

Selected Work & Perspective

HOSPITALITY · PLACEMAKING · LUXURY REAL ESTATE · SELECT PRODUCT BRANDING

THE FOUNDER

Jessica West

Founder & Creative Director

Jessica West is the Founder and Creative Director of Studio Cygne, an independent creative studio specializing in hospitality, placemaking, luxury real estate, and select product branding.

Her approach begins with understanding the character of a place, its audience, competitive landscape, and ambition. Looking beyond the individual elements, she uncovers what makes a project distinctive and develops the creative vision that brings everything together.

With more than a decade of experience across luxury, hospitality, brand, and real estate, Jessica brings a commercial perspective alongside an instinctive understanding of image, culture, and human connection.

Her work connects strategy with imagination, shaping how a place is positioned, perceived, and experienced.

10+ Years
Hospitality, brand, creative direction & real estate

Real Estate Foundation
Ontario real estate licensed for over a decade

Founder-Led
Direct creative leadership from vision through execution

Capabilities

From the first idea to every expression.

Strategy, creativity, and experience, considered as one.

01

Strategy & Identity

- Brand Strategy & Positioning
- Brand Identity & Development
- Audience & Market Insights
- Naming, Narrative & Storytelling
- Brand Voice & Messaging
- Product Brand Positioning & Creative Direction

02

Creative Direction

- Creative Vision & Concept Development
- Art Direction & Visual Storytelling
- Photography & Film Direction
- Campaign & Editorial Direction
- Design & Creative Oversight

03

Hospitality, Real Estate & Experience

- Hospitality & Destination Concepts
- Luxury Residential & Branded Residences
- Guest Experience & Interior Alignment
- Retail, Spa & Wellness Concepts
- Experiential Programming & Activations

04

Marketing & Expression

- Marketing & Campaign Strategy
- Website & Digital Creative Direction
- Sales & Marketing Materials
- Content, Social Media & Advertising
- PR, Partnerships & Collaborations

PERSPECTIVE

A remarkable setting gets you noticed. A distinct identity makes you unforgettable.

The most compelling places and brands are built around a clear idea of their own. One rooted in what makes them distinctive, shaped by ambition and feeling, and strong enough to guide every decision that follows.

01

Look Deeper

Understand the character, context, audience, and ambition that shape the opportunity.

02

Define the Idea

Identify the central idea that gives the project meaning, direction, and distinction.

03

Create with Intention

Translate that idea through purposeful choices across story, design, and experience.

04

Make It Unmistakable

Carry a distinct point of view through every expression, creating something that could belong to no one else.

THE CONNECTIVE ROLE 

One vision. Many disciplines.

A hospitality or residential development is shaped by many perspectives, from ownership and architecture to interiors, operations, branding, marketing, and sales.

Studio Cygne brings a creative and strategic perspective across these conversations, identifying opportunities and helping ensure that individual decisions contribute to a cohesive whole.

- **SEE THE WHOLE**

  Understand the relationships between place, people, design, experience, and commercial ambition.

- **RECOGNIZE THE OPPORTUNITY**

  Identify what could be strengthened, developed, or considered differently.

- **ALIGN THE THINKING**

  Help connect the strategic and creative decisions shaping the development.

- **MAINTAIN THE VISION**

  Preserve a clear creative direction as the project evolves.

