

LUNA DAMNE

ARTIST & BRAND
CONCEPT

PRESENTED BY
SOPHIE CLANCY

WHOAMI?

LUNA DAVINE IS GEN Z'S JAZZ PRINCESS WHO REVIVES THE GLAMOUR OF NYC IN THE 1940S WITH A WRY, LATE-NIGHT WINK. SHE EXUDES EFFORTLESS ELEGANCE WITH A CHEEKY SECRET LOVE OF THE NIGHT THAT EVERYONE SENSES BUT NOBODY CAN QUITE PIN DOWN. IN THE SOCIAL-MEDIA ERA, DAVINE DEMANDS A MORE DIVERSE, INTENTIONAL WAY OF LISTENING, BLENDING BIG-BAND LINEAGE WITH CONTEMPORARY ATTITUDE. HER AESTHETIC IS ROOTED IN WARM REDS AND BROWNS, LEATHER TEXTURES, DIRTY MARTINIS, MATTE LIPSTICK, A VINTAGE RIBBON MICROPHONE, AND A BOLD TWIST ON JAZZ CLASSICS. LUNA DOESN'T JUST MAKE MUSIC; SHE REIMAGINES AN ENTIRE GENRE, TURNING TIMELESS SOPHISTICATION INTO SOMETHING DANGEROUS, INTIMATE, AND DISTINCTLY NOW.

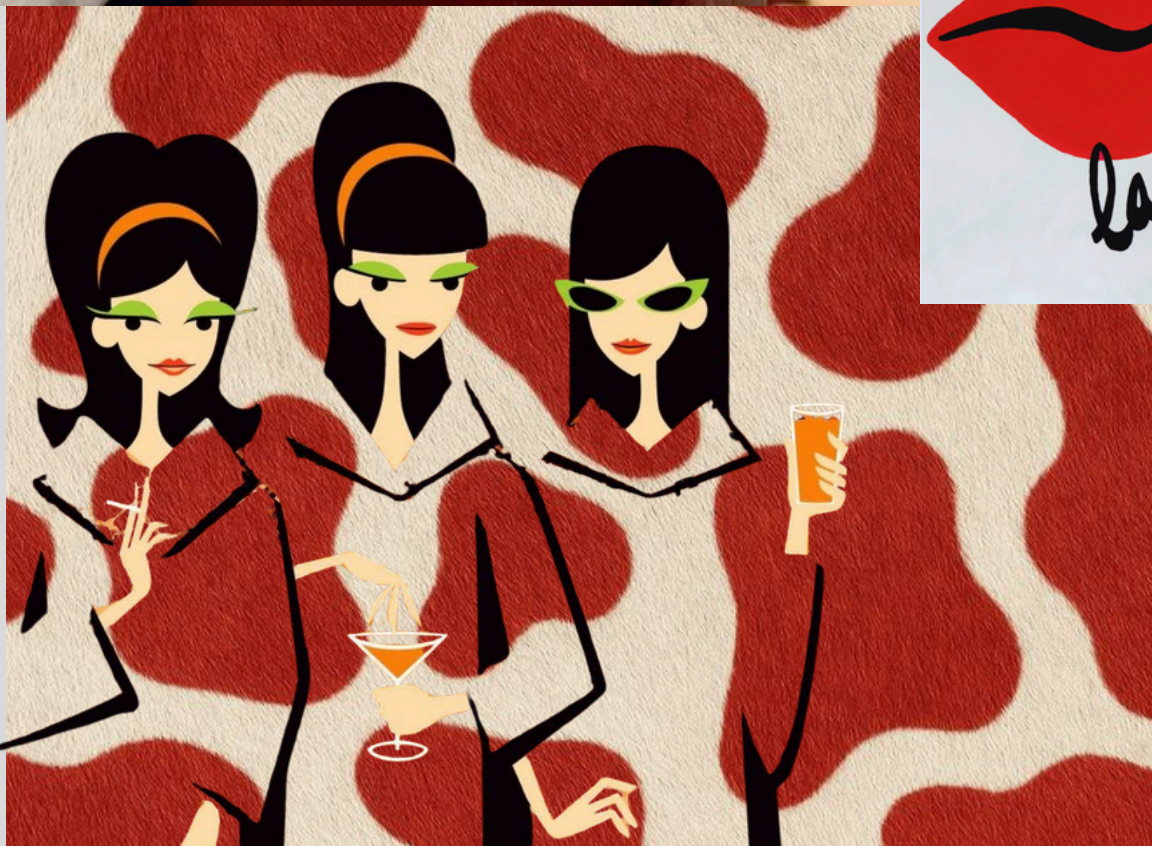
(1)

