Larijan

Version 1.0



Brand Guidelines



Hello!

This is a brand guide to help you better understand the elements that make up Larijan brand, in regards to both positioning and design aspects.

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Brand Story

Larijan, inspired by the grace of the "little deer" in Farsi, symbolizes elegance and empowerment. Our journey begins with a focus on captivating lashes, offering an exquisite eyelash serum for women aged 18 and beyond.

As we expand globally, Larijan transcends cosmetics, evolving into a holistic beauty brand. Our commitment to sustainability is seamlessly woven into our luxurious and premium ethos.

Infused with a Middle Eastern touch, Larijan's creative direction captures hearts worldwide. With the archetype of a lover and a touch of the sage, our brand exudes high-end elegance and self-confidence.



I. Strategy

Brand Purpose

We aim to empower individuals to embrace their natural beauty by providing sustainable and premium skincare solutions that enhance self-confidence and well-being.

(A brand purpose is the fundamental reason a company exists, it defines the positive impact it seeks to create in the world)

Brand Vision

Our vision is to become a globally recognised leader in the luxury skincare industry, renowned for our commitment to sustainability and the belief that true beauty is rooted in self-care.

(A brand vision is a concise, forward-looking statement that outlines a company's long-term aspirations, goals, and the impact it aims to achieve in the future).

Brand Mission

As a brand, Larijan’s mission is to offer a diverse range of high-quality skincare products tha enhance natural beauty, prioritise sustainability, and inspire confidence.

(A brand mission defines the fundamental purpose of a company and its role in society, guiding its goals and approach).

Brand Values



(Brand values are the guiding principles and beliefs that define a company's culture and shape its interactions with customers, employees, and the world).

Target Audience

I. Strategy / Target Audience

Age
18-40 years old;

Gender
Female

Location
Initially the US, with a global expansion vision;

Occupation
Professionals, students;

Socio-Economic Status
Middle class to upper-medium;

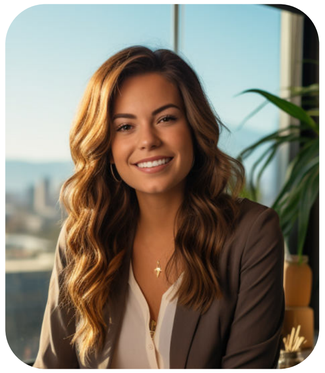
Character
Confident, eco-conscious, fashion-forward;

Hobbies
Makeup, skincare routines, nature enthusiasts;

Hanging Out Spots
Urban areas, luxury spas, online beauty communities on Instagram, Facebook and TikTok.

Buyer Personas

I. Strategy / Buyer Personas



Sarah, 25

- San Francisco, California
- Corporate Professional
- Upper Middle Class



Natalie, 19

- Boston, Massachusetts
- University Student
- Middle Class

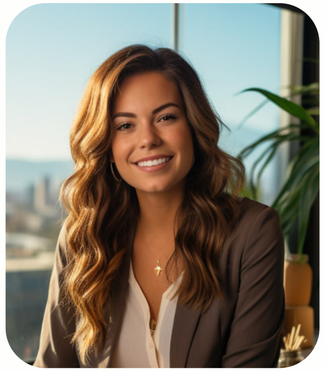


Fiona, 35

- New York, New York
- Fashion Industry
- Upper Middle Class

Buyer Persona №1

I. Strategy / Buyer Persona #1



Sarah, 25

- San Francisco, California
- Corporate Professional
- Upper Middle Class
- Elegant and ambitious
- Enjoys self-care and wellness, such as going to spa and aesthetician’s centre

Hangout Spots

Offline - high-end beauty salons; restaurants;
Online - Instagram; TikTok

Values

Elegance; sustainability; self-care

Current Problems

Struggles with maintaining healthy, luscious eyelashes and achieving flawless skin due to a hectic lifestyle.

Reasons of the Current Problems

Busy work schedule and limited time for self-care.

I. Strategy / Buyer Persona #1

Obstacles
Lack of effective, sustainable eyelash and skincare products.

Desired Outcome
Sarah expects longer, fuller eyelashes and radiant skin with minimal effort.

Ideal Solution
Having an eyelash serum that enhances lash growth and a range of sustainable skincare products for flawless skin.

Consequences of Inaction
Sarah may continue to feel dissatisfied with her appearance, impacting her self-esteem.

Product Expectation
Sarah expects a trustworthy brand that aligns with her values and provides hassle-free solutions for both eyelashes and skincare.

Goals
To excel in her career while prioritising self-care, wellness, and maintaining flawless beauty.

Concerns
She is scared of not being able to maintain her desired elegance and beauty due to time constraints.

Discovered through
Has likely discovered Larijan through social media influencers or beauty blogs.

Competitors / Pre-Selection
Before choosing Larijan, she has considered well-established luxury skincare brands. Given that Larijan aims to be a premium and sustainable brand, she may have explored high-end skincare brands known for their eco-consciousness and quality.

I. Strategy / Buyer Persona #1

Competitor Preferences
Values high-end packaging, sustainability, and effectiveness.

Competitor Dislikes
Disapproves of products that aren’t eco-friendly or lack effectiveness.

Price Opinion
Willing to pay a premium price for effective products.

Deciding Factor
Values product effectiveness most when making a purchase decision.



Buyer Persona № 2

I. Strategy / Buyer Persona #2



Natalie, 19

- Boston, Massachusetts
- Corporate Professional
- Middle Class
- Eco-conscious and has an adventurous character
- Enjoys outdoor activities and exploring eco-friendly products

Hangout Spots

Offline - natural food stores; hiking; parks; library;
Online - TikTok

Values

Highly values eco-consciousness; nature; adventures;

Current Problems

Concerned about the environmental impact of beauty products, desires natural-looking lashes, and radiant, healthy skin.

Reasons of the Current Problems

Limited availability of eco-friendly and natural beauty products.

I. Strategy / Buyer Persona #2

Obstacles
Lack of information on sustainable beauty brands.

Desired Outcome
Natalie expects longer, natural-looking eyelashes and healthy skin without harming the environment.

Ideal Solution
Having a lash serum made from natural ingredients in eco-friendly packaging, and a range of sustainable skincare products.

