

**KS**  
**DESIGN**

BRANDING | SOCIAL



# BUTTER

## A Bakery

Butter is all about soft, nostalgic vibes with a modern edge. The name is simple, sensory, and sticks - everyone knows butter, everyone loves butter. The branding leans into that warmth: think creamy pastels, pillowy type, and playful layouts that feel homemade but elevated.

We're mixing vintage bakery charm with clean, minimal design - like grandma's kitchen meets a Kinfolk spread. The visual identity should feel comforting, a little indulgent, and totally craveable - just like the products.

This brand isn't just selling baked goods; it's selling the cozy, melty, golden feeling of butter itself.





7 SINS  
Ice Cream

7 Sins is ice cream turned all the way up - bold, indulgent, and just a little wicked. The name gives us instant attitude and storytelling power: each flavor becomes a “sin,” a temptation you can’t resist. Visually, the brand plays with contrast - dark, moody tones (think rich blacks, deep reds) paired with pops of color from the flavors.

The tone is cheeky and confident, inviting people to indulge unapologetically. This isn’t your childhood scoop shop - it’s sinfully grown-up, dangerously delicious, and designed to tempt.

7  
SYNS

PRIDE

*Salted caramel with toffee crunch*

LUST

*Red Velvet & white chocolate*

GREED

*Black Forest Cake with a dark cherry swirl*

WRATH

*Chilli Chocolate*

GLUTTONY

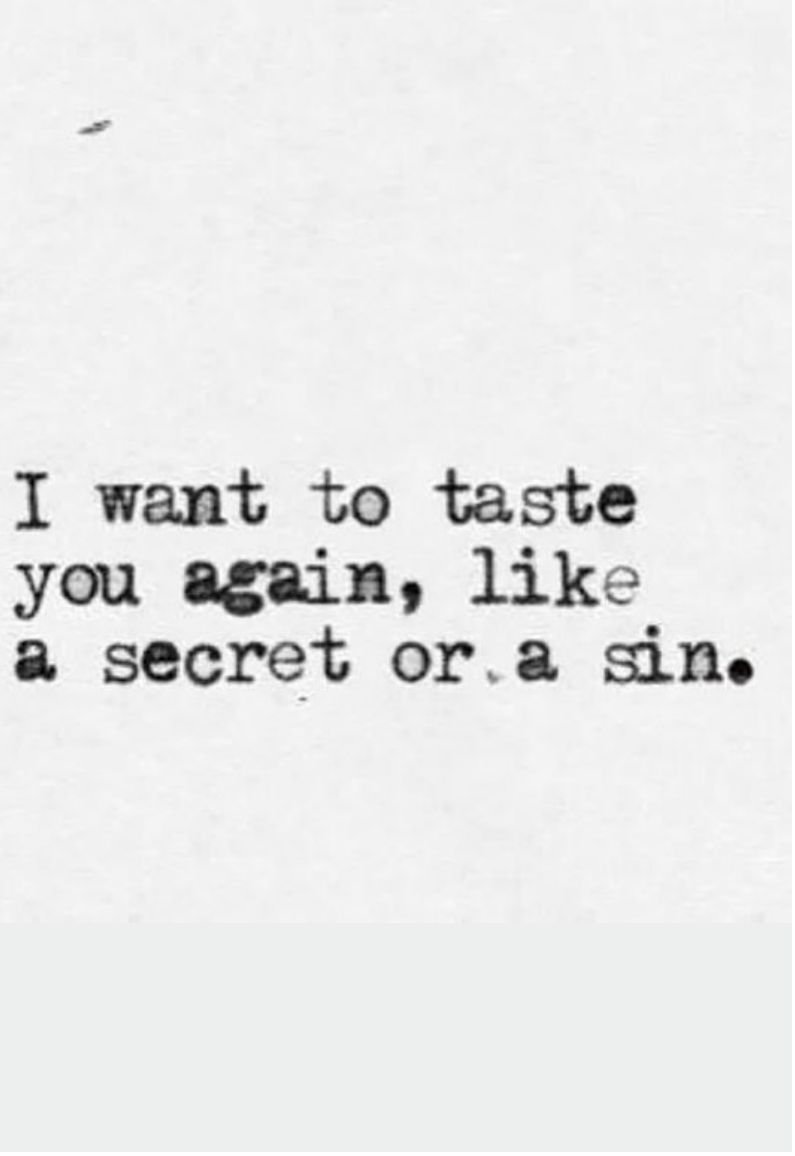
*Butterscotch, Honeycomb & Gingerbread*

SLOTH

*Try be more Vanilla - Bean*

ENVY

*Pistacho*



I want to taste  
you again, like  
a secret or a sin.

