



JEANNE ATLAN
COMMUNICATION & BRANDING

PORTFOLIO

1. THE MOORS CONCEPT STORE & BEAUTY SALON

DUBAI, UNITED ARAB EMIRATES



THE PROJECT

The Moors is a concept store and beauty salon in Dubai. This space is dedicated to well-being, relaxation, as well as shopping, with a sharp selection of fashion and decoration brands from the Gulf region and the Middle East.

THE BRIEF

Create a branding and identity for this place that pays homage to the Moorish roots of the founders, while adopting a modern approach.

1. CONCEPT BOARDS

2. VISUAL IDENTITY

3. SOCIAL MEDIA KIT

3. WEBSITE

THE MOORS
CONCEPT BOARDS

Compose and assemble visual elements, references and an atmosphere for each room of the concept store. A visual translation of my clients' aspirations, by carrying out in-depth research on decoration trends in oriental and Japandi styles, in order to create a harmonious and inspiring space.

1.

L'entrée

L'entrée très aérée et dégagée reprend les codes du Maroc avec modernité et nous plonge directement au sein d'une offre de produits mode, colorés et inédits, toujours avec une touche d'ailleurs...

THE MOORS
CONCEPT BOARD



SILHOUETTES

Dès l'entrée nous pouvons apercevoir en fil conducteur les silhouettes de Pierre Frey donnant le ton du concept store et de ces femmes venant de tous horizons à la recherche d'un lieu habité, mode et déco mais aussi de la douceur de vivre du Maroc...

THE MOORS
CONCEPT BOARD



THE MOORS
CONCEPT BOARD



THE MOORS
VISUAL IDENTITY

This design is the result of mixing and reinterpreting different typographies and shapes, creating a bohemian aesthetic that invites you to travel. The logo captures the essence of movement, travel and escape, giving off a free and inspiring look.



MOOD



PALETTE



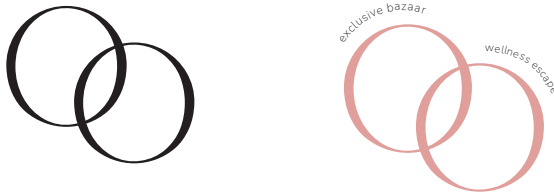
FONTS

ADORE SANS
ABCDEF
GHIJKMNOP

Korcy
ABCDEF
abcdef

Nunito
ABCDEF
abcdef

DESIGN ELEMENTS



THE MOORS
INSTAGRAM FEED



996
posts

2.592
followers

809
followings

Follow

The Moors
Exclusive bazaar and wellness escape
Concept store - Beauty studio - Moroccan bath
Dubai - Jumeirah 1 / Coming soon
themoors.ae





