

DESIGNER BRIEF

MARCH 2026

DUE: APRIL 7TH

The PlayBook  
MEMBERSHIP



**Brand Name: AERIS**

**Industry: Luxury Travel Goods**

**Style: Architectural minimalism, precision design, modern mobility**

**Meet your client:**

AERIS is a contemporary luxury luggage brand redefining modern travel. Built for global creatives and design-conscious professionals, AERIS blends engineered performance with refined aesthetics.

Every piece is intentionally constructed, clean lines, lightweight materials, precision detailing. The design language is minimal and architectural, inspired by movement, structure, and efficiency.

AERIS positions travel not as escape, but as momentum. This is luggage for people who are always in transit, between cities, ideas, and ambitions.

The brand should feel confident, structure

**Brand Keywords:**

- Architectural
- Engineered
- Precise
- Minimal
- Functional Luxury

**Deliverables (choose any):**

- Logo + Wordmark
- Product branding (luggage shell + detailing)
- Campaign concept
- Website homepage concept
- Instagram 9-tile grid
- Packaging or travel tag design

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

*Have fun!*