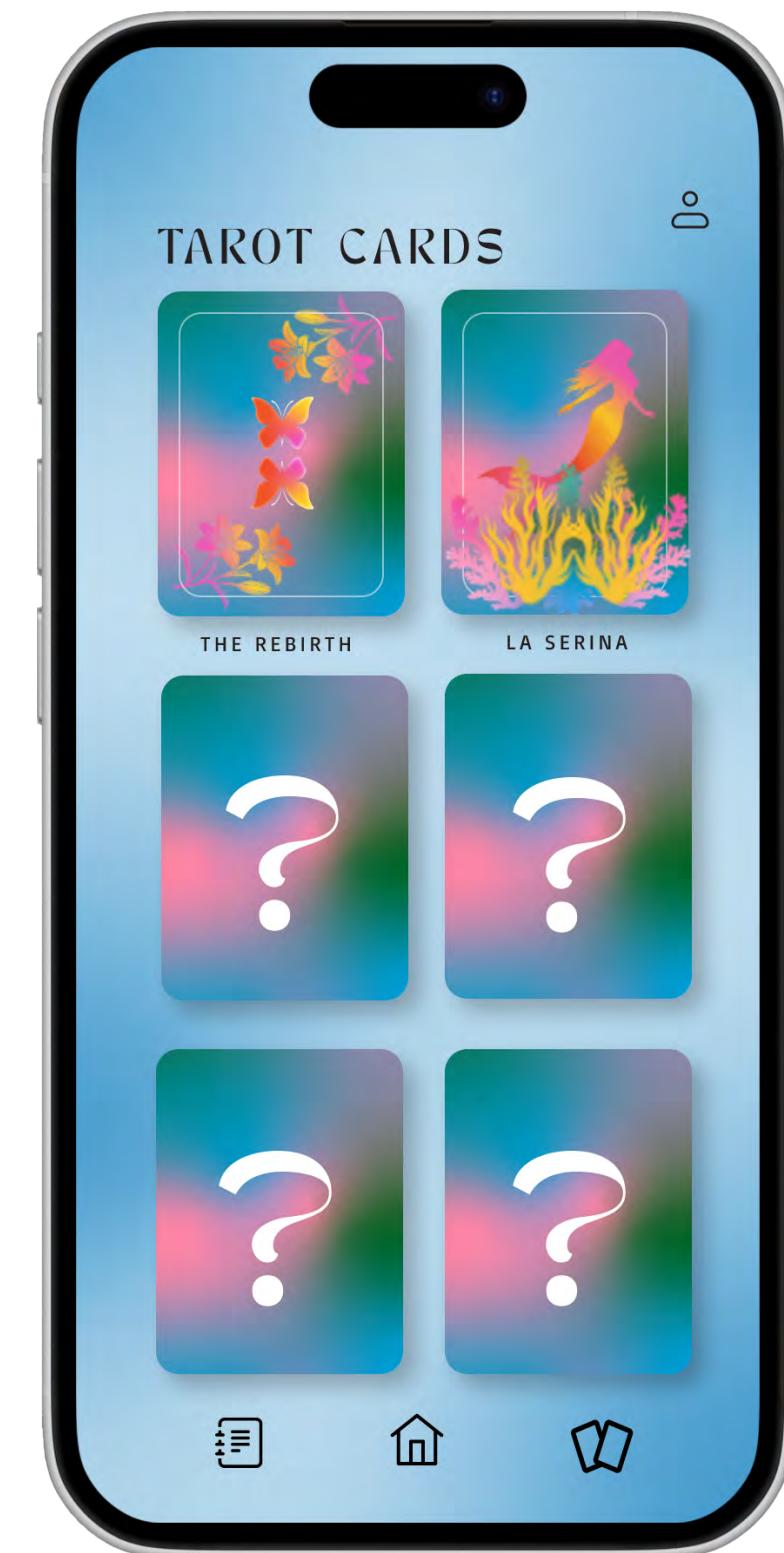
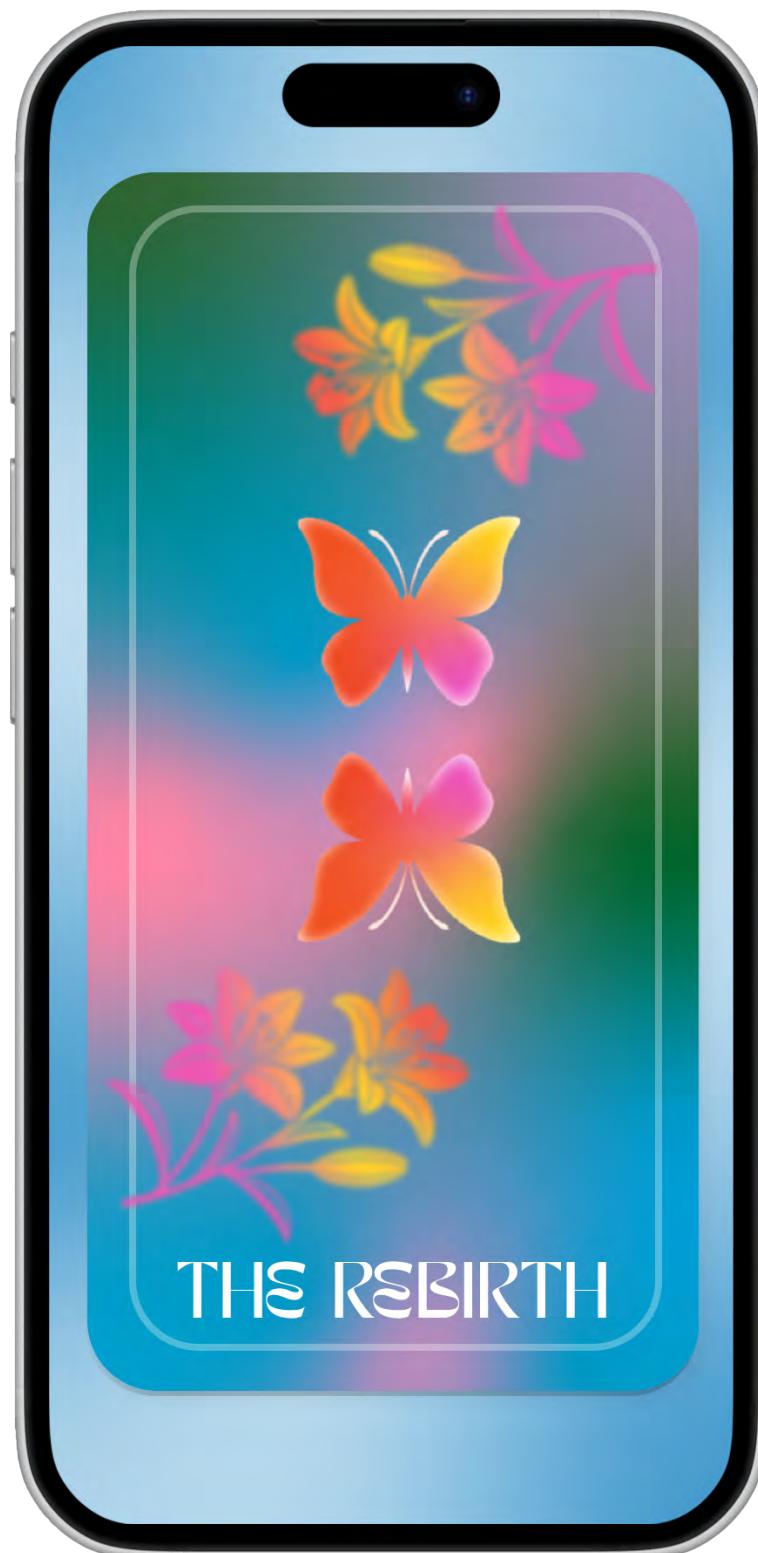
# FINAL SCREENS

