Charley.



A GLOBAL BRANDING AGENCY

PARIS LONDON NEW YORK DUBAI HONG KONG MIAMI

Charley.



A GLOBAL BRANDING AGENCY

Charley.

CHARLEY SIGNATURE *is a*
GLOBAL LUXURY BRANDING AGENCY
that TRANSFORMS STRATEGY *into*
STORY *and* IDENTITY *into* PRESENCE.

Charley.

A LEGACY *of* PRESTIGE WORLDWIDE

Our expertise is trusted by the world's most prestigious names. Each collaboration is a testament to our dedication to elegance, craftsmanship, and storytelling, shaping brands that define luxury across the globe.

ASTON MARTIN RESIDENCES at 300 BISCAYNE BOULEVARD WAY MIAMI

FOUR SEASONS HOTELS

BURJ KHALIFA

JUMEIRAH BURJ AL ARAB

DIOR

ARMANI Hotel

BVLGARI RESORT

MANDARIN ORIENTAL

ROLLS ROYCE

LAMBORGHINI

BENTLEY

RAFFLES

Charley.

A GLOBAL BRANDING AGENCY

Our Elegance is our way, our journey. Shaped by craftsmanship, communication, and interaction. It is the meticulous artistry found in the finest details, the harmony between creation and expression. True elegance is woven through the mastery of artisans, the precision of design, and the poetry of form.



WHEREVER LUXURY LIVES, WE ARE NEAR

Elegance moves across continents, carried by those who appreciate the rare and the refined. From the opulence of Dubai to the grandeur of Paris, the timeless allure of London to the quiet vibrance of New York and Miami, our presence follows where beauty is sought and meaning is desired.

Charley SIGNATURE is not defined by geography but by a global sensibility. With studios in key cities around the world, we remain close to the pulse of luxury, attuned to the nuances that inspire *The One Percent* and the brands they trust. Wherever your vision lives, we craft stories that unite poetry with precision and transform distinction into timeless presence.

EVERY ELEGANT STORY BEGINS WITH A CONVERSATION.



Chaumet.

GLOBAL RECOGNITION *and* STRATEGIC AFFILIATIONS

Our work lives within a broader dialogue of excellence. These affiliations reflect our presence inside the world's most influential luxury networks, where vision, responsibility, and leadership shape the future of the



THE WORLD OF LUXURY COMMERCE CHAMBER

Member of The World of Luxury Commerce Chamber, an international institution uniting influential leaders, maisons, and visionaries shaping the future of global luxury.

This affiliation reflects our active participation within a distinguished ecosystem where dialogue, strategy, and innovation define the standards of contemporary luxury across continents.

Positive Luxury

LUXURY POSITIVE NETWORK

Part of the Luxury Positive network, a global collective dedicated to advancing a more conscious, culturally intelligent, and future-oriented vision of luxury.

Through this alignment, we embrace a philosophy where refinement is paired with responsibility, and where long-term value, ethical awareness, and meaningful impact shape the next era of the industry.


COUPÉ SIMONE

Chawley.

CLIENT

SIMONE COUPE

SERVICES

Art Direction | Brand Development |
Brand Identity | Microsite | Coffee Table Book

Coupé Simone is a one-of-a-kind automotive revival project where Art Deco futurism meets modern craftsmanship. More than a car, it is a design statement and a living work of art, born to inspire and built to leave a lasting legacy.

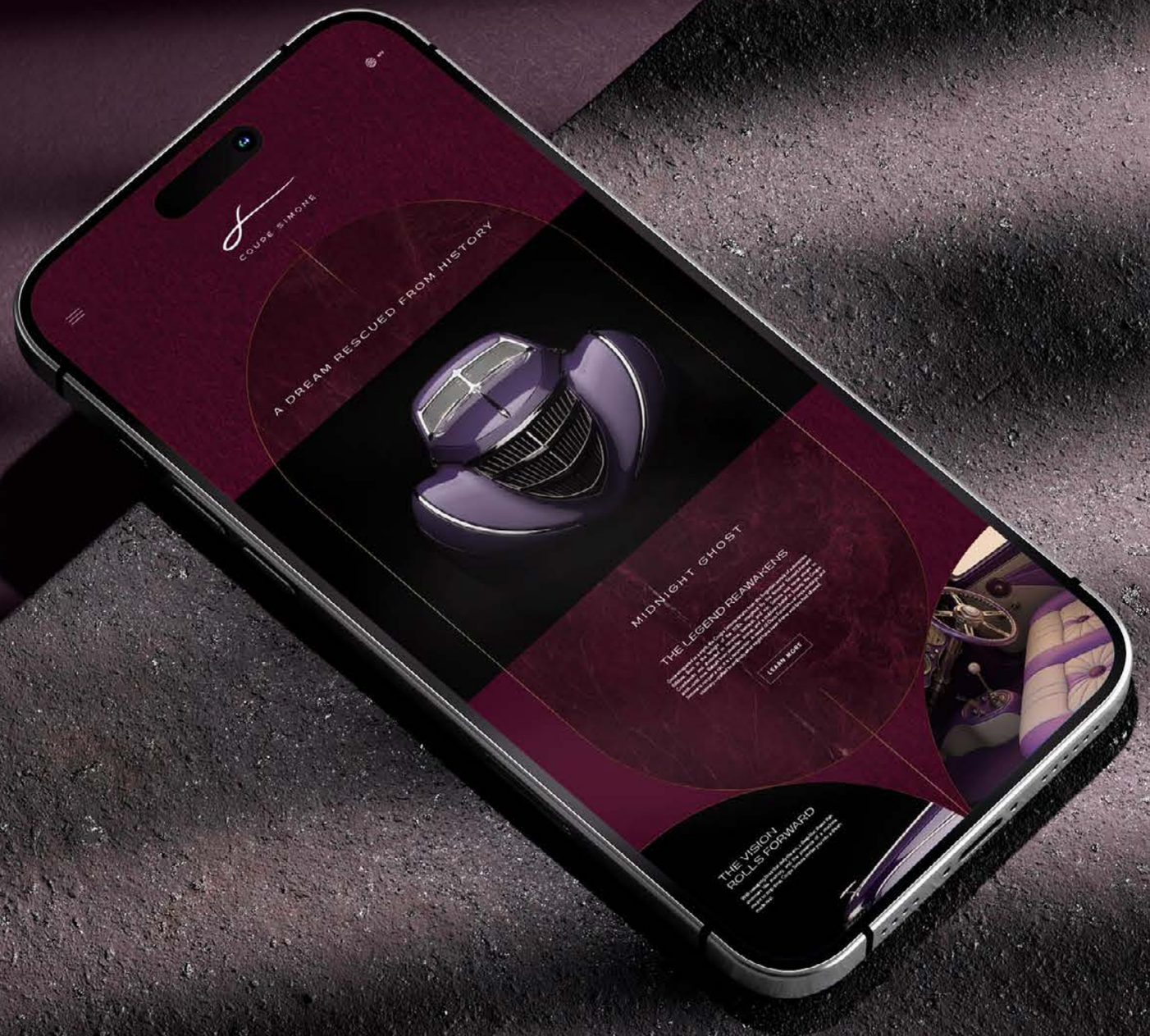


Charley.

A MASTERPIECE REBORN THROUGH DESIGN *and* VISION, CRAFTING THE IDENTITY OF A CAR *that* LIVES BEYOND TIME

Coupé Simone is more than a car. It is a resurrection of design and emotion, brought to life through elegance, mystery, and cultural depth. We crafted the complete brand universe, from naming and brand pillars to a cinematic microsite and a limited-edition coffee table book. The identity draws on Deco futurism and visionary craftsmanship, with a palette of midnight purples and moonlit silvers that evoke sophistication and intrigue.

Typography and color express emotion with restraint, reinforcing the car's sculptural beauty. Every touchpoint was designed to feel timeless and tactile. The coffee table book captures the story as both artifact and expression. Coupé Simone exists not only as an automobile but as a living symbol of legacy, imagination, and creative power.



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CRIMSON LEGACY

RGB 93 21 51
#5D1533

SILENT DAWN

RGB 255 255 255
#FFFFFF

VELVET ECLIPSE

BURGUNDY
TEXTURE

TYPEFACE **PP GATWICK**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

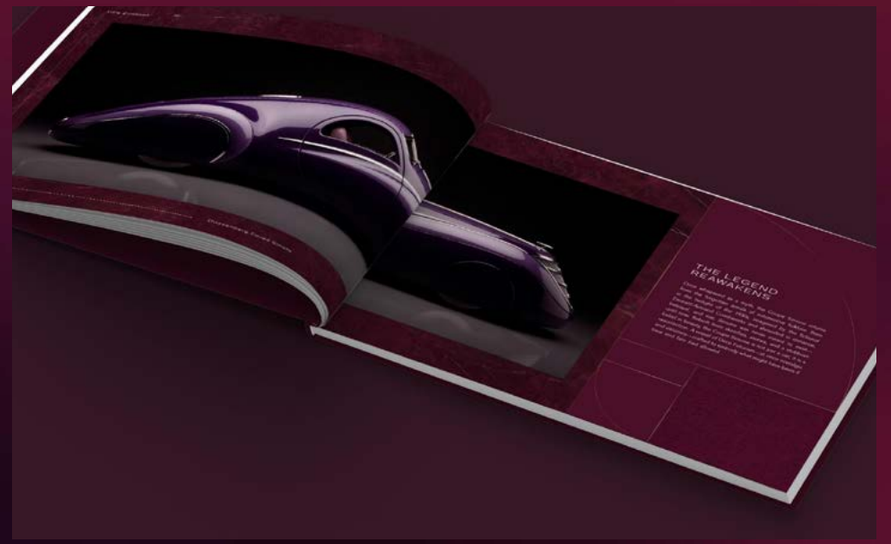
TYPEFACE **AVENIR**
STYLE **ROMAN**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Chawley.


COUPÉ SIMONE
ELEGANCE
REIMAGINED


THE LEGEND
REAWAKENS


ROLLS FORWARD


ALTISSIMA



CLIENT

ALTISSIMA

SERVICES

Brand Strategy | Brand Identity | Branding Touchpoints

Cradled in the verdant embrace of Al Barari, Altissima offers a quiet rhythm of life shaped by nature's calm and architecture's grace. Here, flow meets stillness, and every space becomes a meditation in light, texture, and intentional beauty.

Charley.

LOGGIA

PMS 7590 C
C20 M20 Y25 K0
R212 G196 B184
#D4C4B8

NEUTRAL

PMS 4685 C
C5 M7 Y15 K0
R234 G238 B225
#F5EEE1

CHARCOAL

PMS BLACK %95
C0 M0 Y0 K95
R36 G31 B33
241#f21

WHITE

PMS WHITE
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

TYPEFACE **LOUIZE DISPLAY**
STYLE **DISPLAY**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **SWEET SANS PRO**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

COMPOSING A WORLD *of* NATURAL ELEGANCE

Altissima is a visual and strategic expression of refined living shaped by Al Barari's natural context and architectural depth. We developed a brand identity that conveys clarity, restraint, and confidence without excess.

The colour palette –soft whites, nuanced charcoals, and warm metallics–mirrors the environment's serene tones, while the typographic system balances classical elegance with contemporary fluidity.

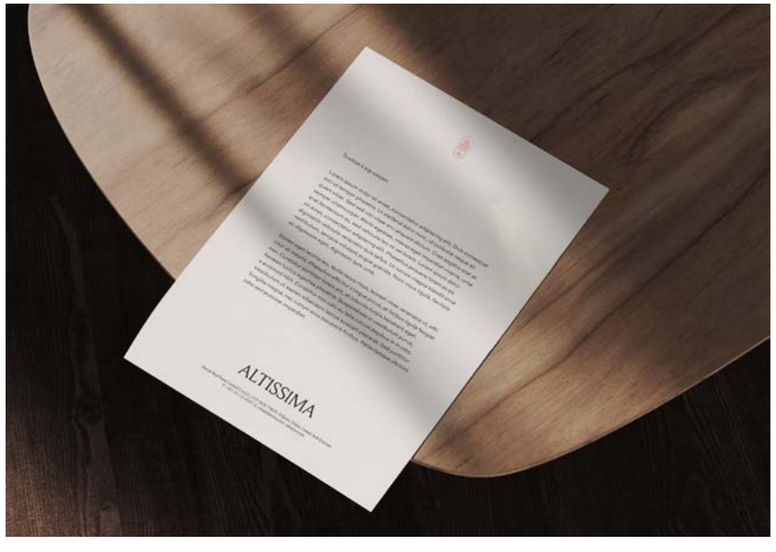
Every application, from tactile print materials to digital environments, was designed with coherence and care. What emerges is a brand that feels elevated yet grounded, subtle yet unforgettable. More than a residential project, Altissima offers a refined rhythm of living where the essence of home becomes a reflection of nature, space, and inner stillness.

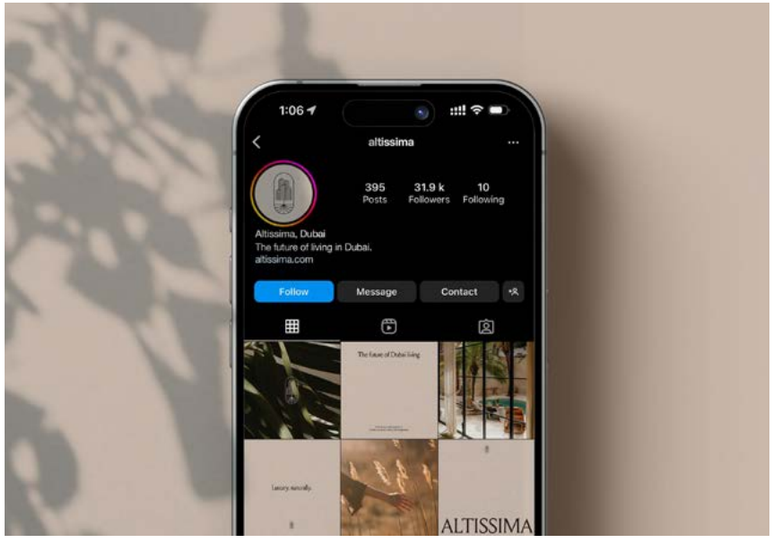
Chawley.




ALTISSIMA
ALTISSIMA




ALTISSIMA


1:06
altissima
395
Posts
31.9 k
Followers
10
Following
Altissima, Dubai
The future of living in Dubai.
altissima.com
Follow
Message
Contact
ALTISSIMA


ALTISSIMA

BEX
BEAUTY


DIALOGUE
BOOM
BEX
BEAUTY
RHYTHM
EYESHADOW PALETTE
TIME
SENSATION
HARMONY
MUSICAL
GROOVE
VIBRANT
MELTED
SWAY
SEQUENCE

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CLIENT

BEX BEAUTY

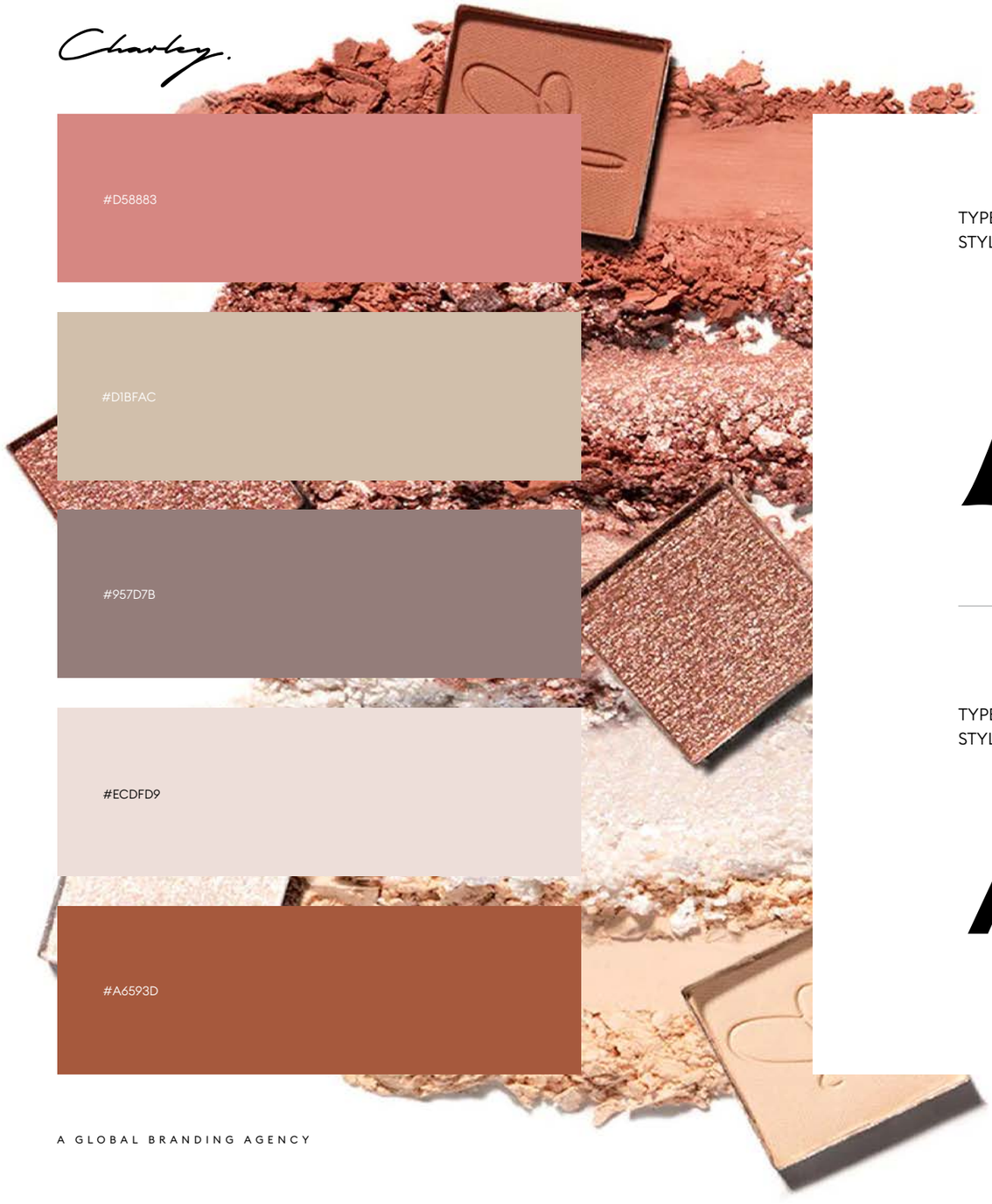
SERVICES

Brand Strategy | Brand Identity | Art Direction | Branding Touchpoints

Founded by the singer Balqees, BEX Beauty is a global cosmetics brand blending science, artistry, and cultural authenticity. Designed for modern, confident women, it celebrates natural beauty, skin wellness, and effortless glamour across every touchpoint.



