



LUXURY ATHLEISURE AND WELLNESS BRAND, ETHICALLY CRAFTED IN  
THE TRANQUIL SETTING OF THE SWISS ALPS

# Meet the Team



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LAETITIA JOLY



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CÉLESTE KHUMALO

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## OUR BRAND MANIFESTO

We light up the world with each heart that we touch and bring balance to nature with each moment we seize.

We are visionaries, restoring faith in mankind.

Seekers, in search of communal serenity and discoverers, revealing the majesty of Self.



It's every child's wish to wake up each morning to the life of their dreams. For our founders, Luana and Olivia Spyri this was the gift of growing up in the Swiss Alps.

From early childhood, they embraced the teaching that the wellness of one is the well-being of many, and that harmony with nature is the essence of Life.

While they enjoyed a spirited outdoor lifestyle, they also acquired a taste for Swiss craftsmanship and soon their dream became a vision. Motivated by the majesty of the mountains and grounded by the rhythm of the rivers, the sisters developed, a line of expertly handcrafted sustainable luxury wellness equipment, accessories and apparel.

Aptly named MIR (a Swiss German word meaning 'myself' and 'ourselves'), this brand signifies the connection to nature, community and Self Luana and Olivia inherited in the idyllic setting of the Swiss countryside.



DEVELOPING A LUXURY BRAND

# The Origins of MIR

## OUR VISION

To be the world's leading circular luxury wellness brand, putting sustainability at the core of our business, from crop to cloth.

## OUR MISSION

MIR captures the essence of the Swiss Alps in our range of ethically crafted luxury athleisure wear, exercise equipment and accessories.

We aim to bring the benefits of being connected to nature closer to our clientele, by offering them a range of products that facilitate stillness and movement, comfort and drive, community and individualism.

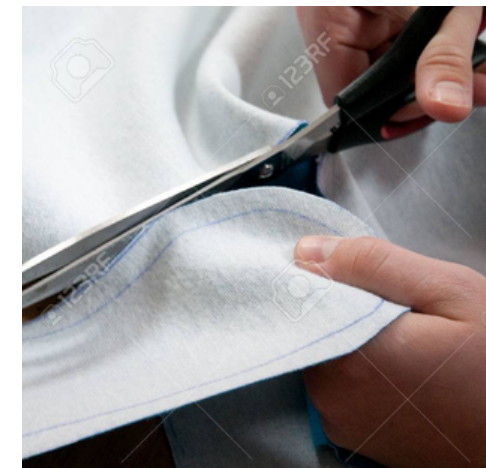


# OUR VALUES



## Sustained Swissness

We encourage our artisans to keep refining their skill and enjoy a transparent relationship with our suppliers for the mutual benefit of sustainable trade.



## Quality

As a Swiss brand we value precision and attention to detail. We pursue perfection and openly account for our products, our sources and our practices.

## Balanced by Nature

We believe in a holistic approach to health and wellness. We encourage our valued clientele to share in our commitment to a lifestyle balanced by nature.



## Client-centric

Everything we do, we do for our clientele. We design our products and services with a complete experience in mind. We wish to establish inter-generational relationships, to ensure that we will live on for generations to come

PICTURE OF SENDER

PHYSIQUE

- Continuous line symbol
- Nature pastel palette
- Combined logo

PERSONALITY

- Sophisticated, ethical and discrete
- Free, athletic, caring, mindfulness

RELATIONSHIP

- Personalized goods & experiences
- High-quality
- Ethical commitment

CULTURE

- Representation of Swissness coming from the Alps
- Crystal water and pure landscape

REFLECTION

- Statement of ethic wellbeing
- Takes you to an exclusive place of peace and tranquillity

SELF IMAGE

- Intelligent and meaningful exclusivity
- Eco-conscious and insightful
- Nonverbal projection of values & beliefs

PICTURE OF RECEIVER

EXTERNALIZATION

INTERNALIZATION





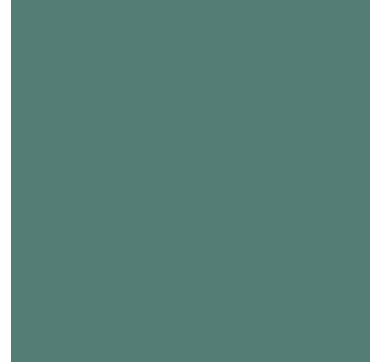
# VISUAL IDENTITY

Continuous line symbol and  
Nature pastel palette

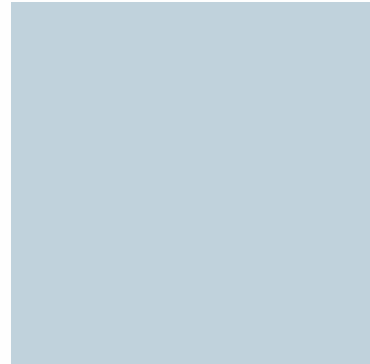


## Combined Logo

This yoga/meditation pose symbolises an intention to progress to a greater spiritual awakening



#547d76



#c0d2dc



#16273a

Nature/Health

Calm/Neutrality

Trust/Reliable



# MIR CAPSULE COLLECTION

## The Aesthetic

Wonderfully soft to the touch with ethically sourced materials. Classic and timeless.