Journal and To Do List Screens



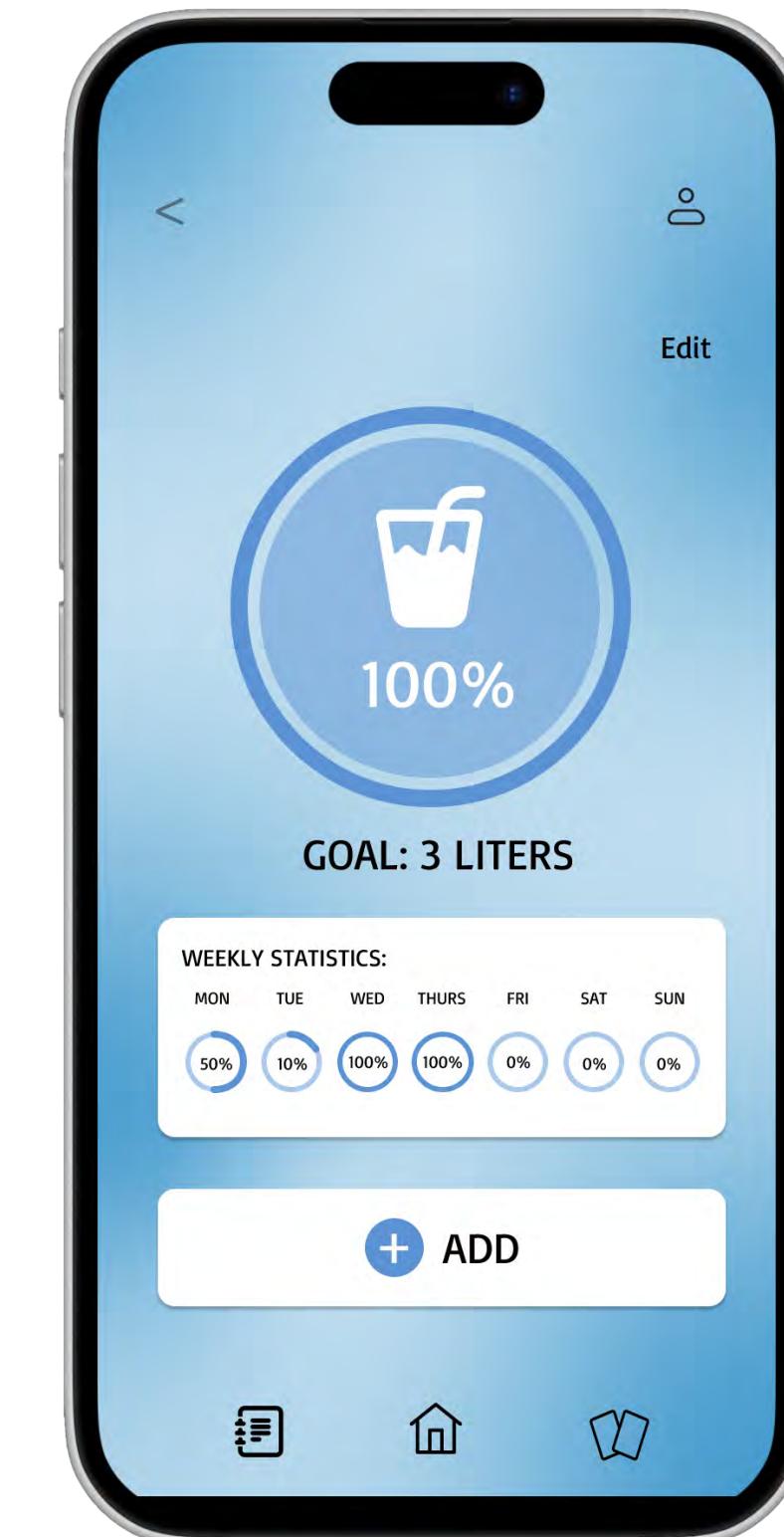
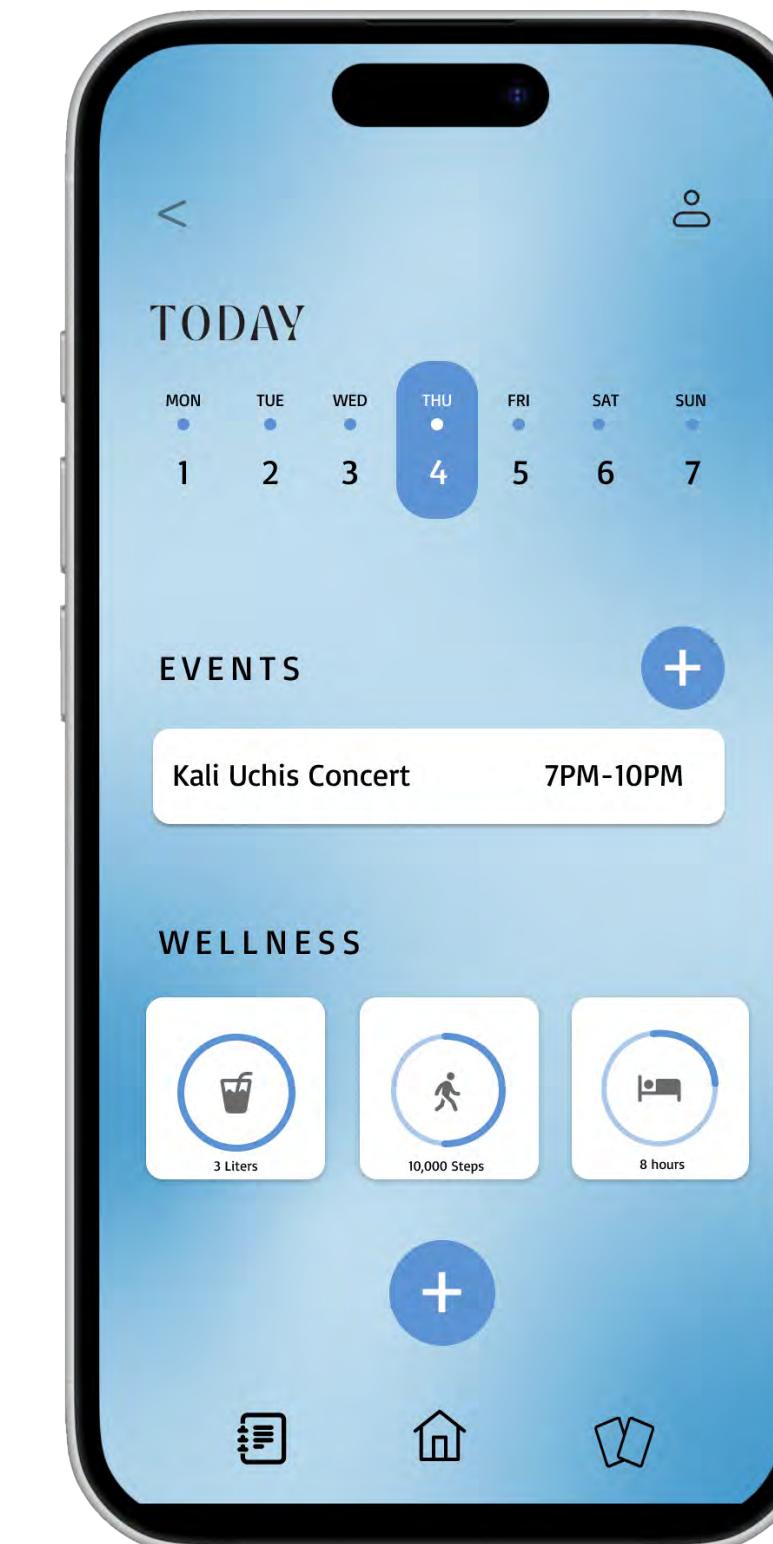
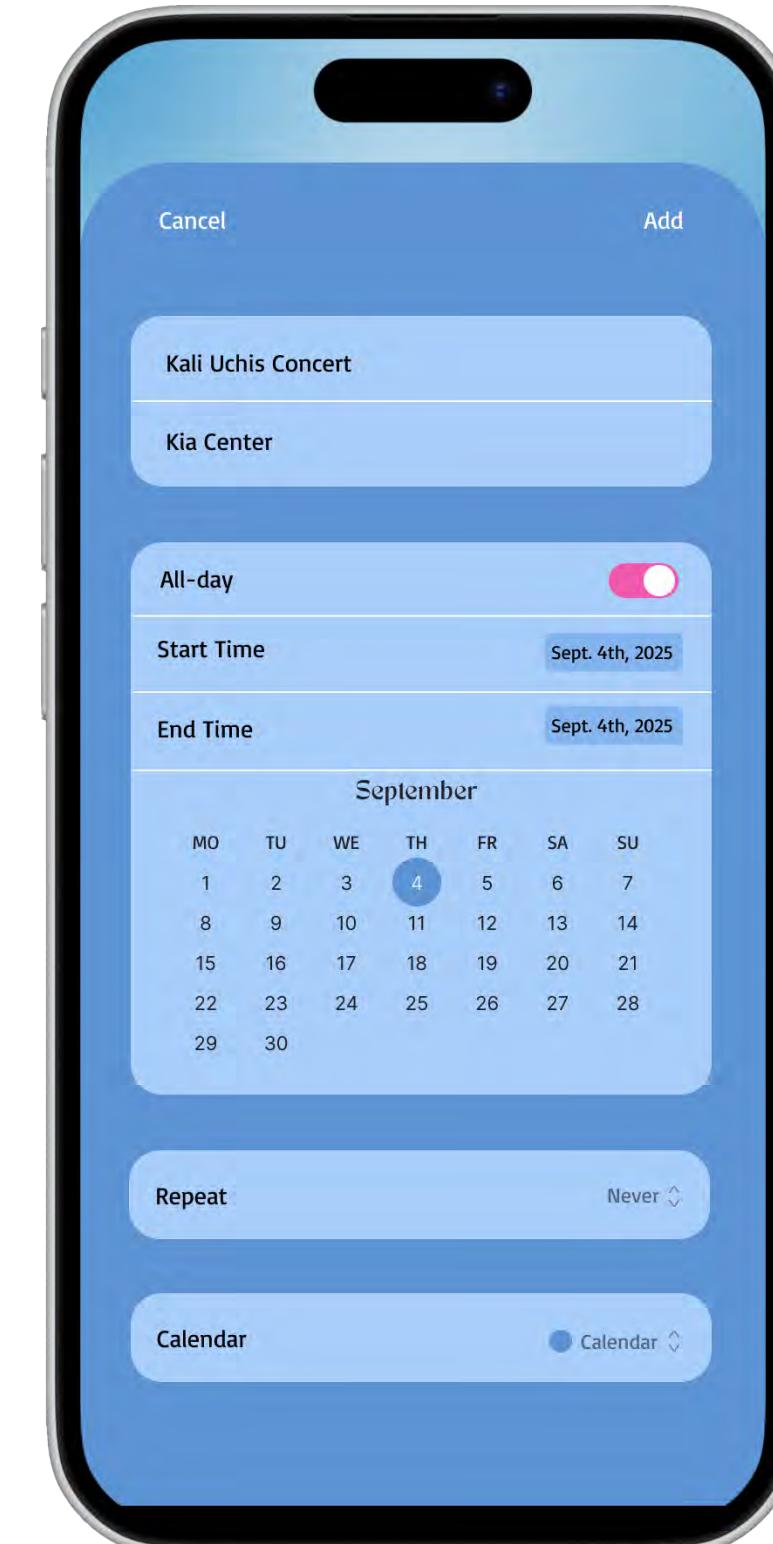
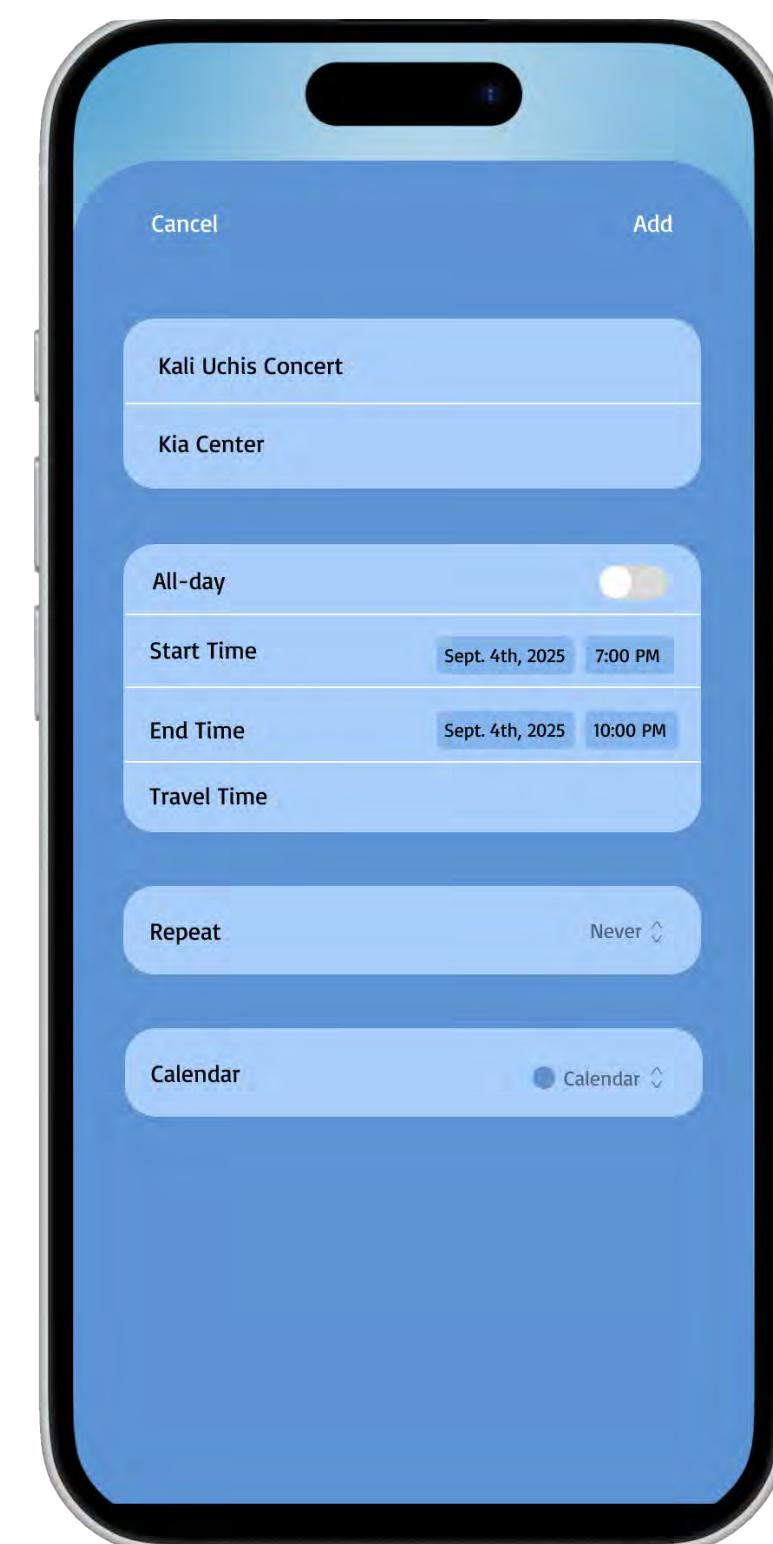
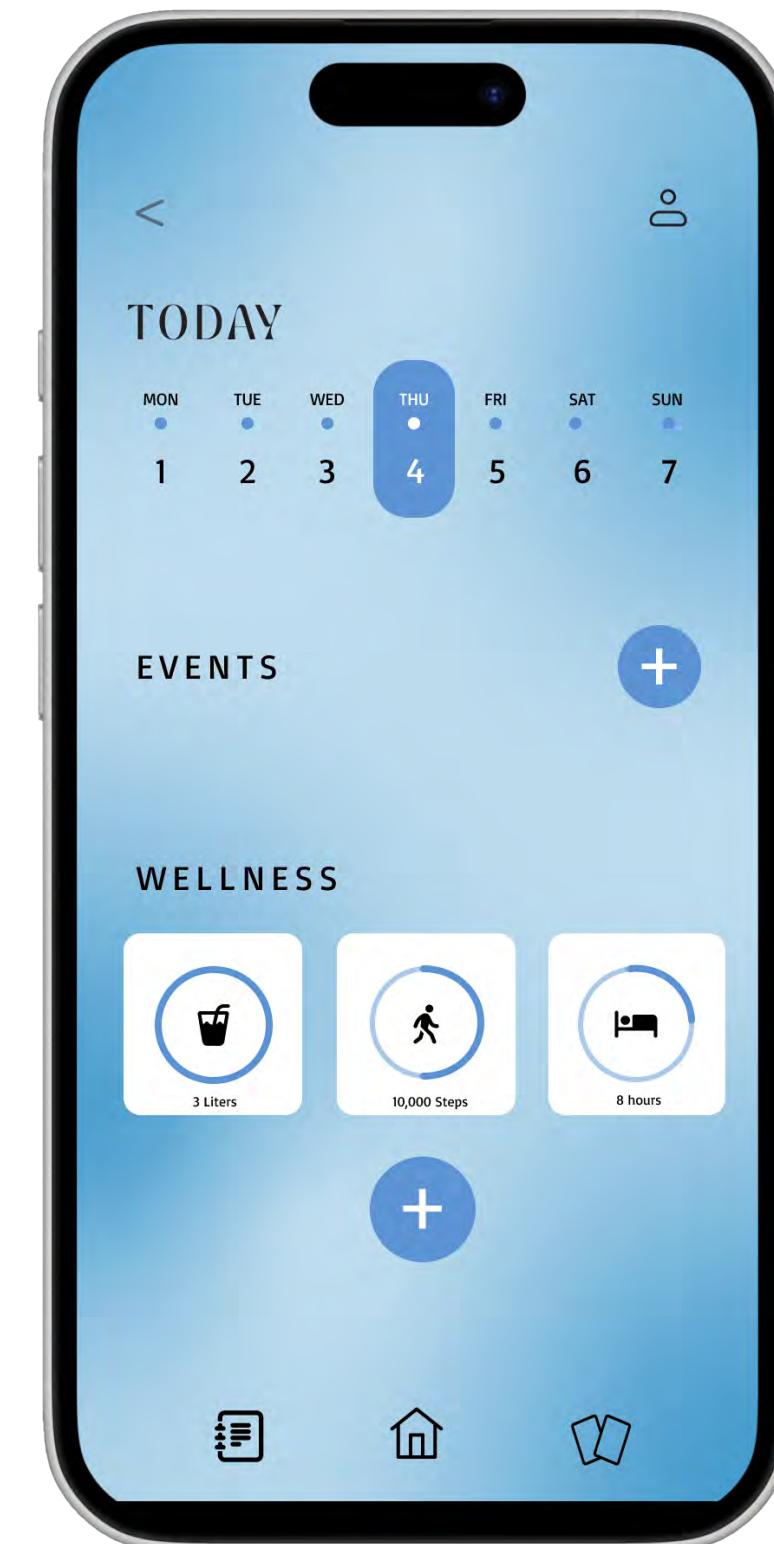
# FINAL SCREENS

