

DESIGNER BRIEF

APRIL 2026

DUE: MAY 7TH

The PlayBook  
MEMBERSHIP



**Brand Name: La Maré House**

**Industry: Boutique Hotel**

**Style: Coastal minimalism, relaxed luxury, sun-washed elegance**

**Meet your client:**

La Maré House is a design-led boutique hotel inspired by slow coastal living and understated European charm. Rooted in simplicity and sensory experience, the hotel offers a calm escape from fast-paced modern life.

The space is warm and textural – natural linens, soft stone, sun-faded tones, and organic materials. Every detail is considered, from morning light filtering through sheer curtains to long, unhurried afternoons by the sea.

La Maré House is less about luxury in excess, and more about how a place feels. The brand should evoke ease, warmth, and quiet sophistication, relaxed, but deeply intentional.

**Brand Keywords:**

- Coastal
- Sea vibes
- Textural
- Relaxed
- Grecian feel

**Deliverables (choose any):**

- Logo + Submark
- Hotel touchpoints (key card, menu, signage)
- Website homepage concept
- Instagram 9-tile grid
- Guest experience or welcome pack

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

*Have fun!*