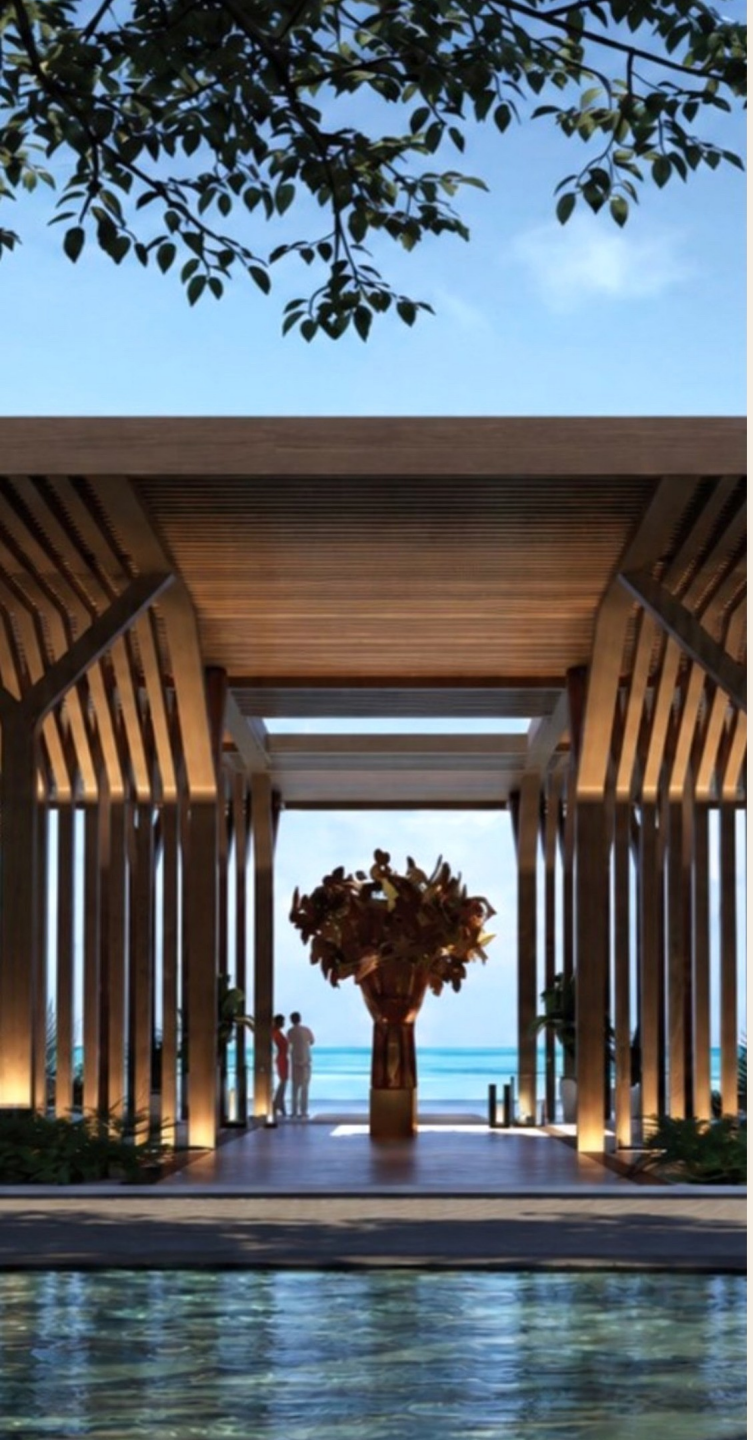


The Setai, St. Maarten

PROJECT AT A GLANCE

180

RESIDENCES



The Setai St. Maarten

LUXURY HOSPITALITY · BRAND STRATEGY · CREATIVE DIRECTION · DESTINATION POSITIONING · BRAND EXPERIENCE

An iconic hospitality brand. A destination seen differently. An identity entirely its own.

THE CHALLENGE

The transition from the development's previous identity, Vie L'Ven, to The Setai St. Maarten called for more than a new name and visual identity.

It required honouring the heritage and international reputation of The Setai while introducing a distinct personality for the development and its Caribbean setting.

