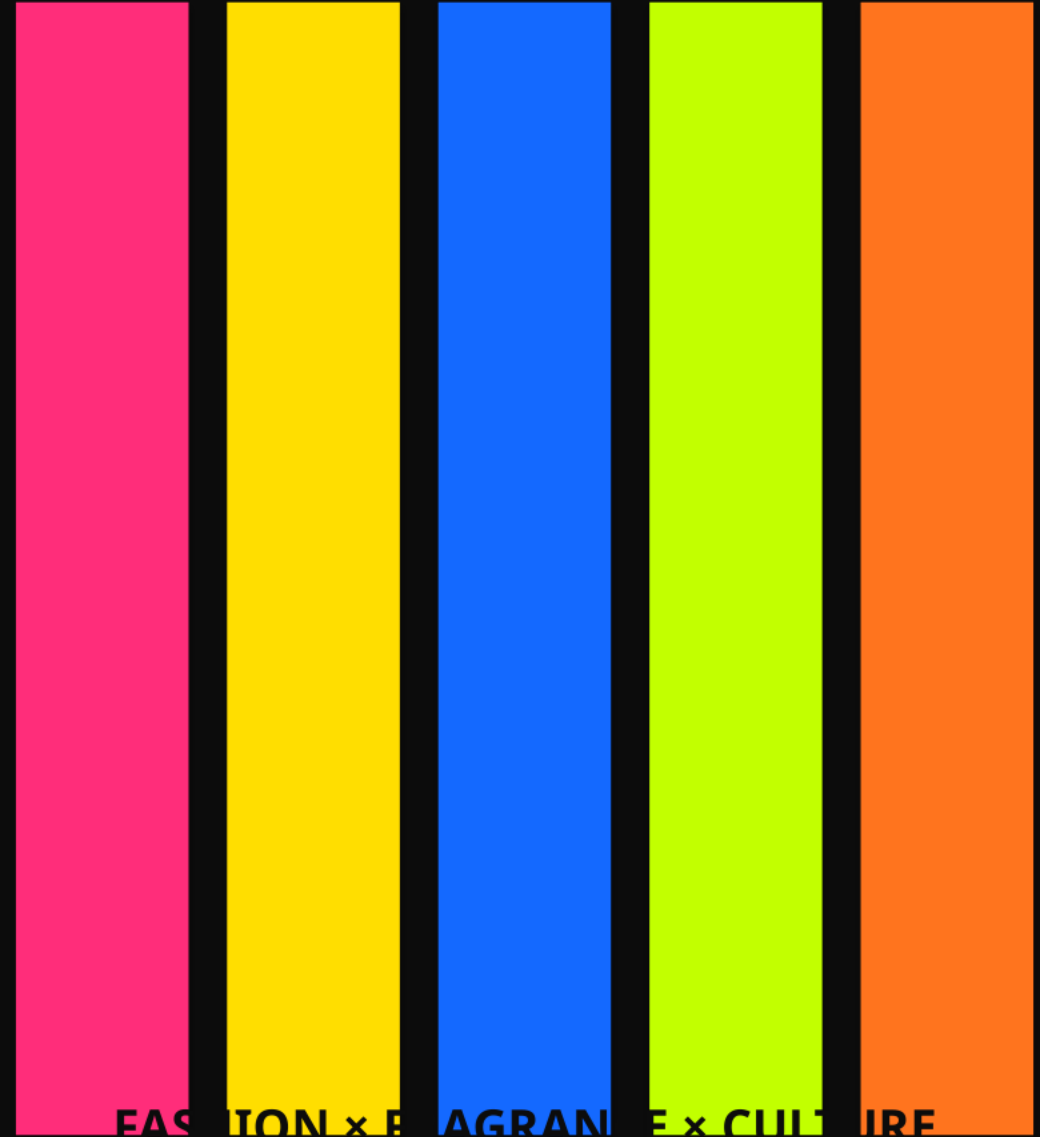


LUXIFY SCENT

A BRAND REVAMP & MARKETING DIRECTION

Turning fragrance from a product you
buy
into a part of personal style.



THE OPPORTUNITY

Luxify already has the product depth. The opportunity is to build the world around it.