Charley.



#D58883

#D1BFAC

#957D7B

#ECDFD9

#A6593D

TYPEFACE **ELA DEMISERIF**
STYLE **LIGHT**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **GOTHAM**
STYLE **LIGHT**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

SKIN, STYLE *and* SELF-EXPRESSION DEFINE THE WORLD *of* BEX BEAUTY *from* PACKAGING *to* PERSONALITY

BEX Beauty is a next-generation cosmetics brand founded by the icon Balqees, created to empower women through natural beauty, skin-first formulas, and confident self-expression. We developed the full brand strategy and visual identity, balancing softness and strength to reflect a personality that is bold, feminine, and trend-defining.

The brand's palette blends nude, mocha, cream, and milky rose tones, while typography pairs an elegant serif with a modern sans-serif for visual contrast. The butterfly mark symbolizes transformation and the power of inner beauty. From packaging and campaign imagery to retail design and digital platforms, every touchpoint is crafted to feel aspirational, effortless, and real. BEX is more than a beauty brand. It is a voice for confident women everywhere.



Crawley.

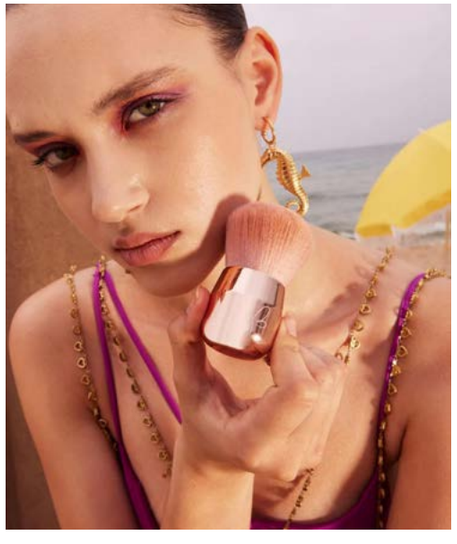

GLOW GIRL
GLOW GIRL
GLOW GIRL







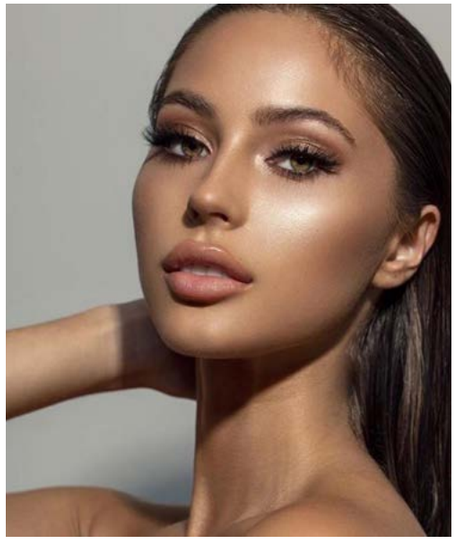









GLOW THROUGH THE HOLIDAYS
WITH BEX BEAUTY




IRIS ALEXANDER

Chawkey.

CLIENT

IRIS ALEXANDER

SERVICES

Branding Strategy | Brand Identity | Art Direction |
Verbal Identity | Branding Touchpoints

Based in Hong Kong, Iris Alexander is a fine jewelry house where Renaissance grandeur meets contemporary power. Each piece is a bold expression of identity, designed for women who lead with strength, confidence, and a desire to wear their story with pride.



Charley.

CLAY BLACK

RGB 67 62 60
CMYK 40 40 40 70
#423E3C

SKIN PEACH

RGB 205 140 115
CMYK 40 40 40 70
#CD8C73

MILKY BROWN

RGB 189 156 133
CMYK 24 40 49 1
#BD9C85

SPARKLE GREY

RGB 246 246 245
CMYK 2 1 2 0
#F6F6F5

TYPEFACE **DIDOT**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **RALEWAY**
STYLE **LIGHT**

Aa

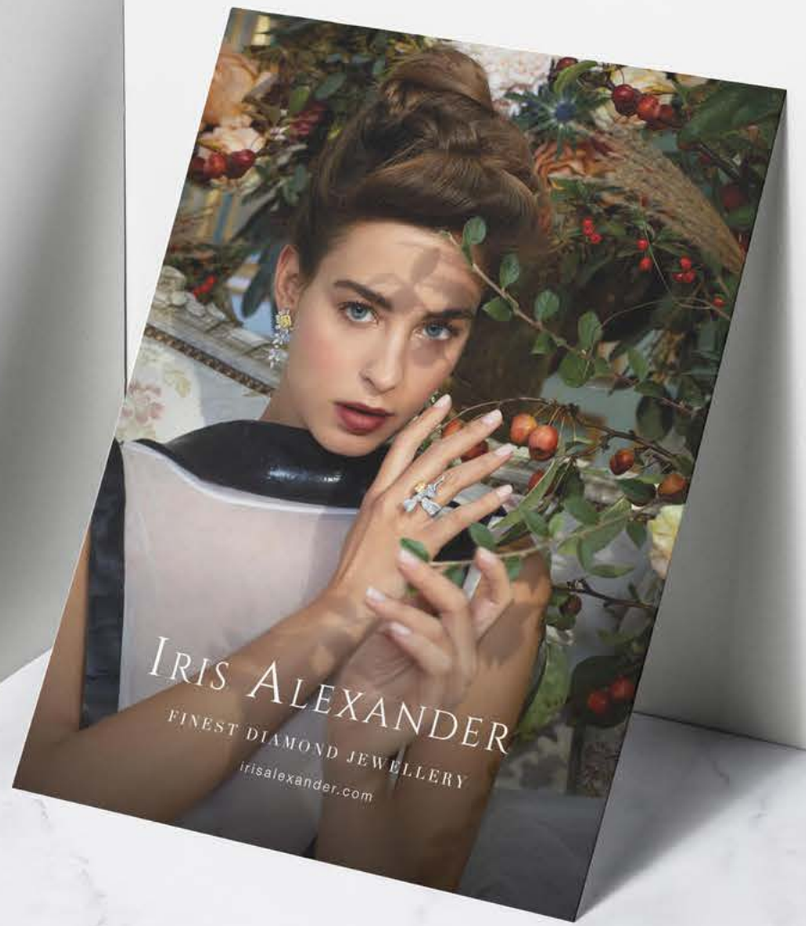
Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

THE ART *of* UNAPOLOGETIC ELEGANCE: SHAPING A JEWELRY IDENTITY THAT CELEBRATES CONTROL, CHARACTER, *and* CRAFT

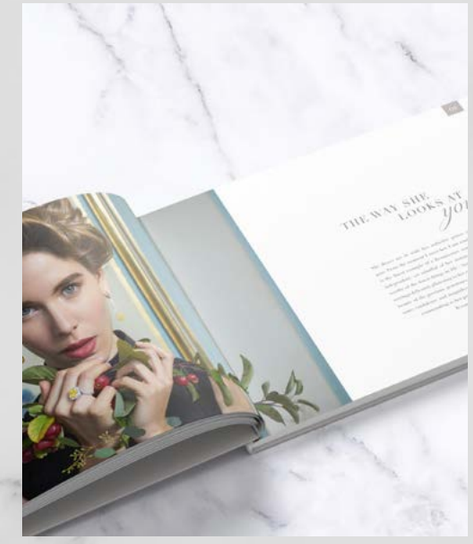
Iris Alexander is a fine jewelry house in Hong Kong where Renaissance heritage and Baroque splendor collide with the unapologetic power of the modern woman. We developed the brand strategy and identity to reflect a world where craftsmanship becomes a language of control, elegance, and audacity. Inspired by the Château de Fontainebleau, the art direction draws from rose gold, silver, deep black, and rich textures to evoke regal intensity. Imagery is bold and commanding, portraying women not as muses, but as sovereign forces.

The verbal identity uses intimate yet authoritative language, turning each phrase into a declaration of identity. Across digital, print, and campaign touchpoints, Iris Alexander emerges as a modern Renaissance–one where beauty is strength, and ornament becomes a symbol of self-possession, purpose, and rule.

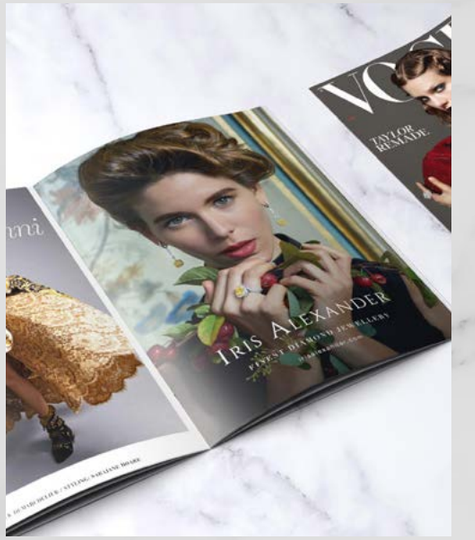


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ITHAAFUSHI
THE PRIVATE ISLAND
BY WALDORF ASTORIA

Chawley.

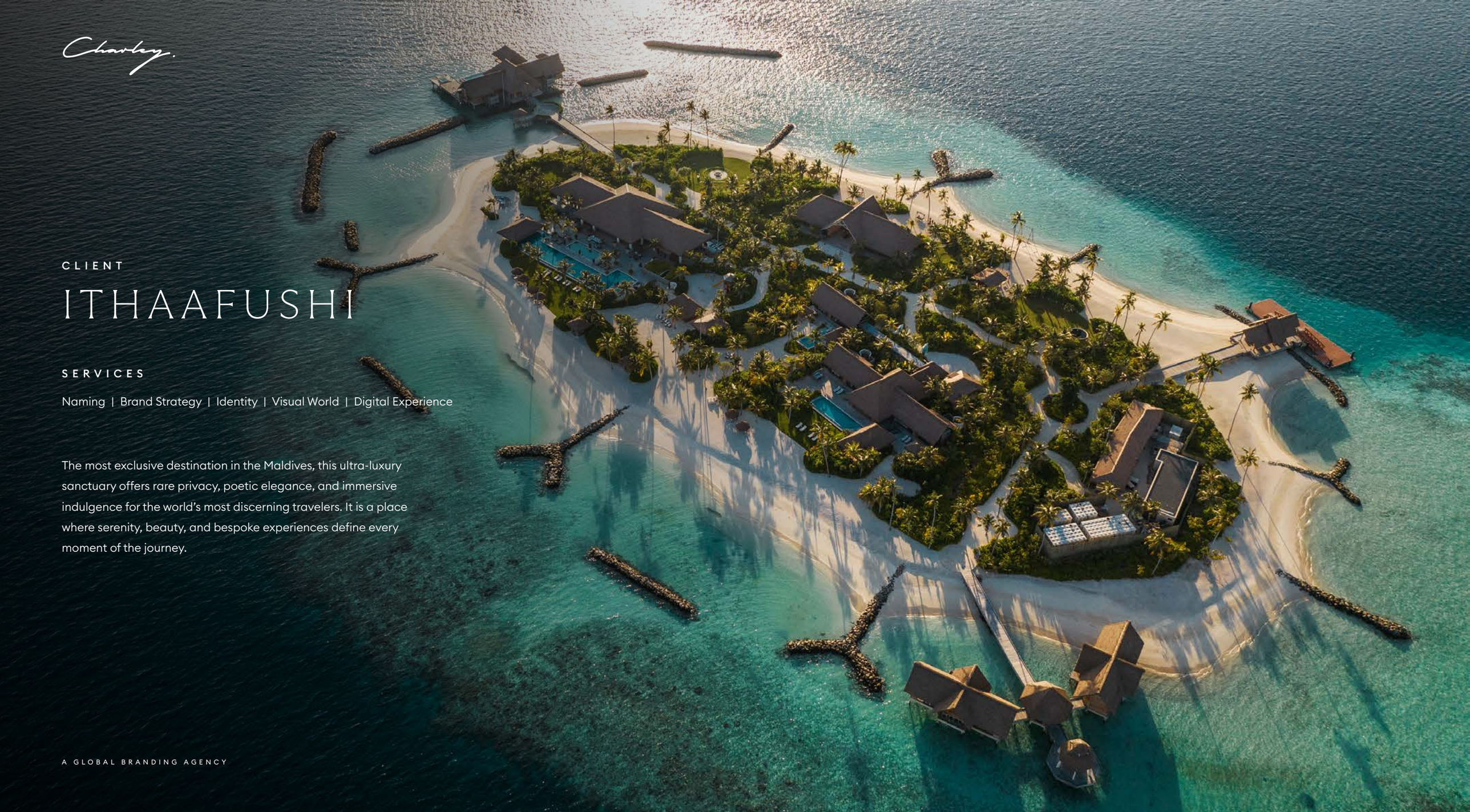
CLIENT

ITHAAFUSHI

SERVICES

Naming | Brand Strategy | Identity | Visual World | Digital Experience

The most exclusive destination in the Maldives, this ultra-luxury sanctuary offers rare privacy, poetic elegance, and immersive indulgence for the world's most discerning travelers. It is a place where serenity, beauty, and bespoke experiences define every moment of the journey.



Charley.

#C09C7F



#C09C7F



#59595C



TYPEFACE **CINZEL**
STYLE **REGULAR**

AA

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **LATO**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

DESIGNING A BRAND UNIVERSE *for the* WORLD'S MOST EXCLUSIVE PRIVATE ISLAND

For Ithaafushi, the Maldives' most exclusive private island under Waldorf Astoria, we conceived the name, brand strategy, and full identity to reflect a sanctuary of rare beauty and serene indulgence. Drawing from the Dhivehi word for "Pearl Island," the name set a poetic foundation for a brand rooted in quiet confidence and discovery. We defined its essence as a "living pearl," expressing timeless artistry across every brand touchpoint.

Typography was designed to flow like ocean waves, and the color palette captured the soft radiance of sea, sand, and sky. From verbal identity to digital design, each detail was crafted to guide guests through an immersive world of privacy, elegance, and natural wonder. The result is a brand experience that feels both elevated and intimate, offering a seamless invitation into a world where every element whispers luxury in its most graceful form.



Charley.













A GLOBAL BRANDING AGENCY



ANdAZ™ | DOHA

أنداز الدوحة

Chowdary.