**The Moors**
Jumeirah, Dubai





The Moors Step into the unknown.
#OrientalElegance #TheMoors

**The Moors**
Jumeirah, Dubai





The Moors Radiating sophistication in green.
#EleganceUnleashed #TheMoors

**The Moors**
Jumeirah, Dubai





The Moors A journey through time.
#VintageCharm #inspiration #TheMoors

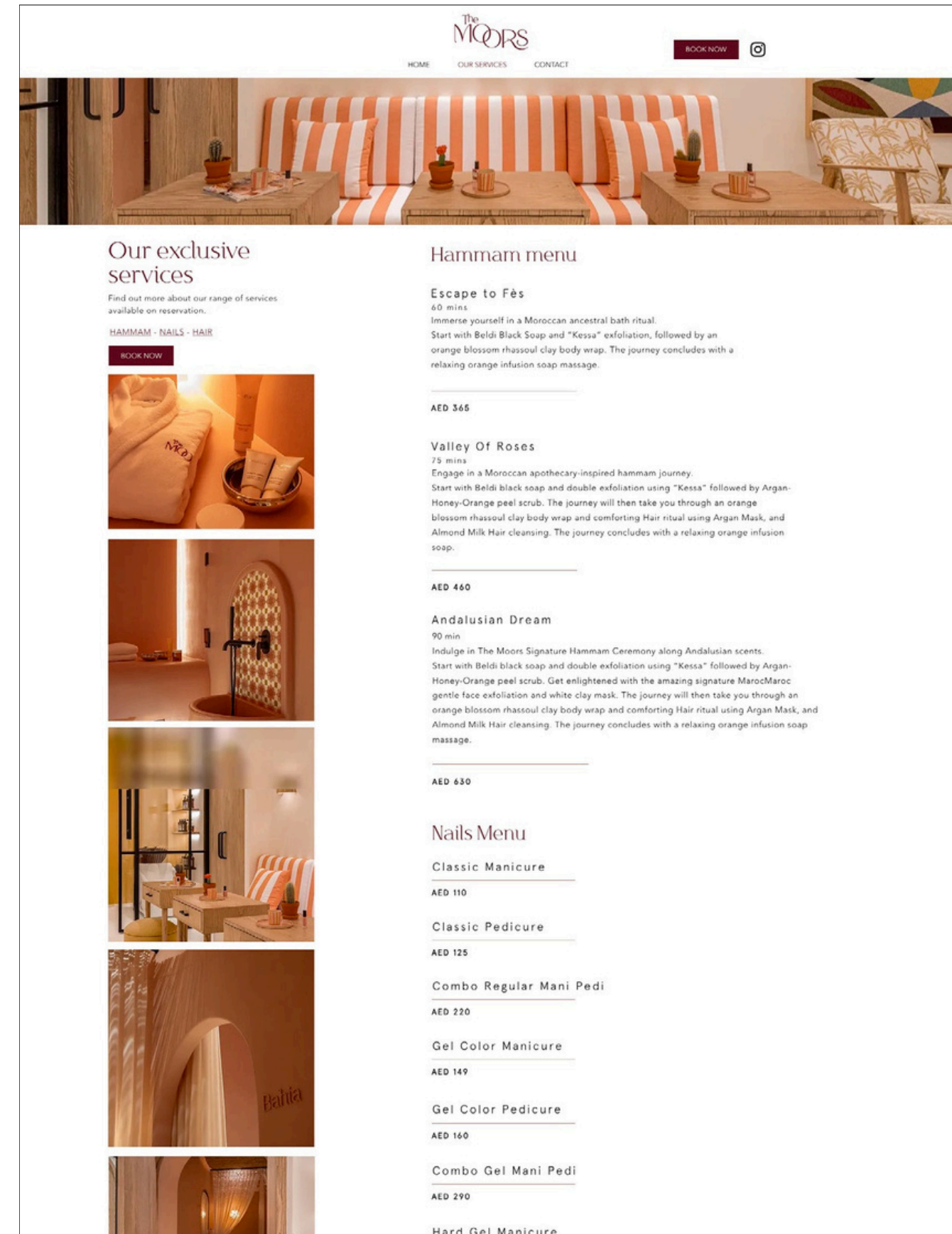
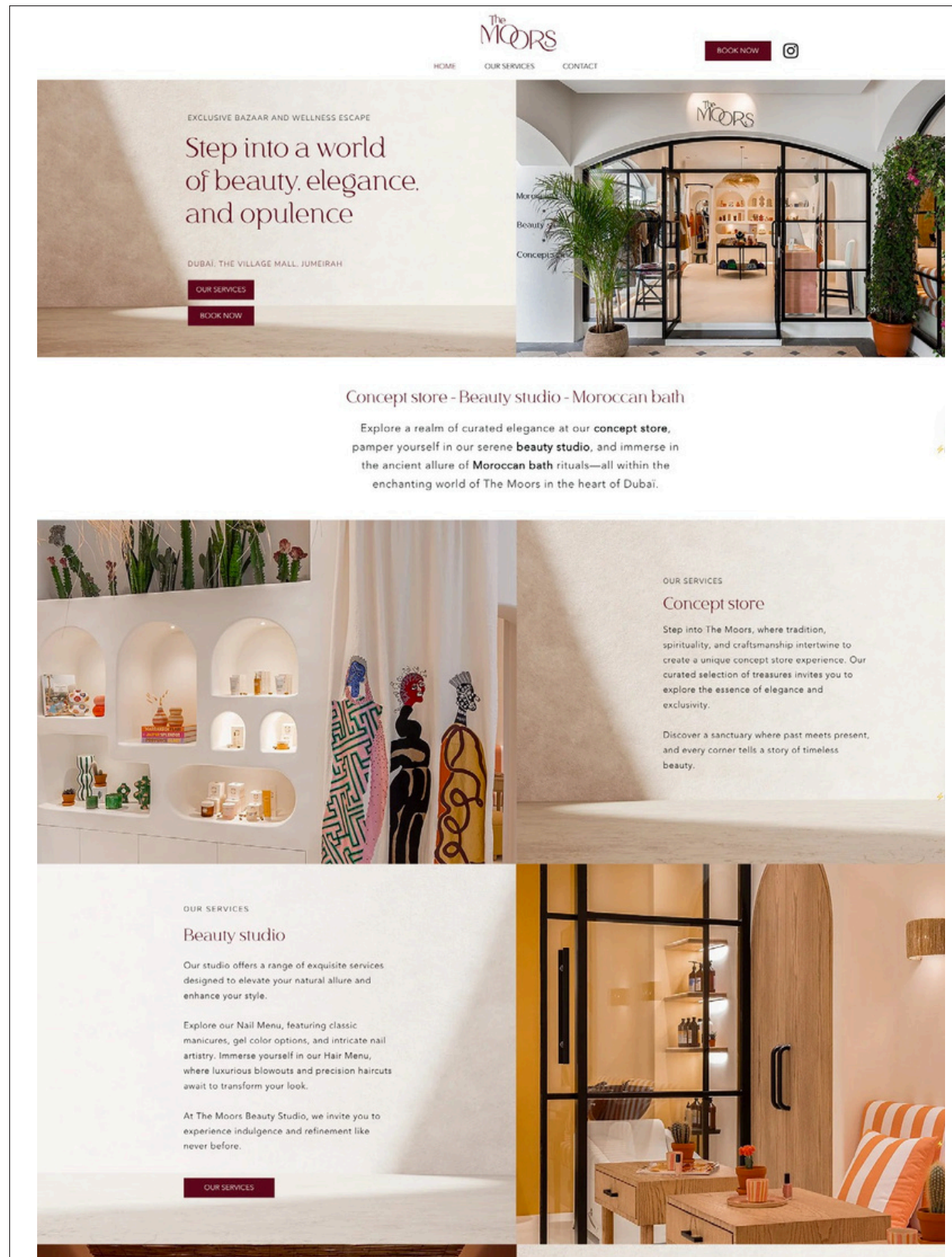
**The Moors**
Jumeirah, Dubai