THE STRATEGY

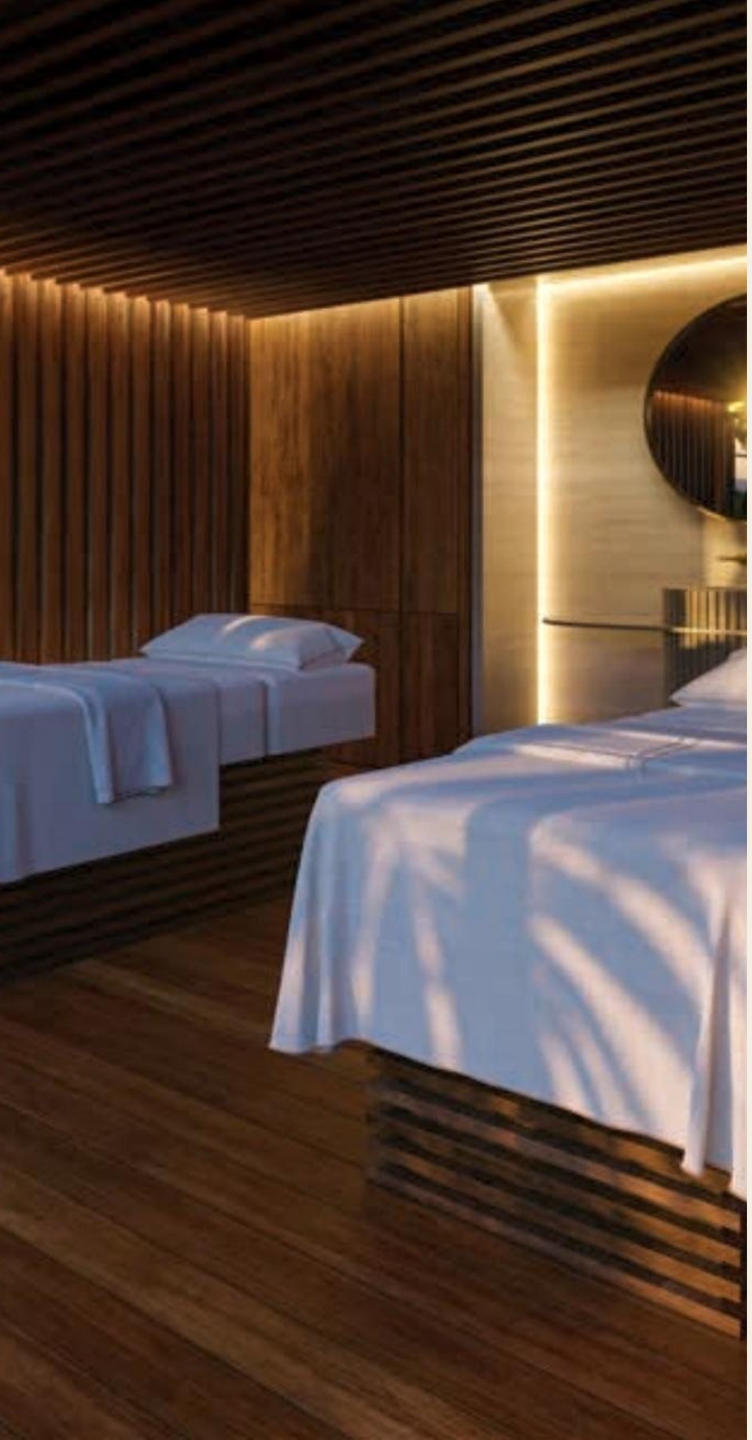
Bring together two different worlds: The Setai's signature mystique and sophistication, and St. Maarten's warmth, cultural richness, and effortless sense of freedom.

The creative direction reinterprets the destination through an elevated, international lens while preserving the character that makes the island distinctive.

THE CREATIVE VISION

Unmistakably Setai.
Distinctly St. Maarten.

A world built around atmosphere, intrigue, and individuality, inviting guests and residents to imagine themselves within the experience rather than prescribing what luxury should look like.



THE SETAI ST. MAARTEN · DIRECTOR OF BRAND & EXPERIENCE

Beyond the brand. Across the development.

The Director of Brand & Experience role extends beyond traditional branding and marketing into the broader creative and strategic development of The Setai St. Maarten.

Working directly with ownership and alongside architects, interior designers, agencies, PR teams, operators, sales teams, and specialist partners, the role maintains alignment across the disciplines shaping the property's identity and guest experience.

It includes identifying opportunities, developing concepts, shaping creative direction, and maintaining continuity as the project evolves.

BRAND & CREATIVE DIRECTION

Positioning, storytelling, visual identity, and creative oversight.

HOSPITALITY & EXPERIENCE

Creative input across interiors, spa, wellness, retail, guest experience, and programming.

MARKETING, SALES & COMMUNICATIONS

Campaigns, content, digital, PR alignment, residential positioning, and sales expression.

PARTNERSHIPS & DESTINATION

Specialist collaborations, activations, visitor relationships, and destination positioning.

The objective is to ensure every discipline contributes to one shared vision.

THE SETAI ST. MAARTEN ·
CREATIVE DIRECTION

An invitation to imagine.

The visual direction invites people to see themselves within the experience.

Silhouettes, diffused light, movement, and intimate, unposed moments create intrigue and emotional connection, allowing the viewer to complete the story.

The destination is not simply shown.
The feeling of being there is imagined.







