

CASE

About the Project:

MOIRÉ is a conceptual perfume brand blending modern femininity with timeless sensuality. Inspired by the texture of moiré silk, the brand evokes depth, elegance, and subtle rebellion.

Seervice:
SMM PRO

KPI

- Build premium Instagram presence from scratch
- Create brand positioning & TOV
- Attract a specific niche audience
- Develop consistent content system (visual + storytelling)
- Prepare for future conversion-focused strategy

Visual Direction

- Moodboard
- Defined brand associations + color palette
- 5 visuals based on concept
- Brief for custom photoshoot
- Visual system = moody, soft, intimate



moodboard



Silk touch
Night perfume
Velvet shadows
Whispered confidence
Cold smoke
Raw softness
Memory scent

Feed Content

- Content plan: 15 posts/month
- Captions: emotional, sensory, selling through story
- 6 Reels: direction + editing
- Concept: depth, desire, design in every post



Stories + Profile

- Profile bio + highlights
- Story system: 3 slides/day
- Balance: interaction + brand mood
- Storytelling = cinematic & calm




MOIRÉ Parfums


0
posts

3498
followers

0
following

For the woman who whispers in elegance
Niche perfumes for quiet luxury lovers

 EU-based

 hello@moireparfums.com

Fonts:

Arimo

CINZEL

Sloop Script Pro



Shop



Scents



Story



Press



Behind



MOIRE PARFUMS

INDULGE IN SWEETNES

Product Features:

Long Lasting
Freshness

Gentle
Formula

Alcohol Free
Ingredients

GET DISC. 20% OFF

*PROMO AVAILABLE UNTIL 06 AUG 2025

SHOP NOW

MOIREPARFUMS.COM

BLOOM *of* SCENT

PAUCEK AND LAGE

FLORAL PERFUME
coming soon

A BLOOMING SYMPHONY OF SCENT—
SOFT, SENSUAL, AND
UNFORGETTABLE.
LET YOUR SENSES BLOSSOM.

BLOOM *of* SCENT

Results

- Fully built presence for a luxury niche brand
- Visual & narrative consistency achieved
- Ready-to-scale system (organic + ads)