OVERVIEW OF LUNA



MOOD & CONCEPT

(2)



TONES WORDS VISUAL INFLUENCES

COOL

SMOOTH REBELLION

MELLOW

SULTRUY

FIERY

SENSEUAL

VIBRANT

INTROSPECTIVE

UNPREDICTABLE

CHIC

REVIVE

NFR by Lana Del Rey

Olivia Dean

Raye

Archibald Motley

Christy

Chuck Close

Back to Black by Amy Winehouse

Ella Fitzgerald

Billie Holiday

Stevie Nicks

(2)

TARGET AUDIENCE

AGE:

THE CLASSIC POP FAN, THE SEASONED
JAZZ VET, AND THE EXPERIMENTALIST
LISTENER

LOCATION:

URBAN AREAS, GLOBAL, REMOTE OR
VIRTUAL

(3)

WHO IS THIS
INTENDED FOR?



KEY VISUALS

(4)



TYPOGRAPHY

Hi, I'm LOLA DAVINE

WHERE THE BRASS LINES BLUR

Hi, I'm LOLA DAVINE

WHERE THE BRASS LINES BLUR

WHERE THE BRASS LINES BLUR

(4)

COLOR PALETTE



(4)

DELIVERABLES

(5)

A CURATED SET OF VISUAL ASSETS
DESIGNED TO INTRODUCE LUNA
DAVINE'S NEW-AGE JAZZ IDENTITY,
BLENDING CLASSIC SOPHISTICATION
WITH CONTEMPORARY EDGE. THESE
DELIVERABLES SHOWCASE THE FULL
CREATIVE DIRECTION BEHIND HER
SINGLE ROLLOUT AND THE WORLD OF
THE RED ROOM ERA.

DEBUT ALBUM

*ACINEMATICSTILL CAPTURING LUNA'S SPOISED,
ENIGMATIC JAZZ PERSONA.*

(5)

WHERE THE BRASS LINES BLUR



MERCH MOCK-UP

A TOUR-INSPIRED MERCH LINE FEATURING SIGNATURE LUNA DAVINE MOTIFS, VELVET TEXTURES, SILHOUETTE ICONOGRAPHY, AND A REFINED JAZZ-ERA TYPOGRAPHY SYSTEM—DESIGNED FOR BOTH FANS AND FASHION-FORWARD LISTENERS.



(5)

TOUR POSTER

VINTAGE JAZZ CLUB TYPOGRAPHY MEETS
MODERN TOURING.

(5)

L.D. LIVE IN CONCERT *LIKE A BIG JAZZ CLUB*

New York, NY
Boston, MA
Philadelphia, PA
Washington DC
Charlotte, NC
Nashville, TN
Louisville, KY
New Orleans, LA
Austin, TX
Chicago, IL
Toronto, ON
Montreal, QC
Denver, CO
San Francisco, CA
Las Vegas, NV
Los Angeles, CA



SINGLE COVER

*ASTYLIZEDCOVERBLENDINGCLASSICALELEGANCEWITHLUNA
DAVINE'SSIGNATURERED-ROOMAESTHETIC,USINGTEXTURE,
ROMANCE,ANDRETROTYPE TO CONVEYEMOTIONALDEPTH.*