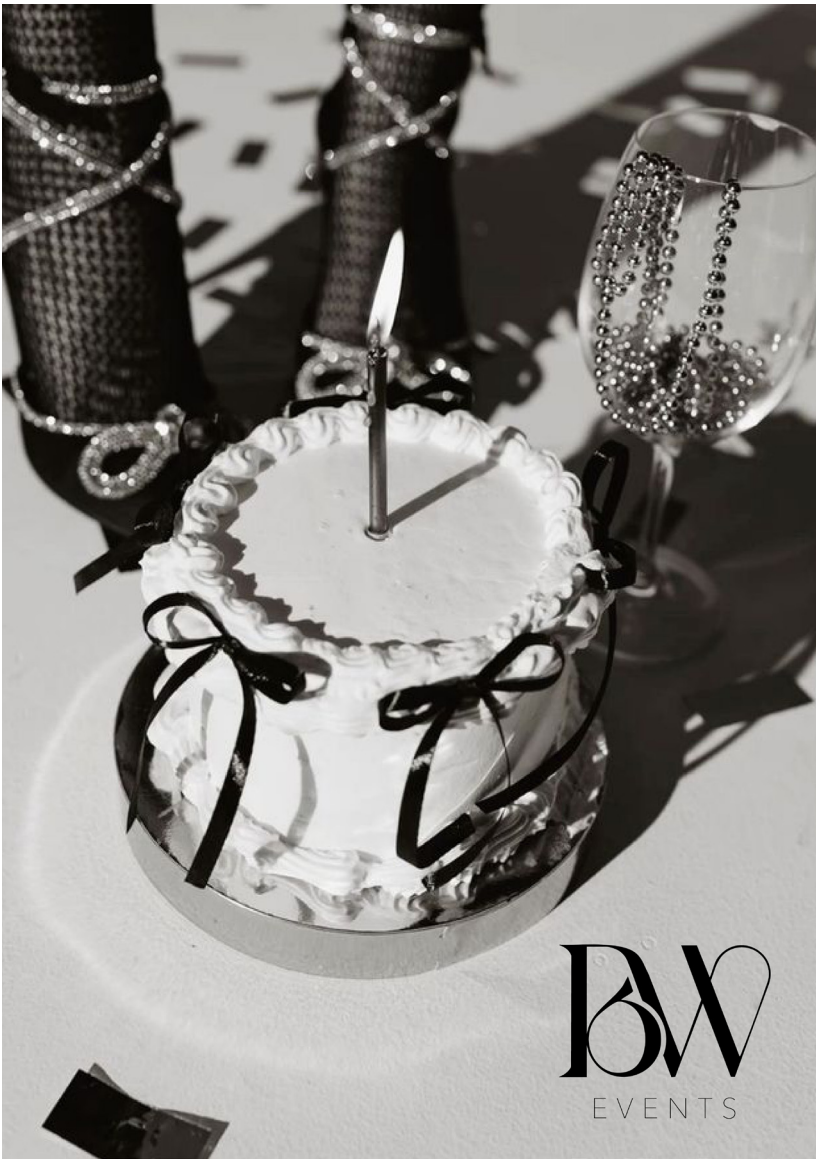
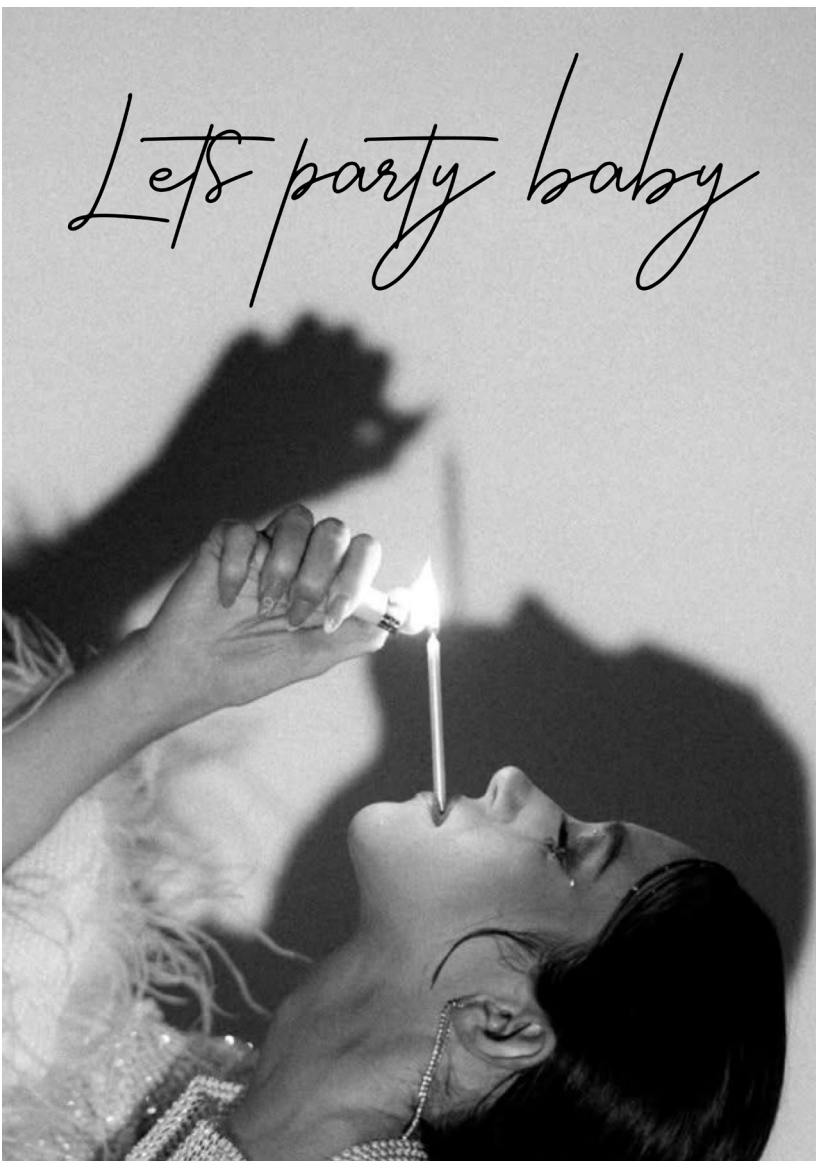