Blue Mode



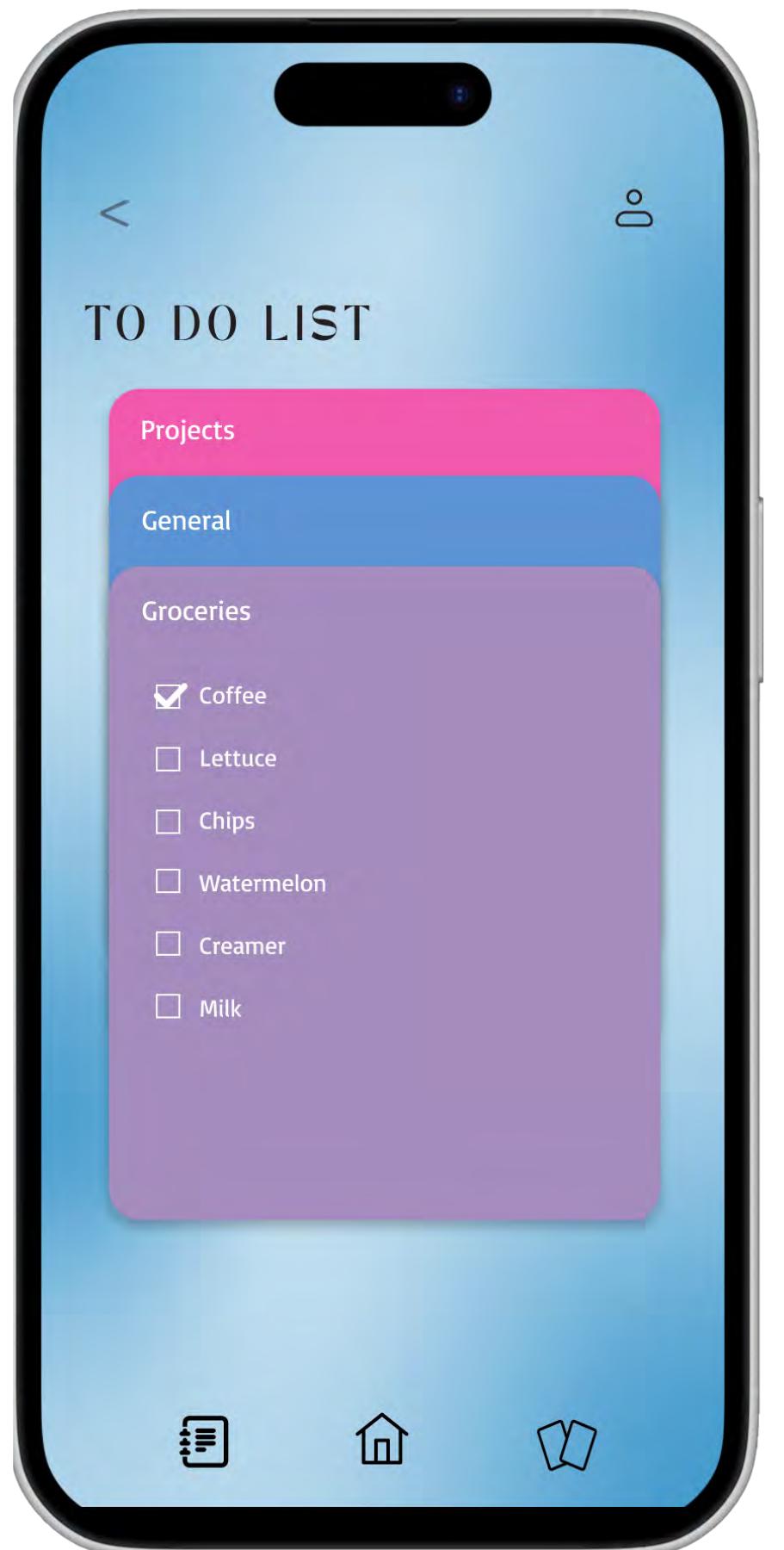
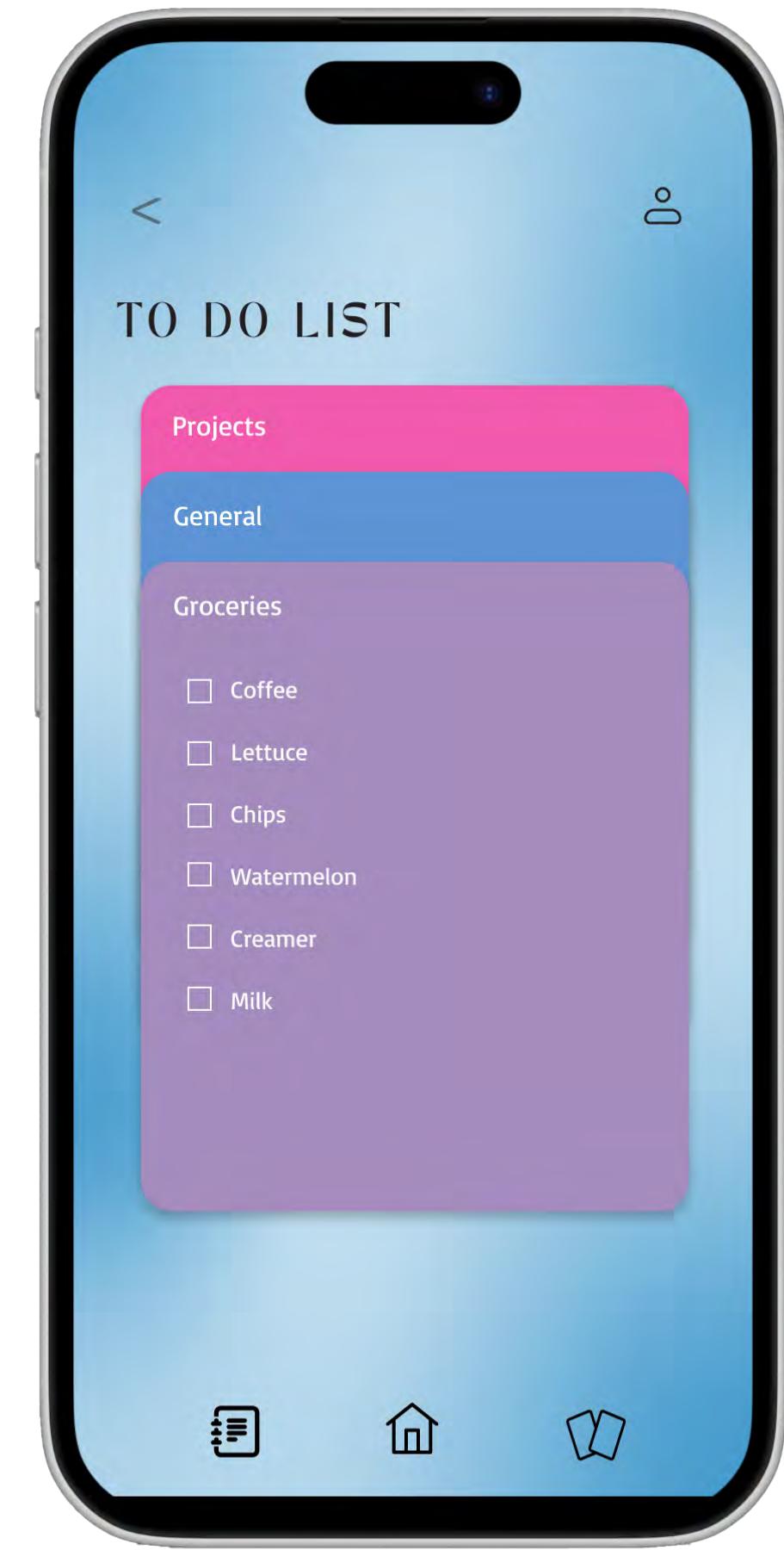
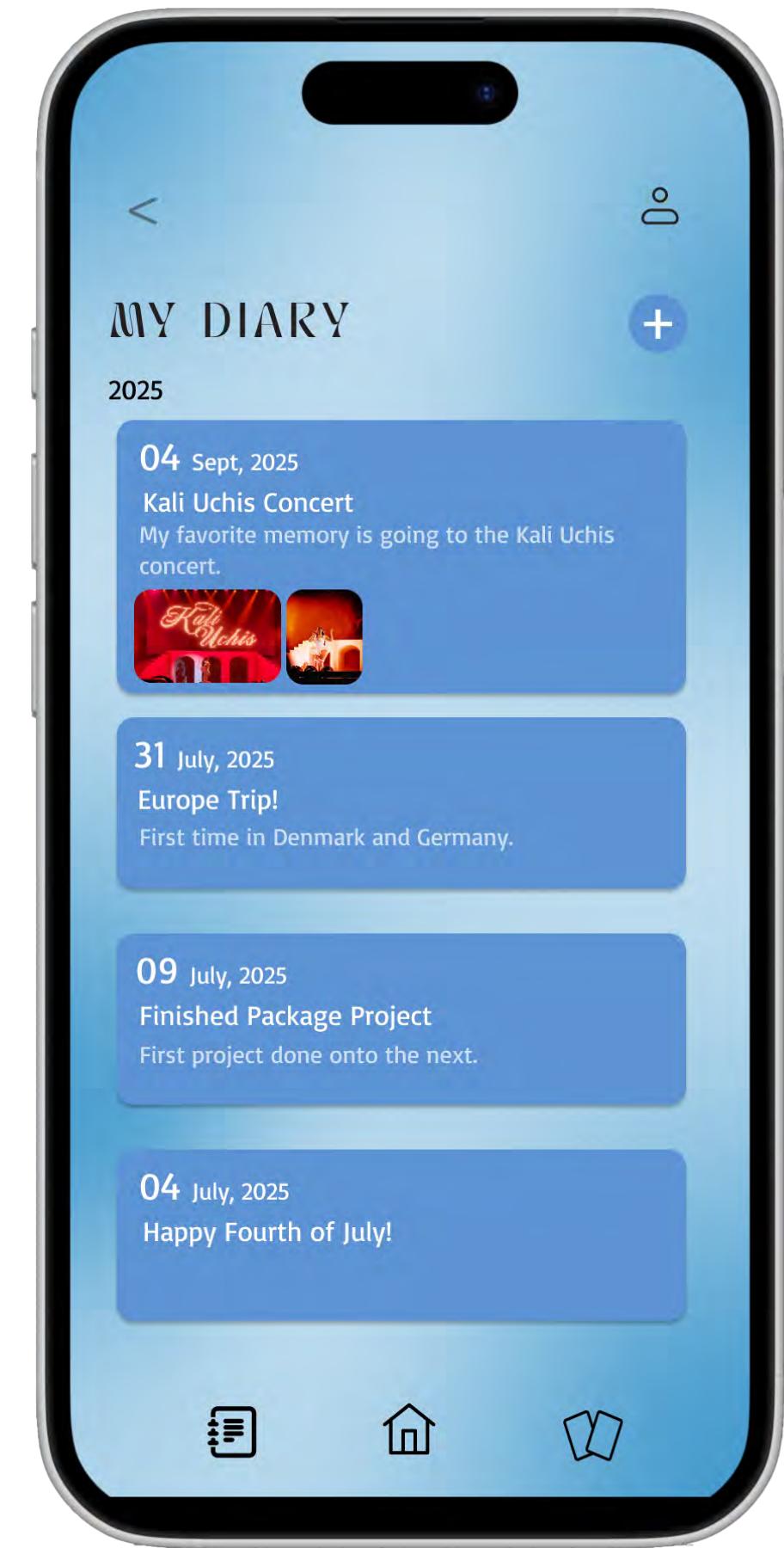
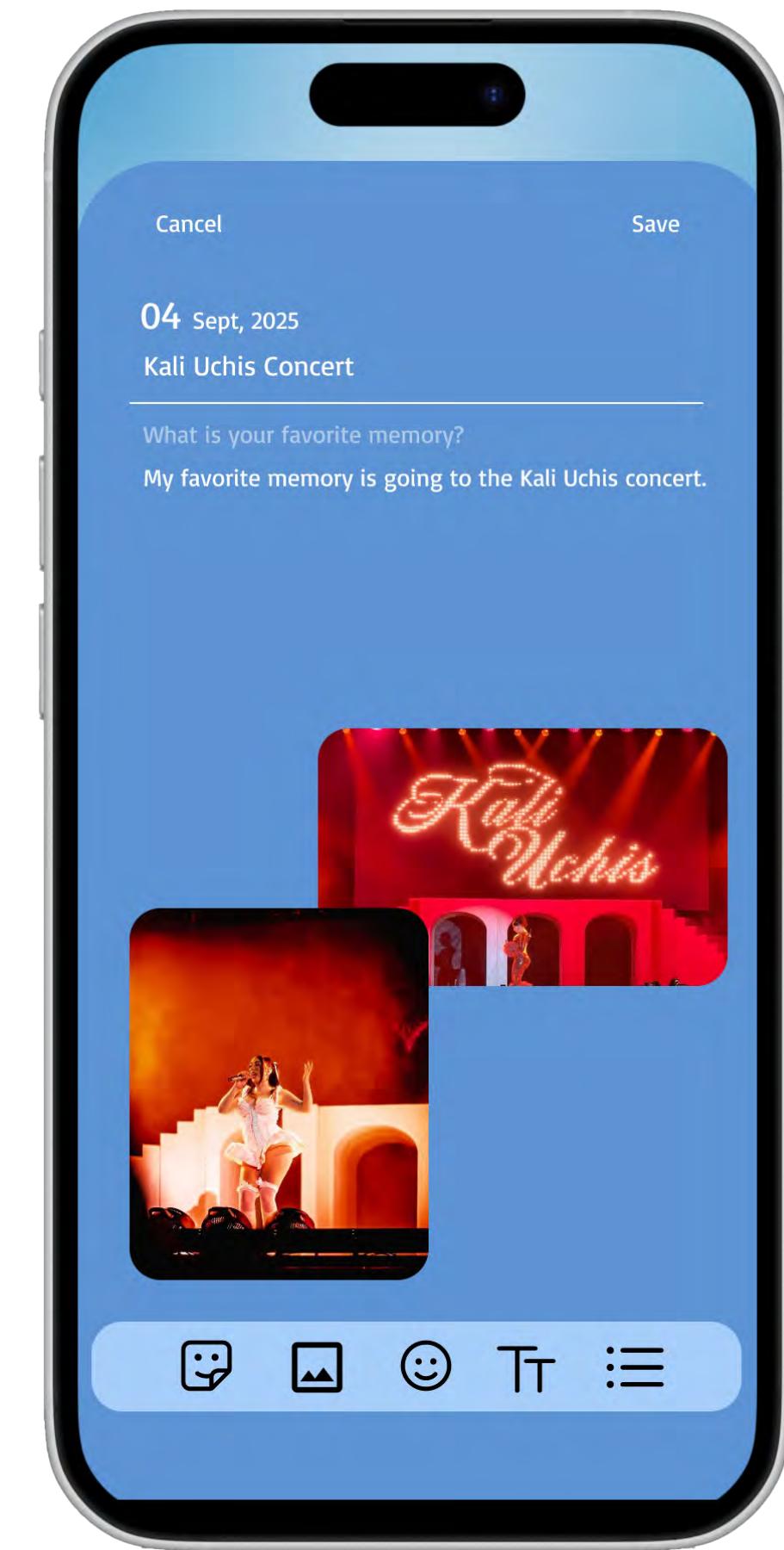
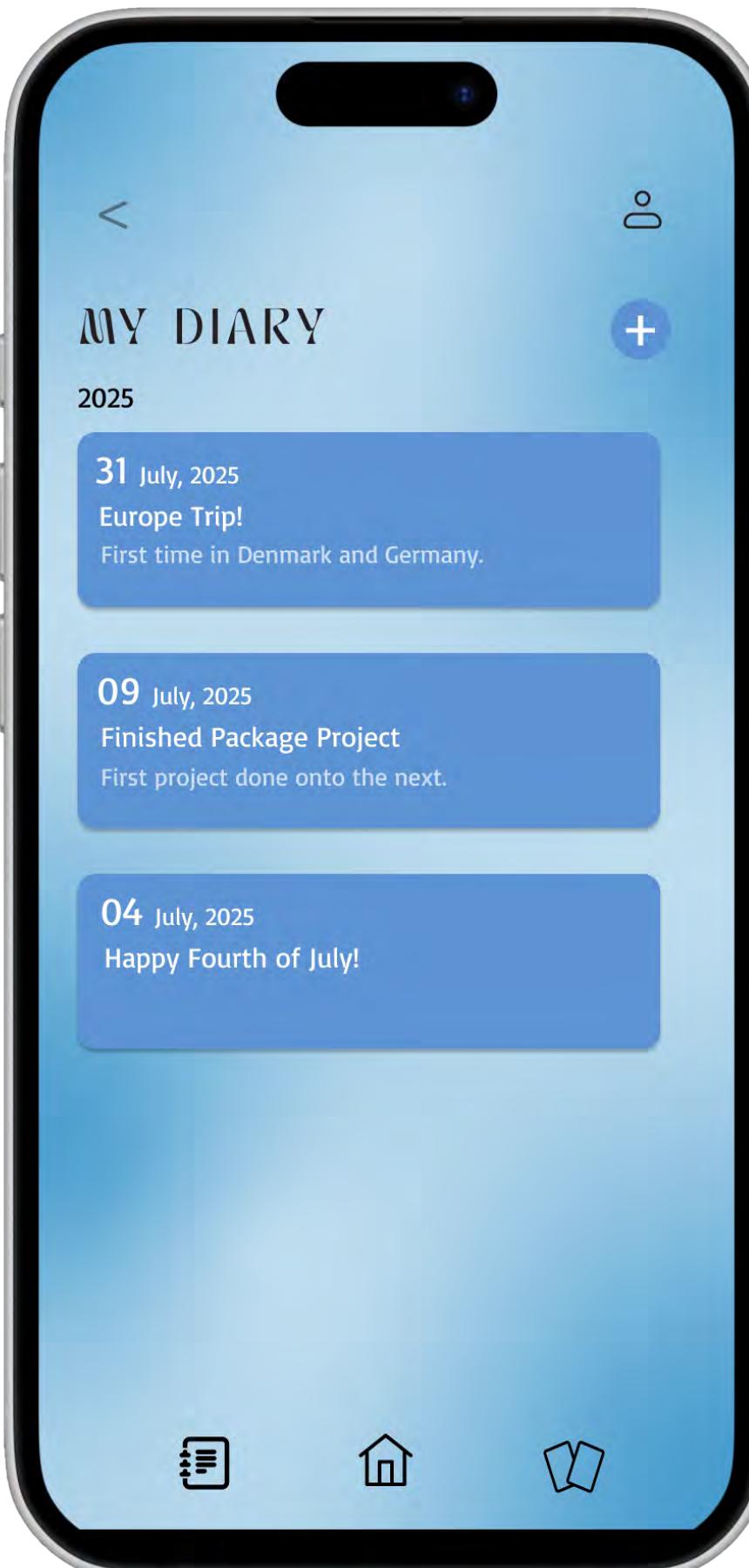
# FINAL SCREENS

