

The word "Lux" is written in a large, flowing, brown cursive font. The letters are thick and rounded, with some white space visible between them, giving it a hand-drawn, elegant feel.

**MISHO** 2024 Holiday Campaign

# About

"MISHO's jewelery collection is characterized by a vocabulary of clean lines, architectural forms and simplified geometric shapes. Each piece is sculpted as modern architecture for the body."

Lux is a bold holiday catalog for a certain type of people. Our tagline, "Gifts for a 24 karat personality," explains what you'll find inside. There are no dainty pieces in Lux. Each one is chunky and expressive.

In our branding, we decided to showcase the weight of gold, with a heavy header typeface. To balance it out and keep the luxury feel, we added smooth line-based illustrations and thin cursive type.

# *Typography*

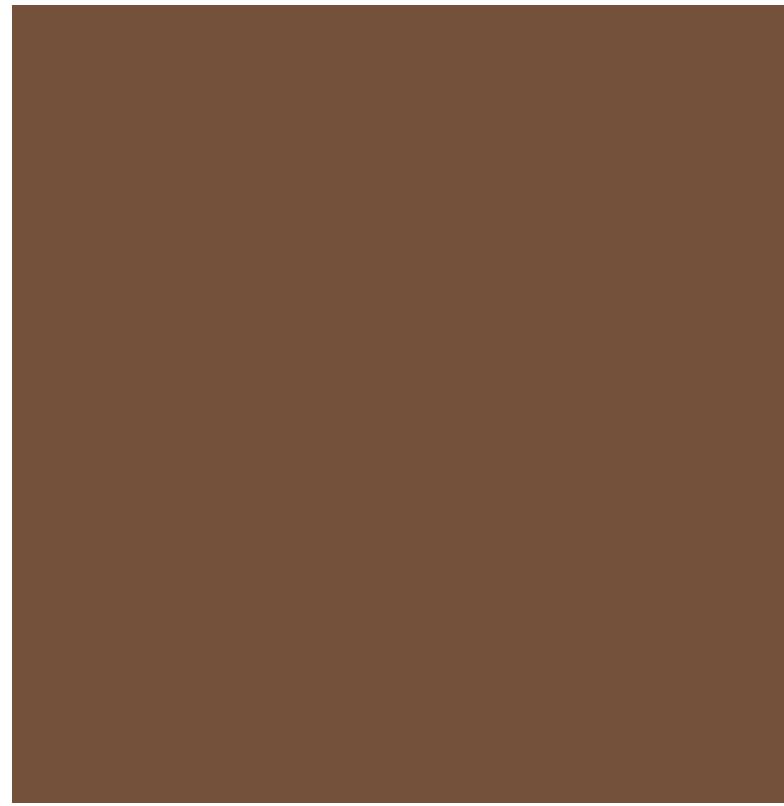
**chillink**

*Adventures Unlimited Script*

Proxima Nova regular

**Proxima Nova bold**

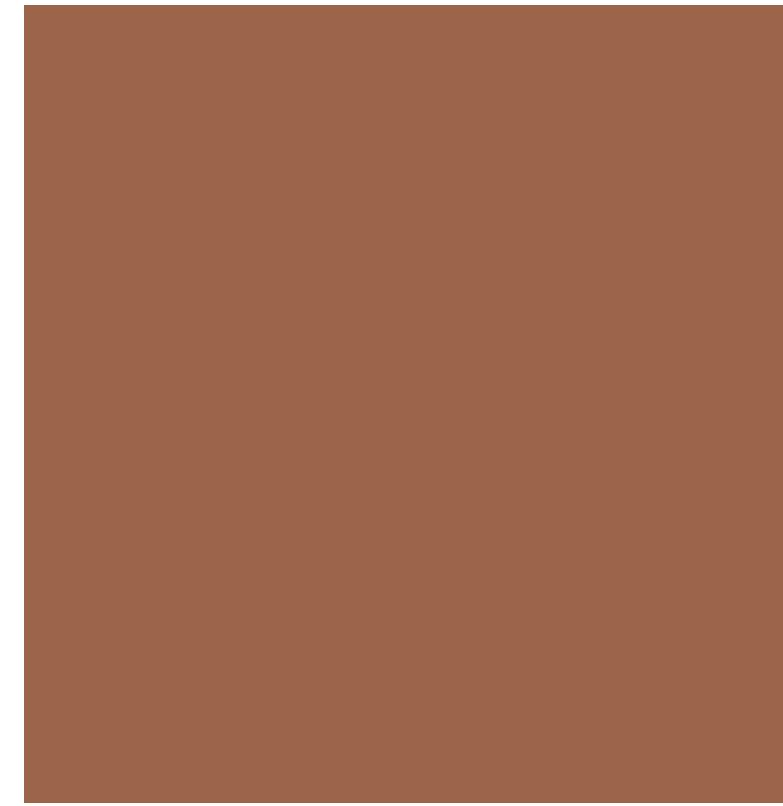
# Colors



#73513a

115 81 58

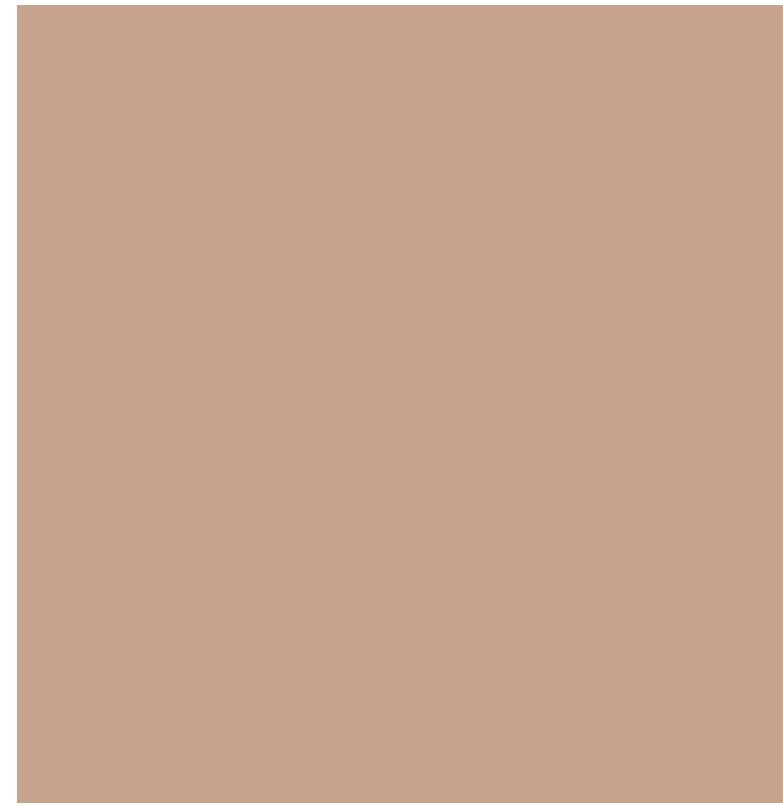
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156 101 74

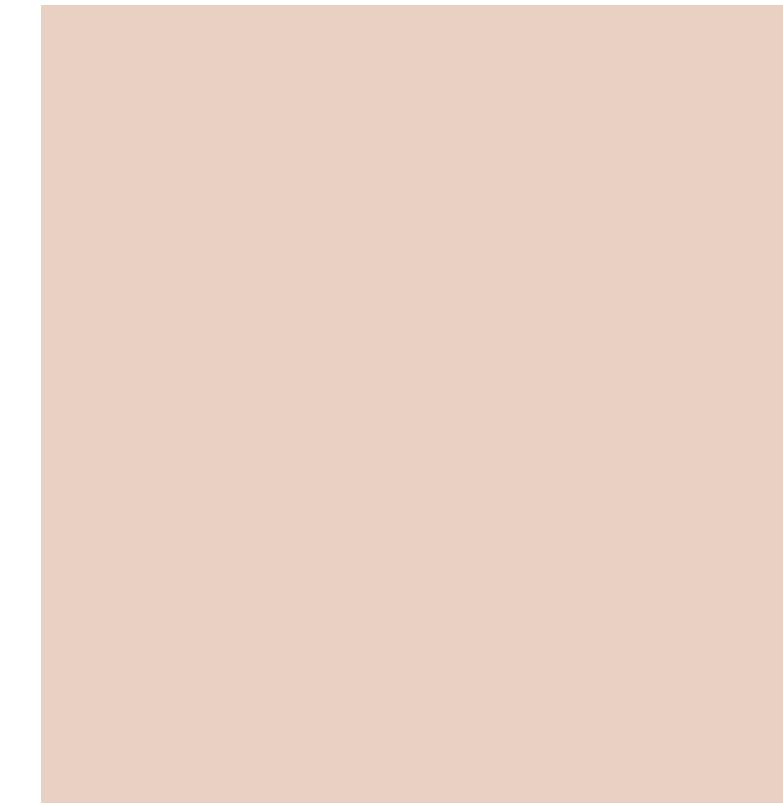
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#c7a38d