CLIENT

ANDAZ DOHA

SERVICES

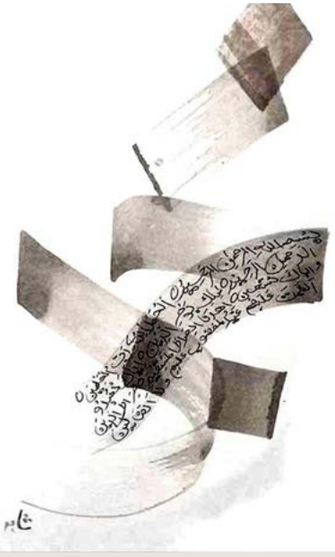
Brand Strategy | Brand Identity | Branding Touchpoints

Located in the heart of Qatar's capital, Andaz Doha is a luxury lifestyle hotel inspired by local heritage and contemporary design. It offers guests an immersive cultural experience shaped by storytelling, artistry, and the vibrant textures of modern Qatari life.





#D1BFAC



#D58883



#D58883

TYPEFACE **DIDOT**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **GOTHAM**
STYLE **BOOK**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

TRADITION MEETS MODERNITY *in* MOTION, SHAPING A BRAND WORLD *that* INVITES IMMERSION, DISCOVERY, *and* DELIGHT

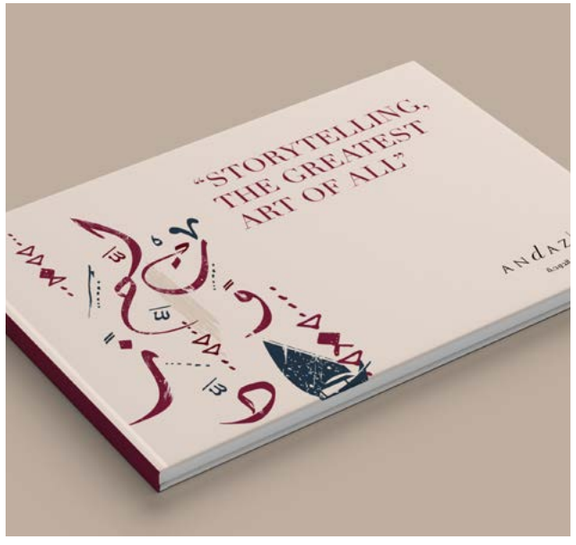
Andaz Doha is a luxury lifestyle hotel that captures the energy of modern Qatar through bold design and cultural depth. We developed the brand strategy and visual identity to reflect a fusion of tradition and innovation. Inspired by Sadu weaving, Arabic calligraphy, geometric patterns, and mosaic textures, the visual world feels tactile, layered, and alive.

Each brand element, from curated spaces to printed touchpoints, is designed to immerse guests in a rich sensory experience. The identity balances elegance and authenticity, inviting guests into a journey shaped by sight, sound, and story. At Andaz Doha, design is not just aesthetic, it is an invitation to connect, to explore, and to feel the vibrant soul of the city.



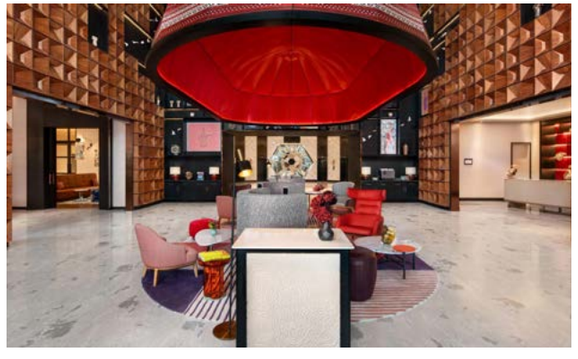

IN SERVICE
ANdAZ

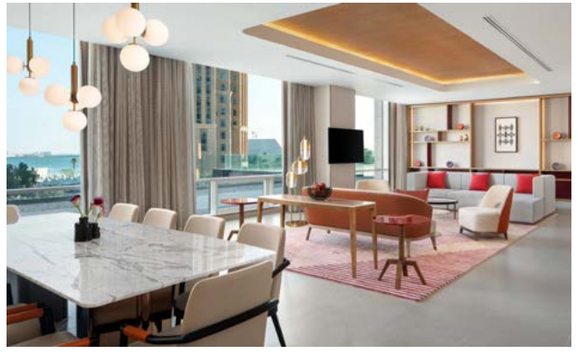



"STORYTELLING,
THE GREATEST
ART OF ALL"


ANdAZ
DOHA


ANdAZ
DOHA






"STORYTELLING,
THE GREATEST
ART OF ALL"


ATLANTIS CASINO
PARADISE ISLAND BAHAMAS

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ATLANTIS CASINO BAHAMAS

SERVICES

Brand Strategy | Art Direction | Brand Identity | Branding Touchpoints

Atlantis Casino Bahamas is the iconic gaming destination at the heart of Paradise Island, offering an electrifying blend of high-stakes entertainment, vibrant design, and Bahamian energy in one of the most legendary resort settings in the world.



Chanley.

LADY LUCK
#E91E24

JET BLACK
#000000

CLARITY WHITE
#FFFFFF

TYPEFACE **GARAMOND**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **GOTHAM**
STYLE **BOOK**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Chanley.

A NEW ERA *of* PLAY SHAPING *the* VISUAL IDENTITY *for* ATLANTIS CASINO BAHAMAS



Atlantis Casino Bahamas redefines the thrill of gaming with magnetic energy, bold design, and Bahamian flair. We developed the brand strategy, visual identity, and art direction to position it as “The Place to Play”–a destination of exhilaration, elegance, and connection.

The palette blends jet black, lucky red, and pure white with rich accents of teal, gold, and burgundy, creating a world that feels both glamorous and grounded. Typography pairs the timeless sophistication of Garamond with the modern clarity of Gill Sans and Neutraface. Every touchpoint, from gaming floors and VIP lounges to campaign visuals–was shaped to spark emotion, anticipation, and style. Atlantis Casino becomes more than a casino; it is a pulse, a place where luxury meets adrenaline and every detail plays to win.

Charley.

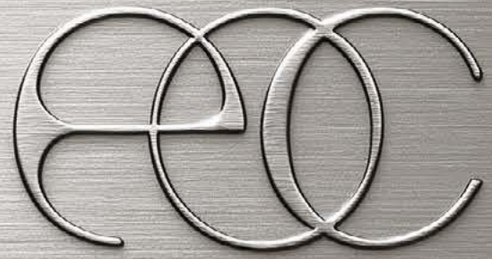








A GLOBAL BRANDING AGENCY



EAST OF COLLINS

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EAST OF COLLINS

SERVICES

Brand Strategy | Art Direction | Brand Identity | Branding Touchpoints

East of Collins is a luxury lifestyle, concierge, real estate, and expediting brand serving Miami's most exclusive coastal communities. It offers personalized access to curated services, simplifying life with refinement, local expertise, and a deep sense of community.



Chambers

CRIMSON
#B22F48

GREY
#959596

MARSHMALLOW
#EDEBD9

METAL TEXTURE

WHITE
#FFFFFF

TYPEFACE **CHRONICLE**
STYLE **DISPLAY**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **NOBEL**
STYLE **BOOK**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

LIFESTYLE *with* A COASTAL POINT *of* VIEW THAT REDEFINES COMMUNITY *through* CONCIERGE SERVICE, ELEGANCE *and* MODERN EASE IN MIAMI

East of Collins is a luxury lifestyle management, real estate, and expediting brand serving Miami's most prestigious coastal communities. We led the full brand transformation, creating a strategy and visual identity that reflect quiet sophistication and everyday ease. The palette blends cool greys, marshmallow whites, and crimson accents, while typography brings clarity and modern

Beyond concierge and real estate services, East of Collins also specializes in permit and license expediting–whether launching a business, planning a renovation, or hosting an event, they prepare everything so clients can focus on what matters most.

From digital presence to printed materials, the brand expresses trust, refinement, and warmth. It's more than service–it's lifestyle, simplified.



Chawley.













A GLOBAL BRANDING AGENCY


Elemental
22



Chawley.

CLIENT

ELEMENTAL 22

SERVICES

Brand Identity | Branding Touchpoints

Element 22 is a visionary residential brand that merges nature with architectural elegance. Designed for those who seek refined, tranquil living in urban settings, it offers serene environments rooted in wellness, sustainability, and contemporary design excellence.

A GLOBAL BRANDING AGENCY

Charley.

GREEN
#63614D

BEIGE
#D2BB9F

MORNING SUN
#EDEBD9

WHITE
#FFFFFF

TREE BROWN
#EDEBD9

DARK BROWN
#EDEBD9

TYPEFACE **BIGILLA**
STYLE **MEDIUM**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **LATO**
STYLE **LIGHT**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

LUXURY LIVING NATURALLY REDEFINED THROUGH A BRAND *that* HARMONIZES DESIGN, WELLNESS *and* URBAN SERENITY.

Element 22 is a residential brand that reimagines urban living through the lens of nature, calm, and design integrity. We developed the brand identity to express a lifestyle rooted in balance and sophistication. The visual system uses a palette of soft neutrals, moss greens, and graphite tones, paired with clean, modern typography to evoke tranquility and elegance.

The logo, inspired by elemental structures and atomic bonds, symbolizes connection, fluidity, and timeless form. Every touchpoint–from collaterals and digital platforms to social media–was crafted to feel understated, refined, and grounded in meaning. More than a place to live, Element 22 & 78 invites residents into a world shaped by wellness, architectural clarity, and a deep connectionto nature.



Charley.













A GLOBAL BRANDING AGENCY

Chawley.

CLIENT

ELITE BY CHALHOUB

SERVICES

Brand Identity | Branding Touchpoints

Elite by Chalhoub is one of the world's most exclusive private membership experiences, designed for ultra-high-net-worth individuals. It offers access to curated lounges and elevated moments across the most prestigious luxury destinations, combining refinement, privacy, and exceptional hospitality.



Chowley.

TRANQUIL GRAY
#D0D2D3

SILVER FOX
#E5E3E0

SAND DUNE
#AF8341

AJWA
#241812

TYPEFACE **AUTOGRAPHY**
STYLE **REGULAR**



Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **MULI**
STYLE **LIGHT**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Chalhoub.

CRAFTING A WORLD OF DISCREET LUXURY *by* DESIGNING A BRAND EXPERIENCE ROOTED *in* ELEGANCE, TACTILITY AND EXCLUSIVITY

Elite by Chalhoub is a curated membership experience designed for the world most elite clientele, offering access to private lounges and bespoke moments within the region's most iconic luxury destinations. We developed the full brand identity, crafting a visual and sensory language grounded in discretion, elegance, and cultural refinement.

Inspired by natural forms like sea waves and sand dunes, the aesthetic draws from pearl whites, tranquil greys, and rich golds, with tactile finishes that elevate every detail. From embossed invitations to gold-foiled lounge materials, every touchpoint was designed to feel intimate and exceptional. Elite by Chalhoub is more than a service. It is a statement of taste, offering timeless exclusivity to those who value privacy, beauty, and belonging.



Chawbay.









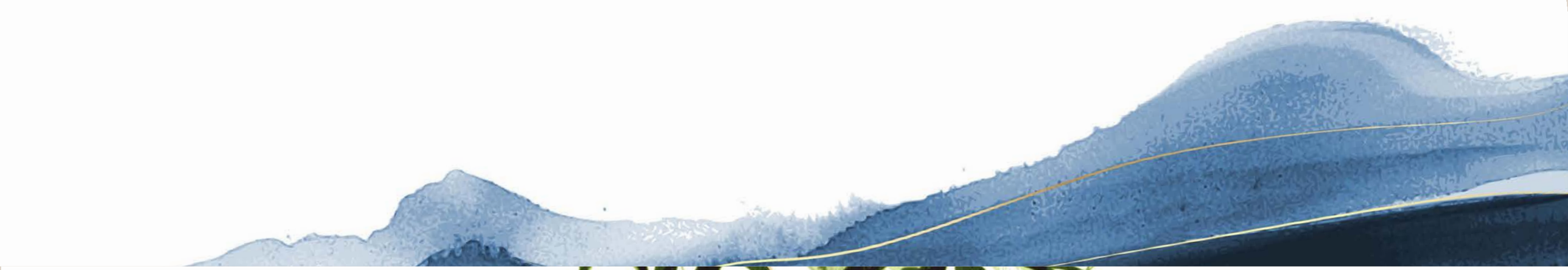








A GLOBAL BRANDING AGENCY



FOUR SEASONS
RESORT
DUBAI AT JUMEIRAH BEACH





Chawkey.

CLIENT

FOUR SEASONS DUBAI

SERVICES

Brand Strategy | Branding Touchpoints | Brand Collaterals

Set on Jumeirah Beach, Four Seasons Dubai is a sanctuary of serene opulence where natural beauty meets refined design. It offers an immersive world for guests who seek elegance, tranquility, and thoughtful experiences crafted with timeless artistry and modern restraint.



Charley.

#CFD9E5

#364761

#F2EBC2

#9EB08F

TYPEFACE **SAOL**
STYLE **DISPLAY**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **AKTIV GROTESK EXTENDED**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

THE ART *of* STILLNESS *in* MOTION, A BRAND LANGUAGE SHAPED *by* WATER, LANDSCAPE, *and* LIGHT.

Four Seasons Dubai at Jumeirah Beach blends natural elegance with architectural modernity, and the branding reflects this convergence with quiet power. The identity system was shaped around the idea of refined abstraction transforming elements of nature into poetic design. Touchpoints and collaterals feature delicate water-ink illustrations and patterns inspired by water, trees, and distant mountains, evoking a sense of movement, serenity, and depth.

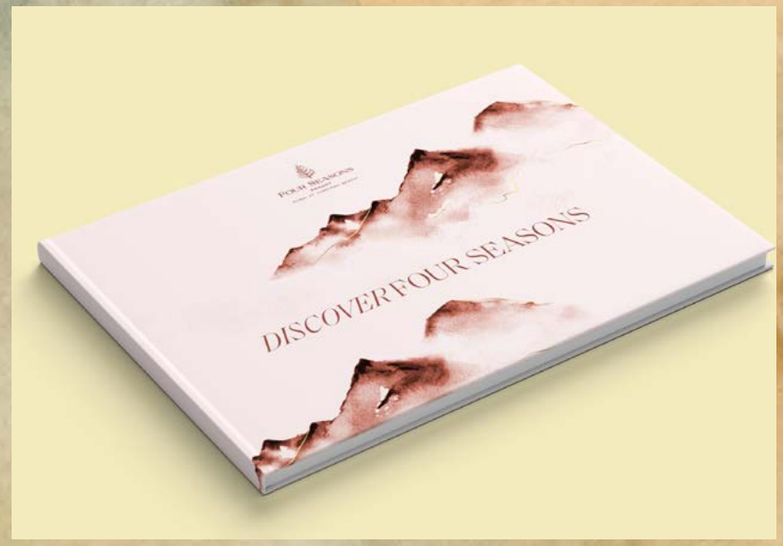
The color palette is composed of soft neutrals and glistening golds, echoing the warmth and luminosity of Dubai. Typography strikes a careful balance between expressive detail and structured clarity, combining elegance with restraint. Every brand moment was crafted to invite calm, intimacy, and elevated emotion. This is not simply branding for a hotel, but the visual expression of a place where luxury is felt, not announced–where every element flows with intention.



Chowley.


FOUR SEASONS


FOUR SEASONS
FOUR SEASONS


DISCOVER FOUR SEASONS






DO NOT
DISTURB

THE SPA



Chowley.

CLIENT

FOUR SEASONS KUWAIT SPA

SERVICES

Branding Strategy | Branding Touchpoints | Spa Collaterals

The Spa at Four Seasons Kuwait offers a sanctuary of renewal and calm, blending architectural elegance with a deep sense of well-being. Every detail is designed to soothe the senses through space, light, and a philosophy of understated luxury.

A GLOBAL BRANDING AGENCY

Chawkey.

RGB 72 49 64
#483140

RGB 229 211 198
#E5D3C6

RGB 234 234 234
#EAEAEA

GOLD
GRADIENT

TYPEFACE **BUTLER**
STYLE **ULTRALIGHT**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **GARAMOND**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

ARCHITECTURE, LIGHT *and* THE ART OF WELLNESS SHAPING THE SPA EXPERIENCE THROUGH ELEGANCE *and* INTENTION

For the Spa at Four Seasons Kuwait, we crafted a branding strategy centered on serenity, renewal, and understated luxury. The touchpoints and collaterals draw inspiration from the soft, glowing light and flowing textures of the spa's architecture. The palette features airy creams and gentle metallics, with abstract lines suggesting the movement of water. Light, refined typography supports a narrative of indulgence and well-being, creating an experience that feels as essential as it is exquisite.



Charley.













GABRIEL
NEW YORK

Chawley.

