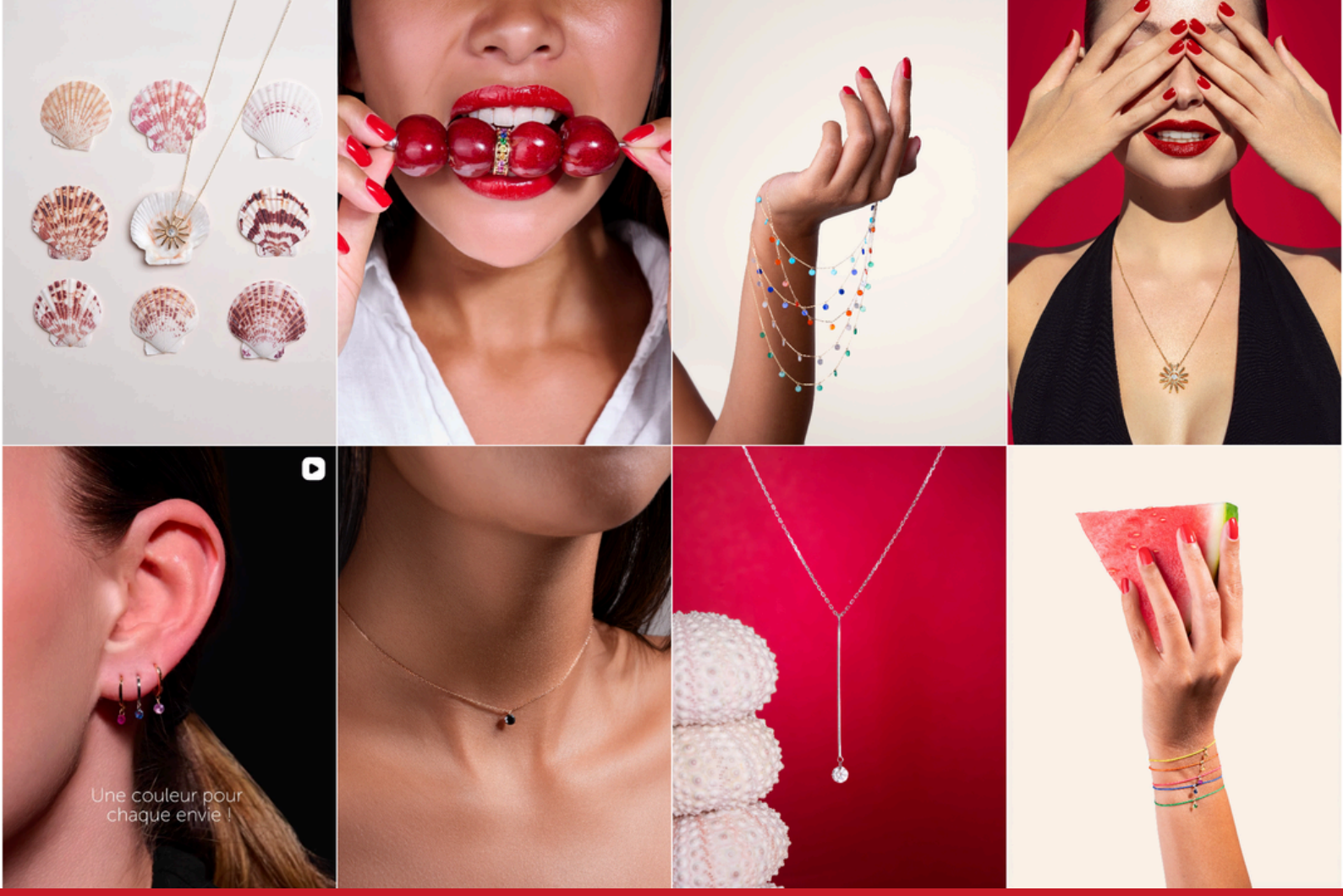
LA BRUNE & LA BLONDE

PARIS



PICTURES - VIDEOS - SOCIAL STRATEGY



CONCEPT

LBLB is a Parisian jewelry house located on Place Vendôme. The brand focuses on the concept of the "naked diamond", a true symbol of Parisian elegance.

Challenge :
The house wants to renew its visual grammar while conserving the core of its graphic chart: red, diamond, femininity.

Missions:

- Direction and creation of +50 social
- contents
- Copywriting: writing of texts for various
- supports: print, social, internal
- communication
- Design and layout of printed documents

SEASONAL ACTIVATION: WINTER











RED LIPS CAMPAIGN









BRIDAL ACTIVATION











REELS

Creation of various reels showing the evolution of the branding : more conceptual, more minimalist. Repeated movements with a constant reminder to the red color.



click here to access to the reels

PACKSHOT