Consequences of Inaction
Natalie may compromise her eco-conscious values beauty, due to not finding sustainable products.

Product Expectation
Natalie seeks a brand that shares her eco-friendly values as well as provides transparent information on both eyelash and skincare solutions.

Goals
To lead an adventurous life while staying true to her eco-conscious principles, looking and feeling naturally beautiful.

Concerns
Fears contributing to to environmental damage through beauty products and compromising her skin health.

Discovered through
Has likely found out about Larijan through eco-friendly beauty forums, natural food stores, or social media influencers.

Competitors / Pre-Selection
Before choosing Larijan, she has explored indie and emerging eco-friendly beauty brands. She might have been interested in brands that align with her values of sustainability and may have been open to trying innovative products from lesser-known companies.

I. Strategy / Buyer Persona #2

Competitor Preferences

Appreciates eco-friendly packaging, natural formulations, and skincare effectiveness.

Competitor Dislikes

Disapproves of brands with excessive packaging, questionable ingredients, or lack of sustainability.

Price Opinion

Might be slightly high for her, but she is willing to invest in eco-friendly, natural, and effective products.

Deciding Factor

Prioritises sustainability, natural ingredients, and product effectiveness when making a purchase decision.



Buyer Persona № 3

I. Strategy / Buyer Persona #3



Fiona, 35

- San Francisco, California
- Corporate Professional
- Upper Middle Class
- Elegant and ambitious
- Enjoys self-care and wellness, such as going to spa and aesthetician’s centre

Hangout Spots

Offline - high-end department stores, restaurants and spas; fashion events
Online - Instagram; Facebook

Values

Fashion trends; luxury; staying ahead in the beauty game

Current Problems

Desires fashionable, attention-grabbing eyelashes and flawless, radiant skin that complements her style.

Reasons of the Current Problems

Difficulty finding eyelash and skincare products that meet her fashion-forward standards.

I. Strategy / Buyer Persona #3

Obstacles
Limited access to premium eyelash and skincare products.

Desired Outcome
Fiona expects stunning, fashionable eyelashes, and flawless skin that matches her style effortlessly.

Ideal Solution
An eyelash serum that enhances lash volume and a range of skincare products for fashionable skin, all packaged stylishly.

Consequences of Inaction
Fiona may feel that her overall fashion statement lacks a finishing touch.

Product Expectation
Fiona anticipates a brand that offers trendy, high-end products for both eyelashes and skincare.

Goals
To be a trendsetter in the fashion industry, maintain her fashion-forward image, and have flawless beauty.

Concerns
Fears missing out on the latest beauty trends and compromising her fashion-forward image.

Discovered through
Likely discovered Larijan through fashion magazines, high-end department stores, or social media influencers.

Competitors / Pre-Selection
She is likely to have considered exclusive and high-end beauty and skincare brands before choosing Larijan. Her preferences might have leaned towards well-established luxury names known for their exquisite formulations, premium packaging, and a reputation for providing an indulgent beauty experience.

I. Strategy / Buyer Persona #3

Competitor Preferences

Values brands that offer stylish and fashionable products, effective skincare, and trendy packaging.

Competitor Dislikes

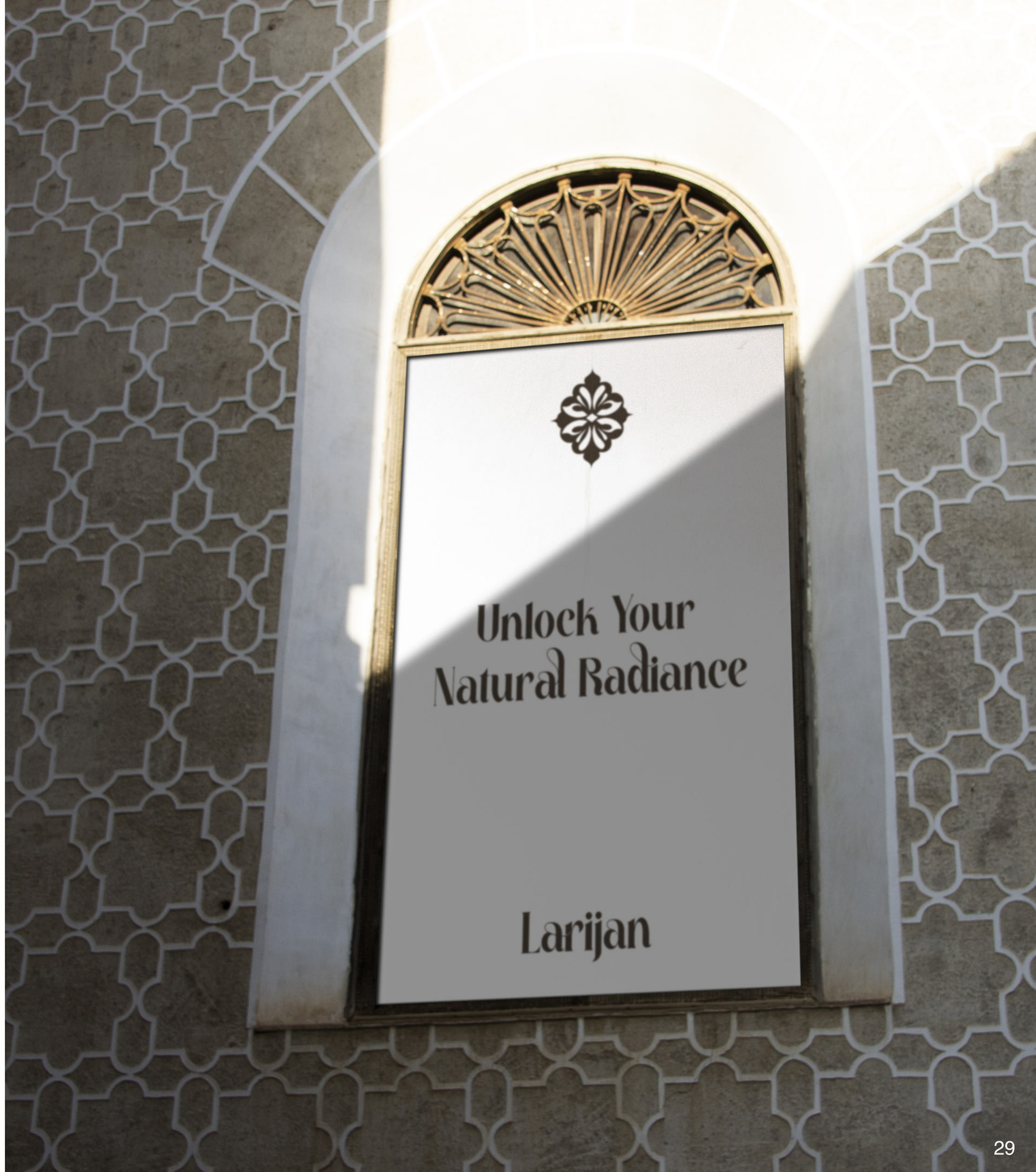
Disapproves of brands with outdated packaging, lack of trendiness, or ineffective skincare.