CLIENT

GABRIEL NEW YORK

SERVICES

Branding Strategy | Brand Identity | Art Direction | Verbal Identity | Branding Touchpoints

Gabriel New York is a fine jewelry house that blends craftsmanship with emotional resonance. Its pieces celebrate love, individuality, and everyday luxury, offering timeless design with a modern spirit for women who value meaning, style, and personal storytelling.



Charley.

GABRIEL EMBER
C 0 M 88 Y 93 K 0
R 247 G 69 B 41

CREAM
C 7 M 12 Y 31 K 0
R 237 G 238 B 180

CHOCOLATE BROWN
C 63 M 62 Y 59 K 88
R 56 G 46 B 44

GRAY
C 45 M 36 Y 35 K 01
R 146 G 148 B 151

A GLOBAL BRANDING AGENCY

TYPEFACE **WILL & GRACE**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **NEUTRA**
STYLE **LIGHT**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

WHERE EVERY PIECE TELLS A STORY *by* BUILDING A BRAND THAT CELEBRATES LOVE, INDIVIDUALITY, *and* LIGHT-HEARTED LUXURY

Gabriel New York is a fine jewelry house where timeless design meets heartfelt emotion. We developed the full brand strategy, identity, and art direction to reflect elegance, joy, and meaningful connection. The visual world blends soft blush tones, warm golds, and bold black, creating a refined yet approachable aesthetic.Photography and styling capture real women in moments of love, individuality, and celebration.

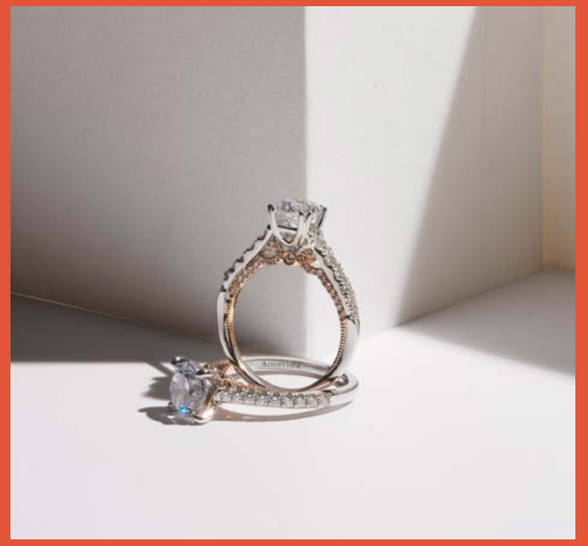
The verbal identity is built on the belief that jewelry is more than ornament–it is memory made tangible. Every message expresses intimacy, craftsmanship, and personal beauty. From packaging and photography to digital and in-store experience, the brand speaks with warmth and clarity. Gabriel New York becomes more than a jeweler. It is a companion for every woman's journey and every milestone that matters.



Charley.













A GLOBAL BRANDING AGENCY


HABTOOR GRAND RESORT
AUTOGRAPH COLLECTION®
HOTELS

Chawley.

CLIENT

HABTOOR GRAND RESORT, AUTOGRAPH COLLECTION

SERVICES

Brand Strategy | Brand Identity | Branding Touchpoints

Habtoor Grand Resort, Autograph Collection, is a luxury beachfront destination in Dubai known for its timeless elegance, contemporary flair, and vibrant atmosphere. The resort offers refined service, spectacular views, and an unforgettable guest experience rooted in indulgence and warmth.



VIBRANT BLUE

HEX
#003BA0

RGB
0 59 160

CMYK
100 80 12 3

BLACK

HEX
#000000

RGB
000

CMYK
100 100 100 100

TYPEFACE **AILERON**
STYLE **LIGHT**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **FUTURA PT**
STYLE **LIGHT**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

SUNLIT SOPHISTICATION, SEA-INSPIRED SPIRIT EXPRESSING A BRAND IDENTITY SHAPED *by* CONTRAST, COMFORT, *and* CHARISMA

We developed the full brand strategy and visual identity for Habtoor Grand Resort, creating a cohesive design system that balances timeless elegance with bold energy. Inspired by the movement of the sea and the vibrancy of Dubai, the visual language features a palette of vibrant blues, luminous whites, and deep blacks.

Typography is refined and contemporary, with carefully crafted iconography adding detail and distinction. Every application, from digital interfaces and guest-facing materials to signage and stationery, was designed to feel consistent, polished, and emotionally resonant. The result is a brand identity that speaks to the resort's dynamic spirit and refined hospitality, inviting guests into a world where indulgence meets sophistication and every stay becomes a lasting memory.

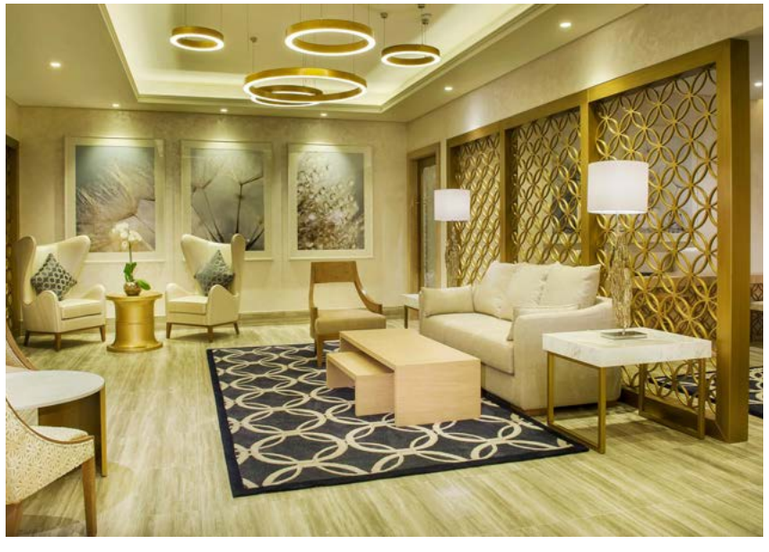


Charley.













The

HERITAGE

Hotel

DUBAI

AUTOGRAPH COLLECTION®
HOTELS

Chowdary.

CLIENT

THE HERITAGE BY AUTOGRAPH COLLECTION

SERVICES

Brand Strategy | Naming | Brand Identity | Verbal Identity | Guest Journey Experience | Branding Touchpoints | Campaign

The Heritage by Autograph Collection is a boutique hotel in Downtown Dubai that reimagines hospitality through a modern lens of Emirati culture, offering an experience rooted in tradition, elegance, and a profound sense of place.



Charley.

VANILLA

PANTONE WHITE
C0 M0 Y0 K90
R36 G31 B33
HEX 241#F21

LAVENDER

PANTONE 2635 C
C15 M20 Y0 K0
R0 G77 B113
HEX #D6C7ED

MAUVE

PANTONE WHITE
C0 M0 Y0 K90
R36 G31 B33
HEX 241#F21

DUSK

PANTONE BLACK 2 C
C0 M0 Y0 K100
R0 G0 B0
HEX 00000#

TYPEFACE **SWEET SANS PRO**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **BICKHAM SCRIPT**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

CAPTURING HERITAGE *with* MODERN GRACE WHILE BUILDING A BOUTIQUE BRAND THAT CELEBRATES LOCAL CULTURE *and* GLOBAL SOPHISTICATION.

The Heritage by Autograph Collection is a boutique hotel in Downtown Dubai that captures the spirit of old Dubai through modern luxury. We led the full brand transformation, from strategic foundations and naming to identity, guest journey, and campaign development. The visual identity draws from mashrabiya patterns, elegant lavender hues, and refined typography to reflect a balance between heritage and contemporary style.

The guest experience was shaped around authentic cultural immersion, with Arabic welcomes, oud-scented interiors, curated art, and hands-on workshops that celebrate Emirati craftsmanship. Through the “Captured Heritage” campaign, the hotel becomes a portal to Dubai’s living culture. Every touchpoint invites connection, discovery, and belonging, offering travelers a meaningful stay rooted in place, story, and spirit.



Charley.


HERITAGE
MOHAMED HEKAL
MARKETING




HERITAGE
WE HOPE YOU'RE EMBODYING THE ESSENSE OF EMIRATI CULTURE.
THE HERITAGE HOTEL




PRIVACY PLEASE
Sweet Sans Pro
Bold
Medium
Regular
Brahma Script

HOTEL BOULEVARD

DUBAI

AUTOGRAPH COLLECTION®
HOTELS

Chowley.

CLIENT

HOTEL BOULEVARD BY AUTOGRAPH COLLECTION

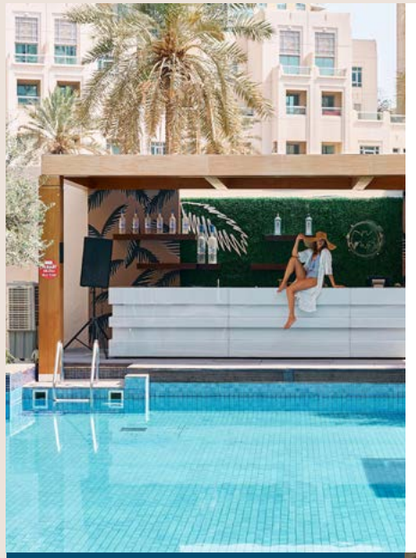
SERVICES

Brand Strategy | Naming | Brand Identity | Verbal Identity | Guest Journey Experience | Branding Touchpoints | Campaign

Hotel Boulevard is a boutique lifestyle destination for the curious and culturally connected. Rooted in community and creative spirit, it offers an inspiring stay shaped by contemporary design, local artistry, and an atmosphere of discovery and connection.



Charley.



SATIN
#FFFFFF



BLUE
#004D71



MOCHA
#D4BCAC

TYPEFACE **SWEET SANS PRO**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **SWEET SANS PRO**
STYLE **BOLD**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

A HOTEL THAT SPEAKS THROUGH ART *and* ENERGY, REDEFINING THE BOUTIQUE EXPERIENCE *in the* HEART *of the* CITY

Hotel Boulevard by Autograph Collection redefines boutique hospitality with a brand rooted in culture, community, and creative energy. We led a full brand transformation from strategy and naming to identity and guest experience–designed for a traveler who values inspiration and connection. The visual identity blends deep blues and soft neutrals with layered textures, reflecting urban vibrancy and editorial calm.

Typography pairs playful minimalism with quiet elegance, creating a tone that feels both welcoming and refined. From communal art spaces and local design stories to wellness rituals and culinary moments, the guest journey is crafted as a canvas for exploration. Through initiatives like the “Pedal Art Tour,” the brand invites discovery and expression, turning every stay into a story worth sharing.



Chawley.













A GLOBAL BRANDING AGENCY


LAYAL
ليال

Chanday.

CLIENT

LAYAL

SERVICES

Brand Strategy | Brand Identity | Art Direction | Branding Touchpoints

Layal is a leading luxury beauty destination offering a curated portfolio of over 80 global brands. With deep cultural roots and a modern outlook, it reimagines beauty retail as a space for connection, discovery, and elevated self-expression

Charley.

MIDNIGHT BLACK
#00000

MAGENTA
#89216C

LIGHT GREY
#DBDBDB

TYPEFACE **NOBEL**
STYLE **LIGHT**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **NOBEL**
STYLE **BOLD**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

A VISION OF MODERN BEAUTY SHAPING A RETAIL EXPERIENCE ROOTED *in* STYLE, CULTURE, *and* SELF-EXPRESSION

Layal is a leading luxury beauty destination in the Middle East, offering an unparalleled portfolio of over 80 global brands and delivering premium beauty experiences both online and in-store. With a distinct Middle Eastern heritage and a forward-looking approach, Layal redefines beauty retail as a space of community, discovery, and self-expression.

We developed the full brand strategy and crafted an identity that blends sophistication with inclusivity. The visual world combines rich purples, golds, and soft neutrals paired with modern typography to create a look that is elegant, confident, and instantly recognizable.

Through art direction, we shaped a lifestyle narrative that is chic, immersive, and emotionally engaging. Across every touchpoint, from retail spaces and packaging to digital presence and social media, Layal delivers a seamless, elevated experience that connects global beauty with local culture.

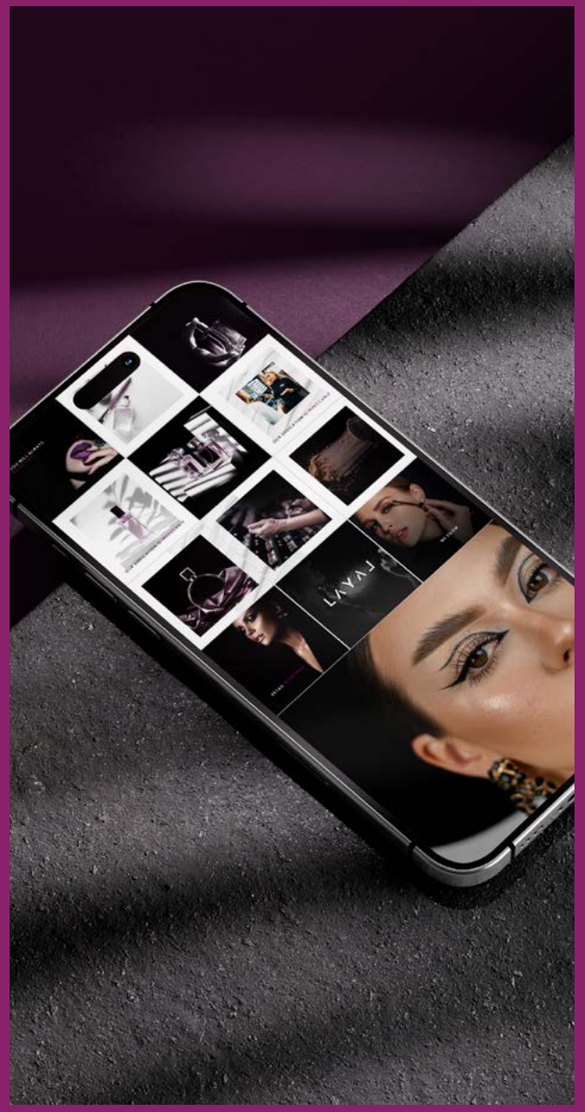


Chawkey.


LAYAJ
JOHN SMITH
FOUNDER
+971 50 888 8888
orem@esportsmarketing.com
w.esportsmarketing.com
n goes here lore location goes here lorem


LAYAJ


LAYAJ


LAYAJ


kids
palace

Charlesy.

CLIENT

KIDS PALACE AT MANDARIN ORIENTAL

SERVICES

Brand Identity | Branding Touchpoints

Kids Palace at Mandarin Oriental Emirates Palace is a vibrant children's world designed to inspire curiosity and creativity through thoughtful play. With culinary, educational, artistic, and wellness experiences, it brings joyful discovery to every moment of a family's stay.



Charley.

#000000	#5274B0	#AB7C7C	#5C8B90	#EBD057	#EBD057

TYPEFACE
STYLE

SERENIA
LIGHT

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE
STYLE

COMO
LIGHT

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Chawkey.

A WORLD WHERE PLAY MEETS PURPOSE DESIGNING A CHILDREN'S EXPERIENCE *that* FEELS IMAGINATIVE, WELCOMING *and* REFINED

We developed the complete brand identity for Kids Palace, blending imagination with refined design to create a space where children feel inspired, welcome, and engaged. The visual language uses a vibrant palette of teal, rose, sunshine yellow, and bright blue, evoking joy and playfulness while echoing the sophistication of the Emirates Palace experience.

Typography is soft, expressive, and child-friendly, balancing clarity with creativity. Every brand application, including menus, signage, activity guides, and stationery, was designed to feel warm, thoughtful, and intuitive for both children and their families. The result is a cohesive identity that captures the magic of childhood within a luxury setting, transforming Kids Palace into a destination of wonder, learning, and lasting memories.



Chawkey.










palm living
BY WASL

Chawley.

CLIENT

PALM LIVING

SERVICES

Brand Strategy | Brand Identity | Branding Touchpoints

Located on Palm Jumeirah, Palm Living is a private enclave of 30 luxury residences designed for those who seek beauty in balance. It offers a refined expression of coastal living, where architecture, nature, and stillness converge in effortless harmony.



Chanley.