Blue Mode



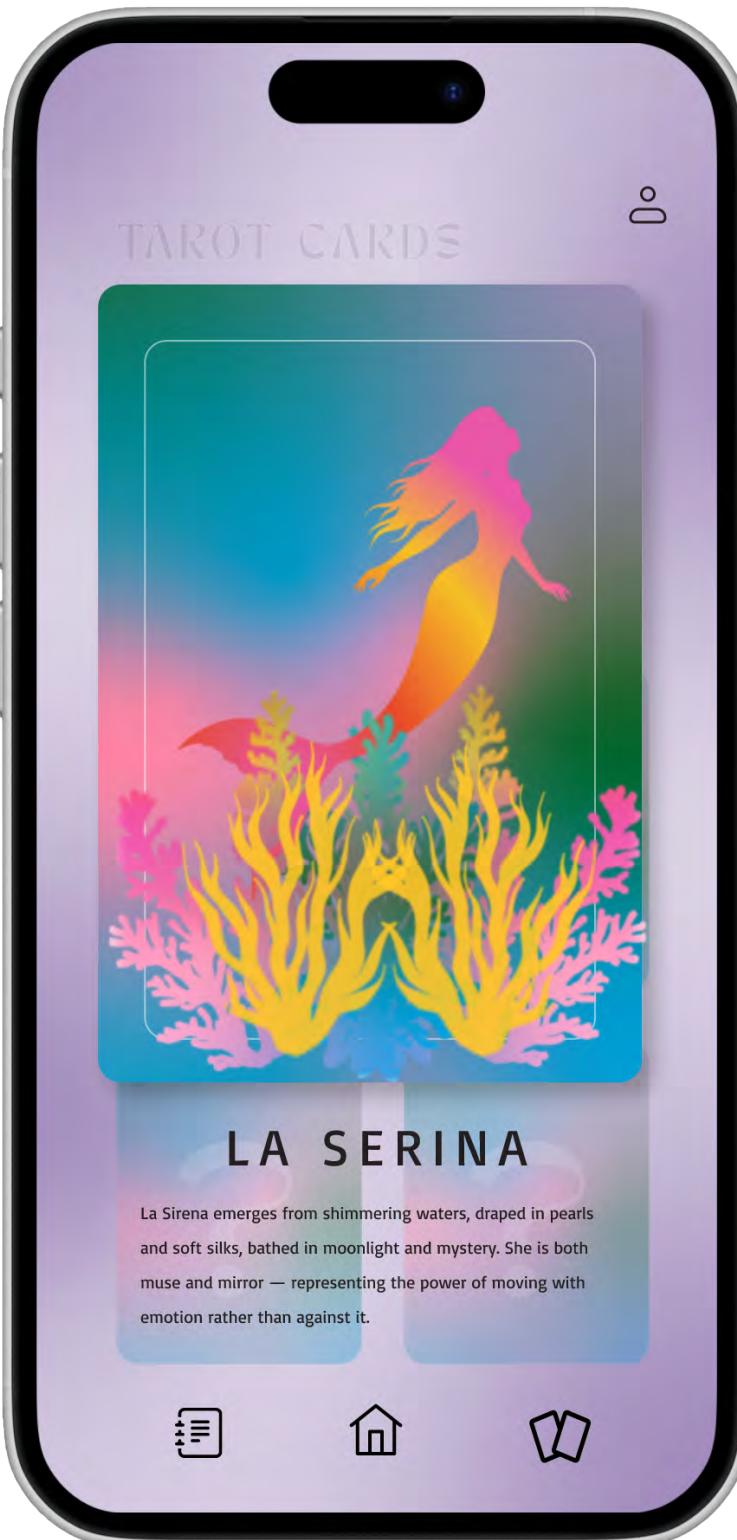
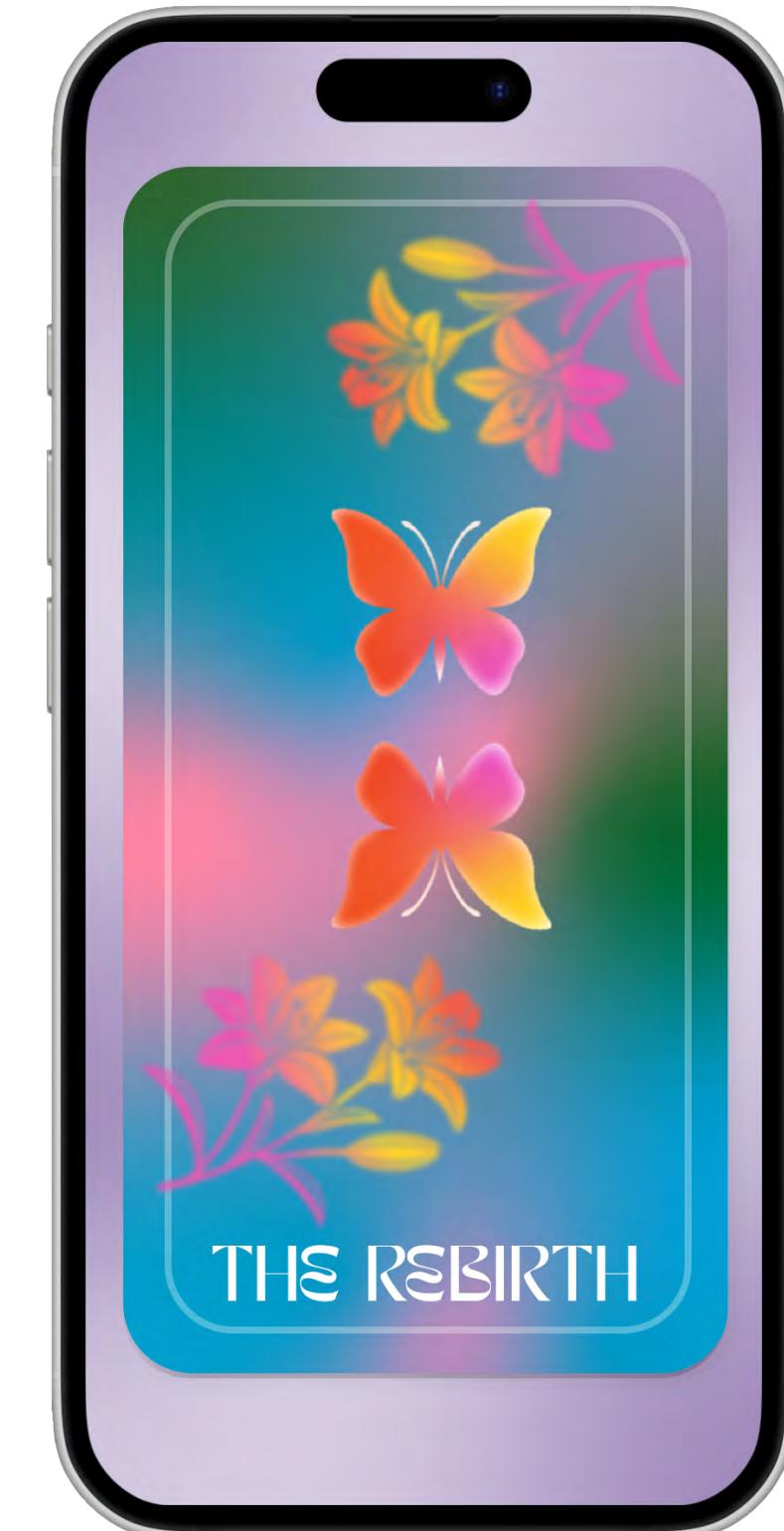
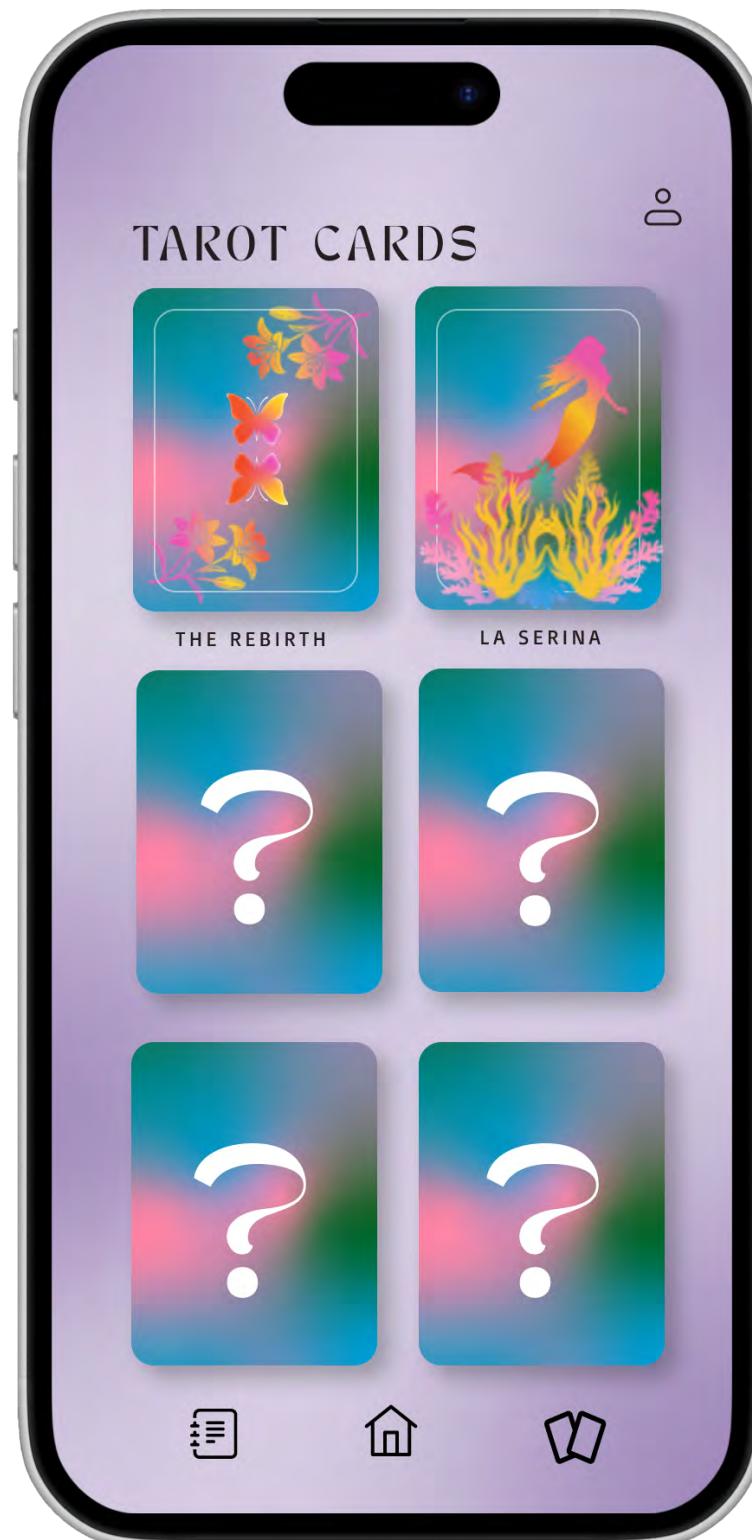
# FINAL SCREENS