Price Opinion

Willing to invest in high-end beauty products that cater to both eyelashes and skincare.

Deciding Factor

Places a premium on trendy packaging, product aesthetics, and skincare effectiveness when making a purchase decision.



Competitors Overview

I. Strategy / Competitors Overview

Revitalash

Is a renowned brand offering eyelash, eyebrow, and fine hair products. Known for its innovative formulations, has a clinical aesthetics.

Tatcha

Tatcha is a luxury skincare brand inspired by Japanese beauty rituals. It offers a wide array of skincare products, focusing on mixing innovation with Japanese traditions.

Lancer Skin

Lancer skin, which is established by a doctor, emphasizes dermatological expertise, providing high-quality, science-backed products for comprehensive

Shiseido

Shiseido is a global beauty brand with a rich history. Known for its skincare and makeup products, Shiseido combines innovation with traditional Japanese aesthetics.

Emma Hardie

Emma Hardie's skincare line focuses on natural ingredients and botanicals, delivering luxurious and effective products that promote a healthy and radiant complexion.

111Skin

A luxury skincare brand, combines scientific innovation with surgical expertise, offering advanced formulas designed to address various skin concerns and promote rejuvenation.

SWOT Analysis

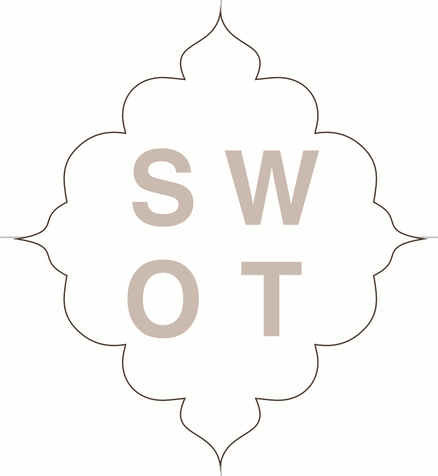
I. Strategy / SWOT Analysis

Strengths:

- *Unique Cultural Touch:* Larijan stands out with its Middle Eastern-inspired brand, offering a distinctive touch that appeals to a broad audience.
- *Sustainability Focus:* The brand's commitment to sustainability positions it as a conscientious choice, attracting environmentally conscious consumers.
- *Luxurious and Premium Image:* Larijan's emphasis on luxury and premium quality establishes a high-end image, aligning with its target market.

Weaknesses:

- *Limited Product Range:* Currently focusing on eyelash serum, Larijan's limited product range might hinder its ability to cater to diverse skincare needs.
- *Global Expansion Challenges:* Going international requires careful navigation of diverse markets, potential cultural nuances, and varied consumer preferences.
- *Competitive Market:* Entering a market with established competitors demands innovative strategies to carve a niche.



Opportunities:

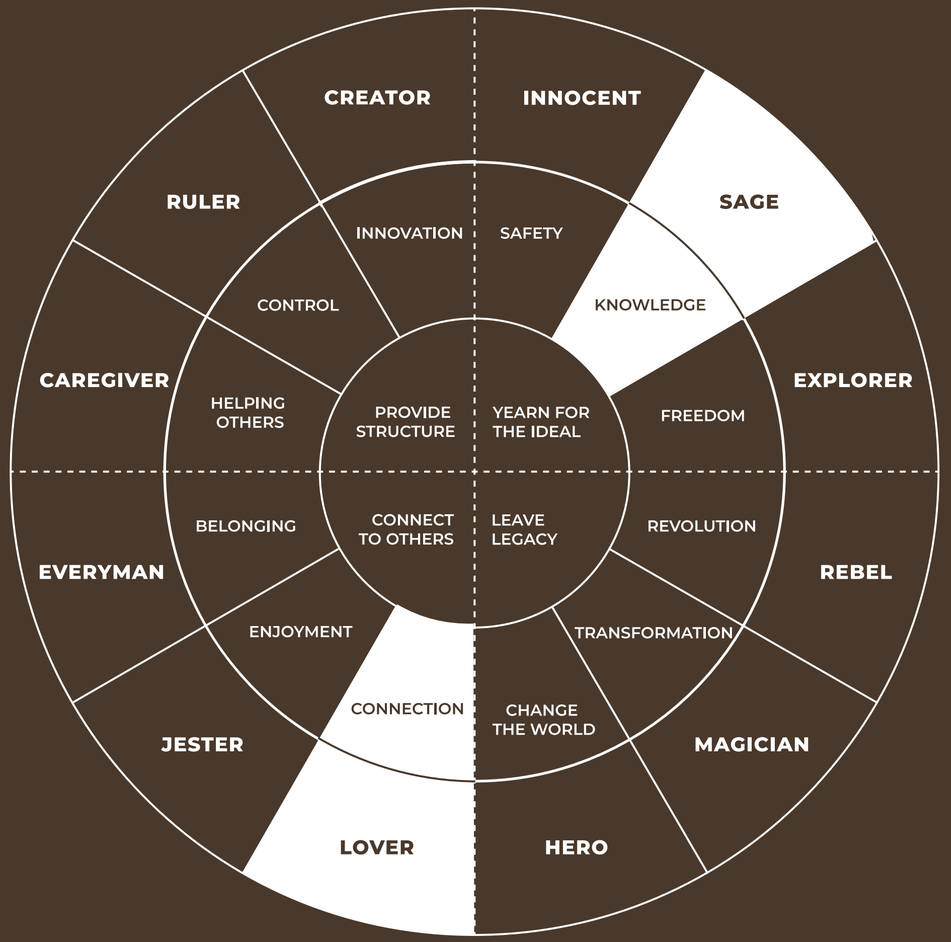
- *Product Diversification:* Expanding the product matrix beyond eyelash serum to include a range of skincare products can tap into a broader consumer base.
- *Digital Marketing:* Leveraging digital platforms for marketing can enhance brand visibility, engage a wider audience, and facilitate global reach.
- *Collaborations:* Strategic partnerships or collaborations with influencers and beauty experts can amplify brand awareness and credibility.