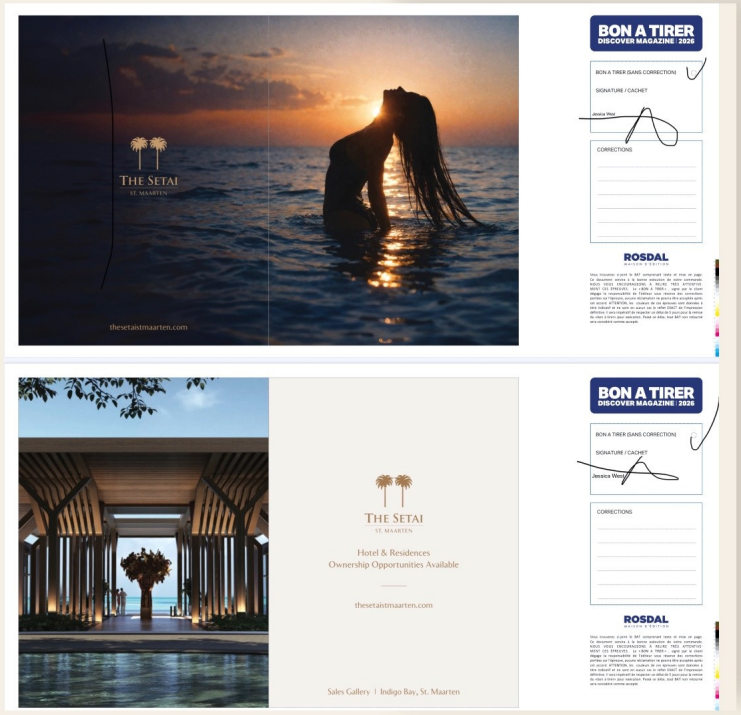
THE SETAI ST. MAARTEN · IN MARKET

Strategy, brought to life.

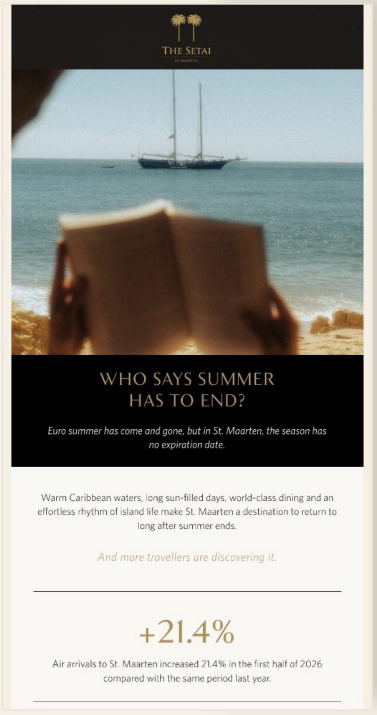
A distinctive brand identity is only as strong as its expression.

Studio Cygne directs the ongoing translation of The Setai St. Maarten's creative vision across advertising, digital communications, social media, content, sales materials, and on-island initiatives.

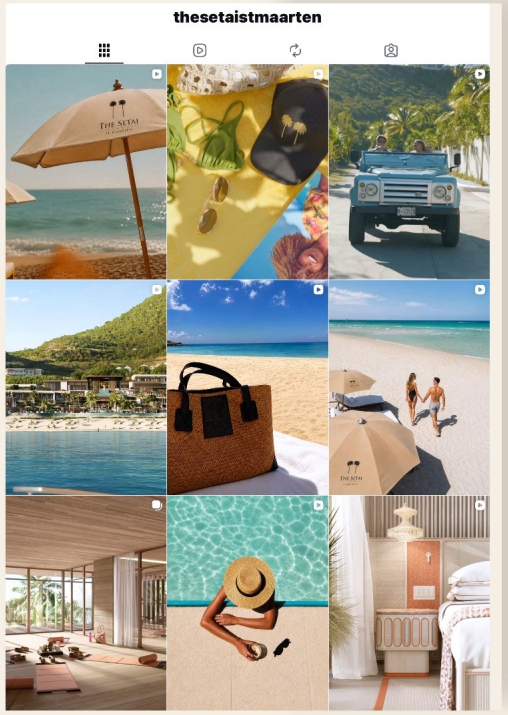
Each channel serves a different audience and objective while maintaining a consistent and recognizable point of view.



Magazine advertisements & on-island billboards



Email campaigns



Social media



Recruitment campaign

Lanterra Developments

TORONTO · PORTFOLIO-WIDE CREATIVE DIRECTION
& BRAND STRATEGY

THE CONTEXT

Founded in Toronto in 1999 by Barry Fenton and Mark Mandelbaum, Lanterra Developments has delivered more than 16,000 homes across 25 major projects, spanning luxury residential, mixed-use, and hospitality.

Its portfolio includes One Bedford, Maple Leaf Square beside Scotiabank Arena, ICE Condominiums, The Britt, TeaHouse and 11 Wellesley, alongside current projects including 50 Scollard, Notting Hill, and Glenhill.