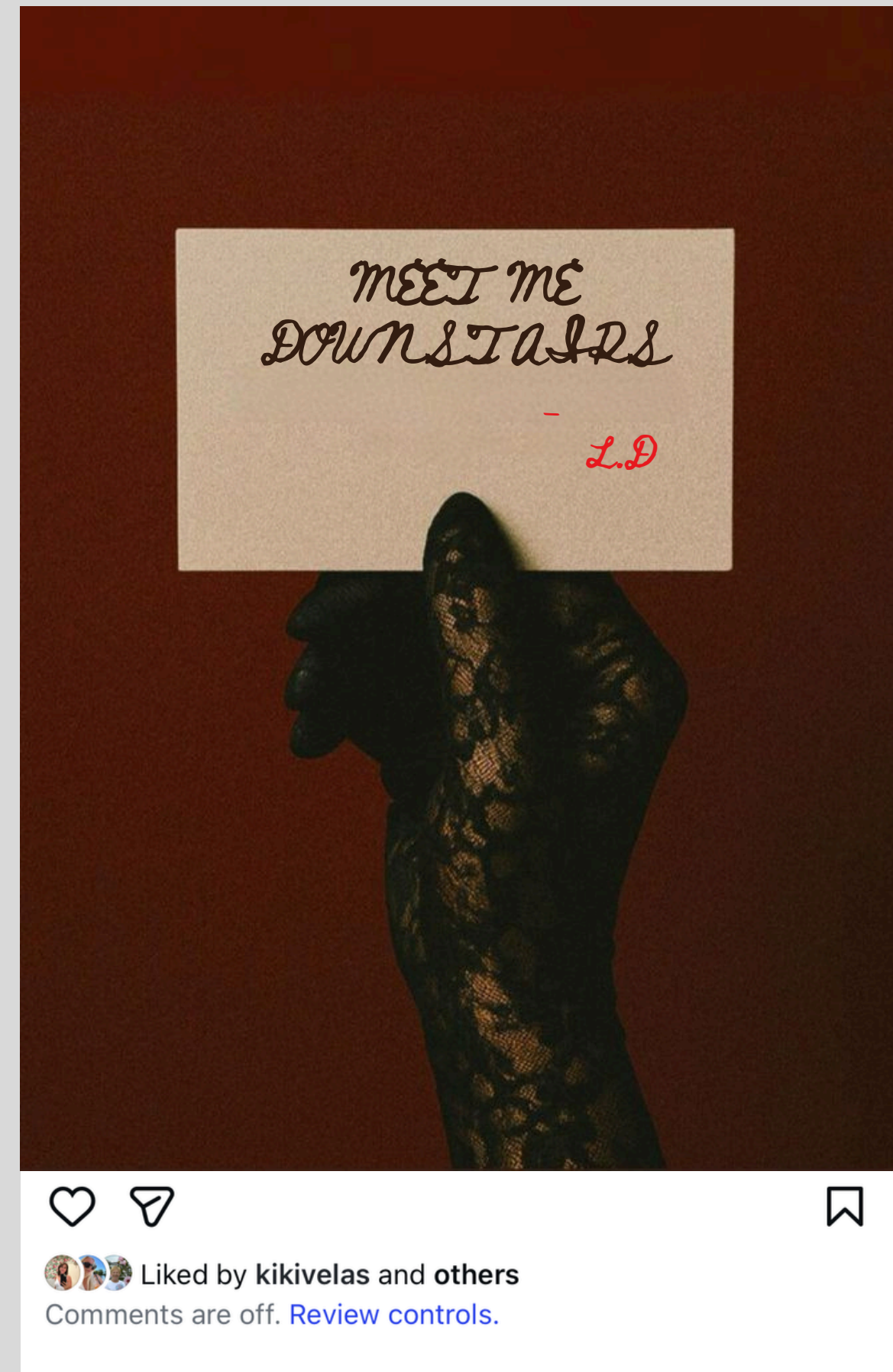
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INSTAGRAM TEASER POST

AMOODY, MINIMAL TEASER POST DESIGNED TO SPARK INTRIGUE ON SOCIAL PLATFORMS, ESTABLISHING LUNA'S MYSTERIOUS PERSONA AND BUILDING ANTICIPATION FOR HER DEBUT ERA.

(5)



LYRIC CARD

*A REFINED LYRIC GRAPHIC CAPTURING THE SENSUAL, SMOKY
AMBIANCE OF LUNA'S JAZZ IDENTITY, PAIRING ART DECO TYPOGRAPHY
WITH RICH VELVET-INSPIRED TEXTURES.*

(5)



STAGE DESIGN

*THIS SILHOUETTE DESIGN HIGHLIGHTS DAVINE'S
ADMIRATION OF FEMINITY AND THE SEDUCTIVE
NATURE OF HER MUSIC.*

(5)



STAGE DESIGN

*THIS CONCEPT ALSO PLAYS ON THE DIVINE
FEMININITY AND HER FREQUENT RED HUES THAT
BEST EMBODY HER AURA.*

(5)