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22 36 46 0

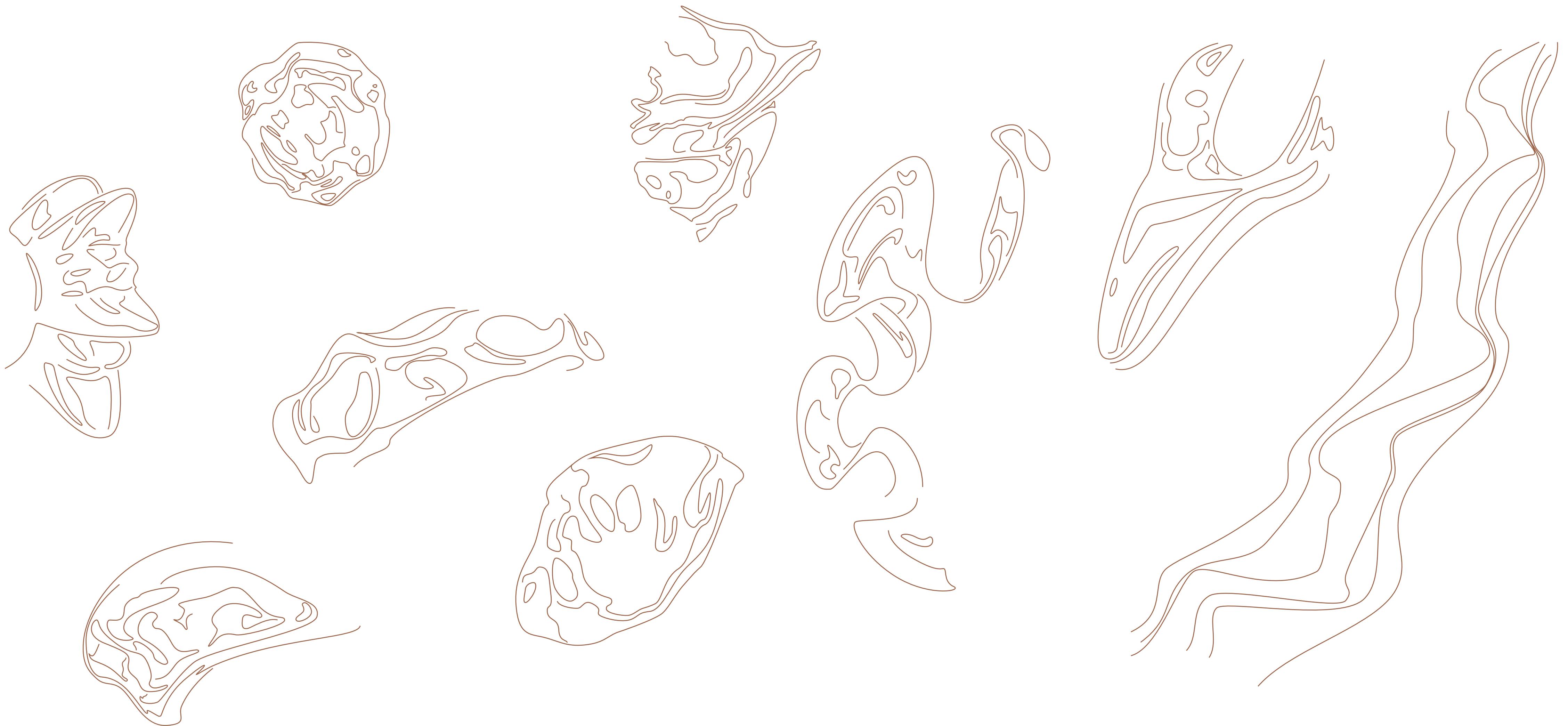


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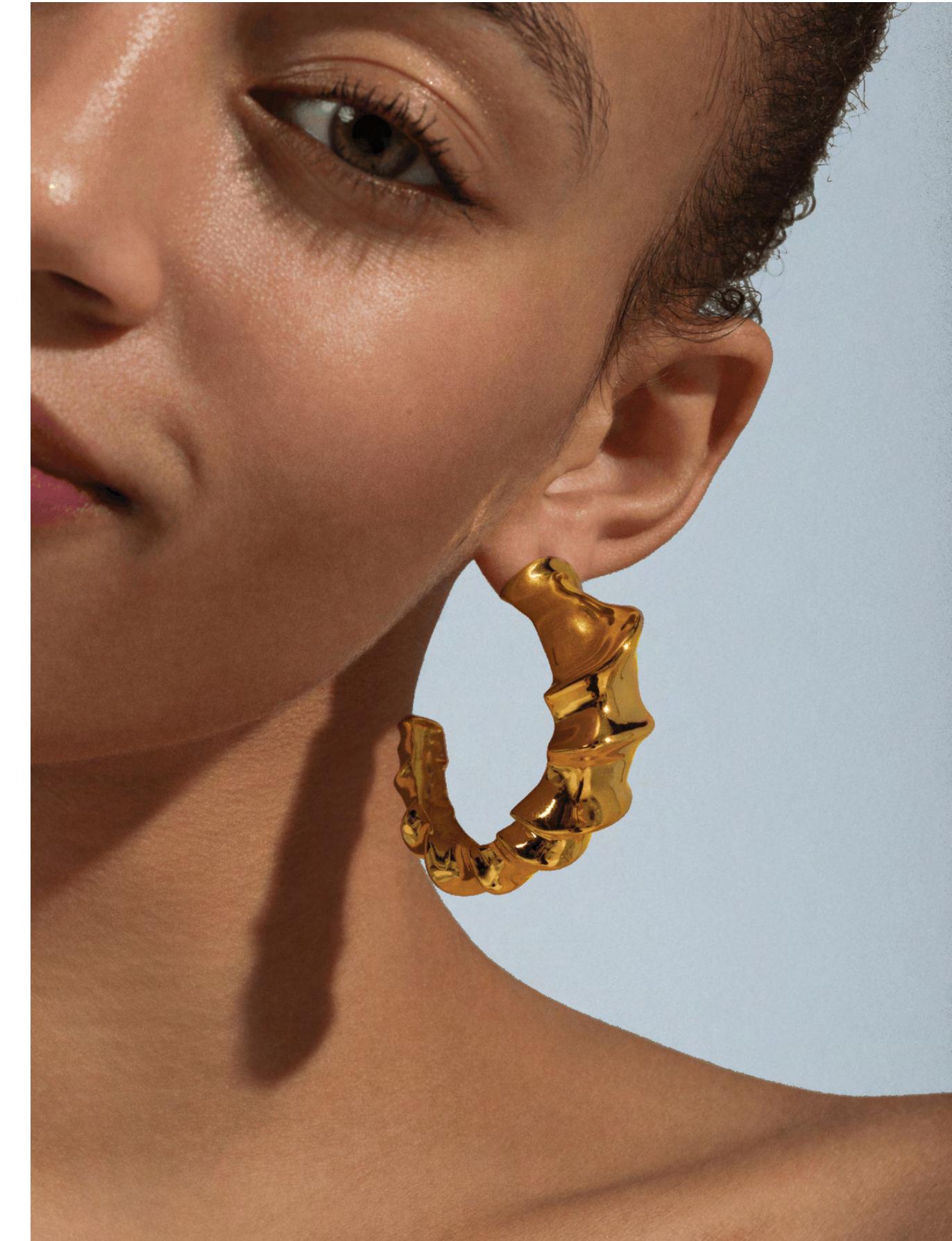
8 17 20 0

# Elements



Line illustrations are traced reflections of MISHO jewelry. They are used throughout the campaign, flowing through photos and off the page.

# Photography



Product photos are all shown on a model, with a plain light blue background, except our featured set the Winter Flower.

# Catalog



# Email

MISHO

# Lux

Happy holidays from MISHO Designs.

GIFTS FOR A 24 KARAT PERSONALITY

This holiday season, show your love through gifts by MISHO. Our bold and expressive, sculptural and strong jewelry is fit for a golden personality. If you know one, give them a statement piece that is as bold as they are!