## Extraordinary

The bag itself and the contents of it are tailored to the clients preferences.



## OUR HERO PRODUCT

## Rarity

Only 400 pieces.  
Each bag is customisable according to the client and will contain what the clients need.

## Symbolism

Swissness and and Simple.  
Quiet statement piece

## Price

\$3000



# YOGA CAPSULE



EXAMPLES OF OUR CAPSULES



# Our Esteemed Clientele



CATHERINE



STEVEN



GAIA

DEVELOPING A LUXURY BRAND



## IDENTITY

- Age: 50 years old
- Marital status: married, 3 kids ages 10, 13 and 15 years old
- Location: Geneva
- Profession/income: Luxury watch brand CEO
- Hobbies: yoga, hiking, skiing

## BRANDS



CELINE



## PERSONALITY

- Bubbly extrovert
- Accessible and open-minded even though she has many responsibilities in a demanding work environment
- Active, mindful of her figure
- Discrete and elegant style (never follows trends or logos)

## SOURCE OF INFORMATION



## MOTIVATIONS

- Values benevolence and consideration in team management
- Balancing her professional and personal life
- Purchasing drivers: attention to detail, timelessness dimensions, discrete luxury brands with meaningful values

## FRUSTRATIONS

- Still struggle finding time for herself to exercise, others always comes first (kids, husband, boss, team members)
- She is tired of noisy and polluted cities where she goes for work (NY, HK, Beijing) and wishes she could take a time-out in nature
- The time to source fitness gear that fits her lifestyle



## IDENTITY

- Age: 27 years old
- Marital status: single
- Location: London
- Profession: young self-made millionaire, social media entrepreneur, best selling author.
- Hobbies: playing with his dog, meditation and fitness

## BRANDS

Acne Studios

BEVEL

BONOBOS

## MOTIVATIONS

- Believes the people he works with, and lives with, are the reason of his success
- Supports new brands that share his strong work ethic and values, as he too was once a new entrepreneur.
- Into sustainable new luxury brands i.e digitally native vertical brands (DNVB)
- Demands a good quality finish to product and convenient client care

## PERSONALITY

- Strong sense of Self
- Ambitious
- Optimistic
- Visionary
- Unconventional
- Believer in a better way to do things

## SOURCE OF INFORMATION



## FRUSTRATIONS

- Unable to find fitness equipment that fits with both his values of sustainability and his expectations of quality.
- He wishes he could find equipment that could help him to meditate in a more efficient way during his business trips (in the plane, in the hotels or even in the car).



## IDENTITY

- Age: 35 years old
- Marital status: single
- Location: near Turin (Piemonte)
- Profession: runs a very successful family wine business
- Hobbies: running, swimming, treasure family reunions with Italian traditional food and wine, loves to travel and discover new culture.

## BRANDS



LA MER

MIKIMOTO

## MOTIVATIONS

- Strong connection to nature
- Associates with brands that have a good impact on the planet as climate change has a direct impact on her business
- She values the Heritage dimension of the brands as she is herself into traditional savoir-faire for wine-making and is inspired from her memories.

## PERSONALITY

- Introvert
- Serene, Patient (you need it to produce a good wine)
- Family focus, she is proud to be in charge of the continuation her father's dream
- Strong character, curious and hard worker, evolving into a man's industry

## SOURCE OF INFORMATION

- Gaia doesn't use Facebook or Instagram



## FRUSTRATIONS

- Gaia is often enjoys food and wine when meeting people (part of the job). She needs to balance this lifestyle daily exercise but struggles to find easy to use equipment and apparel that makes her feel beautiful.
- Gaia is looking forward to spending more time on herself. "I feel I am 'married' to my work, with little time to dedicate to myself."

## OUR PROMISE

Inspired by the majestic Swiss countryside, Mir reveals the secret to a fulfilling life of harmony and peace, taking our esteemed clientele out of their demanding daily lives and bringing them closer to nature.

We endeavour to be the world's leading circular luxury wellness brand, putting sustainability at the core of our business, from crop to cloth.