Blue Mode



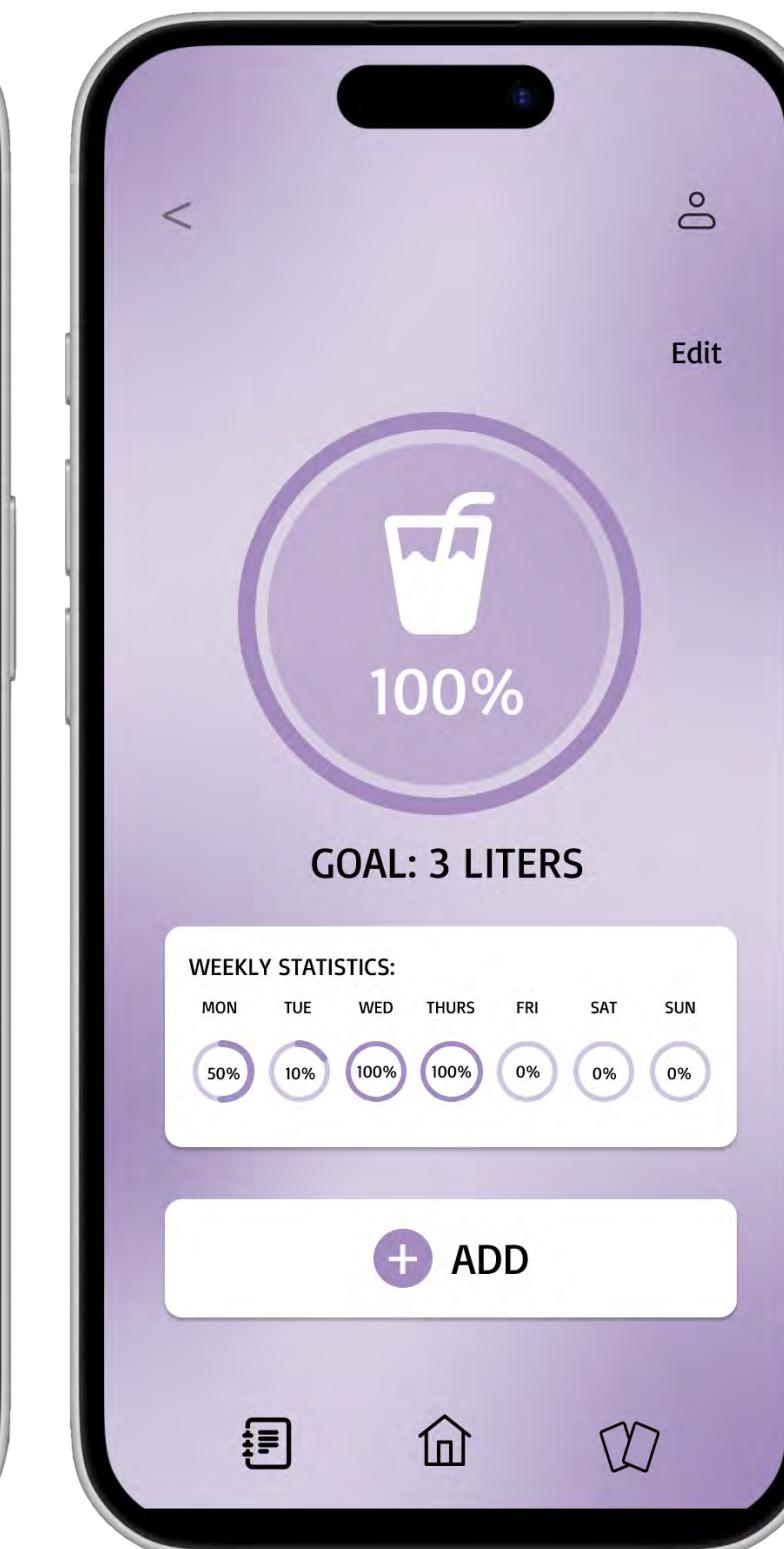
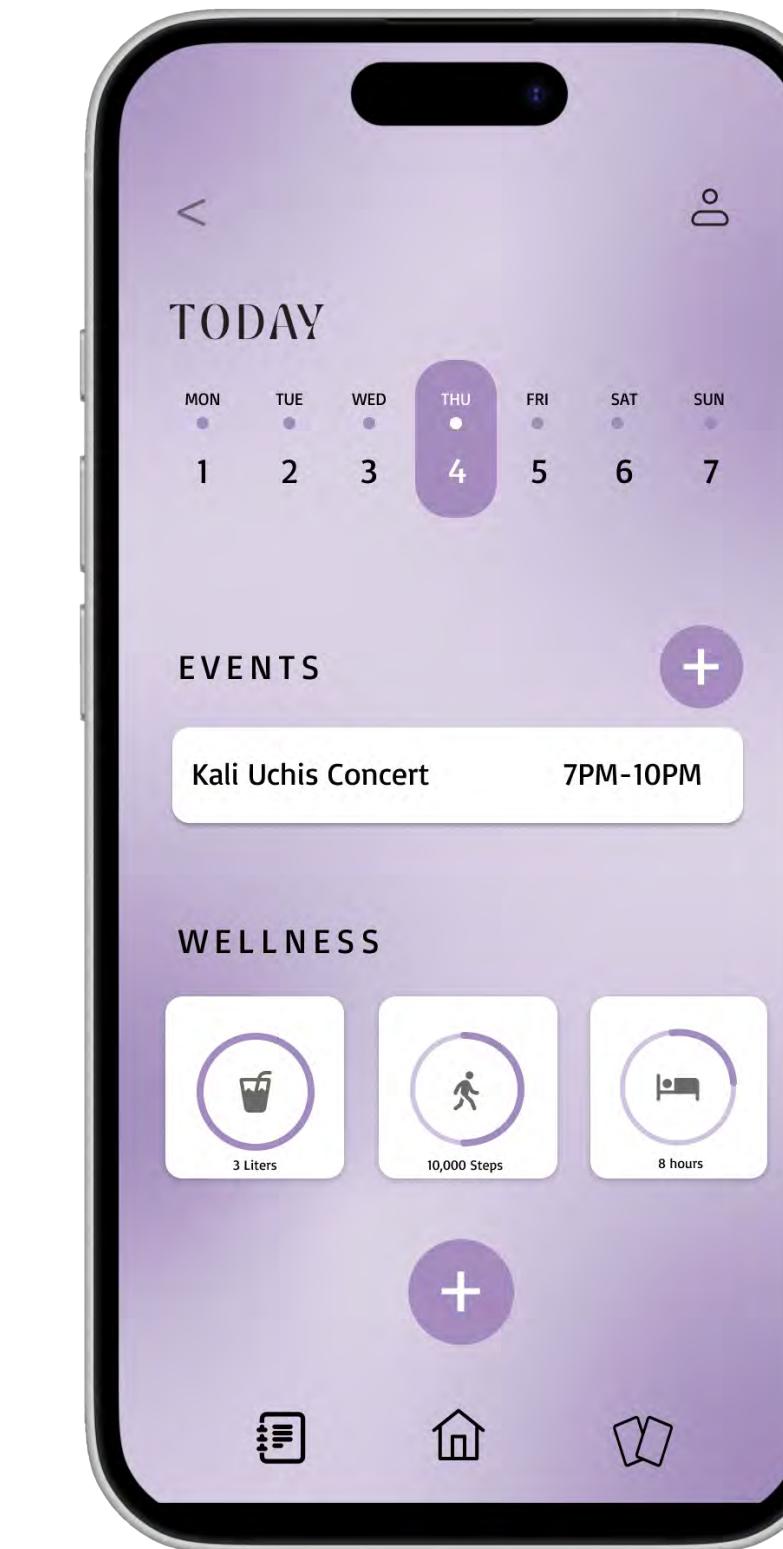
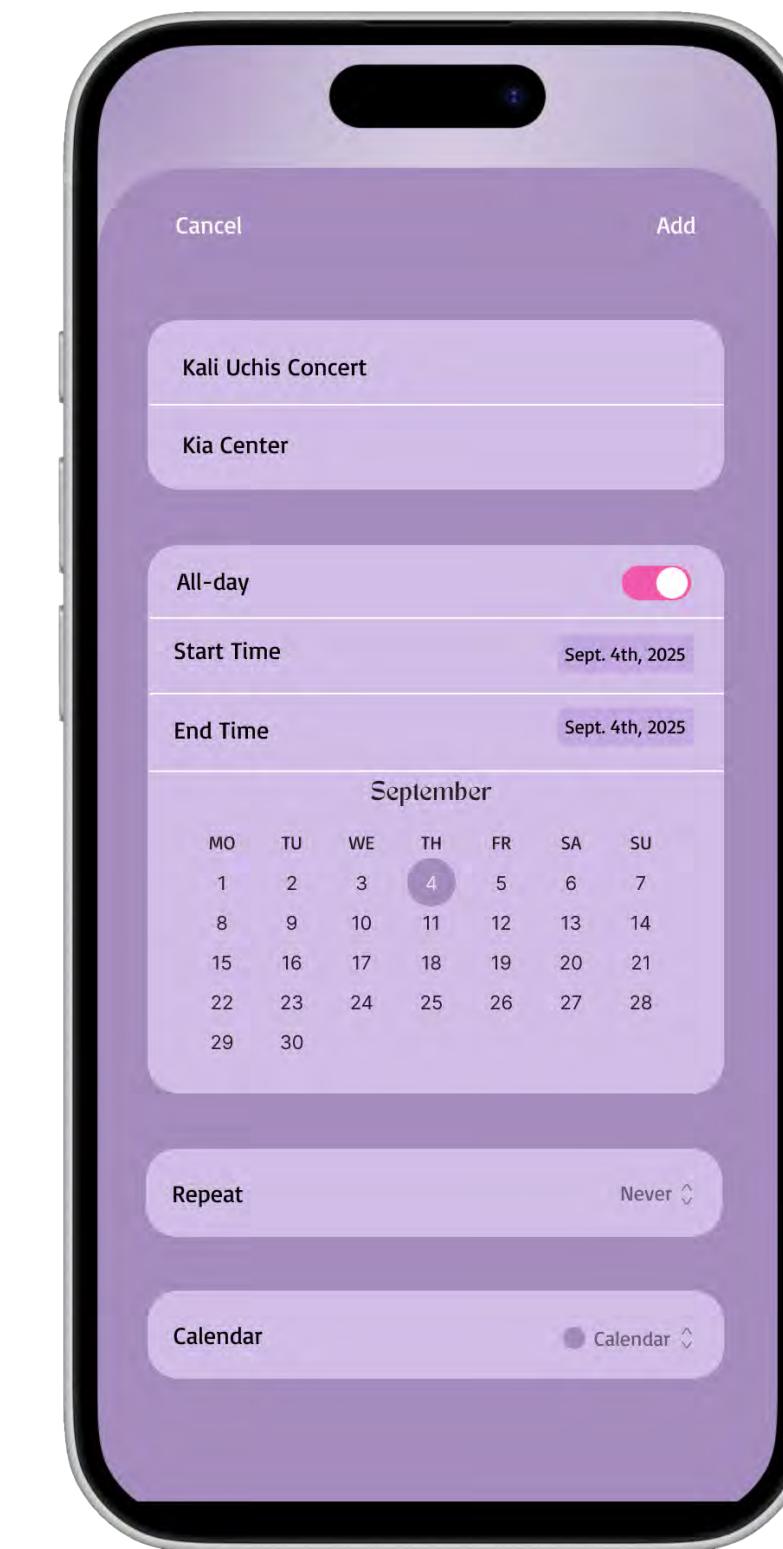