The Moors Sitting pretty with a splash of '70s style
#GroovyMoors #TheMoors

THE MOORS
WEBSITE



LA PLATEFORME CONCEPT STORE & BEAUTY SALON

DUBAÏ, UNITED ARAB EMIRATES



THE PROJECT

La Plateforme is a B2B online resource for premium cosmetics and beauty products. La Plateforme is all about authenticity, refinement, well-being. La Plateforme meticulously selects every item to reflect its values and ethics.

THE BRIEF

The goal was to align the visual universe with The Platform's mission: preserving the image and values of beauty and wellness brands while enhancing their presence in the UAE market. Each element was designed to echo the brand's refined positioning and its commitment to high-end service for luxury spas, beauty institutes, and yoga centers.

1. VISUAL IDENTITY

2. WEBSITE

3. B2B PRESENTATION

LA PLATEFORME
VISUAL IDENTITY

My solutions focused on building a refined and cohesive visual identity. I designed an elegant typographic system featuring a custom calligraphic 'F' to evoke personalized luxury. I also curated a soft, sophisticated color palette to convey balance and exclusivity. Every visual choice was made to enhance the feeling of curation, craftsmanship, and premium experience that define The Platform.

la
plateforme
CAREFULLY
SELECTED
PRODUCTS

ORGANIC



RICH



CLEAN



AUTHENTIC



PALETTE



FONTS

Edensor FREE

ABCDEF
abcdef

Made Infinity

ABCDEF
abcdef

LA PLATEFORME
WEBSITE



UNITED ARAB EMIRATES

CAREFULLY
SELECTED
PRODUCTS

OUR BRAND SELECTION



WORLD'S BEAUTY PRODUCTS HAND-PICKED AND BROUGHT TO YOU

WHO WE ARE

LA PLATEFORME IS YOUR KEY PARTNER

We offer an **exclusive range** of brands from around the world, carefully selected & imported in Dubai, ready to be shipped to any location in the GCC.

Brands we admire, use for ourselves and advise to our family and close friends.

We apply **strict criteria** and **build robust partnerships** in order to make high value brands available to conscious customers in the region.

CONTACT US



OUR PHILOSOPHY

No **mental burden** on : who's behind the **brand**? What are their **values**? Are the **compositions** up to your **standards**?

OUR MISSION

We travel the world to understand the beauty trends, customer needs and find successful brands that we share values with: La Plateforme is the privileged bridgebetween you and them.



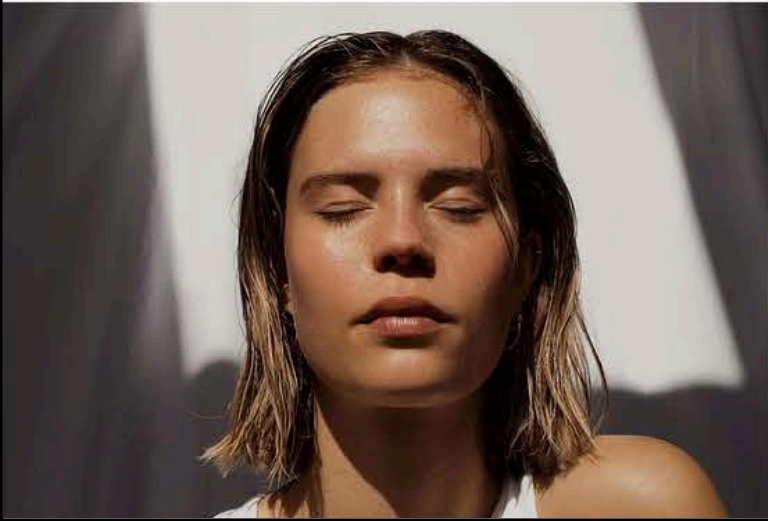
→ **An exclusive selection**

La Plateforme is the place where each product is carefully chosen to embody our dedication to offering a unique and refined shopping experience, setting us apart in the competitive landscape of luxury commerce.

Our selection of products is always science based and with customer's best interests at heart.

OUR BRAND SELECTION





→ **Knowledge & Trust**

At La Plateforme, each brand has a story to tell and each product has a need to meet. With only one goal: become an integral part of your business and a way to stand out to your customers.

HOW

can you then efficiently select
the brands used and sold at the heart
of your business to please your customers and
increase their loyalty?

LEAVE IT
TO US!

WORLD'S BEAUTY
PRODUCTS HAND-PICKED
AND BROUGHT TO YOU

What if you could buy **carefully
selected cosmetics & beauty
products** globally sourced in one
place, around the corner?

No **mental burden** on :
who's **behind** the brand?
What are their **values**?
Are the **compositions** up to
your standards?

A M A Z I N G

but tell me how?

1

KNOW
EACH OTHER

Let us understand who you
are, what is the heart of
your business, who are your
customers. Then we present
our expertise and the
products in the selection.

2

APPROVE BRANDS YOU
WILL USE & SELL

We take you through the
selection journey and
approve together the
products that will meet
your needs.

3

ESTABLISH VOLUMES
AND DELIVER

You define the volumes
needed for each reference
and we make it happen.
Products are delivered to
the location of your choice.

We ambition to provide your business with
products that you can use and sell with
authenticity and enthusiasm. Whether you sell
or buy from us, knowledge and trust are how
we conduct business, with an anchoring in
sophistication and excellence.