SEA

R 46 G 64 B 86
C 86 M 71 Y 44 K 34
#2E4056
PANTONE 2160 C

TEAL

R 88 G 127 B 143
C 70 M 41 Y 35 K 5
#587F8F
PANTONE 2205 C

BEIGE

R 244 G242 B 237
C 3 M 3 Y 5 K 0
#F4F2ED
PANTONE 7534 C

IVORY

R 255 G 255 B 255
C 0 M 0 Y 0 K 0
#FFFFFF
PANTONE WHITE

SKY

R 46 G 64 B 86
C 86 M 71 Y 44 K 34
#2E4056
PANTONE 2160 C

TYPEFACE **IVY PRESTO**
STYLE **LIGHT**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **FUTURA PT**
STYLE **BOOK**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

NATURAL FORM *with* CULTURED INTENTION DEFINES *a* RESIDENTIAL EXPERIENCE *of* MODERN REFINEMENT *on* PALM JUMEIRAH

Palm Living by Wasl is a rare residential collection on Palm Jumeirah, where coastal elegance and contemporary design shape a lifestyle of serenity. We developed the brand strategy and visual identity to reflect a world of refined minimalism and effortless sophistication. Inspired by the natural rhythms of the sea, the brand language blends soft blues, ivory, and beige with a typographic system that pairs timeless form with modern clarity.

The visual narrative embraces Nomadic Elegance, an aesthetic of flowing architecture, organic textures, and calming light. Across every touchpoint, from print and digital to lifestyle photography and brand voice, Palm Living communicates craftsmanship, intentionality, and sustainable design. More than a residence, it becomes a living sanctuary. This is a coastal address defined not by volume but by quiet refinement, harmony with nature, and a profound sense of belonging.



Charley.




palm living
BY WASL


John Smith
palm living
BY WASL


palm living
BY WASL


palm living
BY WASL
Luxury Living.


Our Minimal Chic
PALM COLLECTION


PRIMUS



Chawley.

CLIENT

PRIMUS

SERVICES

Branding Strategy | Brand Identity | Branding Touchpoints

Primus is a private yachting society reserved for global visionaries seeking more than ownership. With seamless access to a worldwide fleet, it offers a lifestyle of curated freedom, intentional connection, and elevated experiences shaped by discretion, craftsmanship, and deep personal meaning.

Chawley.

OCEAN BLUE
RGB 24 62 89
#183E59

BEIGE
RGB 207 199 283
#CFC7B7

WHITE
RGB 255 255 255
#FFFFFF

TYPEFACE **PP GATWICK**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **AVENIR**
STYLE **LIGHT**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

THE ELEGANCE *of* INVITATION-ONLY LIVING DEFINES AN IDENTITY THAT FLOWS WITH PRESTIGE, CALM AND CONTROL

Primus is an invitation-only yachting society that redefines luxury through access without ownership, offering a lifestyle shaped by freedom, discretion, and purpose. We developed the full brand strategy and identity to reflect intentional living and elevated connection. Inspired by the quiet power of the sea, the visual world uses deep ocean blues, forest greens, and elegant neutrals, with textures that suggest calm and fluidity.

Typography pairs classical precision with modern restraint, creating a tone of subtle prestige. Every detail from embossed stationery to a velvet membership box with matte gold accents– was crafted to express care and distinction. Primus is more than a brand; it is a universe where influence is quiet, journeys are personal, and membership holds true meaning.



Chanley.













A GLOBAL BRANDING AGENCY

ROMEO MARINE

DUBAI

Chawley.

CLIENT

ROMEO MARINE

SERVICES

Branding Strategy | Brand Identity | Branding Touchpoints

Romeo Marine is an international yacht brand born in Dubai, redefining the future of luxury seafaring through global design sensibility, precision engineering, and modern elegance. Each vessel is a statement of innovation and artistry, where craftsmanship meets a world-class maritime vision.



Charley.

ROMEO BLUE

RGB 89 62 24
030#D17

BEIGE

RGB 283 199 207
73#A3BF

CHAMPAGNE

CHAMPAGNE FOIL
CODE: P81

CORAL

RGB 255 255 255
1#C4052

TYPEFACE **OCULI DISPLAY**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **GOTHAM**
STYLE **LIGHT**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Chawley.

SEAFARING REIMAGINED, DESIGN-LED YACHTING *for a* GLOBAL ELITE

We led the full brand creation for Romeo Marine, developing a strategic identity that speaks to discerning global yacht buyers. From naming and positioning to visual identity, color palette, typography, and brand language, every detail was shaped to reflect understated luxury and engineering excellence. We designed a refined emblem inspired by ocean waves and sunrays, supported by a sophisticated palette of Romeo Blue, Champagne, and Coral.

The brand extended across high-touch print, metal medallions, business cards, brochures, and editorial-style brand books. Our work culminated in a Monaco Yacht Show presentation, where the brand launched with distinction–anchoring Romeo Marine as a rising force in global yachting.


ROMEO 60
THE NEXT EVOLUTION


ROMEO MARINE
DUBAI


25°16'13,5'N 55°17'5,3'E
ROMEO MARINE
DUBAI BORN,
OCEAN BOUND
MONACO YACHT SHOW
2025


ROMEO MARINE
DUBAI
SHERIF NASSER
COMMERCIAL MANAGER
+971 4 272 4040 | +971 50 912 8335
sherif@romeomarine.com
www.romeomarine.com
Romeo Marine FZE
Dubai Maritime City, Plot SR08R, P.O.BOX-73910


ROMEO MARINE
DUBAI


ROMEO MARINE
DUBAI BORN, OCEAN BOUND.



Chawley.

CLIENT

THE 13

SERVICES

Branding Strategy | Brand Identity | Branding Touchpoints

Located in Macau, The 13 is one of the world's most extravagant hotel creations. It is a vision of bespoke luxury shaped by haute couture, rare art, and immersive design, where every experience is curated for wonder, drama, and distinction.



Chanday.

STEPHEN RED

PANTONE® RED 199C
C15 M100 Y100K0
R255 G0 B24

ROYAL GOLD

PANTONE® 14-15C
C0 M28 Y77 K29
R189 G144 B64

ROYAL WHITE

ALTERNATIVE GOLD FOR
PRINTED TEXT

ROYAL BLACK

PANTONE® BLACK C (%95)
C0 M0 Y0 K%95) 100)
R0 G0 B%95) 0)

THE ROYAL FABRIC

TYPEFACE **JOSEFIN SANS**
STYLE **LIGHT**

TYPEFACE **BICKHAM SCRIPT PRO 3**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

MORE THAN A HOTEL, A STATEMENT *that* BUILDS THE BRAND *of a* LANDMARK WHERE DESIGN *and* DECADENCE COLLIDE

The 13 is one of the world's most luxurious hospitality destinations, offering a world of bespoke living, haute couture, rare art, and Michelin-starred experiences in the heart of Macau. In close collaboration with Stephen Hung, we developed the full brand strategy and crafted an identity rooted in opulence, artistry, and vision. The visual language features a bold palette of Stephen Red, Royal Gold, and Royal Black, radiating drama and distinction.

Typography, combining Josefin Sans and Bickham Script, evokes elegance, confidence, and refinement. From corporate stationery to digital platforms, every touchpoint was designed to reflect a world of indulgence and craft. Every detail, from textures to finishes, expresses The 13's ambition to astonish, captivate, and endure as an icon of unapologetic luxury.






Hotel Entrance
Hotel Entrance


WELCOME TO

The
EHVANA
One&Only
REETHI RAH
Maldives

Chawley.

CLIENT

THE EHVANA BY ONE&ONLY REETHI RAH

SERVICES

Brand Strategy | Brand Identity | Guest Journey | Verbal Identity | Branding Touchpoints

The Ehvana is an invitation-only guest program created for the most loyal and affluent guests of One&Only Reethi Rah, Maldives. It offers a world of refined care and emotional connection, where luxury is defined by anticipation, meaning, and deeply personal moments.



Charley.



#DBD8D4



SILVER FOIL

9#D9D9C



#FFFFFF



TYPEFACE **DIDOT**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **GOTHAM**
STYLE **BOOK**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

LOYALTY REIMAGINED AS PERSONAL LUXURY *where* ANTICIPATION, CARE, *and* MEANING CONVERGE.

The Ehvana is a private guest program at One&Only Reethi Rah, designed exclusively for the resort's 50 most loyal and affluent guests. We developed the complete brand strategy and identity to reflect grace, precision, and deep personalization. The visual language features a palette of stone, white, grey, and silver, supported by refined typography and tactile materials.

Art direction emphasizes stillness, warmth, and quiet confidence, from welcome gifts to printed collaterals. The verbal identity is centered on heartfelt hospitality, using language that is warm, sincere, and effortlessly elegant. Every touchpoint is crafted to feel personal and intentional. The Ehvana redefines loyalty not as a transaction, but as a relationship–where every moment is designed to be remembered, cherished, and uniquely yours.



Charley.


THERE IS NOTHING ON THIS EARTH TO BE PRIZED AS THE FRIENDSHIP
The Eshana Conceirge
One&Only
THERE IS NOTHING ON THIS EARTH TO BE PRIZED AS THE FRIENDSHIP
The Eshana Conce'




little
SOMETHING
One&Only


Request


One&Only

The
EHVANA
One&Only
REETHI RAH
Maldives


the fixer®
FOR MOMENTS THAT MATTER

Chantey.

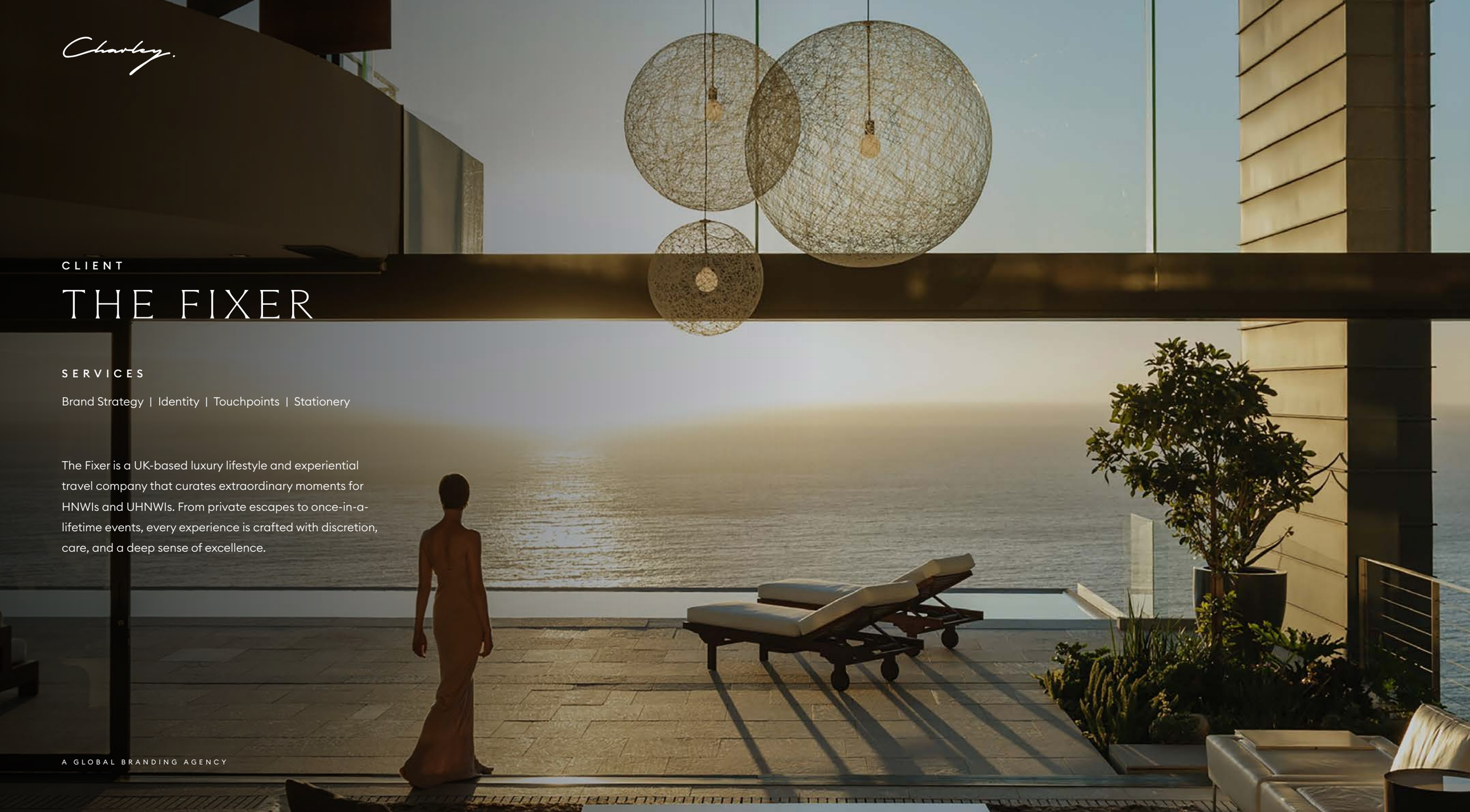
CLIENT

THE FIXER

SERVICES

Brand Strategy | Identity | Touchpoints | Stationery

The Fixer is a UK-based luxury lifestyle and experiential travel company that curates extraordinary moments for HNWIs and UHNWIs. From private escapes to once-in-a-lifetime events, every experience is crafted with discretion, care, and a deep sense of excellence.



Chawkey.

NAVY BLLUE

PEACH

WHITE SMOKE

TYPEFACE **BRESSAY**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **MONTSERRAT**
STYLE **BOOK**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Chawley.

MORE THAN SERVICE A SIGNATURE *that* BUILDS A BRAND TURNING MOMENTS *into* MASTERPIECES *for the* GLOBAL ELITE.

The Fixer is a UK-based luxury lifestyle and experiential travel company serving a global clientele of HNWIs and UHNWIs. We crafted a brand narrative centered on precision, sophistication, and passion, positioning The Fixer as a trusted partner in curating unforgettable experiences, from private escapes to high-profile events. The visual identity pairs a bold sans-serif logo with delicate cursive, blending strength with intimacy.

A palette of navy blue, peach, and white smoke offers a balance of authority and warmth, while the typography system conveys clarity and refinement. With a tone of voice rooted in opulence and authenticity, every message reflects care and discretion. From website to stationery and digital touchpoints, every detail was designed to express timeless elegance and lasting emotional impact.



Charley.


thefixer
thefixer
John Smith
thefixer


thefixer


thefixer


thefixer


FIXER


thefixer


VIDA
HOTELS AND RESORTS



Chowley.

CLIENT

VIDA HOTELS & RESORTS

SERVICES

Brand Strategy | Naming | Brand Identity | Verbal Identity | Branding Touchpoints

Vida Hotels and Resorts is a lifestyle hospitality brand reimagined for the modern explorer. With properties across global destinations, it offers an inspired blend of creativity, connection, and contemporary luxury, inviting a new generation to live, stay, and express without limits.

Charley.

BLUE
#004D710

TYPEFACE **BODONI 72**
STYLE **BOOK**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

LIGHT BLUE
#AEC1CE

TYPEFACE **AVENIR**
STYLE **LIGHT**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

HOSPITALITY AS A FORM *of* EXPRESSION. TRANSFORMING VIDA *into a* GLOBAL BRAND OF FREEDOM, DESIGN, AND ENERGY

Vida Hotels and Resorts is a global lifestyle hospitality brand reimagined for the modern world. We led its complete transformation, including strategy, naming, visual identity, and brand voice. The identity merges minimalist design with expressive details, using desert tones, deep blues, and soft metallics to reflect both calm and cosmopolitan energy.

Typography combines the timeless elegance of Bodoni with the contemporary clarity of Avenir, resulting in a refined yet playful tone. Through a bold new verbal identity, the guest experience was reframed around freedom, creativity, and self-expression. Every hotel, residence, and touchpoint speaks with clarity, confidence, and cultural resonance. Vida is no longer just a stay–it is a lifestyle brand alive with design, movement, and meaning.



Chowley.


VIDA
HOTELS AND RESORTS
GET HITCHED
at #VidaHotels


GO WITH THE
flow
VIDA
HOTELS AND RESORTS




Zen
adj.
Used to describe someone / something that has reached an uber state of coolness and inner peace.
"Vida is so you."
INGREDIENTS
OUD ROSE


GET


Insert
GOODIES
HERE
VIDA
HOTELS AND RESORTS


VIDA
HOTELS AND RESORTS


THE CAKE
BOUTIQUE
BY WALDORF ASTORIA DIFC

Chawkey.

CLIENT

THE CAKE BOUTIQUE BY WALDORF ASTORIA

SERVICES

Brand Strategy | Brand Identity | Branding Touchpoints

The Cake Boutique is a luxury patisserie concept that transforms dessert into a sensory experience. Known for its bespoke creations and elegant design, it offers refined moments of celebration, crafted with precision, beauty, and emotion.



Charley.