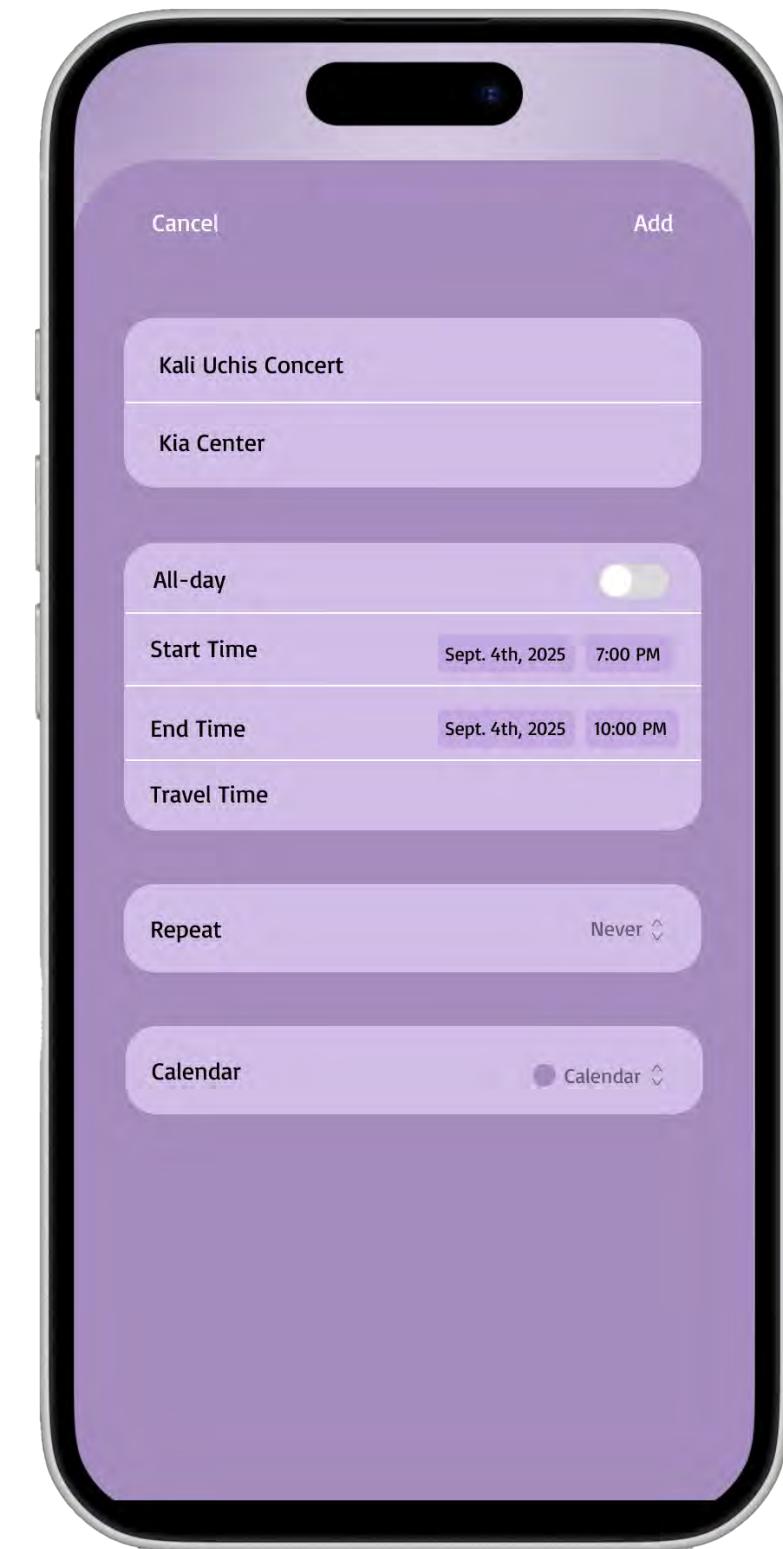
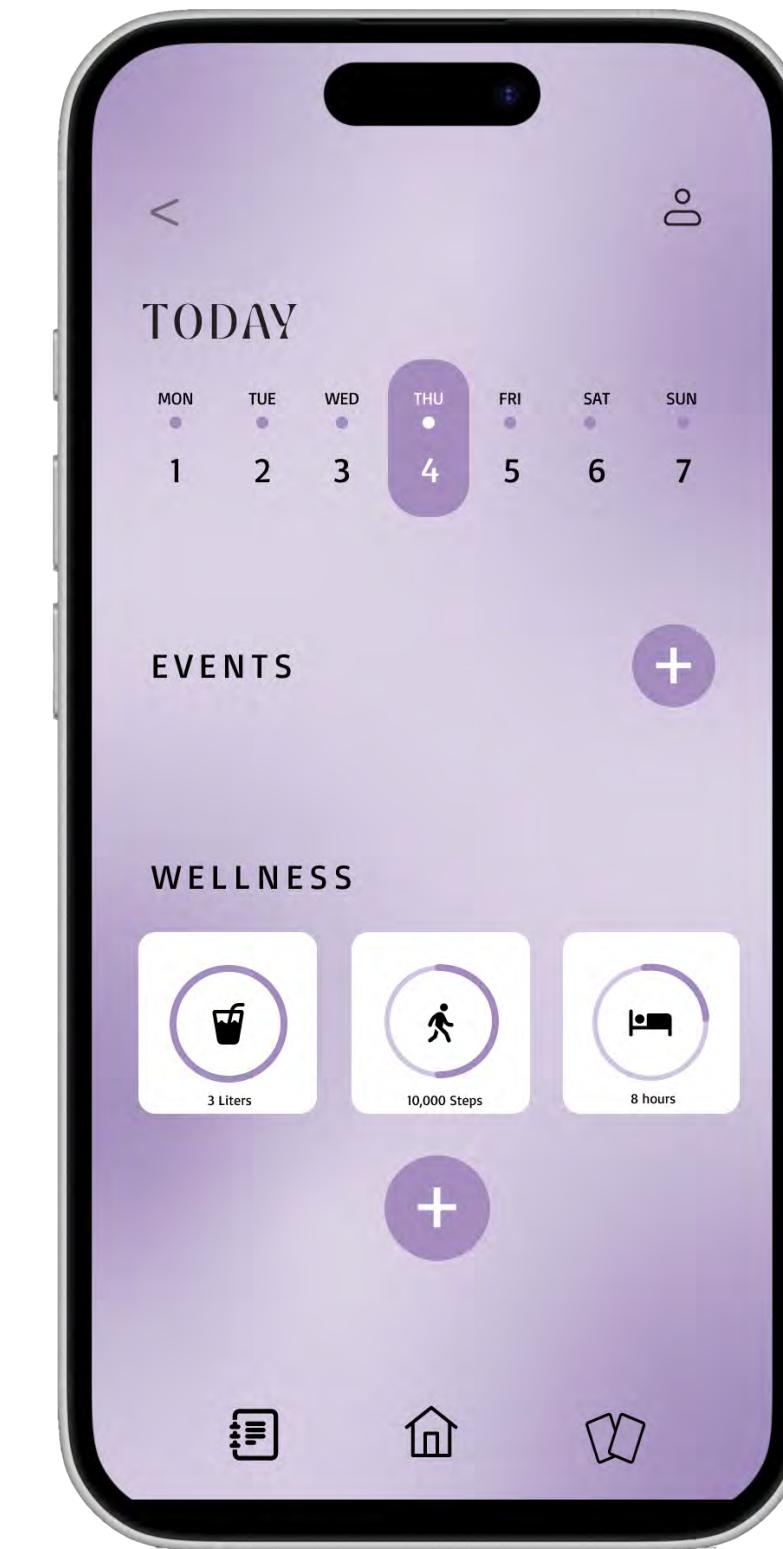
# FINAL SCREENS