Threats

- *Intense Competition:* Competing with well-established brands like RevitaLash, Tatcha, and Shiseido requires a robust marketing and differentiation strategy.
- *Changing Consumer Preferences:* Evolving beauty trends and shifting consumer preferences necessitate agility in adapting to the dynamic market.
- *Economic Factors:* External factors like economic downturns may impact consumer spending on luxury beauty products.

Brand Archetypes

I. Strategy / Brand Archetypes



A brand archetype system is a framework that categorises brands into universally recognised personas or characters, helping to define and communicate a brand's core personality, values, and purpose in a way that resonates deeply with audiences.

Larijan’s consists of the following archetypes:

70% - Lover
30% - Sage

Goal: Pursue Connection
Desire: Intimacy

Inspiring closer relationships, The Lover brand archetype is constantly looking to make others feel special and celebrate the joys of life and being human, whether that be through creating intimate moments or through evoking emotion. They crave beauty, elegance, connection and sensuality, for themselves, for others and for the world around them.

Audience Feels

Anybody who comes into contact with The Lover brand archetype instantly feels like they're engaging in a guilty pleasure and making passionate connections. They may make an indulgent purchase for themselves or for a gift, as they know your brand will create an intimate, special moment.

Strength

The lovers have a magnetic sense that instantly draws people to the brand and makes them want to indulge. They also have great power in creating a luxurious customer experience.

Fear

Feeling rejected and unwanted by others.

Goal: Explore Spirituality
Desire: Understanding

Driven by the desire for truth and knowledge, The Sage brand archetype believes that there is always room for the world to be made a better place. Gaining wisdom is their power and they become a trusted source of information, with their brand values often being authentic, reliable and influential. Accurately factual and academic, The Sage is dedicated to spreading awareness.

Audience Feels

As though they are on a path to further educating themselves, being led to think deeper about both the world around them and themselves. They have great respect for Sage brands and often feel illuminated and empowered when engaging with them.

Strength

Their investigative and curious nature combined with their dedication to educate and spread knowledge. Being seen as wise and calm, they have a great power in being a reliable and trusted source of information.

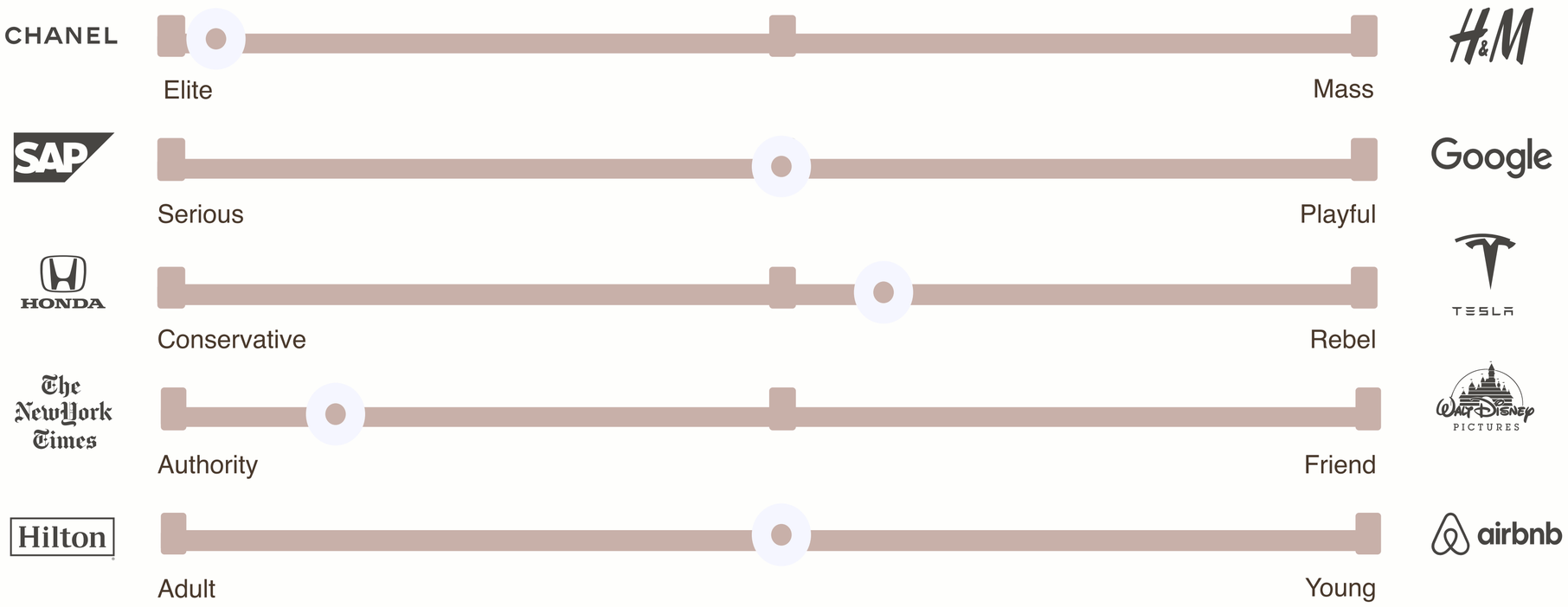
Fear

Spreading misinformation or being outsmarted. The Sage brands are leaders, so can easily become competitive with its industry peers.