THE ROLE

Ongoing creative direction and strategic brand counsel across Lanterra's portfolio, working alongside leadership, internal marketing teams, and external creative partners.

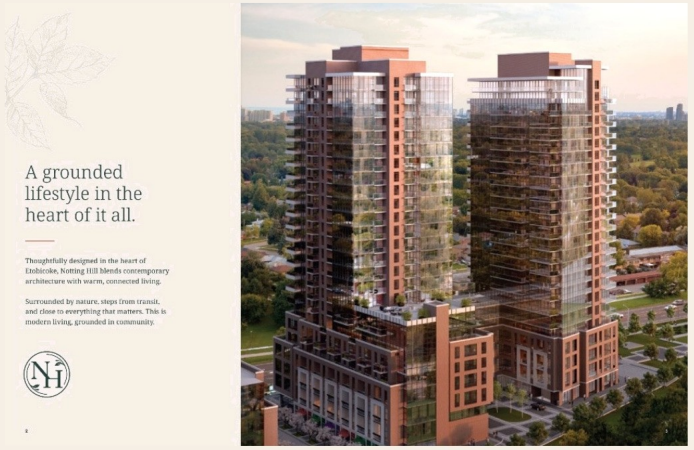
The role spans positioning, brand expression, campaigns, sales and marketing communications, and broader creative oversight.

The work allows individual developments to establish distinct identities while maintaining quality and consistency across the broader portfolio.

REAL ESTATE FOUNDATION

More than a decade of experience as an Ontario-licensed real estate professional provides an understanding of buyer psychology, sales strategy, development positioning, and the relationship between brand and commercial performance.

One relationship. Multiple expressions.



Notting Hill Condominiums

A major residential community comprising four buildings across two phases, now undergoing a comprehensive repositioning and rebrand encompassing brand strategy, creative direction, storytelling, website, brochure, and overall marketing expression.



50 Scollard

Creative direction and strategic input across brand and marketing materials for one of Toronto's most prestigious luxury residential developments in Yorkville.

GLENHILL
HOTEL

Glenhill

Creative direction and brand input supporting a mixed residential and hospitality project that includes a 23-room boutique hotel.

ALDEA
COSTA RICA

BRAND STRATEGY · CREATIVE DIRECTION · LUXURY RESIDENTIAL & HOSPITALITY

PROJECT OVERVIEW

Aldea is a planned private coastal village set across nearly 40 acres of oceanfront land at Playa Pan de Azúcar in Guanacaste, Costa Rica.

The proposed development comprises 199 multimillion-dollar residences across condominiums, villas, and estate homes, alongside Reunion, an existing boutique wellness resort.

THE OPPORTUNITY

Position Aldea in the international luxury residential market by bringing to life what it would feel like to own a home on this stretch of Costa Rica's Pacific coast. Reunion, envisioned as the future Aldea Hotel, gives prospective buyers a way to experience the destination firsthand.

The residential development and hotel share a sense of place, with each brand speaking to its own audience.

STUDIO CYGNE'S ROLE

Studio Cygne is leading Aldea's brand positioning, narrative, and creative direction, alongside the strategic repositioning of Reunion.

The engagement spans the residential sales brochure, landing page, launch social direction, and recommendations for the hotel's guest experience.

ENGAGEMENT IN PROGRESS

SELECTED WORK · PRODUCT BRANDING

Indeed Laboratories

VISUAL STRATEGY & BRAND EVOLUTION

A fresher visual direction for an established skincare brand.