PANTONE 7544 C
RGB 126 140 157
CMYK 54 39 28 2
HEX 7E8C9D

PANTONE 5455 C
RGB 188 204 208
CMYK 26 12 14 0
HEX BCCCD0

PANTONE 427 C
RGB 204 208 217
CMYK 19 13 9 0
HEX CCD0D9

PANTONE 877 C
GRADIENT / SILVER FOILING

TYPEFACE **BOLIN GERLI**
STYLE **REGULAR**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE **NOBEL**
STYLE **BOOK**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Charley.

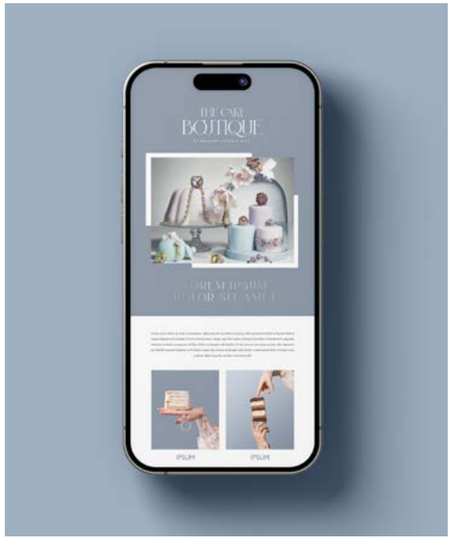
ELEVATED INDULGENCE *in* EVERY DETAIL DEFINING A MODERN LUXURY PATISSERIE *for* WALDORF ASTORIA.

A refined patisserie concept that blends culinary artistry with modern design, this boutique offers guests a dessert experience that is as beautiful as it is indulgent. We developed the full brand strategy and visual identity to capture a balance of sophistication and playful elegance. The visual language combines soft neutrals, silver accents, and minimalist typography to evoke calm, confidence, and style.

Through considered art direction, we designed packaging, collaterals, and digital assets that elevate every detail–from silver-foiled cake boxes and embossed thank-you cards to sleek delivery bags and social assets. Each touchpoint expresses timeless luxury while celebrating handcrafted precision. More than a patisserie, it is a signature experience that transforms every cake into a moment of beauty, emotion, and celebration.




THE CAKT
BOUTIQUE


THE CAKE
BOUTIQUE
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IPSUM


THE CAKE
BOUTIQUE
THE CAKE
BOUTIQUE


THE CAKE
BOUTIQUE
LOREM IPSUM DOLOR SIT AMET


THE CAKE
BOUTIQUE


ARMANI
Hotel Dubai

Chawley.

CLIENT

ARMANI HOTEL DUBAI

SERVICES

Campaign Strategy | Creative Direction | Advertising | Brochures | Seasonal Campaigns (Christmas and Valentine's Day)

Armani Hotel is a global symbol of haute couture hospitality, blending Italian design with refined experiences to redefine modern luxury through elegance, intention, and timeless style.



Charley.

BRINGING THE ARMANI AESTHETIC *to* LIFE THROUGH STORYTELLING *and* SEASONAL CAMPAIGNS

For Armani Hotel, we created a series of integrated campaigns and creative materials that embody the brand's refined ethos of "Stay with Armani." From global brochures and elegant print ads to immersive Christmas and Valentine's Day campaigns, every element balanced minimalist design with editorial clarity.

The Suite Getaway campaign merged emotional storytelling with elevated visuals, transforming exclusive offers into aspirational experiences. Every creative touchpoint echoed Armani's world of tailored sophistication and understated luxury.



Charley.


STAY WITH ARMANI


A World of Sophisticated Beauty
Armani Hotel Dubai brings to life the "Stay with Armani" philosophy delivering a genuine home approach and a unique lifestyle experience where every need and desire is fulfilled for each guest individually
www.armanihoteldubai.com
ARMANI
Hotel Dubai


ARMANI
Hotel Dubai
RAMADAN KAREEM
2022


His Idea


ARMANI
A FOR AMORÉ



ASTON MARTIN

RESIDENCES

at

300 BISCAYNE BOULEVARD WAY
MIAMI

Chawley.

CLIENT

ASTON MARTIN RESIDENCES

SERVICES

Campaign Strategy | Creative Direction | UHNW Targeting | Royal Family Engagement

Aston Martin Residences is a global symbol of precision and prestige, where architectural mastery and iconic automotive design converge to offer one-of-a-kind living experiences for the world's most discerning elite.



A GLOBAL BRANDING AGENCY

Chawley.

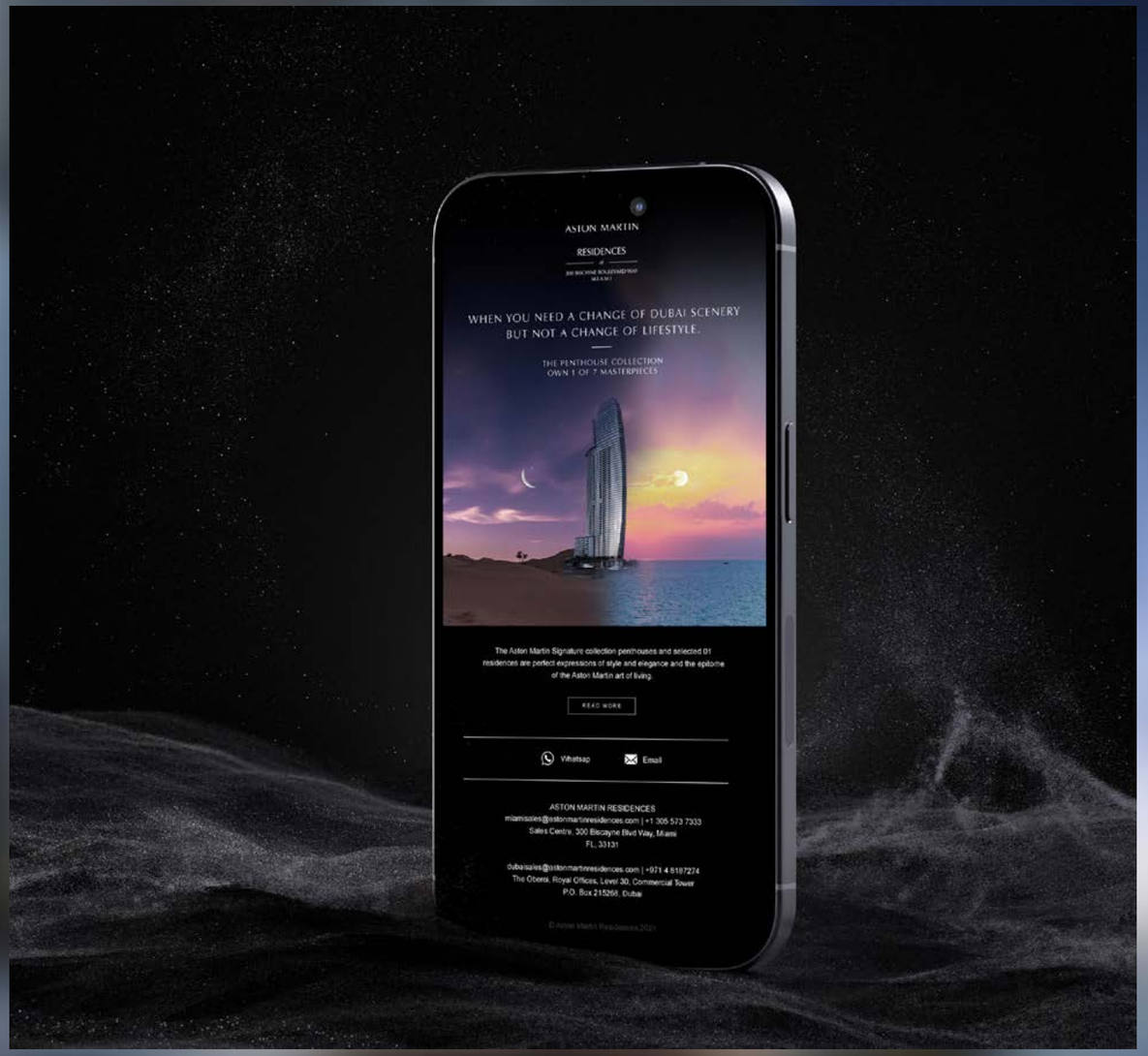
POSITIONING BRILLIANCE *for the* WORLD'S RAREST FEW

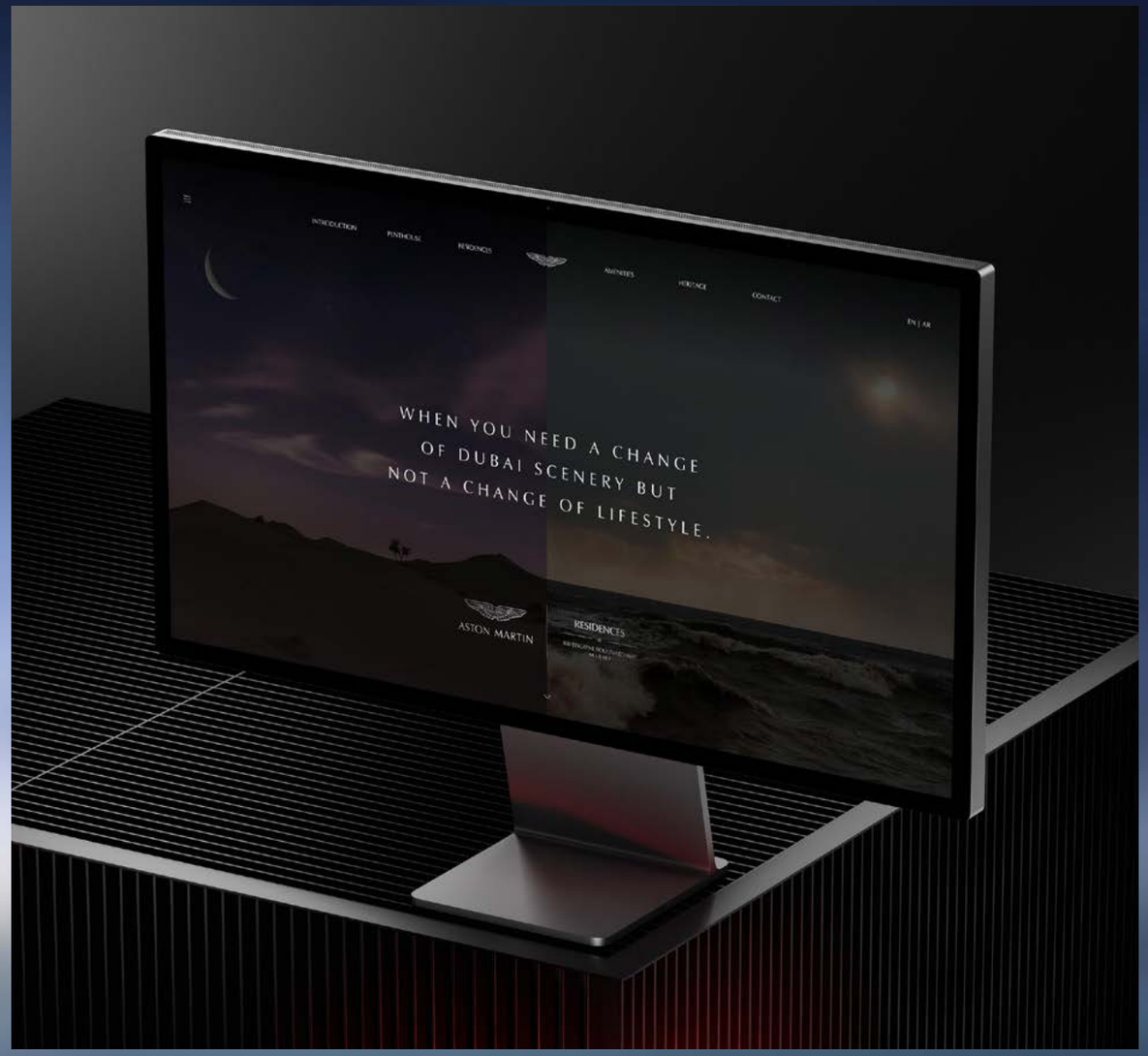
For Aston Martin Residences Miami, we created a bespoke campaign targeting royal families and ultra-high-net-worth individuals seeking exceptional design and legacy-defining real estate. The narrative centered around the Signature Collection and the singular Triplex Penthouse, delivered with an Aston Martin Vulcan. Through refined eDMs and curated storytelling, we conveyed the rare union of sky-high living and automotive artistry. Every detail was crafted to express beauty, exclusivity, and timeless value–speaking to those who collect not just homes, but heirlooms.

RESULTS

Emails Sent: 27,000
Open Rate: 11%
Clicks: 259
Qualified Enquiries: 6
Confirmed Sale: 1 penthouse

Charley.





A GLOBAL BRANDING AGENCY

BARNES

INTERNATIONAL REALTY



CLIENT

BARNES INTERNATIONAL

SERVICES

Social Media Campaign | Art Direction | Digital Strategy

Barnes International is a leading global luxury real estate brand, offering exceptional properties, lifestyle experiences, and curated cultural connections for a world-class clientele.

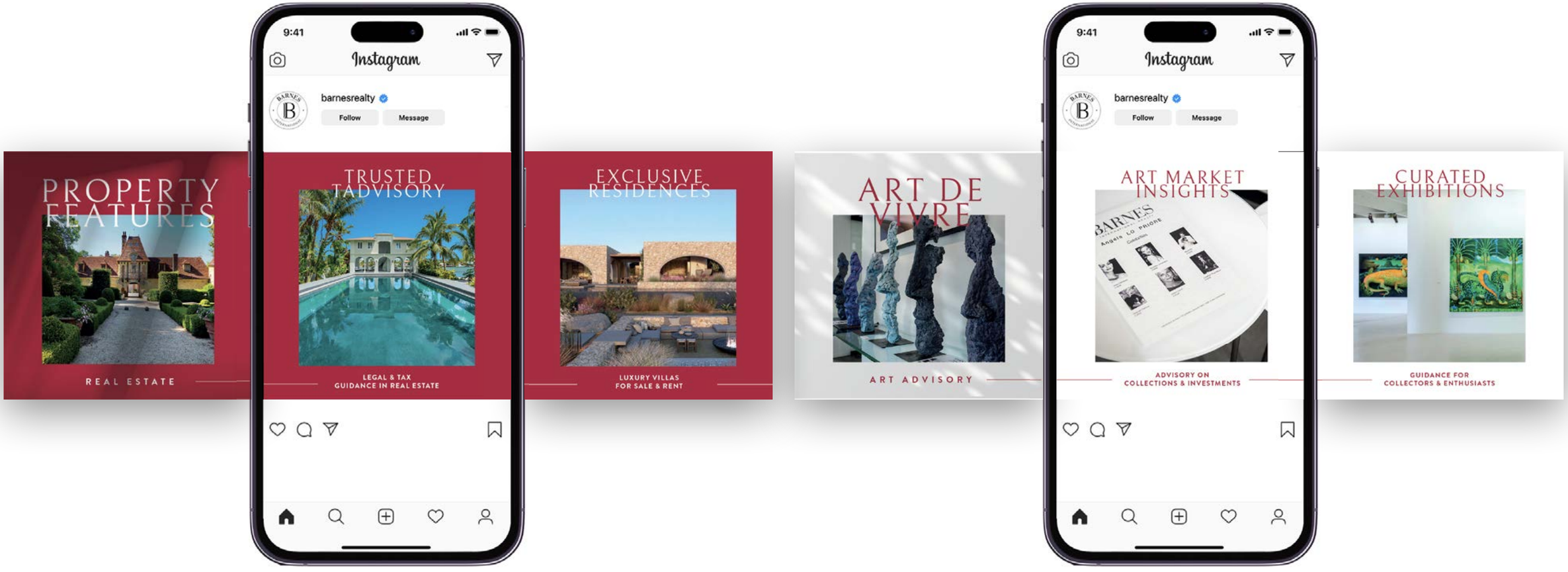
A GLOBAL BRANDING AGENCY

Chowley.

BEYOND PROPERTY, A WORLD *of* DISTINCTION ELEVATING *the* SOCIAL VOICE *of a* GLOBAL REAL ESTATE LEADER

We developed a multi-theme social media campaign for Barnes International, designed to reflect the brand's vision of refined living through real estate, culture, and curated partnerships. Each visual and caption was shaped to express the essence of global sophistication–showcasing modern villas, heritage estates, fine art, private events, and collectible spirits.

Through thoughtful art direction and strategic content planning, we created a digital presence that resonates with a clientele who value exclusivity, beauty, and legacy. The campaign positioned Barnes not just as a broker of homes, but as a curator of lifestyle, offering followers a window into a world where elegance and aspiration live side by side.