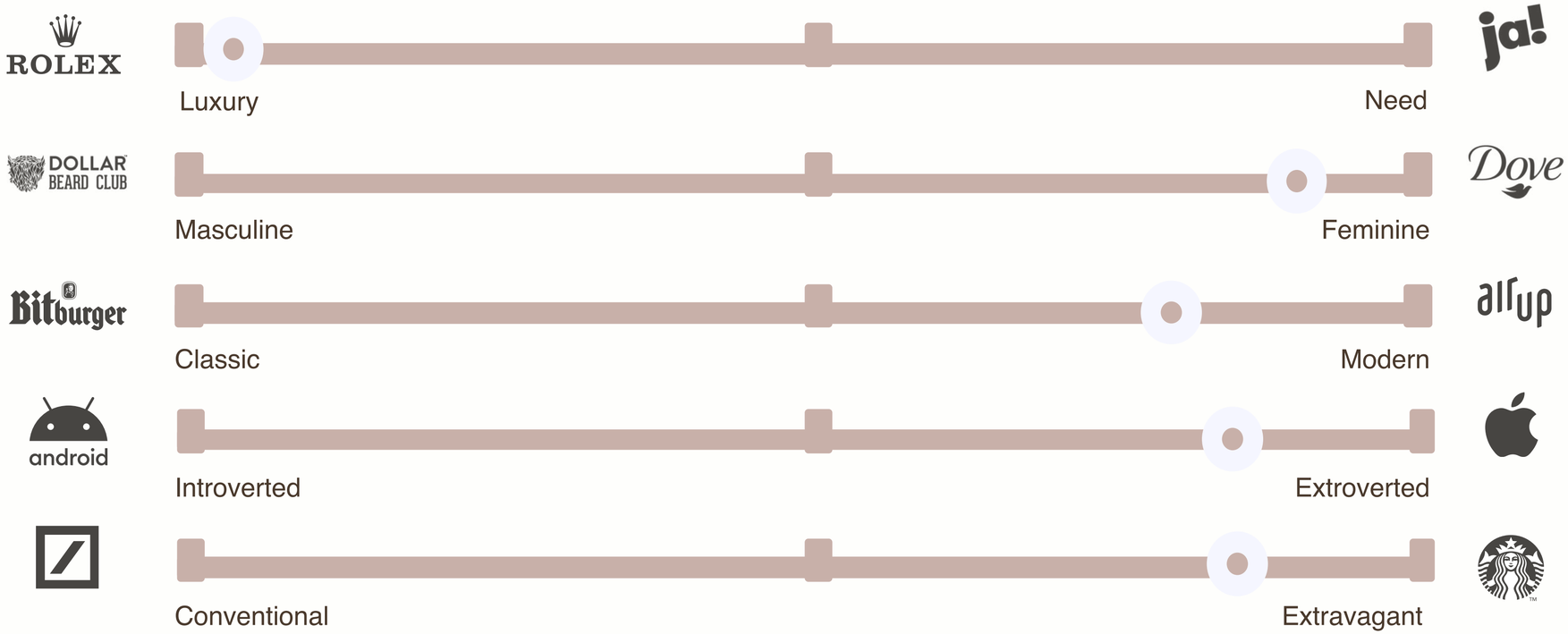
Google The Economist Discovery

Brand Personality

I. Strategy / Brand Personality



I. Strategy / Brand Personality



Brand Voice

Brand Perception

When people interact with Larijan, they can tell straightaway that it is luxurious brand that values sustainability, it’s not a classical brand, but rather more modern with a unique touch to it.

Brand Adjectives - Do’s and Dont’s

Larijan should be described as a high-end, elegant, self-confident, nobel and energetic brand. By no means it should be perceived as a formal, traditional, reserved and funny.

Brand Voice

Larijan’s brand voice is a symphony of sophistication and confidence, resonating with the essence of elegance. We speak with the poise of a poised lover, gently guiding our audience through the beauty journey.

- **Elegance**: We communicate with a refined touch, mirroring the grace and sophistication that define our brand. Our language is curated, mirroring the luxurious experience we offer.
- **Self-Confidence**: Larijan exudes self-assuredness. Our voice is strong, empowering, and instills confidence in our audience. We encourage them to embrace their beauty with pride and assurance.
- **Noble Sophistication**: Every word echoes with a noble tone, reflecting our commitment to providing premium, high-end beauty solutions. Our voice is the epitome of sophistication, elevating the beauty experience.
- **Cultural Whispers**: With a subtle Middle Eastern touch, our voice carries the richness of tradition and the allure of exotic beauty. We weave cultural whispers into our communication, creating a tapestry of global allure.
- **Engaging Serenity**: While exuding confidence, our voice maintains a serene and engaging quality. We invite our audience into a world of tranquility, making every interaction with Larijan a serene and delightful experience.

In every word, Larijan's brand voice speaks volumes about the brand's commitment to beauty, luxury, and sustainability, creating a harmonious dialogue with our cherished audience.

II. Logo Design

Logo Variations

II. Logo Design / Variations

Main Logo Version



Horizontal Logo Variations (with & without a tagline)



Vertical Logo Variations (with & without a tagline)

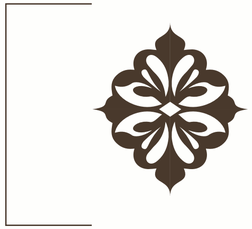


Here you may see all the possible logo variations of Larijan Cosmetics. Going from left to right, there is full version of the logo. It is a more complex, fuller version that might not be suitable for use across many platform, but it has its charm and character.

Then there are horizontal and vertical versions presented with and without a tagline. These are needed to have a freedom and flexibility when designing graphics. Both of them are shorter alternative to the main logo.

At last, you can see a logomark design. Although it is a part of the logo together with the type part, it can also be used on its own. Think of it as a brand signature, given that it is used in a very similar way. It looks great as a stand-alone element on packaging design as well and is used in the branded pattern.

Logomark (is like a signature of the brand)



Logo Meaning

II. Logo Design / Meaning



This is Larijan’s logomark, which combines two meanings, which are as follows:



Rose

The base of the logomark design a stylised rose. Besides being one of the most popular flowers in the world, it also has a significant place in Islamic culture, with it being mentioned in Quran and associated with paradise. And above all, it’s a common symbol for beauty and perfection.