**Textured Link Choker**  
\$280 / \$308

**Mini Star Studs**  
\$125 / \$149

**Sirena Cuff**  
\$177 / \$195

**Sunday Snug Earcuffs**  
\$54 / \$63

[SHOP NOW](#)

Plus, Club MISHO members can take

**15% off**

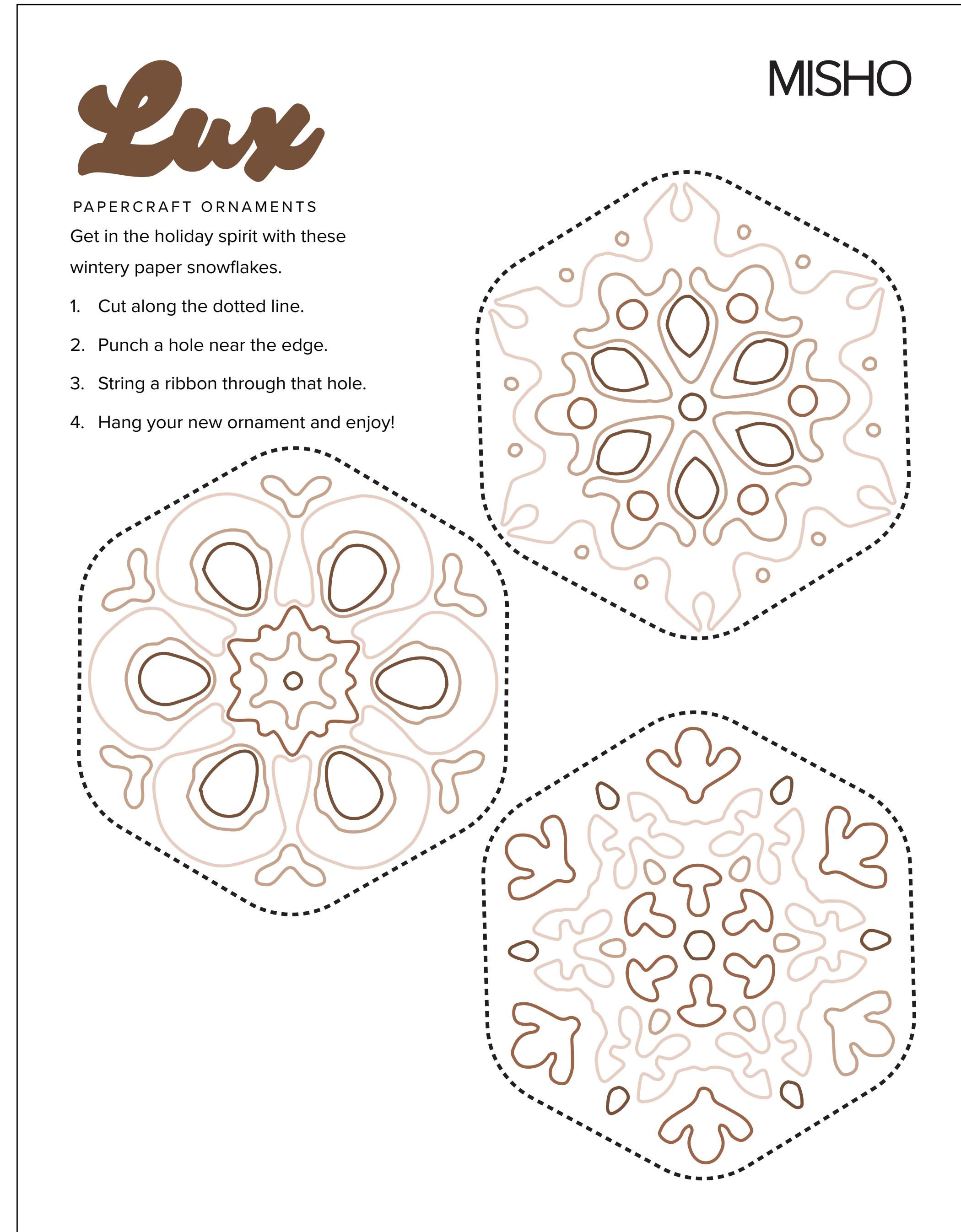
any item in the Lux catalog with code LUX2024

