

DESIGNER BRIEF  
SEPTEMBER 2025  
DUE: OCTOBER 8TH

The PlayBook  
MEMBERSHIP



**Brand Name:** LUNARA  
**Industry:** Wellness – Holistic Skincare  
**Style:** Modern, calming, approachable luxury

**Meet your client:**

Lunara is a holistic skincare and self-care brand based in Amsterdam, offering natural products designed to bring calm and balance into daily rituals. Their target audience is women who want to slow down, nurture their skin, and embrace intentional living. The brand should feel elevated yet soft – modern in design, but with a sense of warmth and trust that makes it approachable.

**Brand Keywords:**

- Calm
- Botanical
- Nurturing
- Fresh
- Mindful

**Deliverables (choose any):**

- Logo + submark
- Instagram 9-tile mockup
- Website Homepage concept
- Skincare packaging (jar/box design)
- Branded thank-you card or mailer

Post your designs to Instagram - It may gain you a real client!

*Have fun!*