Deer

The inner motifs of the logomark represent a deer. It is also fairly stylised, but you can see its eyes, nose and a pattern on a forehead. Given that “Larijan” means “little deer” in Farsi and considered to be a beauty symbol in the Middle East, it only makes sense to include it in the design.

Safe Zone

II. Logo Design / Safe Zone







The 'Safe Zone' of a logo is a buffer area ensuring the logo stands out clearly and remains unobstructed. This designated space is vital for maintaining the logo's integrity and recognisability. Like art needs its frame, a logo requires its own clear space to effectively convey its brand message. By upholding the safe zone, a logo's distinct identity is preserved, no matter its placement

Logo Dont's

II. Logo Design / Dont’s



Don’t rotate the logomark (icon part of the logo) in any way.



Don’t stretch or squeeze the logo in any way.



Don’t rotate the logo.



Don’t place logomark in any way tother than what’s shown on the logo variations page (pp. 32).



Don’t change the font used in the logo to any other one.



Don’t change the colour of the logo to non-branded colours. The only acceptable colours are listed on page

This page features all the ways the logo design should not be used under any circumstances.

Logo Usage

II. Logo Design / Usage

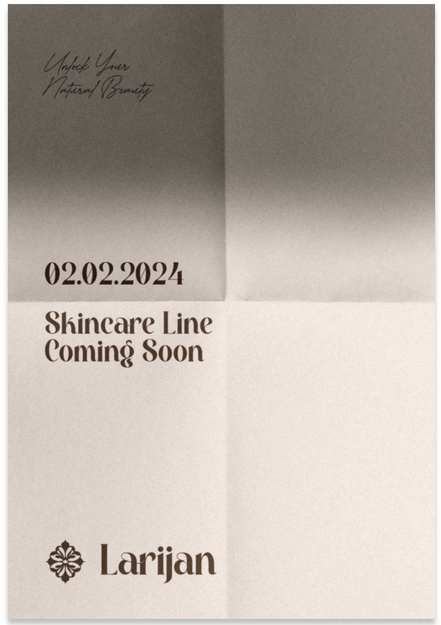
The Larijan logo may be used as the large primary element in a piece of communication, or secondarily to support text or imagery.

It’s important to be conscious of sizing and contrast to ensure its primary or secondary functionality. We don’t want the logo and adjacent elements to feel exactly the same.

1. Example of a business card design with a logo being a primary design element, taking up almost all the space on the asset.

2. Example of a poster design, where the logo has a secondary function and is placed in the corner.





III. Colour

Main Colours

II. Colour / Primary Colour #1

Here is the primary colour of the Larijan. It is an interesting colour that is mainly used as an emphasis. Not to mention that it resembles gold, hence transmits premiumness. Moreover, instead of Persian Orange it is possible to use golden texture.

Persian Orange

HEX: C98A53

C - 0	R - 201
M - 30	G - 138
Y - 60	B - 83
K - 20	

II. Colour / Primary Colour #2

Here is another primary colour of the Larijan. It is a colour that is used to create a contrast in the design. For instance, it can be used as a colour for the font or for a background, like you can see throughout the brand book.

Taupe

HEX: 49392C

C - 0	R - 77
M - 20	G - 61
Y - 40	B - 46
K - 70	

II. Colour / Primary Colour #3

This colour completes the trinity of primary palette. It’s a very elegant and feminine colour that is so nice to use on the website or to put a logo in. It creates an association with beauty industry due to its resemblance with a skin tone.

Rosy Brown

HEX: C8B0A9

C - 0	R - 204
M - 15	G - 173
Y - 20	B - 163
K - 20	

Full Colour Palette

III. Colour / Full Palette

Here is Larijan’s branded colour palette. Persian Orange, Taupe and Rosy Brown are the main colours, as it has been presented on previous pages. They are used in the majority of cases throughout all the visual assets of the brand. Persian Orange is a wonderful accent colour that is not too bright, but helps to stand out. Rosy Brown is a lovely colour that resembles skin. Taupe is a dark brown colour that is used to create contrast.

Important note here is that Persian Orange can be converted into a gold colour, especially on printed materials such as packaging design.

Then there is also a selection of supplementary colours, which are Baby Powder, Dun and Night. Baby Powder is mainly used for backgrounds, like you can see here on this page. Dun is esentially an alternative to Rosy Brown as they are in a similar tonality. With one small difference of Dun being more of a dusty, sandy tone. And then Night, which is the rarest to use colour but in case we need to use black colour, that’s the one we should go for (although in the majority of cases it’s better to use Taupe instead of black)..

#C98A53 Persian Orange	#FEFEFC Baby Powder
#C8B0A9 Rosy Brown	#191716 Night
#49392C Taupe	#CBBAAF Dun

Logo Colours

III. Colour / Logo Colours



Here is an example of how the colours can work with the logo design. It has to always create a contrast for the best logo visibility. It is also important to mention that all the logo design in the suite should be only used in any of the following colours: Baby Powder, Persian Orange (or gold), Rosy Brown, Taupe.

IV. Typefaces

Branded Font Selection

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz

1234567890#%?!@&



Rosalia - Regular

Rosalia in regular is a wonderful decorated font.
It is used for titles only. You can also see its
modified version featured on the logo.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnopqrst
uvwxyz

1234567890#%?!@&



Helvetica - Regular

Helvetica is a simple san serif font. At Larijan, we use the regular version for all the big chunks of text. Thanks to the flexibility of the font, we can also use it in bold, oblique, light, etc. in case it is needed.

IV. Typefaces / Additional Font

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890#?!&



Manchester

Manchester is a decorative script font. We only use it in case we want to add a bit of a decorative moment to the design. It is used in the main logo and gives a nice touch.

Typeface System

Rosalia Regular
Size - 78 pt
Leading - 0 pt
Tracking - 0 pt

Headlines go like this

Rosalia Regular
Size - 70 pt
Leading - 0 pt
Tracking - 0 pt

Heading that is still in the same style but smaller

Rosalia Regular
Size - 40 pt
Leading - 0 pt
Tracking - 0 pt

Subheading is still in the same font, yet even smaller

Helvetica Regular
Size - 48 pt
Leading - 0 pt
Tracking - 0 pt

This one can be used as a subtitle or in places where it is needed to emphasise some text

Helvetica Bold
Size - 24 pt
Leading - 0 pt
Tracking - 0 pt

Perfect option to highlight things in the text or to use it as a label of the text in the body copy. Think of it as a smaller version of a subtitle.