THE CONTEXT

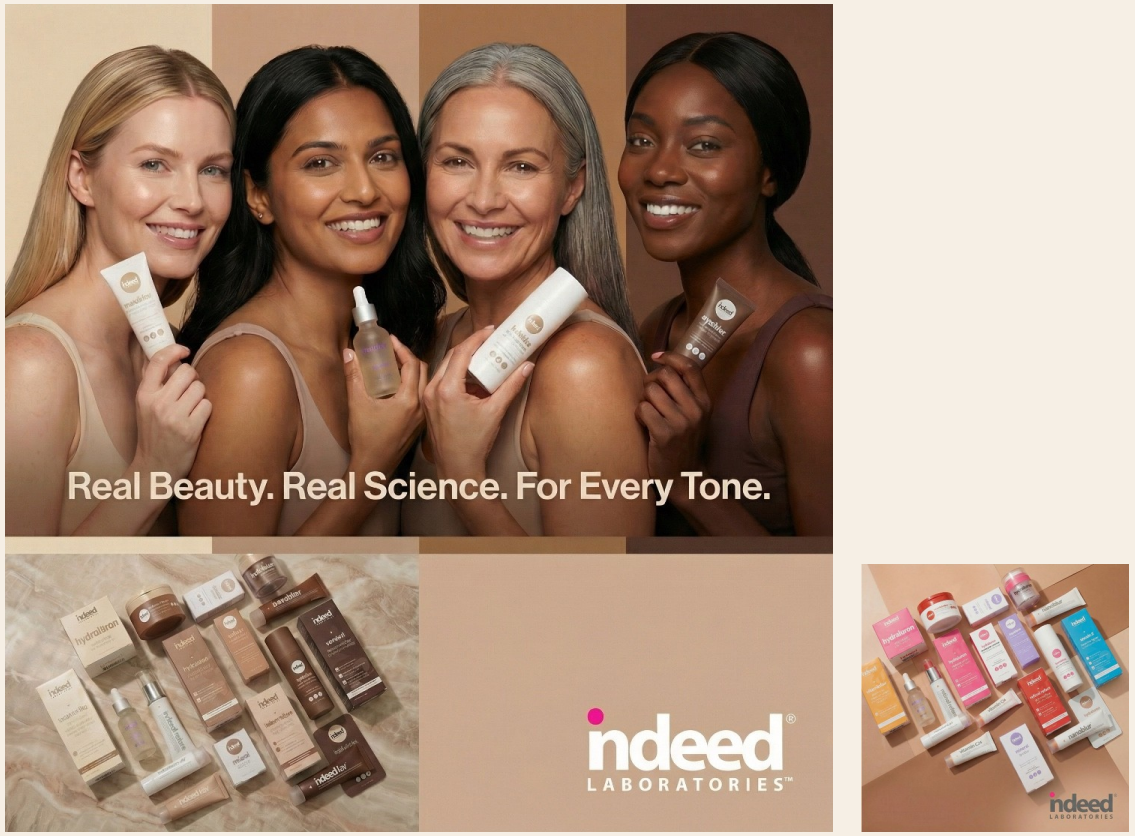
Indeed Laboratories is a Canadian skincare brand with international distribution and a recognizable visual identity built around a distinctive palette of bright colours.

THE OPPORTUNITY

Evolve the brand's visual expression for a broader age demographic while retaining the existing logo and packaging.

THE APPROACH

Studio Cygne developed a visual direction using colour, imagery and tone to give the brand a more cohesive, contemporary expression across its content.



Visual direction shown with the brand's existing logo and packaging.

VISUAL STRATEGY · CREATIVE DIRECTION · COLOUR & IMAGERY · CONTENT DIRECTION

SELECTED WORK · CREATIVE EXPLORATION

Enduro

BRAND STRATEGY · NAMING · CREATIVE EXPLORATION

One brief. Four distinct brand worlds.

THE BRIEF

Enduro engaged Studio Cygne to explore a new consumer wellness brand built around a daily supplement system, with gut health, the nervous system and everyday balance central to the brief.

THE EXPLORATION

Studio Cygne developed four strategic and creative territories for the same product. Each paired a different positioning and name with its own visual direction, showing how the offer could speak to different audiences.



01 ÖLIA

A luxury approach to daily ritual.



02 Odette

A modern, editorial take on self-care.



03 Gut Instinct

A bold, intuitive brand centred on gut health.



04 NeuroGut

A science-led direction built around precision.

WHY STUDIO CYGNE

The breadth of a studio. The perspective of a founder.

Studio Cygne brings together multidisciplinary creative thinking, commercial understanding, and direct senior-level involvement.

Every engagement is shaped around the ambitions of the project.

01 **Direct Creative Leadership**
Work directly with the person developing the strategic and creative vision, not through layers of account management.

02 **An Integrated Perspective**
Brand, place, audience, marketing, and experience are considered together to create a cohesive vision across every touchpoint.

03 **A Bespoke Approach**
No predetermined formula. The work begins with understanding what makes the project distinctive and what it has the potential to become.

04 **Commercial Understanding**
Creative decisions are considered in the context of audience, positioning, sales, and the broader objectives of the development.

A REMARKABLE SETTING GETS YOU NOTICED.
A DISTINCT IDENTITY MAKES YOU UNFORGETTABLE.

Every place and product has something distinct at its core.

We find the idea that gives it meaning and carry it through
how it looks, feels and is experienced.

STUDIO CYGNE

Jessica West
Founder & Creative Director

A vision, distinctly yours.

studiocygne.com