From a catalogue of fragrances → to a recognisable brand people want to be part of.

PRODUCT DEPTH

Large catalogue across inspired fragrances, attars, solids and hair mists.

PRICE ACCESS

The current online range spans accessible entry points; hero pricing should be clarified and simplified.

BRAND GAP

The assortment is broad, but the consumer-facing visual world can be much more distinctive.

Current site snapshot: broad assortment + strong price-led proposition.

Source: Luxify Scent public website, accessed Sep 2026.

THE SHIFT

WE DON'T NEED TO MAKE LUXIFY LOOK MORE "LUXURY."

We make it feel more like a fashion / lifestyle brand that happens to sell fragrance.

TODAY

"Which famous scent does this smell like?"

THE NEW ROLE

"Which one feels like me?"

The strategic move: from functional comparison → emotional self-expression.

FRAGRANCE AS STYLE.

Luxify becomes the fragrance layer
of your outfit, mood and
personality.



OUTFIT

+

MOOD

+

SCENT

=

YOUR VYBE

Not luxury.
Not traditional perfume advertising.
Not "just another dupe brand."

THE 5-PRODUCT SYSTEM

5 FRAGRANCES. 5 PERSONALITIES. 1 BRAND WORLD.

01

FRESH

Clean • energetic

LUXIFY

02

SWEET

Playful • addictive

LUXIFY

03

BOLD

Confident •
outgoing

LUXIFY

04

DARK

Mysterious • night

LUXIFY

05

WILD

Unexpected • fun

LUXIFY

The exact five existing fragrances can be selected with the client based on sales, margin and audience.

PACKAGING DIRECTION

MAKE THE PRODUCT THE CONTENT.

- One recognisable bottle architecture across the range
- Strong colour-coded glass / liquid / label system
- Statement cap or tactile detail — not a generic stock bottle
- Packaging designed to photograph beautifully in social content
- Five products should look collectible together



Concept reference — direction only, not final artwork.

WHAT'S YOUR VYBE?

A simple platform that turns
fragrance choice into a personality
choice.

GOING ON A DATE?

There's a VYBE for that.

BIG DAY TOMORROW?

There's a VYBE for that.

NO PLANS. STILL DRESSED UP.

There's a VYBE for that.

FEELING UNSTOPPABLE?

There's a VYBE for that.

BUILD A FEED PEOPLE WANT TO FOLLOW.

VYBE CHECK

"What are you wearing today?"
Mood → scent → product.

SCENT × STYLE

Outfit, colour, music and fragrance
matched in short-form content.

5-SECOND VYBE

Fast, punchy product films,
transitions and visual hooks.

SOCIAL PROOF

Creators, reviews, reactions,
sampling and UGC.

THE VYBE BAR

A pop-up / mall / event activation that turns sampling into a personality experience.

01

DISCOVER

Pick your mood

02

MATCH

Find your VYBE

03

TRY

Smell + sample

04

SHARE

Create + post

Output: sampling + social content + customer insight + conversion.

FROM REVAMP → RECOGNITION

01

FOUNDATION

Brand strategy
Visual identity
Packaging system

02

TEASE

Colour world
Mystery / mood
posts
Creator seeding

03

LAUNCH

Hero film
5-product reveal
Influencer + paid
media

04

SUSTAIN

VYBE CHECK
UGC + reviews
Drops / activations

Success is not just reach — it is a recognisable brand system that makes product discovery easier.

THE AGENCY ROLE

BRAND

Positioning • personality • verbal identity

DESIGN

Logo refinement • colour • typography • packaging

CONTENT

Campaign concept • art direction • social system

DIGITAL

Instagram look • landing / e-commerce direction

GROWTH

Creators • paid media • sampling • activation

MEASUREMENT

Reach • engagement • CTR • CVR • repeat purchase

One connected brand system — not a collection of disconnected deliverables.

NEXT STEP

LET'S TURN LUXIFY INTO A BRAND.

First workshop / working session

AUDIENCE

PRODUCTS

PERSONALITY

VISUAL WORLD

CAMPAIGN

Decision to make together: what should Luxify be famous for?

This deck is a strategic direction. Final naming, five hero SKUs, bottle engineering and production specifications follow client validation.