ROYAL COLLECTION LUXEMBOURG

AN INITIATIVE BY THE GRAND DUCHESS OF LUXEMBOURG,
OFFERING A SELECTION OF EXCLUSIVE ITEMS INSPIRED BY THE
GRAND DUCAL HERITAGE.

LUXEMBOURG, EUROPE.

ARTISTIC DIRECTION & BRANDING
VIDEO & PHOTO SHOOTING DIRECTION
SOCIAL MEDIA & CONTENT STRATEGY
PRESS & COMMUNICATION



ROYAL COLLECTION LUXEMBOURG
PHOTOSHOOT DIRECTION



ROYAL COLLECTION LUXEMBOURG
VIDEO SHOOT DIRECTION



CLICK HERE TO
WATCH THE VIDEO

ROYAL COLLECTION LUXEMBOURG
WEBSITE / ART DIRECTION

WWW.ROYALCOLLECTION.LU

La Boutique

Royal Collection

A propos

Se connecter

ROYAL COLLECTION LUXEMBOURG

Boutique en ligne

> DÉCOUVRIR LA COLLECTION

ROYAL COLLECTION LUXEMBOURG

Royal Collection Luxembourg a pour vocation de promouvoir l'artisanat et le savoir-faire luxembourgeois et européen avec une gamme de produits exclusifs dont l'intégralité des bénéfices est reversée à la Fondation du Grand-Duc et de la Grande-Duchesse et à l'association Stand Speak Rise Up! de S.A.R. la Grande-Duchesse, engagées depuis des années auprès des populations plus vulnérables et des femmes victimes de violences.

la Fondation du Grand-Duc et de la Grande-Duchesse et Stand Speak Rise Up!

EN SAVOIR PLUS

MODE & BIJOUX

MAISON & DÉCO

PAPETERIE & ÉCRITURE

GASTRONOMIE & CAVE À VINS

UNE CÉLÉBRATION DE L'HÉRITAGE CULTUREL LUXEMBOURGEOIS DANS UNE DÉMARCHE SOLIDAIRE

La toute première ligne d'objets uniques, modernes et originaux inspirés par l'univers de la famille grand-ducale.

Une collection d'exception, créée à l'initiative de S.A.R. la Grande-Duchesse, en collaboration avec des artisans, des maisons et des créateurs luxembourgeois, désireux de mettre leur savoir-faire à l'honneur.

VOIR LA COLLECTION

La Boutique

Royal Collection

A propos

Se connecter

Boutique

Tous les produits

Mode & Bijoux

Maison & Décoration

Gastronomie & Cave

3 Vins, Royal Château Les Croixes - Cuvée Royal Collection

€49.50 TTC

Foulard en soie

€139.00 TTC

Foulard Taffeta

€65.00 TTC

Bougie parfumée - Château

€24.50 TTC

Notebook HMT

€18.90 TTC

2 pochettes de 2 crayons noirs HMT

€15.80 TTC

Mug porcelaine blanche HMT

€27.00 TTC

Cravate en soie - Adulte

€79.00 TTC

Cravate en soie - Enfant

€42.00 TTC

Montre « Route Lévi »

€95.00 TTC

Montre sport « Lion rouge »

€79.00 TTC

Boutons de manchette « Armoiries », en argent massif

€149.00 TTC

Boutons de manchette « Couronne »

€40.00 TTC

Tablier de cuisine

€93.00 TTC

Savon Mains et Corps

€12.00 TTC

ROYAL COLLECTION LUXEMBOURG
SOCIAL MEDIA & CONTENT STRATEGY



Royal Collection Luxembourg

33publications

627followers

50suivi(e)s

 E-shop solidaire

 Célébrant l'héritage culturel et l'artisanat luxembourgeois

 Une initiative de S.A.R. la [@grandeduchesse_mariateresa](#)

 [www.royalcollection.lu](#)

 Suivi par [fondation_grandducale_lux](#), [standspeakriseup](#) et 13 autres personnes