PROPERTY FEATURES
REAL ESTATE
9:41
Instagram
barnesrealty
Follow
Message
TRUSTED ADVISORY
LEGAL & TAX GUIDANCE IN REAL ESTATE
EXCLUSIVE RESIDENCES
LUXURY VILLAS FOR SALE & RENT
ART DE VIVRE
ART ADVISORY
9:41
Instagram
barnesrealty
Follow
Message
ART MARKET INSIGHTS
ADVISORY ON COLLECTIONS & INVESTMENTS
CURATED EXHIBITIONS
GUIDANCE FOR COLLECTORS & ENTHUSIASTS



BENTLEY

Charley.

CLIENT

BENTLEY

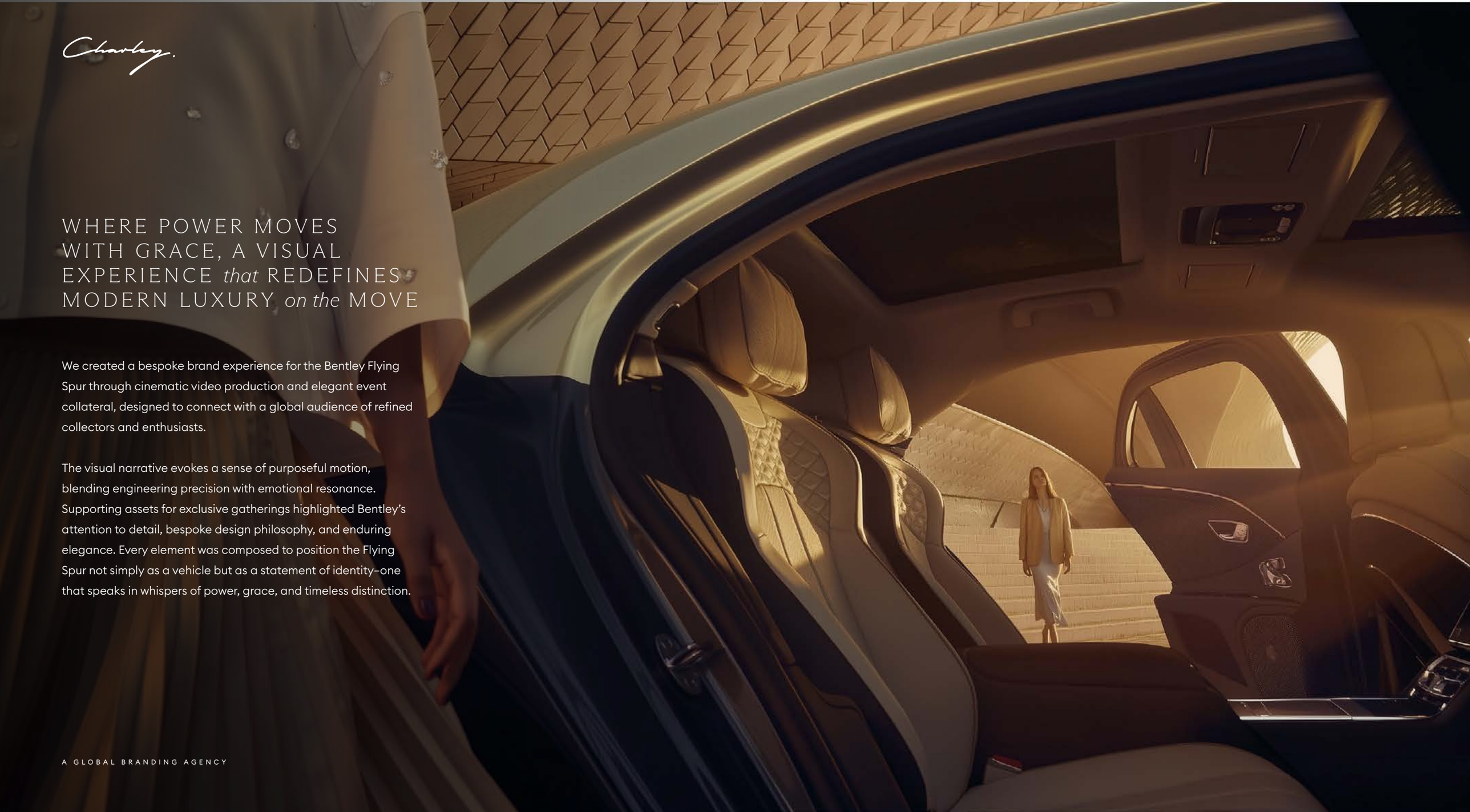
SERVICES

Creative Direction | Video Production | Event Collateral | Brand Experience

Bentley stands at the intersection of innovation and tradition, where British automotive excellence is elevated through craftsmanship, performance, and quiet power.



A GLOBAL BRANDING AGENCY



WHERE POWER MOVES WITH GRACE, A VISUAL EXPERIENCE *that* REDEFINES MODERN LUXURY *on the* MOVE

We created a bespoke brand experience for the Bentley Flying Spur through cinematic video production and elegant event collateral, designed to connect with a global audience of refined collectors and enthusiasts.

The visual narrative evokes a sense of purposeful motion, blending engineering precision with emotional resonance. Supporting assets for exclusive gatherings highlighted Bentley's attention to detail, bespoke design philosophy, and enduring elegance. Every element was composed to position the Flying Spur not simply as a vehicle but as a statement of identity–one that speaks in whispers of power, grace, and timeless distinction.

A GLOBAL BRANDING AGENCY

Chawley.





A GLOBAL BRANDING AGENCY

JUMEIRAH

BURJ AL ARAB

DUBAI

Chowley.

CLIENT

BURJ AL ARAB

SERVICES

Campaign Strategy | Creative Direction | Seasonal Campaigns | Advertising | Concierge Magazine

Burj Al Arab Jumeirah is one of the world's most iconic luxury destinations, defining opulence, service, and architectural splendor with a guest experience unlike any other.



Chowley.

WHERE EVERY STAY BECOMES A LEGEND DESIGNING CAMPAIGNS THAT CELEBRATE *the* ART *of the* EXTRAORDINARY

For Burj Al Arab Jumeirah, we led the campaign strategy and creative development across seasonal moments, advertising, and editorial touchpoints. Summer escapes and festive campaigns were brought to life with immersive visuals, tailored messaging, and elevated offers, all designed to captivate the world's most discerning travelers.

Through targeted advertising, we portrayed indulgent wellness, iconic dining, and signature suites as more than luxuries–they became aspirational experiences. For the Concierge Magazine, we shaped an editorial journey of curated discoveries, from cultural trails to exclusive excursions. Every piece was crafted to embody the spirit of Burj Al Arab, where every experience feels rare, every detail refined, and every memory timeless.



Chawley.


WELCOME TO
BURJ AL ARAB
JUMEIRAH AND
THANK YOU FOR
CHOOSING US AS
YOUR HOME
IN DUBAI


BURJ AL ARAB
JUMEIRAH


BURJ AL ARAB JUMEIRAH


BURJ KHALIFA



CLIENT

BURJ KHALIFA

SERVICES

Campaign Strategy | Creative Direction | Real Estate Campaign | Advertising | Digital Brochure

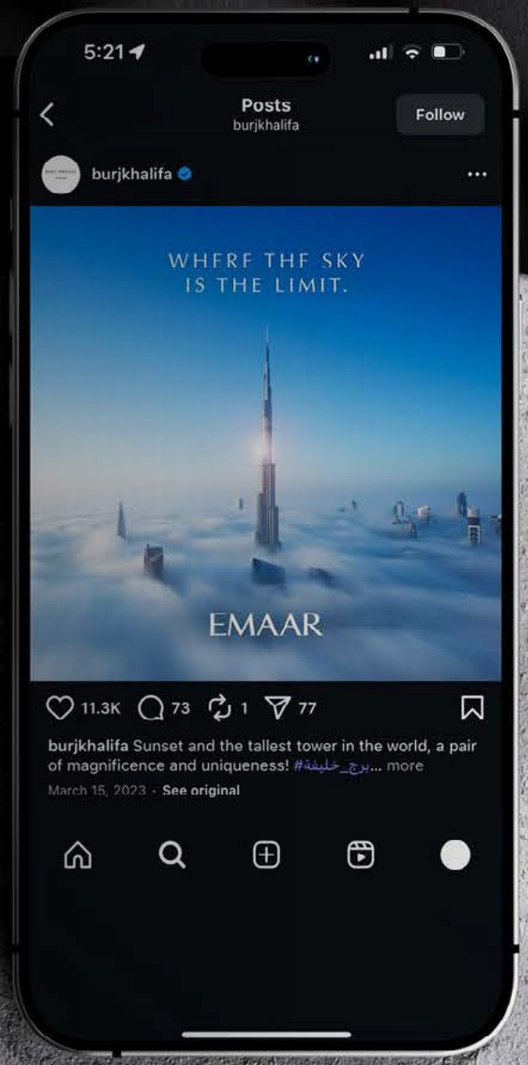
Burj Khalifa stands as a global icon of architecture, luxury, and aspiration, offering a rare opportunity to live above it all in one of the world's most prestigious addresses

Charley.

LIVING AT THE TOP *of the* WORLD, POSITIONING BURJ KHALIFA *as the* ULTIMATE LEGACY *in* LUXURY REAL ESTATE

We developed a strategic campaign to elevate Burj Khalifa's penthouses for an audience of ultra-high-net-worth individuals, with a focus on discerning American buyers. The creative direction highlighted ownership at the pinnacle of the world, framing each residence as a legacy of architectural and cultural significance. T

hrough sophisticated advertising, editorial copy, and a bespoke digital brochure, we expressed a lifestyle defined by privacy, prestige, and permanence. Minimal layouts, powerful visuals, and evocative storytelling conveyed a message of timeless value. Every creative asset was crafted to position Burj Khalifa not just as a landmark but as a rare chance to own a piece of global history.







Chowdary.


LIFE LOOKS BETTER ABOVE THE
CLOUDS
EMAAR


BURJ KHALIFA
02
LIVE. WORK. PLAY


SEE THE WORLD FROM
SOARING HEIGHTS.
EMAAR


YOUR HOME AT 828-METERS
ABOVE THE CITY.
EMAAR

BVLGARI

YACHT CLUB DUBAI

Chawley.

CLIENT

BVLGARI YACHT CLUB DUBAI

SERVICES

Campaign Strategy | Creative Direction | Yacht Club Storytelling

Bvlgari Yacht Club Dubai embodies contemporary Italian luxury through a nautical lens – blending timeless elegance, cinematic design, and the spirit of life on the water to celebrate a new era of modern yachting.



A GLOBAL BRANDING AGENCY

Charlay.

TRANSFORMING SIGNATURE MOMENTS *into* ICONS *of* ITALIAN REFINEMENT

For Bvlgari Hotels, we created storytelling-driven campaigns that elevated hospitality into a lifestyle of elegance and celebration. The festive work brought the season to life through bespoke dining, gala moments, and immersive experiences. At the Yacht Club, we captured Mediterranean sophistication through narrative-led visuals and exclusive leisure. The Cake Collection turned artisanal desserts into icons of indulgence and design. Every creative expression reflected Bvlgari's distinct blend of glamour, heritage, and contemporary allure–inviting guests into a world where every detail is designed to enchant.



Chantecaille.







Dior



Chowley.

CLIENT

DIOR CRUISE COLLECTION

SERVICES

Creative Direction | Photoshoot Production | Art Direction | Styling

Dior is a global icon of fashion and femininity, where heritage and innovation come together to express timeless elegance through every collection.



Charley.

A VISUAL ODE *to* MOVEMENT *and* LIGHT BRINGING *the* DIOR CRUISE COLLECTION *to* LIFE

We led the creative direction and production of a signature photoshoot for the Dior Cruise Collection, capturing its spirit of joy, color, and craftsmanship. The shoot highlighted the line's signature palette–ombré leathers, sun-washed accessories, bold eyewear, and luminous gradients. With curated styling and immersive art direction, we created visuals that feel both playful and refined. Each frame was crafted to express the lightness and elegance of the collection, turning fashion into emotion and storytelling. The result is a celebration of the Cruise spirit–where freedom, femininity, and Dior's timeless artistry meet in movement, color, and sunlit style.



Chanley.













A GLOBAL BRANDING AGENCY

THE

LANA

DUBAI

DORCHESTER COLLECTION



CLIENT

THE LANA, DORCHESTER COLLECTION

SERVICES

Campaign Strategy | Creative Direction |
Ultra High Net Worth Engagement | Branding Touchpoints

The Lana by Dorchester Collection is a new icon of contemporary elegance, redefining ultra-luxury living through bold design, cultural depth, and an unwavering commitment to discretion and excellence.

A GLOBAL BRANDING AGENCY

Charley.

WHERE DISCRETION MEETS DESIGN, SHAPING *the* GLOBAL IDENTITY *of a* NEW DORCHESTER LANDMARK

We were entrusted with the full creative direction for The Lana, Dorchester Collection, crafting a brand world that speaks directly to an audience of global ultra-high-net-worth individuals. From collectible booklets and bespoke print materials to branded experiences and campaign assets, each touchpoint was designed to reflect quiet power, cultural fluency, and contemporary refinement. Through editorial storytelling, elevated imagery, and a deep sense of narrative purpose, our work contributes to positioning The Lana as a modern sanctuary for those who seek rare experiences and meaningful design. The result is not just a brand–it is an atmosphere of rarefied taste and timeless elegance.

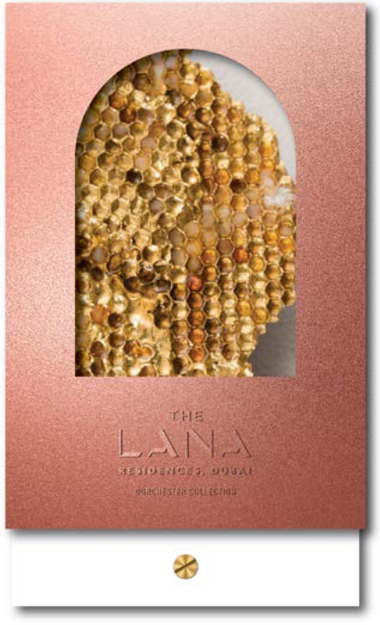


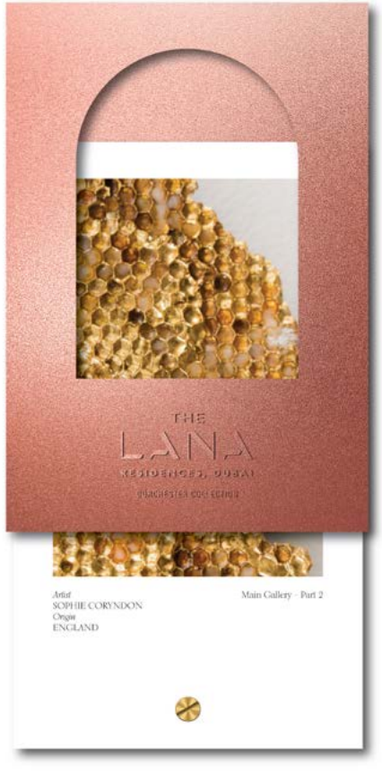
A GLOBAL BRANDING AGENCY

Chawley.


THE LANA
SET LUNCH MENU AT RIVIERA BY JEAN IMBERT
FOR TWO GUESTS
HOW TO BOOK YOUR DINING EXPERIENCE




THE
LANA
RESIDENCES, DUBAI


THE
LANA
RESIDENCES, DUBAI
Artist
SOPHIE CORYNDON
Origin
ENGLAND
Main Gallery - Part 2


Artist
SOPHIE CORYNDON
Origin
ENGLAND
Main Gallery - Part 2


THE
DUBAI MALL
EMAAR



Chawley.

CLIENT

THE DUBAI MALL

SERVICES

Campaign Strategy | Creative Direction | Shoetopia Campaign | Seasonal Campaigns | Shopping Festival Activation

The Dubai Mall is one of the world's most visited and iconic retail destinations, where fashion, lifestyle, and entertainment converge to create unforgettable experiences for a global audience.

A GLOBAL BRANDING AGENCY

TRANSFORMING RETAIL *into* CULTURE *and* CELEBRATION THROUGH IMMERSIVE, STYLE-DRIVEN CAMPAIGNS

We developed a series of high-impact campaigns for The Dubai Mall, turning the retail experience into a dynamic world of storytelling and trend. Shoetopia was a bold and fashion-forward concept spotlighting footwear culture, attracting style lovers and sneaker collectors through immersive activations.

