



**DIANA
RILOV**

Diana Rilov: Creating an influencer brand

Objective

To build an influencer brand for Diana Rilov, a NYC yoga veteran who's practiced for well over 40 years.

Insight

Diana's specific yoga practice is about energy.

Solution

Beginning with her favorite poses, each pose revealed a shape. When viewed as flow (or series), the shapes began to patternize. The patterns were created with radiant bands of color, which to the client felt not only like a metaphor for the energy of her practice, but something familiar to the pulse and attitude of the native New Yorker's environment.

