

CASE

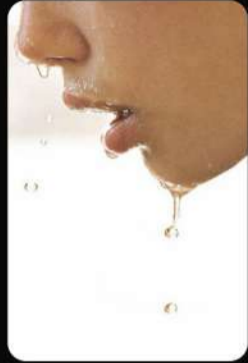
About the Project:

AQUEL - silent reflections. Cool shades of blue and white evoke the lightness of water touching skin. A unisex aesthetic - transparent, fresh, calm.

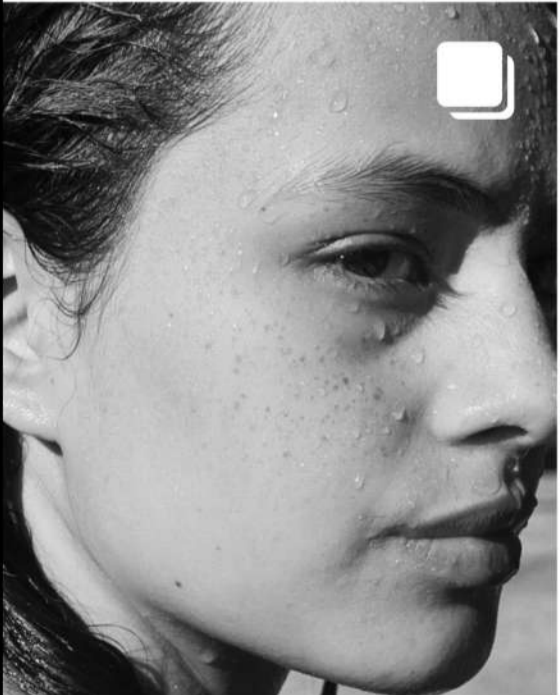
Service:
Visual Direction

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



Water
Skin
Ice
Pure
Calm
Fresh
Blue
Essence



Results

- Developed a clear and cohesive visual direction
- Created a premium moodboard reflecting brand essence
- Designed a minimal, unisex Instagram grid concept
- Defined brand tone: fresh, calm, confident
- Laid the foundation for storytelling-driven content strategy