You received this email because you signed up on our website or made a purchase from us.  
To ensure that our messages get to you (and don't go to your junk or bulk email folders),  
please add [info@mishodesigns.com](mailto:info@mishodesigns.com) to your address book. If you would prefer  
not to receive emails from MISHO simply  
[UNSUBSCRIBE](#)

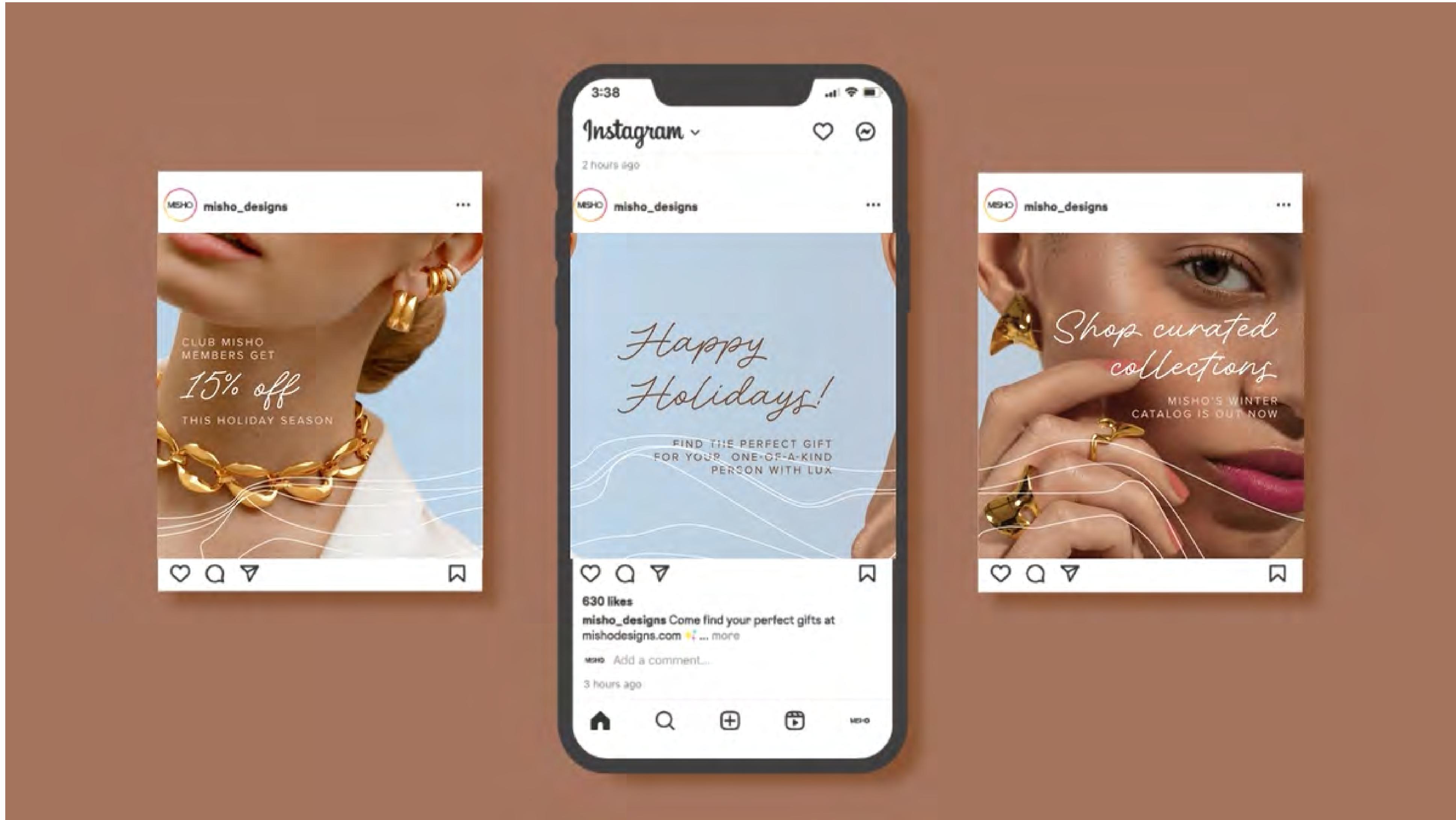
*Gift Card*



# Ornament



# Instagram Ads



Click to watch animation

# Packaging