Suivi(e) ▾

Écrire



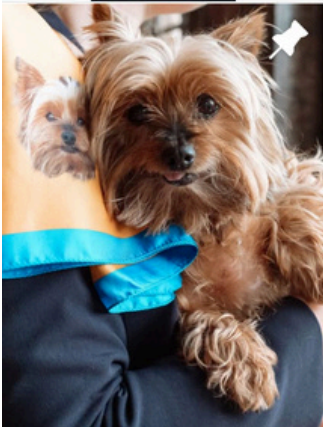
PRODUITS

POINTS DE VENTE

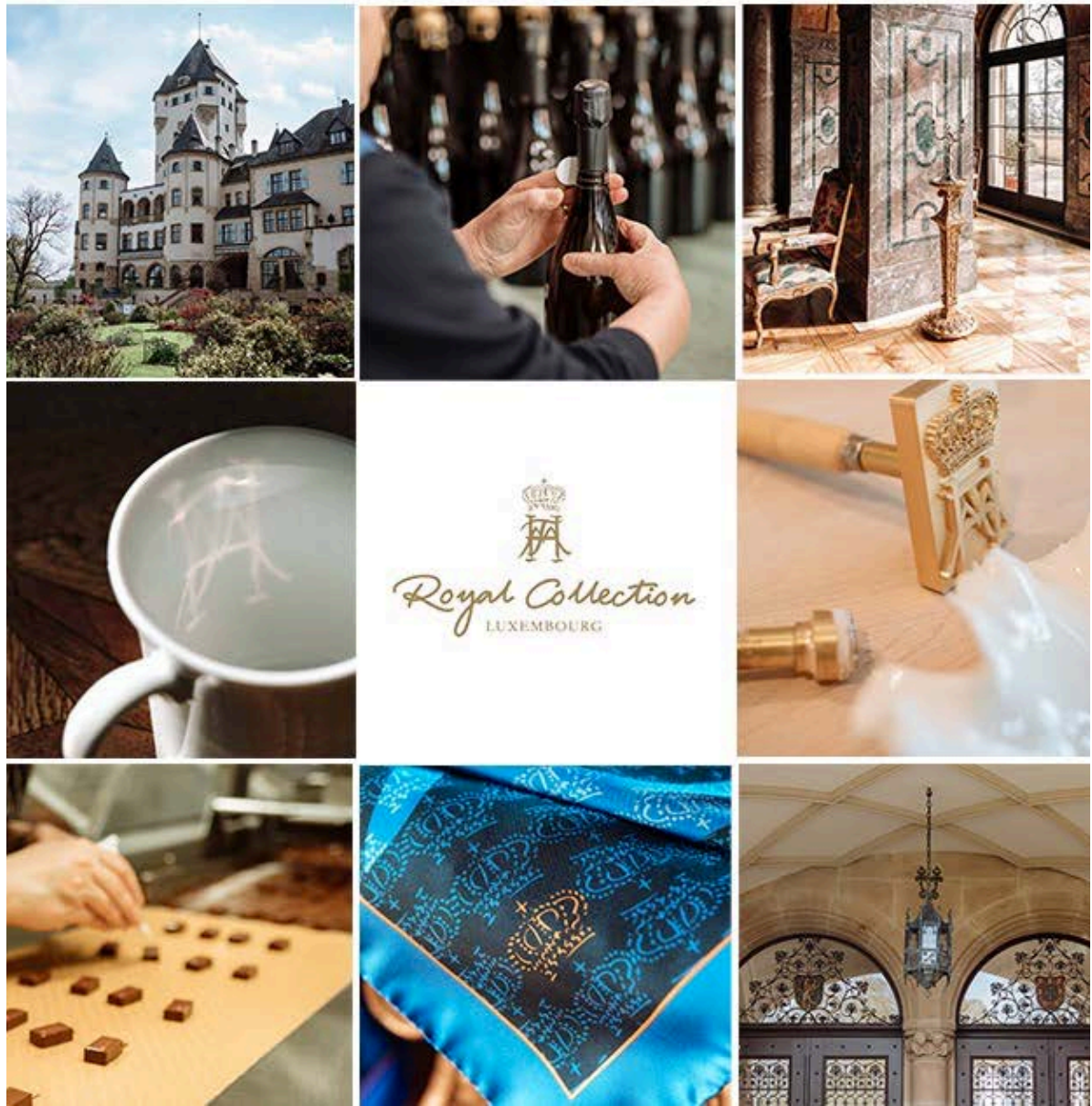
PRESSE

CollectionPoints de v...Presse





INSTAGRAM LAUNCH FEED



AGIA JEWELRY BRAND

DUBAÏ, UNITED ARAB EMIRATES



VISUAL IDENTITY

THE PROJECT

AGIA is a reflection of its creator—intuitive, passionate, and drawn to raw beauty. Inspired by the Mediterranean, she transforms unique, soulful gems into timeless heirlooms. Each piece, whether one-of-a-kind or made to order, carries her vision: more than jewelry, a story waiting to be told.

THE BRIEF

Create an identity that embodies Mediterranean elegance. Inspired by Greece and Turkey, the logo should balancing raw authenticity with refined luxury.

AGIA
MOODBOARDS



AGIA
LOGO AND BRANDBOARD

AGIÀ

AGIÀ
Crafting beauty in every facet

AGIÀ

MAIN PALETTE

- Peach cream
#FBF2E1
- Terracotta 1
#CAA78C
- Pink blush
#ECD2C2
- Celadon
#B0C8C1
- Ivory blush
#EEDBCF

COMPLEMENTARY PALETTE

- Buttercream
#EFE0CB
- Smoked beige
#C5B3A7
- Sand
#D5BFAB
- Terracotta 3
#E4C0A6
- Terracotta 2
#CAA78C
- Mint
#D2E8D9