Helvetica Regular
Size - 24 pt
Leading - 0 pt
Tracking - 0 pt

This is the font that is used for body copy for paragraphs. It is perfect for that. It’s important to note that it is used in this exact leading and tracking.

Helvetica Regular Oblique
Size - 24 pt
Leading - 0 pt
Tracking - 0 pt

It’s nice to have options and here is one of the great examples. This type of font is to be used in places where we need to add a little note or annotation to things, but want to make it nice and visible as you can see in the strategy section.

IV. Typefaces / Typography System

Helvetica
Size - 22 pt
Leading - 0 pt
Tracking - 0 pt

in certain situations having an all caps option is good. it is readable and attracts attention, especially when it is in bold like this one. we use it, for instance, on stationery items.

Helvetica Regular
Size - 18 pt
Leading - 0 pt
Tracking - 0 pt

Sometimes we need to include a little description under the item. It doesn't need to be very visible, but that annotation is important. In that case we go just a little bit smaller in terms of the font sizing.

Manchester
Size - 44 pt
Leading - 0 pt
Tracking - 0 pt

Just to add a bit of a nice and human touch to the design

V. Brand In Use

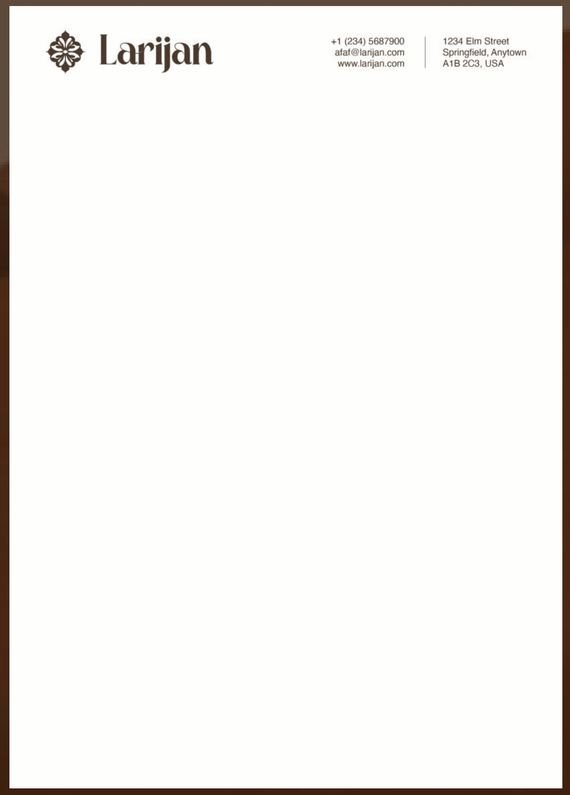
Stationary

V. Brand In Use / Stationery





Business Card



Letterhead


EST. 2023
Larijan
Unlock Your Natural Radiance
Stylish and Skincare Products
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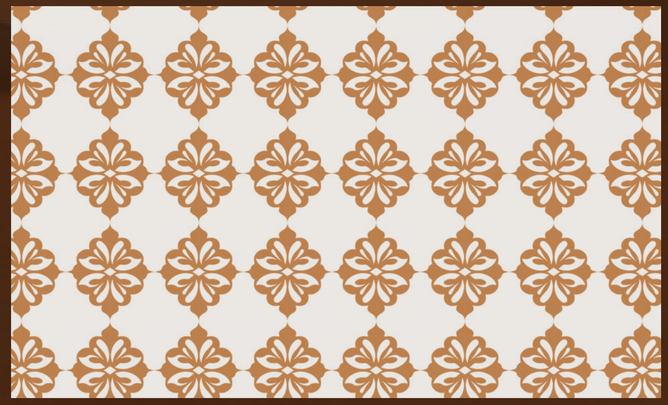
Springfield, Anytown
A1B 2C3, USA

Branded Patterns

V. Brand In Use / Branded Patterns



Pattern #1



Pattern #2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Larijan

Instagram Design

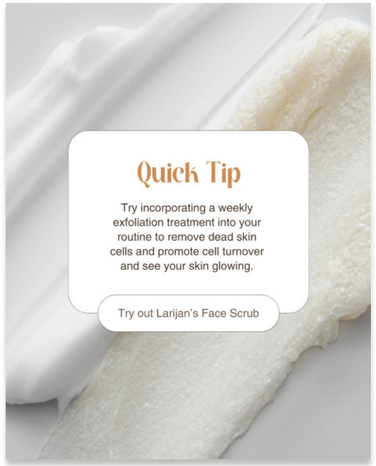
V. Brand In Use / Instagram Templates





Here is an example of feed design and highlight covers for Instagram for Larijan. It has a certain style to it and shows how the temeplates are used. It is important to save this kind of design feeling when creating the feed. Notably, it is essential to choose photography that fits with the brand's image (see pp. 84) and use the templates in the correct way. Same thing goes to the highlight covers.