Purple Mode



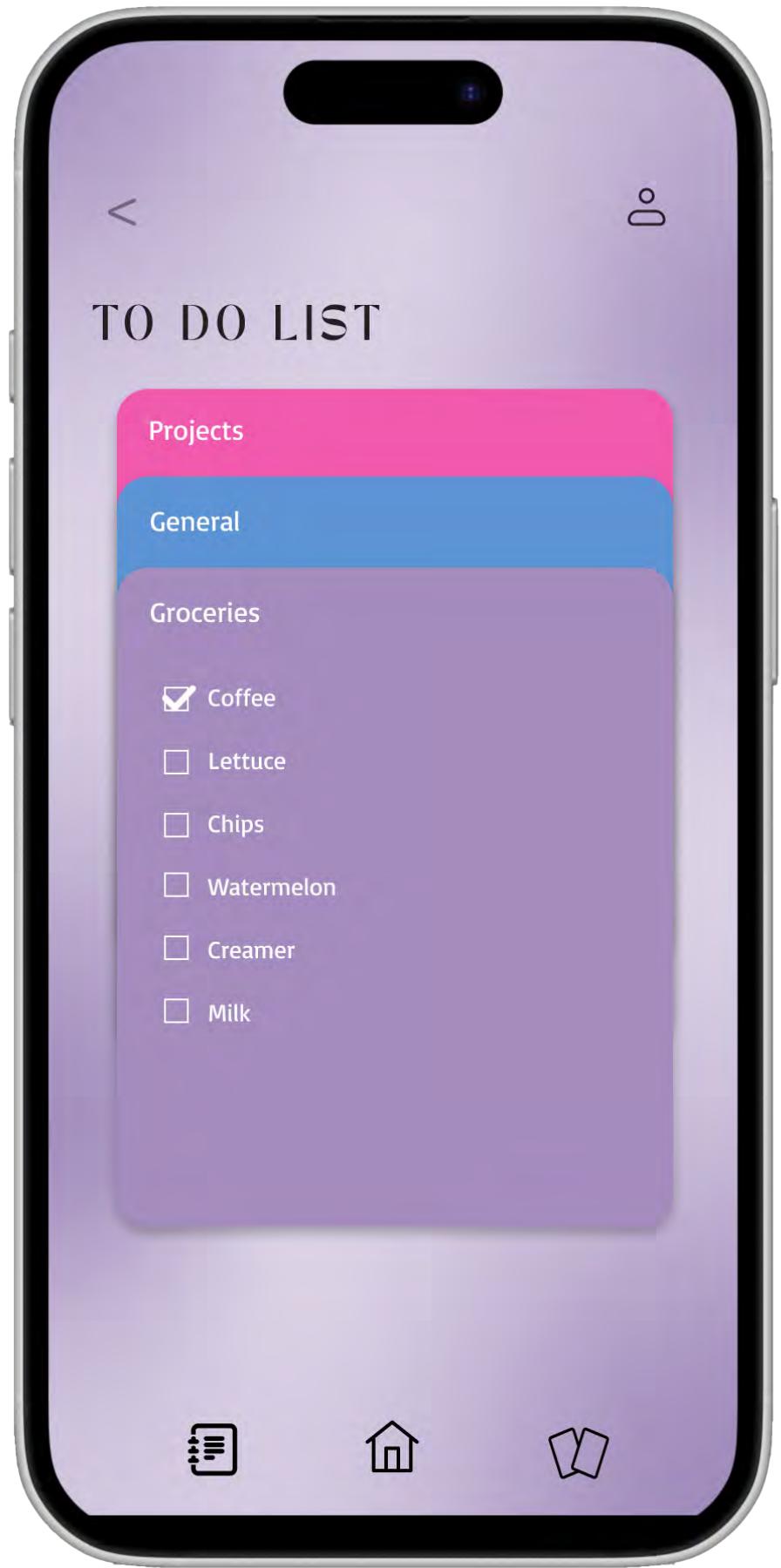
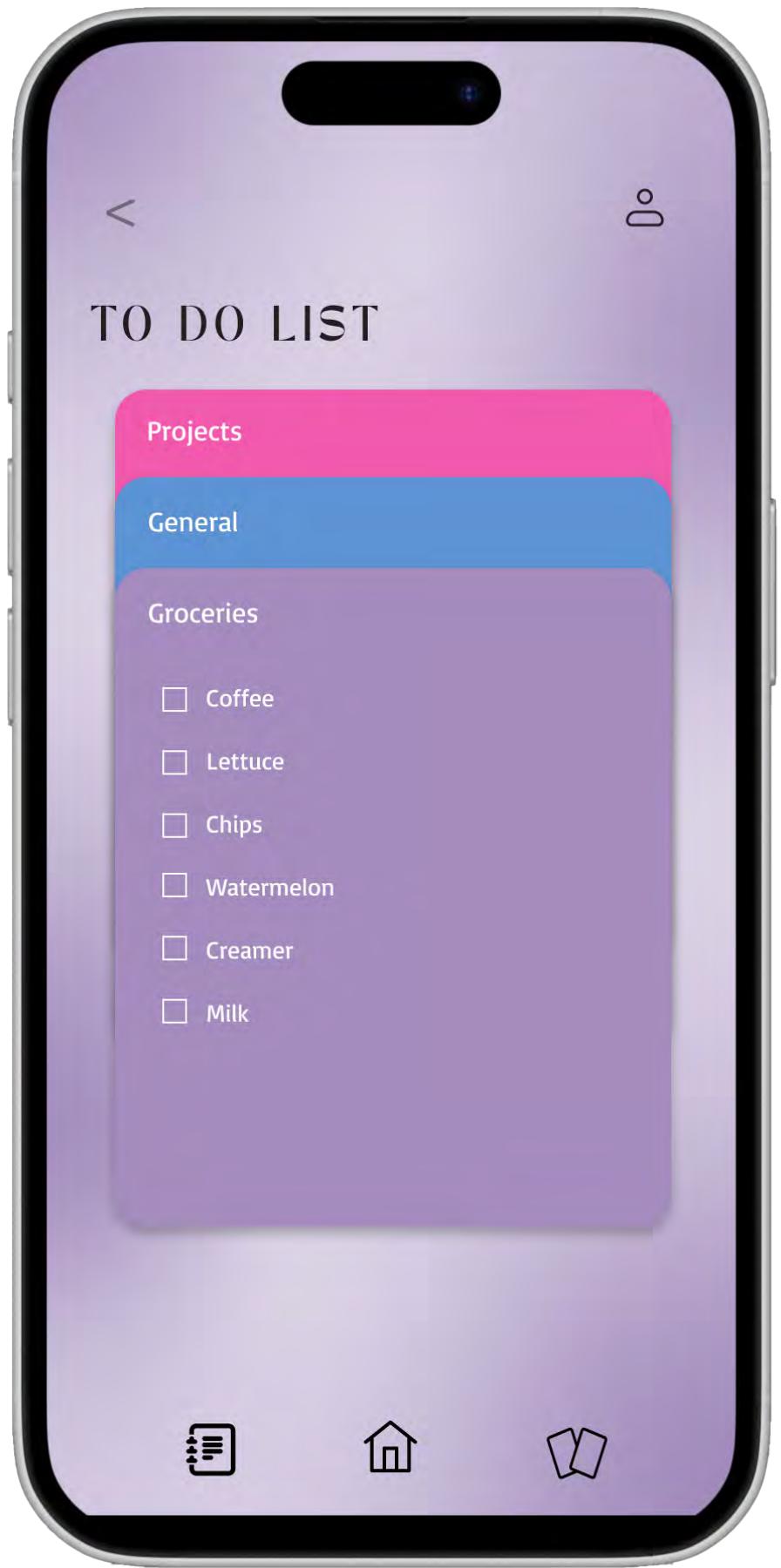
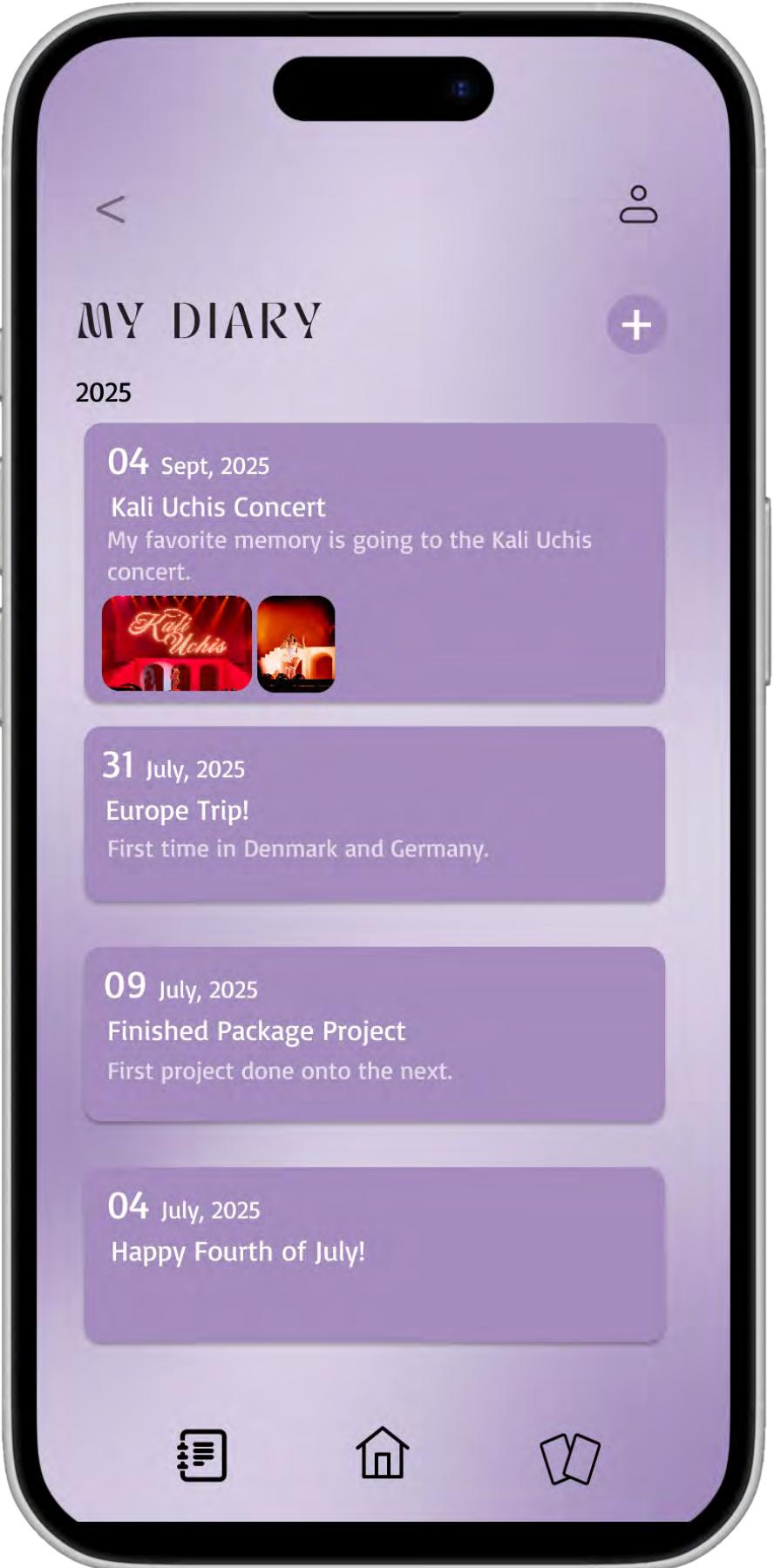
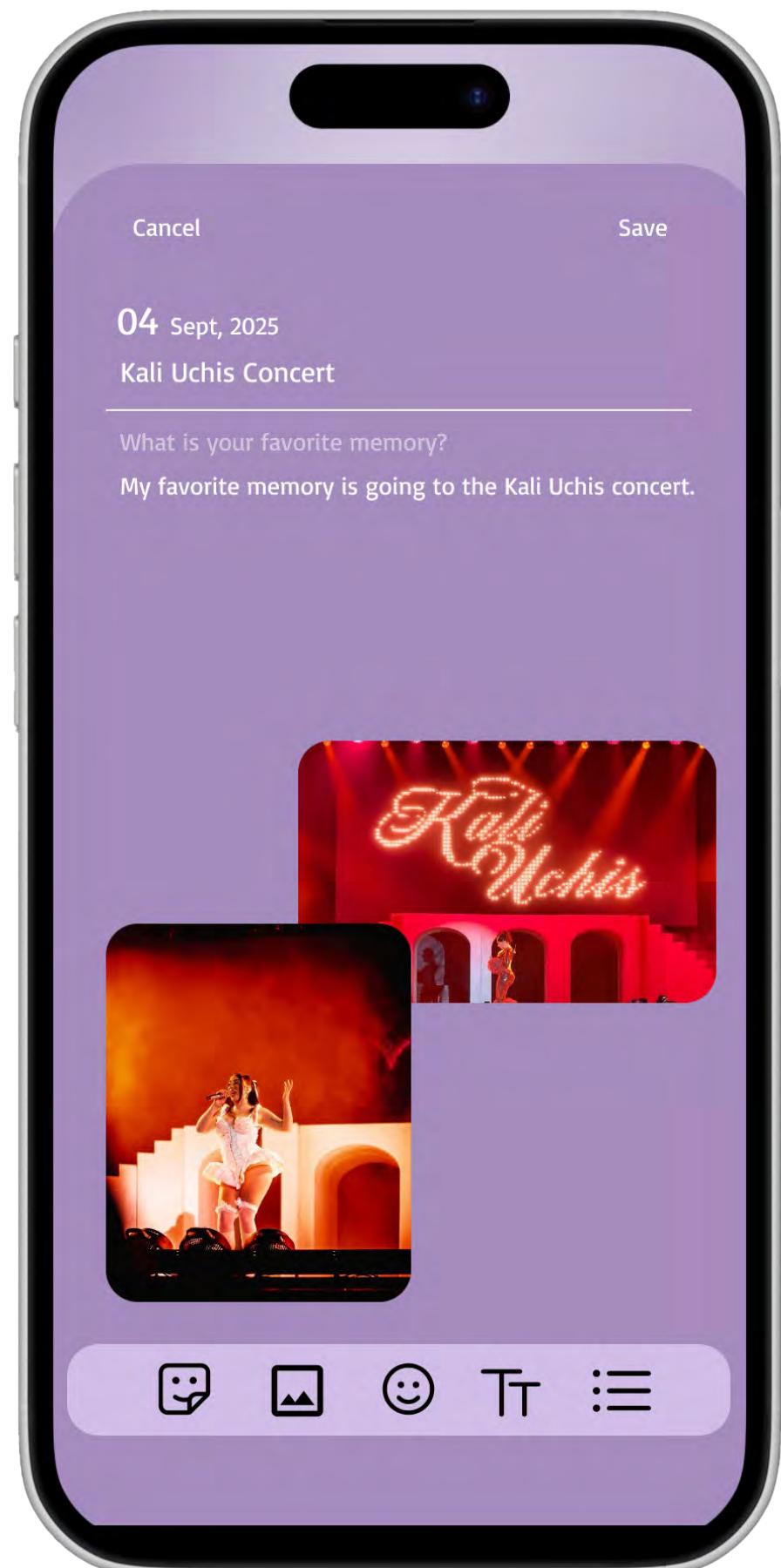
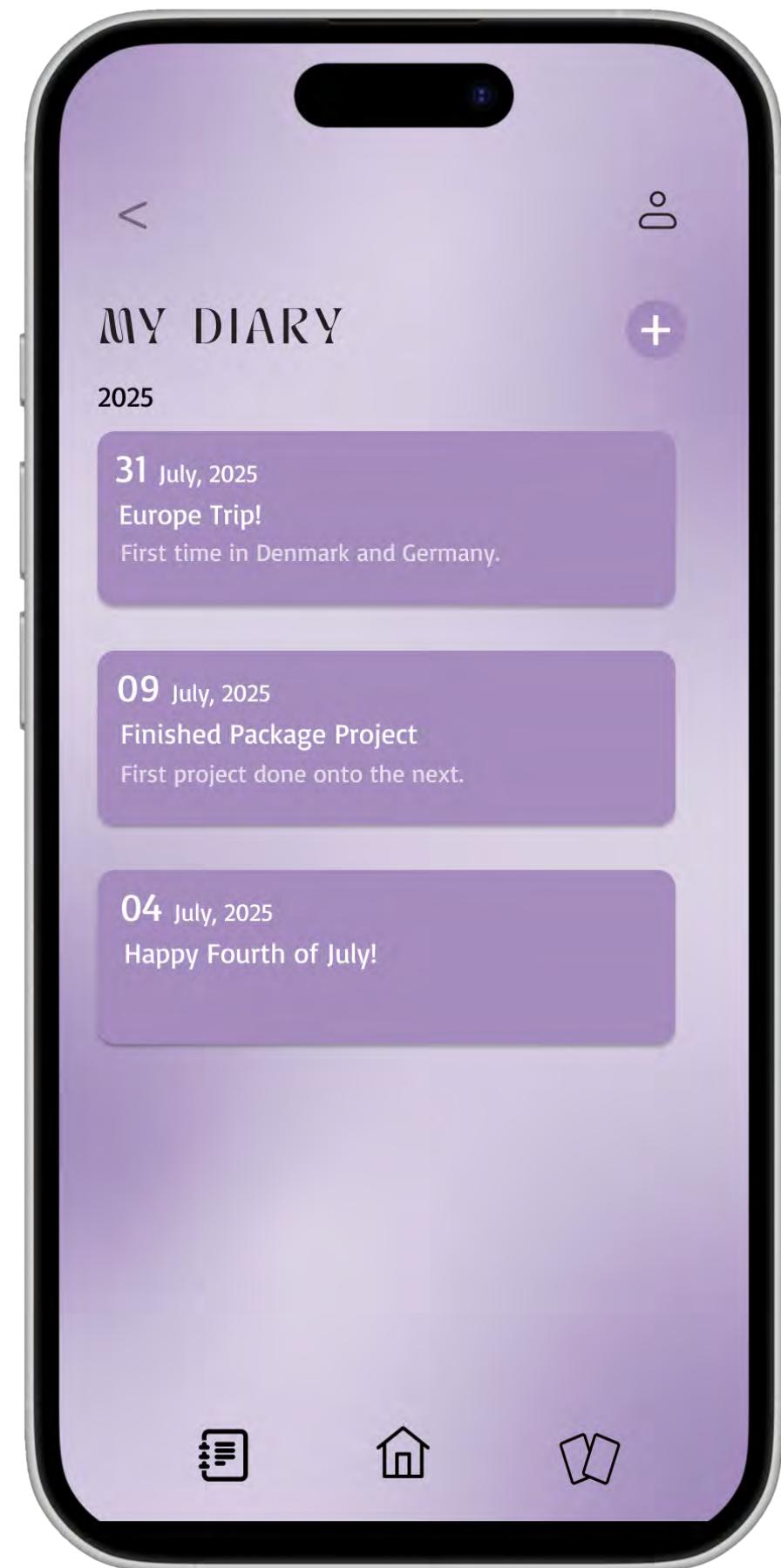
# FINAL SCREENS