SUGGESTING TITLE FONT
Mansory ABCDEF abcdef

ACCOMPANYING FONT
Simvoni ABCDEF abcdef

PÉPITE RAISIN
CIRCULAR INNOVATIONS

PARIS AND REIMS, FRANCE

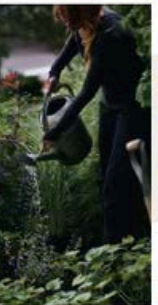
pépité raisin

REIMS • PARIS

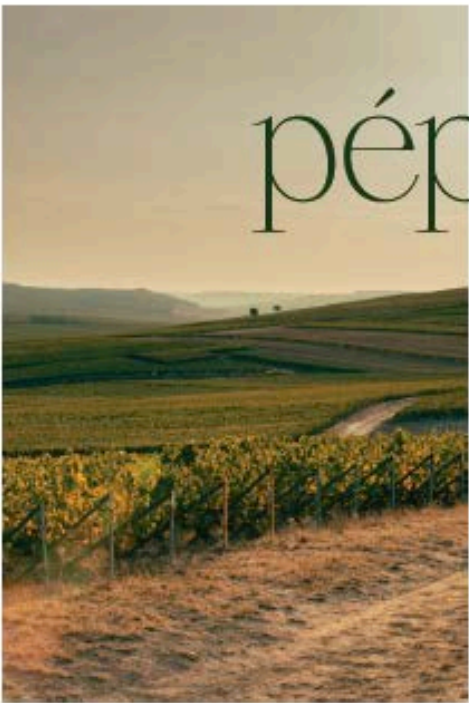
pépité raisin

p_r

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VISUAL IDENTITY



pépité raisin

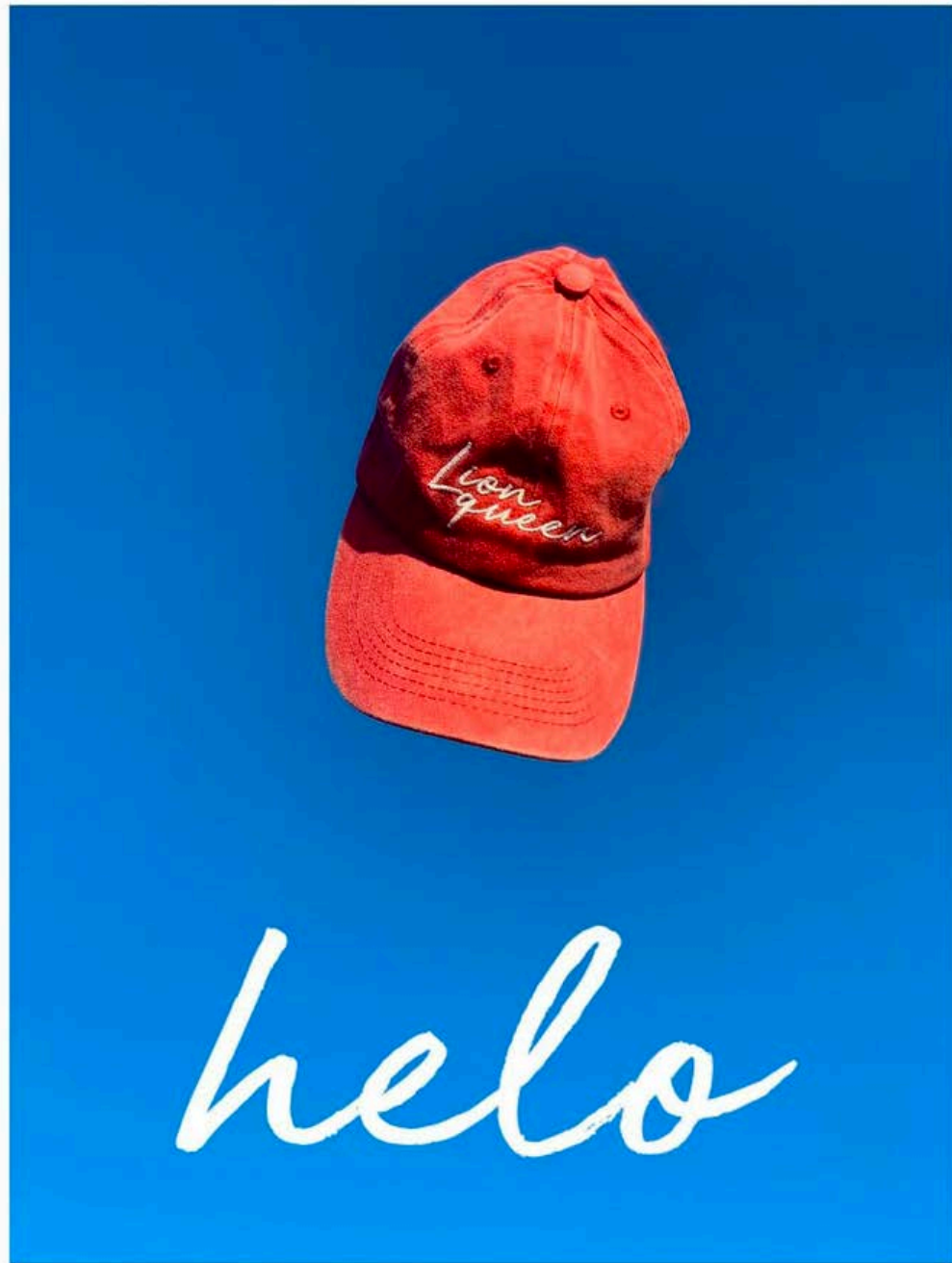
Sublimer
l'intelligence
du raisin

Sublimer l'intelligence du raisin

p_r

HELO / FRENCH FASHION BRAND
LOGO CREATION + BRANDING

PARIS, FRANCE



LA SMALA / KIDS CLOTHES AND EVENTS
LOGO + BRANDING

DUBAÏ, UNITED ARAB EMIRATES



THE BEACH COLLECTION



CINDY TWOS / YOUTUBER AND INFLUENCER
PHOTOSHOOT - VIDEO EDITING - INSTAGRAM EDITORIAL - CONTENT STRATEGY AND CREATION

DUBAÏ, UNITED ARAB EMIRATES



OJAR / OMANI PERFUME BRAND
VIDEO EDITING + CONTENT CREATION

MUSCAT, OMAN

OJAR



LINK