V. Brand In Use / Instagram Templates

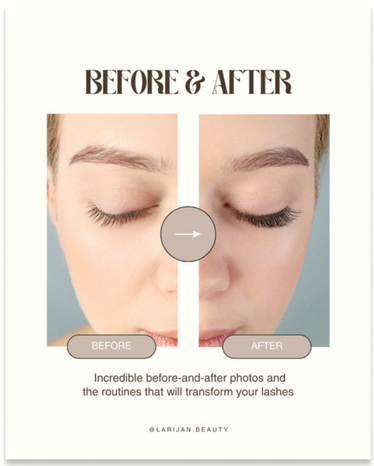












These are templates that can be used for Instagram posts. They are made in Canva, hence easily editable. It is possible to change the elements such as background and pictures (for photography style, refer to pp 84). Fonts and overall style should remain unchanged. If there is a need to change the colour, please refer to Colour chapter of the brandbook (pp 54) in order to stay within the set brand identity.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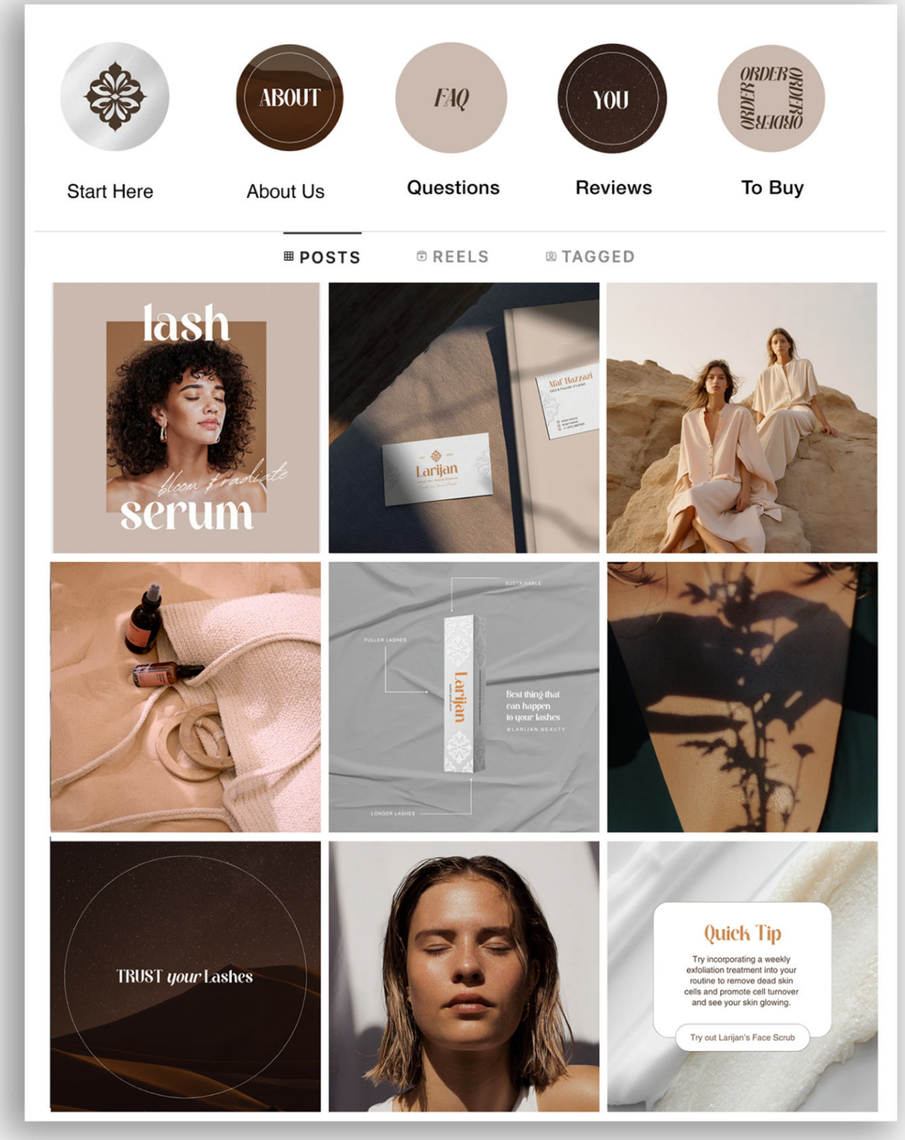
TRUST your Lashes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Larijan
Best thing that can happen to your lashes
TRUST your Lashes
Quick Tip
Try incorporating a weekly exfoliation treatment into your routine to remove dead skin cells and promote cell turnover and see your skin glowing.
Try out Larijan's Face Scrub

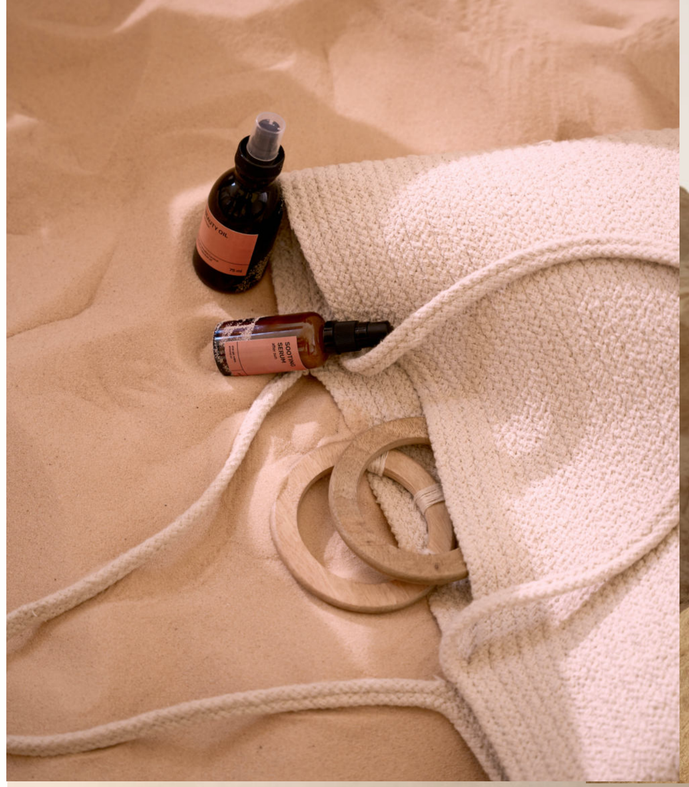
Photography Style

V. Brand In Use / Photography Style

To ensure Larijan consistently exudes elegance and luxury, photographs must be approached with sophistication and a Middle Eastern touch. Use a toned done colour palette, allowing cosmetic products to stand out against simpler backgrounds.

In the photographs, soft, natural lighting should be used in order to highlight the natural and sustainable aspect of Larijan. Adding an Arabic touch in the photos is also very welcomed. It can be done through the right locations (dunes, deserts, stones, minimal Middle Eastern architecture) as well as through the clothing of the models (simple, yet elegant dresses made from linen and cotton).

It is important to mention that photography should convey the luxurious aspect of the brand. This can be done through the unattainability effect. To be exact, the models on the photos should look serious, glamorous, “not your average girl” kind of look. This creates a “I want to be her!” feeling in the consumers. The majority of lux brands use this methods in their marketing materials.








Larijan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