# B&W EVENTS

B&W Events is all about timeless elegance through a refined black and white lens. The name says it all - clean, bold, and instantly recognisable.

The branding leans into contrast and clarity: sharp typography (think high-contrast serif or modern sans), minimal layouts, and a focus on negative space. Every element is intentional, just like the events they curate. Visually, it's sleek and elevated - white space is luxury, black is authority.

The tone is polished but never cold. Think fashion editorial meets art gallery. This brand doesn't follow trends - it sets the scene with pure form, classic palettes, and a sense of effortless sophistication.





# MAISON FLEUR

Florist

Maison Fleur is a floral brand rooted in elegance, romance, and subtle luxury. The name - French for "Flower House" - evokes a sense of boutique charm and artisanal quality. The branding is soft yet sophisticated: muted tones (creams, blush, sage), delicate serif fonts, and refined, airy layouts that let the florals take center stage.

Think Parisian atelier meets modern minimalism. Visuals should feel fresh, intentional, and poetic - every petal styled like a piece of art. The tone is graceful, elevated, and quietly confident.

Maison Fleur isn't just selling flowers; it's curating mood, memory, and beauty in its purest form.





## OH DARLING

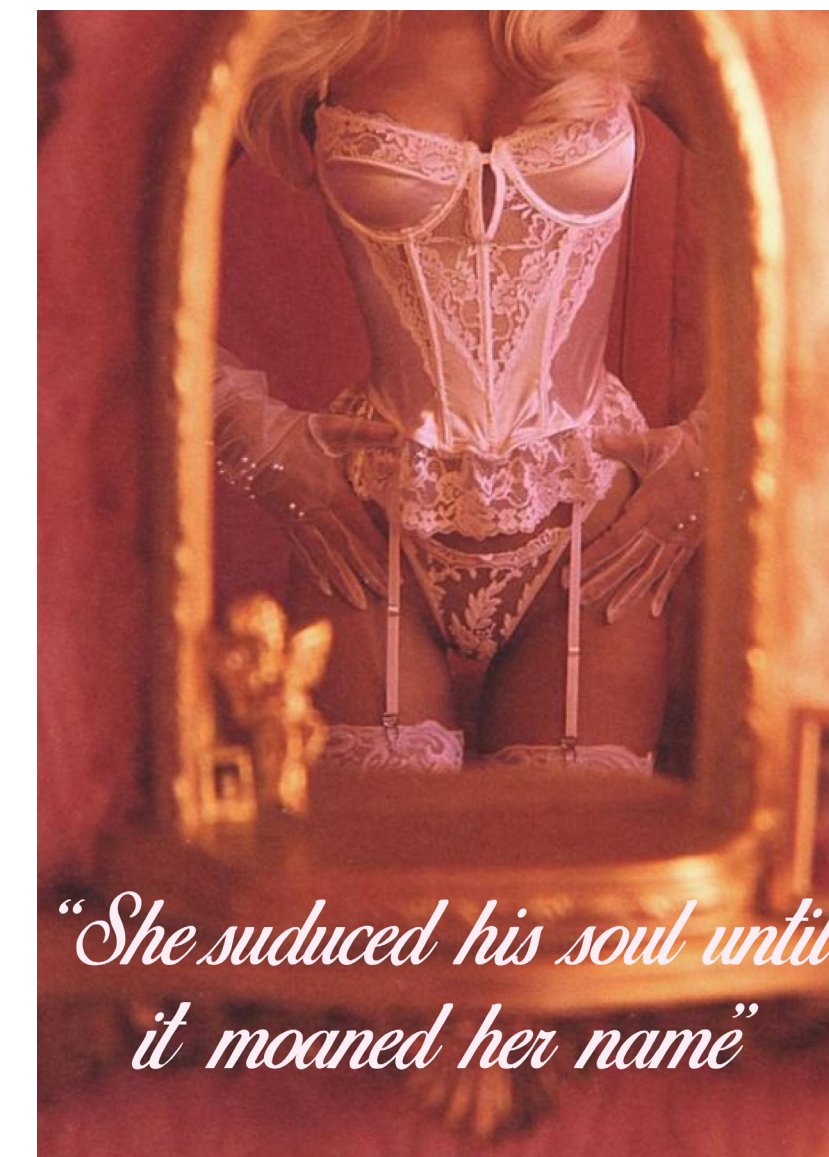
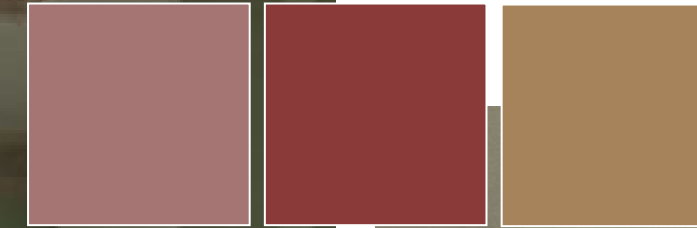
### Lingerie

Oh Darling is a whispered name behind closed doors - a love letter laced in silk and secrecy. Inspired by the quiet passion of the 1800s, this lingerie brand channels the romance of forbidden affairs and the elegance of a bygone era.

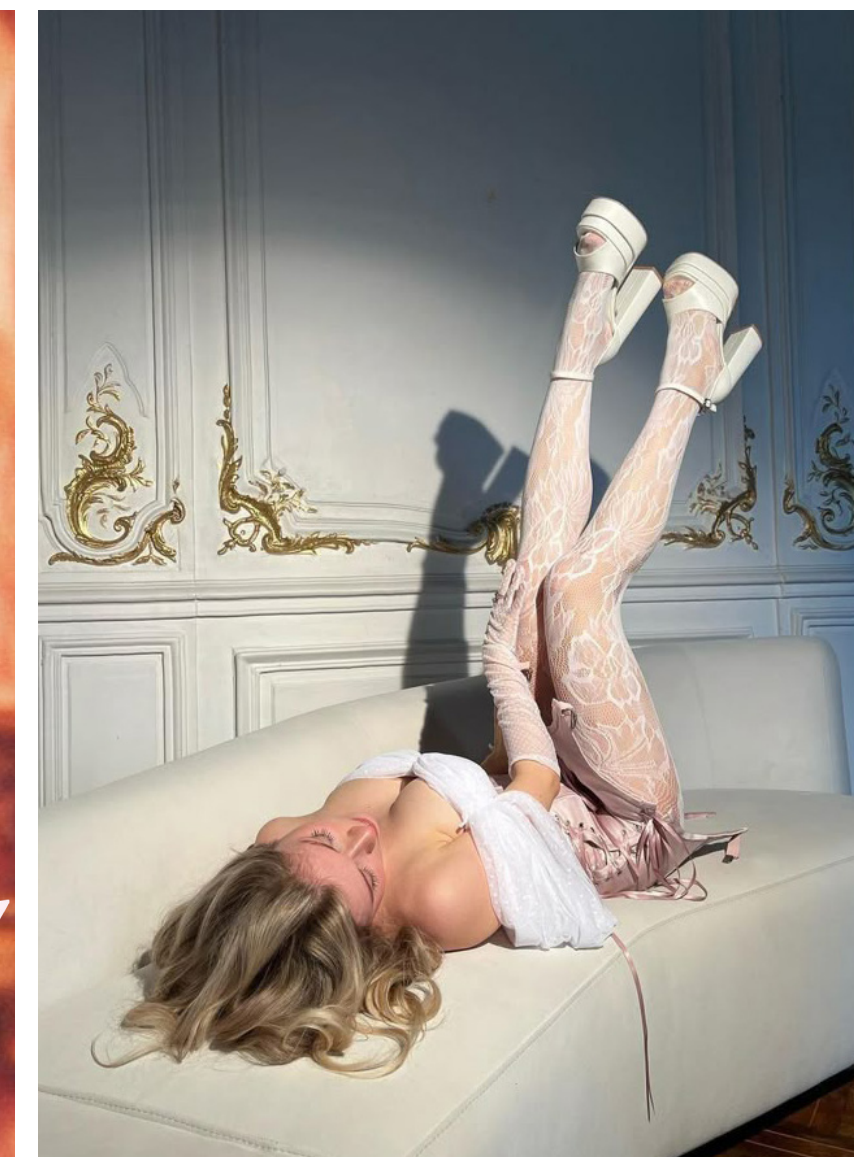
Typography is ornate yet restrained - calligraphic touches paired with delicate serifs. Visuals feel like a scene from a candlelit boudoir: corset laces, velvet drapes, and silhouettes in shadow.