Purple Mode



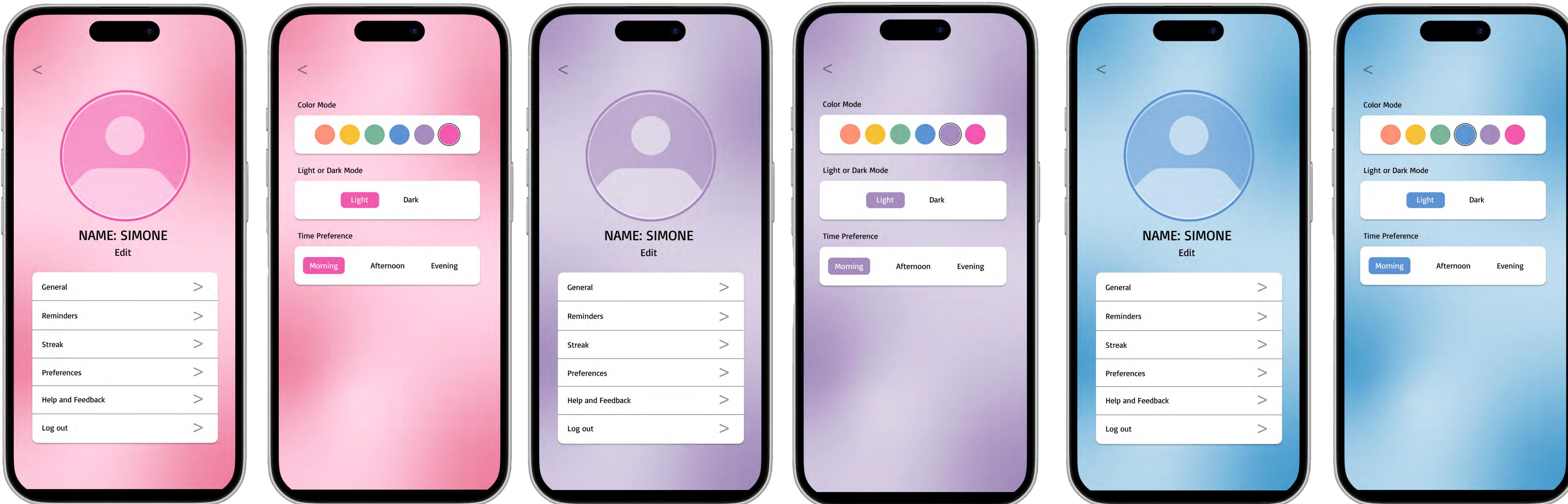
# FINAL SCREENS

Purple Mode

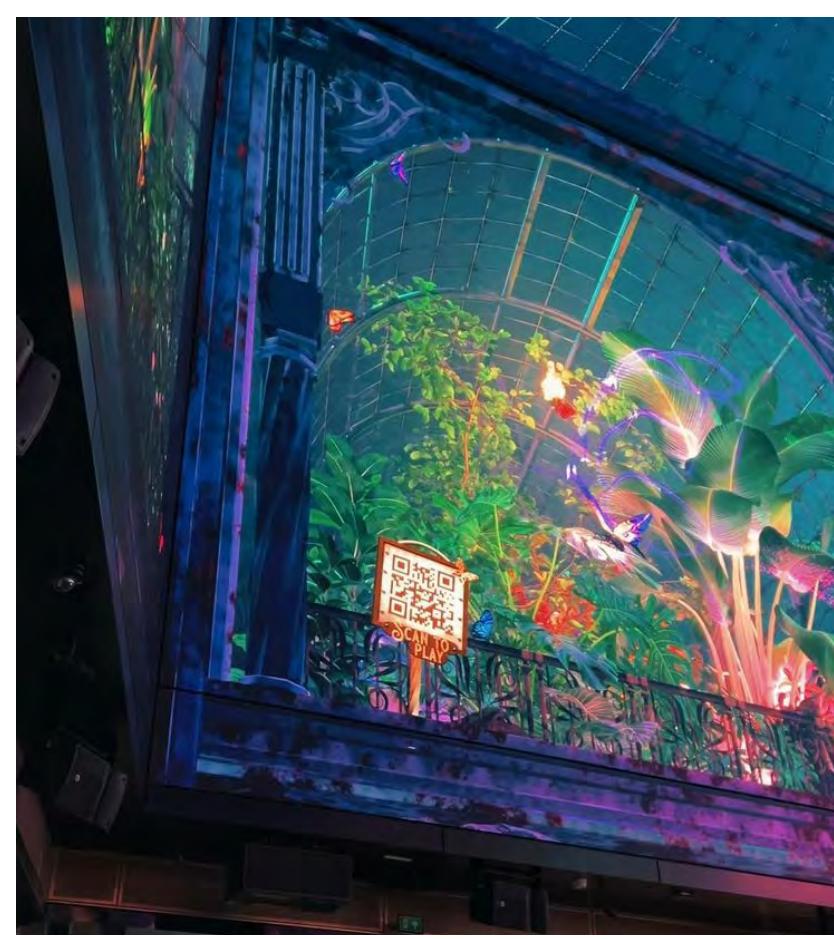
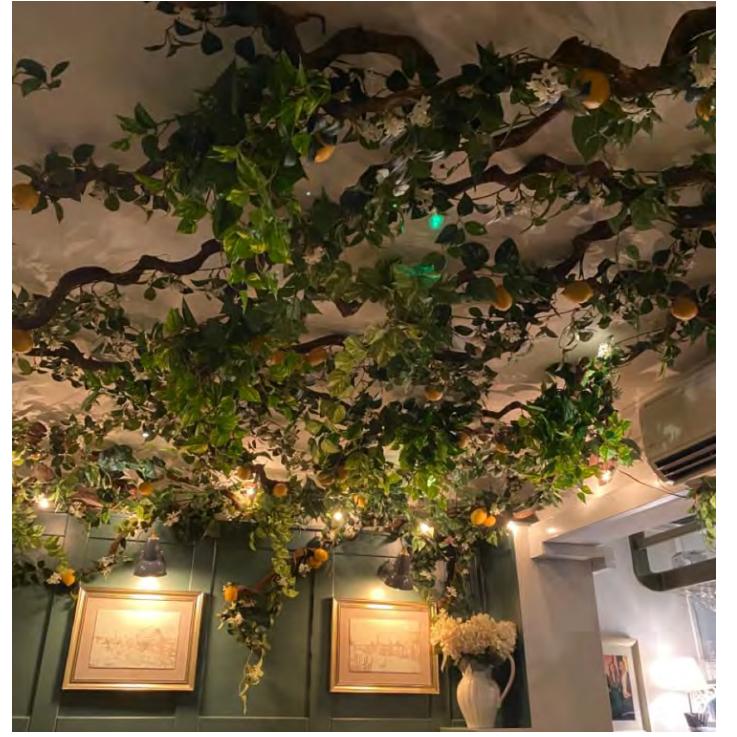


# FINAL SCREENS

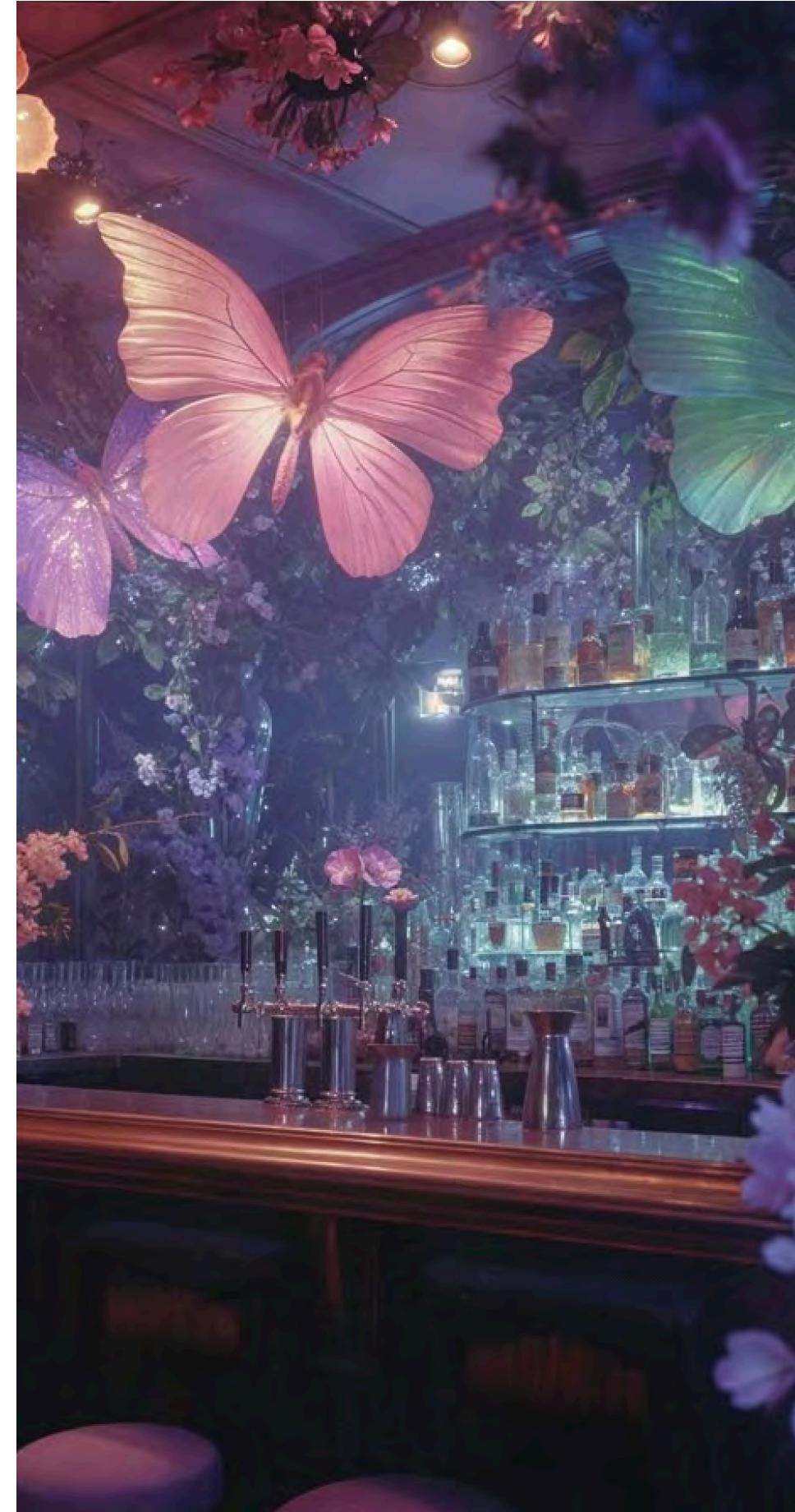
## Profile



# BOTANICAL CANOPY



# REFRESHMENT BAR



# SUN & MOON INSTALLATIONS





# Sincerely by Kali Uchis

# SIMONE MATTHEWS

THANK YOU!

LET'S CONNECT!

LINKEDIN

INSTAGRAM

PORTFOLIO