

DESIGNER BRIEF

FEBRUARY 2026

DUE: MARCH 7TH

The PlayBook
MEMBERSHIP



Brand Name: Maison Vale

Industry: Jewellery

Style: Modern statement, confident femininity, fashion-led

Meet your client:

Maison Vale is a contemporary jewellery brand creating bold, sculptural pieces for modern women. Designed as wearable statements, the collections explore contrast, strength and softness, structure and fluidity, minimalism and expression.

The brand moves beyond traditional fine jewellery tropes, positioning jewellery as self-expression rather than sentiment. Pieces are intentional, architectural, and designed to be noticed.

Maison Vale is editorial, confident, and expressive. The visual identity should feel modern and fashion-forward, less heirloom, more attitude.

Brand Keywords:

- Bold
- Feminine
- Sculptural
- Expressive
- Editorial

Deliverables (choose any):

- Logo + Wordmark
- Jewellery packaging or object design
- Campaign concept (print or digital)
- Website homepage concept
- Instagram 9-tile grid

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

Have fun!