





# BRAND STORY





# BRAND MISSION





# tone of voice

“Empowered Editorial”:

- Short, evocative sentences with a strong message.
- Language that evokes a feeling.
- Avoid over-explaining, but emphasise story-telling
- Combine strong descriptors (“bold,” “sharp”) with softer, feminine touches (“silken,” “delicate”).

## Tagline

“Everything you need  
already exists”

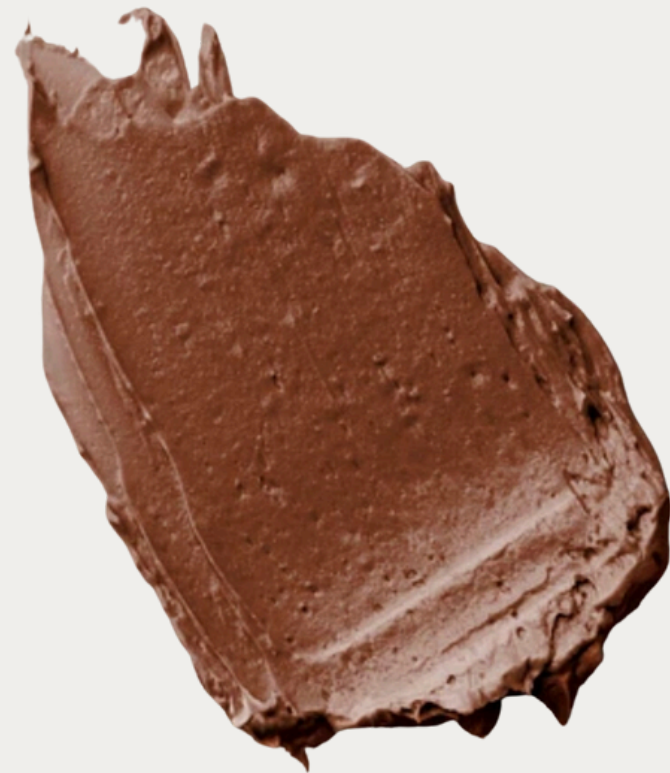




# COLOR PALETTE



FALL Chocolate Brown



WINTER Milk White







SUMMER Bold Blue



SPRING Floral Pink





# Our Audience:

**Name:** Madeleine

**Age:** 26

**Hobbies:** Pottery, horse-riding, tennis, thrift shopping.

**Pets:** Two bengals and a parrot

**Personality:** Bold but refined. Contemporary woman with a soft spot for vintage. She loves standing out without being flashy. She always pays extra attention to details, through which she shapes her style. To her, It's always the accessories that make a difference.

**Must-Haves:** Maxi Prada sunglasses and a Ferragamo Studio Soft Bag or a Givenchy Voyou both in brown, paired with LeSilla Andy leather boots.





# BRAND POSITIONING



**Visual:** HotspotFlyers with digital access and editorial visuals.



**Hands-On:** Independent shopping vs. Customised experience.



**Clientele:** Quiet luxury emboldened by accessories







# Social Mood Board

