

# LUNAVA Fragrances

## **Glow. Scent. Repeat**

At Lunava, we believe that fragrance is more than just a scent — it's an emotion, a memory, a moment captured in time. Inspired by the calm, beauty, and mystery of the moon.

## **Brandings**

# INTRODUCTION to Lunava

## Brand Guidelines Overview

Each perfume is a story whispered in notes of floral bloom, warm woods, sensual musks, or fresh citrus — designed to linger gently on your skin and soul.

## History of Our Brand

Whether you're embracing your morning light or slipping into twilight dreams, Lunava Fragrances invite you to glow from within.



## Our Tagline

We use clean ingredients, elegant design, and cruelty-free practices to create a brand that feels as beautiful as it smells.





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# OUR VISION and Mission

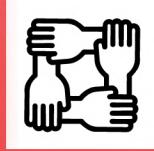
**“To be the Most Innovative  
Brand in the World”**

## Our Mission

- At Lunava Fragrances, our mission is to create elegant, soul-stirring scents that inspire confidence, calm, and connection.
- Rooted in clean beauty and mindful luxury, we aim to deliver timeless, cruelty-free fragrances that evoke beauty from within and leave a gentle trace of magic behind.

# OUR BRAND

## Valuable Innovation



### Our Craftsmanship

At Lunava Fragrances, craftsmanship is at the heart of everything we create.



### The Greatest Innovation

We source high-quality, skin-loving ingredients, using both nature's purity and modern innovation to craft scents that are long-lasting and safe for daily wear.

# OUR TARGET Audience



## The Ideal Customers

Lunava customers seek more than a perfume — they seek a ritual, a moment of self-expression, and a scent story that's entirely their own.



05

## Customer Interests

At Lunava Fragrances, our customers are drawn to more than just beautiful scents — they fall in love with the feeling each fragrance creates.

07

# LUNAVA Personality

## Define the brand's personality

- Elegant, skin-friendly ingredients
- Long-lasting, unique fragrances
- Minimal, luxurious packaging
- Cruelty-free and conscious craftsmanship

- Specify the Design Language
- Style that should be used



## What Should We do?

Rooted in clean beauty and mindful luxury, we aim to deliver timeless, cruelty-free fragrances that evoke beauty from within and leave a gentle trace of magic behind.

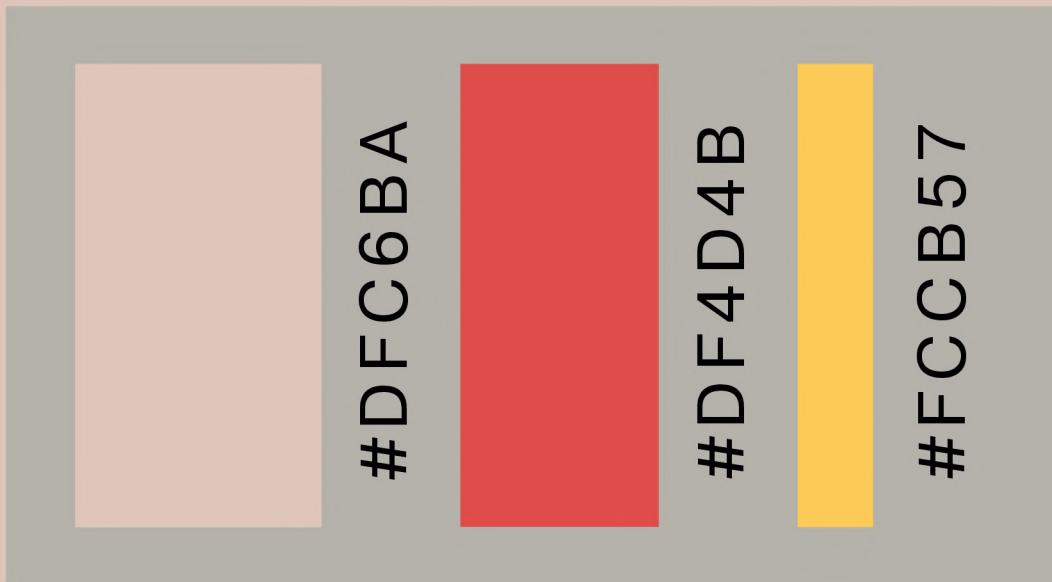


## Understanding Brand Target

we aim to deliver timeless, cruelty-free fragrances that evoke beauty from within and leave a gentle trace of magic behind.



www.lunava.com



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# LUNAVA

## Aesthetic

### Color Palette

The Lunava Fragrances color palette is thoughtfully designed to reflect the soul of the brand — elegant, feminine, and ethereal.

### Brand Font

It balances the serif font by keeping your brand looking minimal and modern, so it's not overly decorative.

# WHAT WE want to Tell

01

## Brand Messaging

Every bottle of Lunava is hand-poured in small batches, ensuring freshness, uniqueness, and exceptional quality.

02

## Creating Effective Mass Impact

We source high-quality, skin-loving ingredients, using both nature's purity and modern innovation to craft scents





## The Key Points

We invite you to discover your scent, embrace every phase of yourself, and glow gently — just like the moon.

# BRAND Conclusion

## Summary

Lunava Fragrances, we believe scent is a powerful language — one that speaks to the soul, evokes emotion, and celebrates every version of who you are.

## Our Messages to People

Rooted in elegance, purity, and intention, Lunava is more than a fragrance — it's a moment, a memory, and a quiet kind of luxury you carry with you.

[www.lunava.com](http://www.lunava.com)

# THANK YOU

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