The tone is intimate, poetic, and a little dangerous - designed for the woman who owns her sensuality but reveals it on her own terms. Oh Darling is not just lingerie - it's a secret passed between lovers, a soft rebellion wrapped in satin.

# Oh Darling



*"She seduced his soul until  
it moaned her name"*





**LUNOVA**  
Beauty

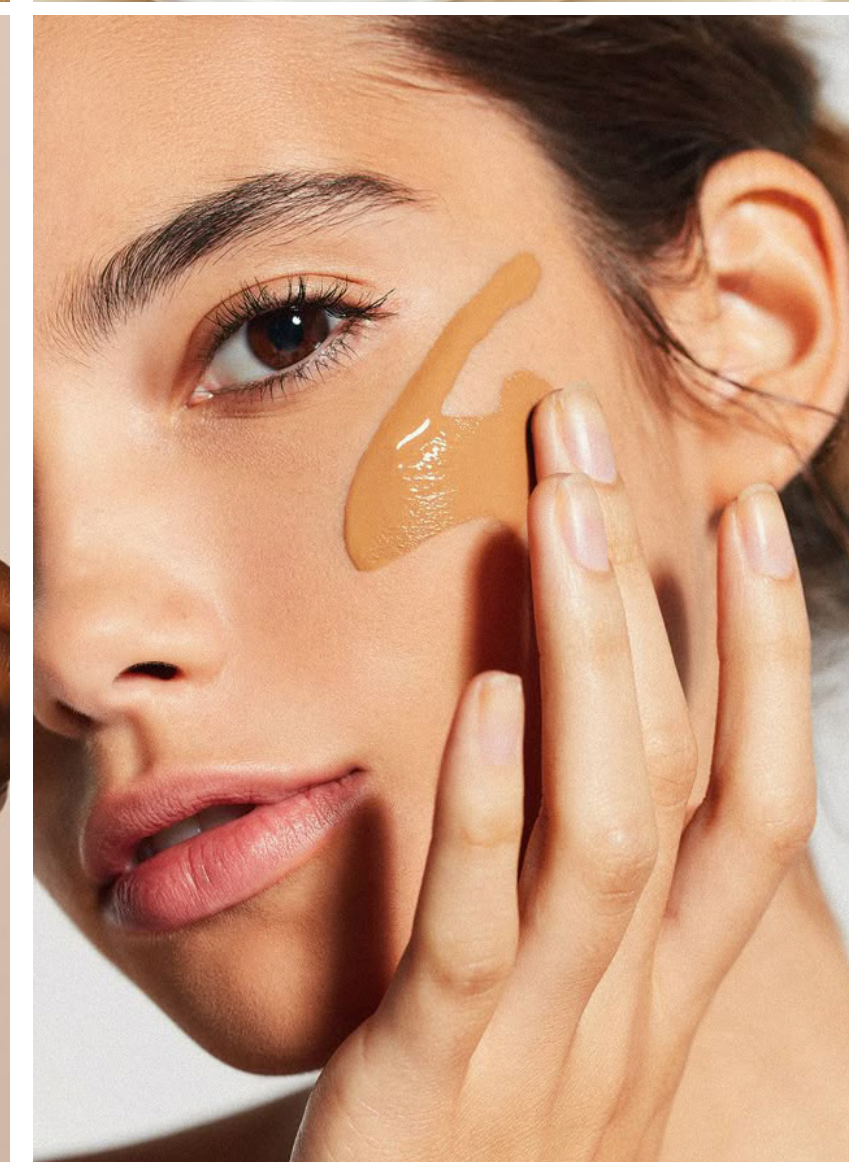
Lunova is a beauty brand focused on enhancing natural radiance with clean, effective skincare and cosmetics. Inspired by the words luna (moon) and nova (new), Lunova represents a fresh glow that comes from within.

Each product is designed to support healthy, luminous skin, combining gentle ingredients with modern formulations to bring out your most confident, radiant self.

✧  
**Lunova** ✧

✧  
**Lunova** ✧

SKIN THAT *Glow*s





## SIP SOCIETY

### Dinnerware

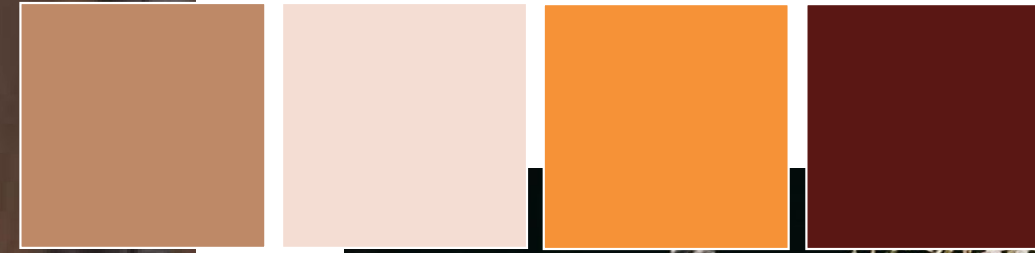
Sip Society isn't your grandma's dinnerware - it's designed for nights that blur the lines between elegance and excess. Think sleek, provocative pieces that make a statement: bold shapes, dark glazes, and unexpected details like gold flecks or matte-black finishes. This is dinnerware for those who live loud, laugh hard, and never apologize for a little indulgence.

The name Sip Society feels exclusive yet rebellious - a secret club where cocktails flow and rules don't apply. Typography is sharp and modern with a hint of grit, pairing clean lines with a rebellious attitude. The overall look is moody and decadent, perfect for setting the scene at wild dinner parties or intimate, late-night gatherings where sophistication meets sin. This is tableware that invites you to play hard and party harder.

# SIP Society

DINNERWARE FOR *Debauchery*

# SIP Society





MISS POPPY  
Clothing Label

Miss Poppy is where power meets polish. Tailored, form-fitting, and unapologetically feminine, this label is made for women who command a room - whether it's a courtroom or a candlelit dinner. The name adds a subtle softness, but the brand is anything but delicate. Think sculpted lines, luxe fabrics, and sharp, architectural silhouettes that celebrate the female form without compromise.

Visually, the brand leans into minimalism with tension - rich neutrals, deep burgundy, jet black, and clean typography with a refined serif or modern uppercase. No frills, just structure and confidence. The tone is cool, elevated, and quietly seductive. Miss Poppy is for the woman who leads with strength, dresses with precision, and turns heads without trying. It's tailored luxury for modern power players.





## THE MISTRESS

### Jewellery

The Mistress is bold, seductive, and unapologetically luxurious. This jewelry brand is made for the woman who owns her power - and her secrets. The name evokes intimacy, temptation, and an untouchable kind of glamour. Each piece is a quiet rebellion: sensual, striking, and crafted to leave a lasting impression.

The visual identity leans into dark, moody elegance - satin black, gold, deep garnet tones. Typography is a sultry script that whispers more than it shouts. Every detail feels intentional, from velvet packaging to bold, sculptural designs that hug the skin like a lover's touch.

Because let's be honest - **everyone loves a dirty little secret.**

The Mistress isn't just jewelry. It's desire, wrapped in metal. Worn in plain sight. Hidden in plain view.

The  
Mistress