Seasonal campaigns, including Dubai Shopping Festival, were designed to blend strong commercial impact with vibrant creative expression. Through compelling visuals, curated content, and strategic messaging, we positioned The Dubai Mall not just as a place to shop, but as a cultural landmark where discovery, entertainment, and fashion intersect in meaningful and memorable ways.




Emirates
Skywards
THE
DUBAI MALL


Emirates
Skywards
SHOETOPIA
FOR THE LOVE OF SHOES
Earn double
Skywards Miles*


Emirates
Skywards
SHOETOPIA
FOR THE LOVE OF SHOES
Download The Dubai Mall App
*T's & C's apply
DUBAI SHOPPING FESTIVAL
17 DEC 2020 - 30 JAN 2021
THE
DUBAI MALL
EMAAR


新年快乐
HAPPY NEW YEAR
THE
DUBAI MALL
EMAAR


للنخبة ELITE



CLIENT

ELITE BY CHALHOUB

SERVICES

Campaign Strategy | Creative Direction | Seasonal Campaigns | Loyalty Engagement | UHNW Design Language

Elite by Chalhoub is a private invitation-only program that rewards global ultra-high-net-worth individuals with curated access to the world of luxury, from exclusive events to bespoke privileges.

Charley.

DESIGNING DESIRE THROUGH LOYALTY ELEVATING ELITE *into* A WORLD *of* PRIVILEGE, PRESTIGE, *and* PERSONAL CONNECTION

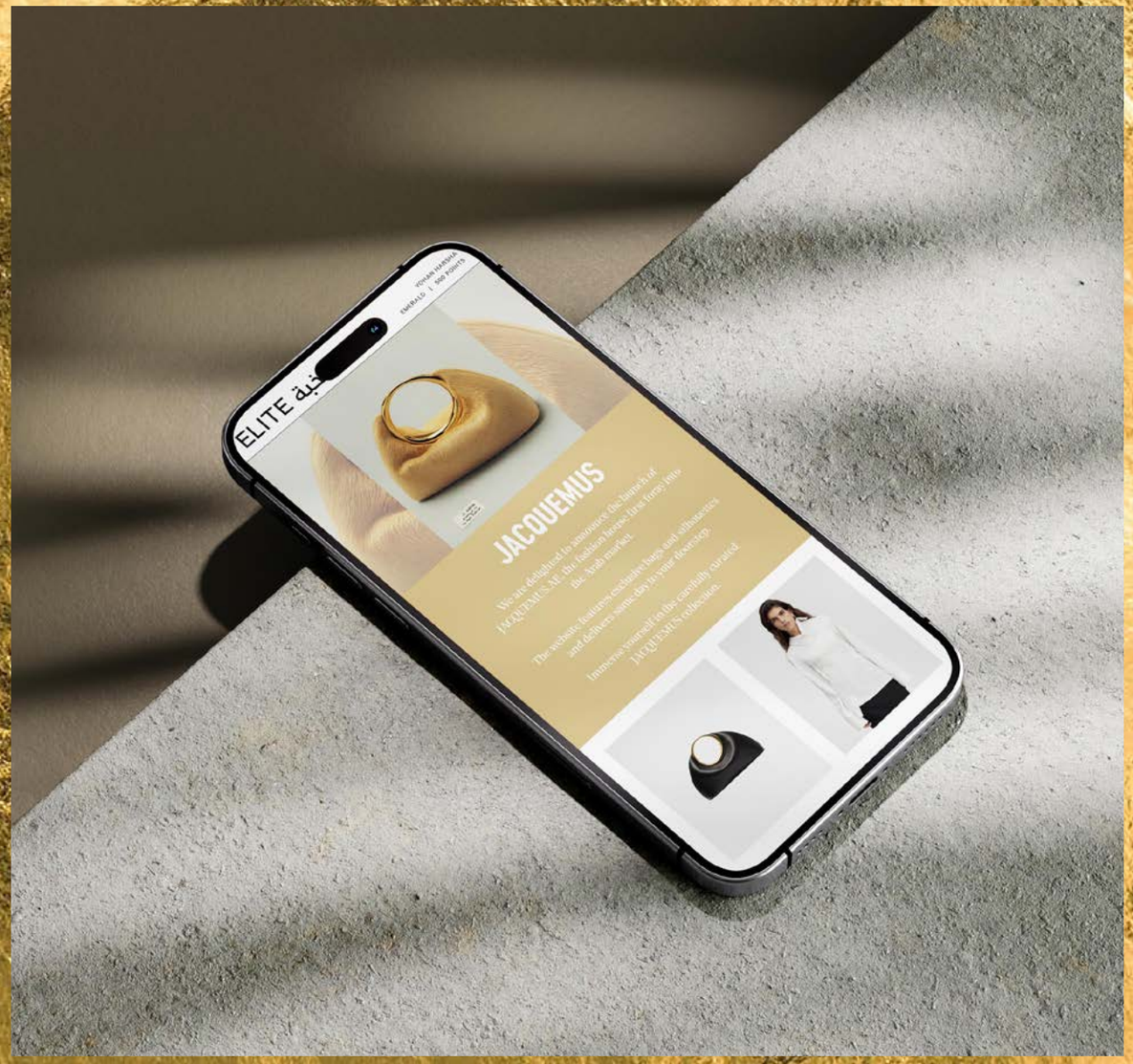
We partnered with Chalhoub Group to elevate Elite, its most exclusive loyalty program, through a refined creative and engagement strategy targeting ultra-high-net-worth individuals. From private invitations to iconic experiences like Baccarat's 260th anniversary dinner to digital campaigns such as the Jacquemus.ae regional launch, each activation was crafted to feel rare, relevant, and rewarding.

Our work included campaign development, seasonal storytelling, and a tailored visual identity that aligns with the aspirations of Elite's most valued members. More than a program, Elite becomes a symbol of recognition–where loyalty is celebrated through meaningful access, personal touchpoints, and elevated encounters with the world's finest.






STORIES of CONVICTION
Baobab
COLLECTION


ELITE
JACQUEMUS


EMAAR



Chawley.

CLIENT

EMAAR

SERVICES

Campaign Strategy | Creative Direction | Real Estate Brochures | Collaterals | Seasonal Campaigns

Emaar is one of the world's most influential real estate and lifestyle developers, shaping global skylines and experiences through iconic architecture, visionary placemaking, and cultural storytelling.

A GLOBAL BRANDING AGENCY

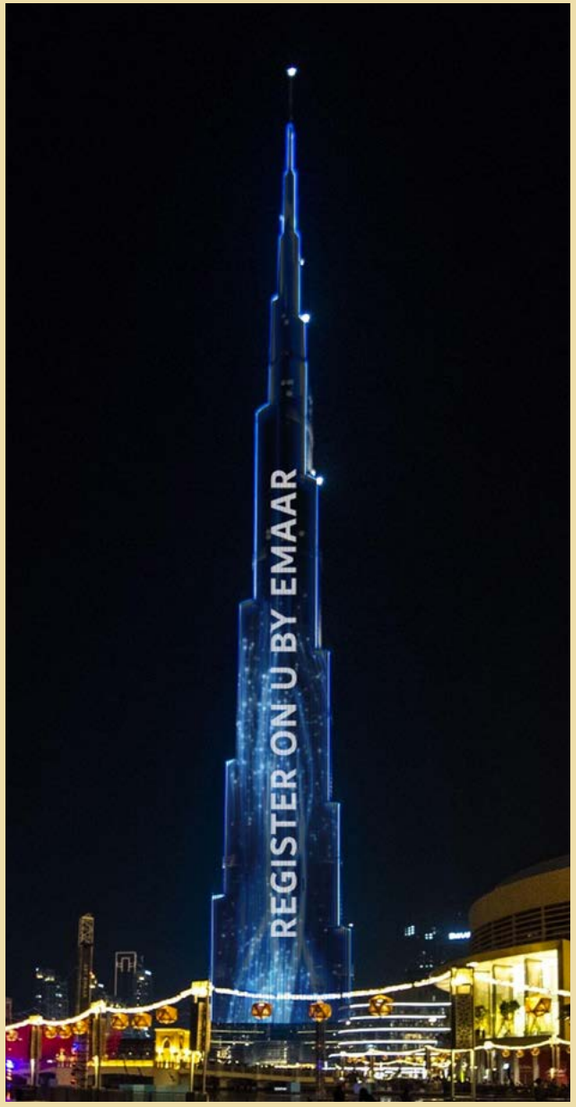
Charley.

FROM SKYLINE *to* STORY BUILDING ICONIC NARRATIVES *for a* GLOBAL REAL ESTATE VISIONARY

As a trusted creative partner to Emaar, we've led the development of campaigns that have defined global moments and luxury destinations. From the record-breaking New Year's Eve celebration in 2020–broadcast worldwide with visuals projected on the Burj Khalifa–to real estate campaigns that introduced landmark projects like Elie Saab Residences and SOUL by Emaar, our work speaks to a global ultra-high-net-worth audience. We crafted real estate brochures, brand narratives, and seasonal campaigns that balance architectural ambition with lifestyle aspiration. Each touchpoint was designed to reflect Emaar's identity as a pioneer of elegance, scale, and storytelling on the world stage.




SOUL
EMAAR | EH


REGISTER ON U BY EMAAR


EMAAR SOUTH
URBANA
EMAAR


DUBAI HILLS
ESTATE
COLLECTIVE 2.0
EMAAR


A Sense of Solitude
in Sun Filled Spaces
Engage Your Spirit
and Your Senses


2021
EMAAR NYE 2021
EMAAR
MYDUBAINEWYEAR.EMAAR.COM


FOUR SEASONS



CLIENT

FOUR SEASONS

SERVICES

Global Campaign Strategy | Creative Direction |
Seasonal Campaigns | Brochures | Event Collaterals

Four Seasons is a global symbol of timeless hospitality, where refined design and heartfelt service meet in the world's most exceptional destinations.

A GLOBAL BRANDING AGENCY

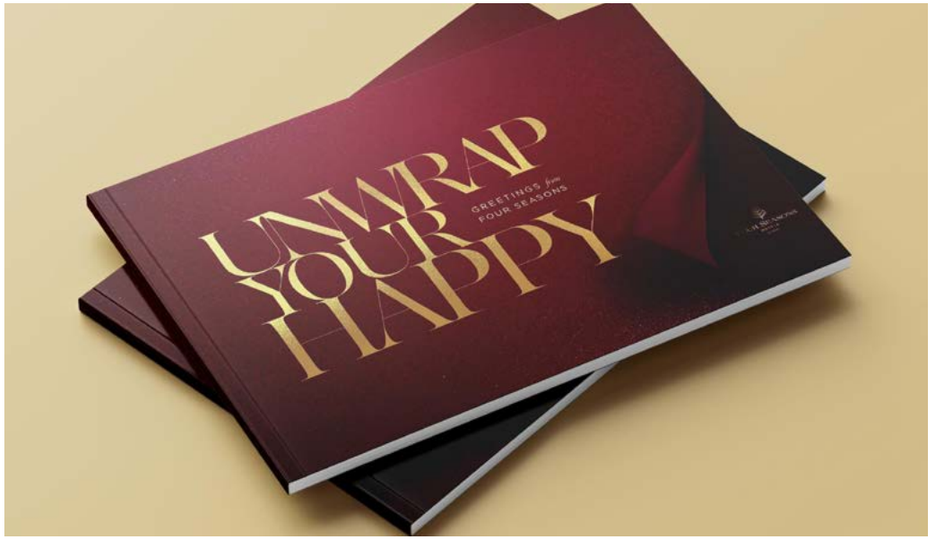
Charley.

DESIGNING MOMENTS *of* DISTINCTION, BRINGING *the* FOUR SEASONS EXPERIENCE TO LIFE THROUGH STORY *and* STYLE

We led creative direction and campaign development across a selection of the world's most iconic Four Seasons properties, engaging an international community of ultra-high-net-worth individuals. From seasonal celebrations and curated suite experiences to bespoke brochures and event collateral, every touchpoint was crafted to reflect the brand's legacy of elegance and genuine care. Each campaign captured the spirit of place while aligning with Four Seasons' enduring values– warmth, sophistication, and global prestige. Through evocative imagery, refined language, and thoughtful storytelling, we brought to life a brand that continues to set the standard for luxury hospitality worldwide.



Chowley.


UNWRAP
YOUR
HAPPY
GREETINGS from
FOUR SEASONS




CALM
& COOL
THE PEARL SPA SUMMER EDITION
COOLING RELIEF TREATMENT
CALM
& COOL
THE PEARL SPA SUMMER EDITION


Welcomes you to
Unwrap Your Happy
This Festive Season




TO BEGIN
A TOAST
THE SAVOURY
CHAPTER
THE PRELUDE
TO SWEET
A DECADE IN DESSERTS


FRANCK MULLER
AETERNITAS
by
LONDON GATE

Chawley.

CLIENT

FRANCK MULLER AETERNITAS TOWER

SERVICES

Campaign Strategy | Creative Direction |
Brochure Development | Launch Narrative

Franck Muller is a global icon of Swiss watchmaking, known for bold complications, refined precision, and an unmistakable aesthetic that bridges innovation and tradition.



A GLOBAL BRANDING AGENCY

Chawley.

WHERE WATCHMAKING MEETS ARCHITECTURE LAUNCHING *a* TIMELESS ICON *in the* HEART *of* DUBAI MARINA

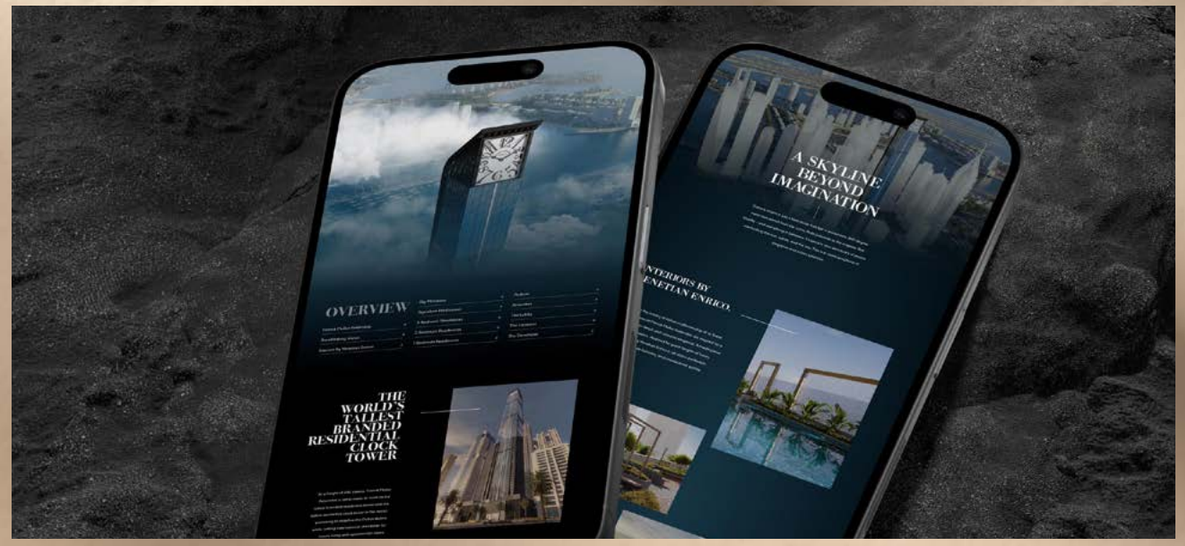
The Franck Muller Aeternitas Tower is a landmark of elevated living, fusing horological excellence with architectural artistry. We developed the full campaign strategy, creative direction, and launch narrative to present the tower as an emblem of precision, elegance, and innovation. Designed for global collectors and ultra-high-net-worth individuals, the project's brand world mirrors the sophistication of the Franck Muller timepieces. The brochure features refined imagery, elegant typography, and layered storytelling that draws on the maison's watchmaking codes to express a lifestyle shaped by legacy and craft. Every detail celebrates a tower where time becomes art, and every residence a living complication.

Chawley.


SIGNATURE
PENTHOUSES






OVERVIEW
THE WORLD'S TALLEST BRANDED RESIDENTIAL CLOCK TOWER
A SKYLINE BEYOND IMAGINATION

L'AMBROISIE

BERNARD ET MATHIEU PACAUD

PARIS



Chowley.

CLIENT

L’AMBROISIE

SERVICES

Campaign Strategy | Creative Direction |
Launch Campaign | Advertising

L’Ambroisie is a legendary name in global haute cuisine, holding three Michelin stars since 1988. Its debut at The 13 Hotel in Macau marks a rare union of French culinary heritage and Asian luxury.



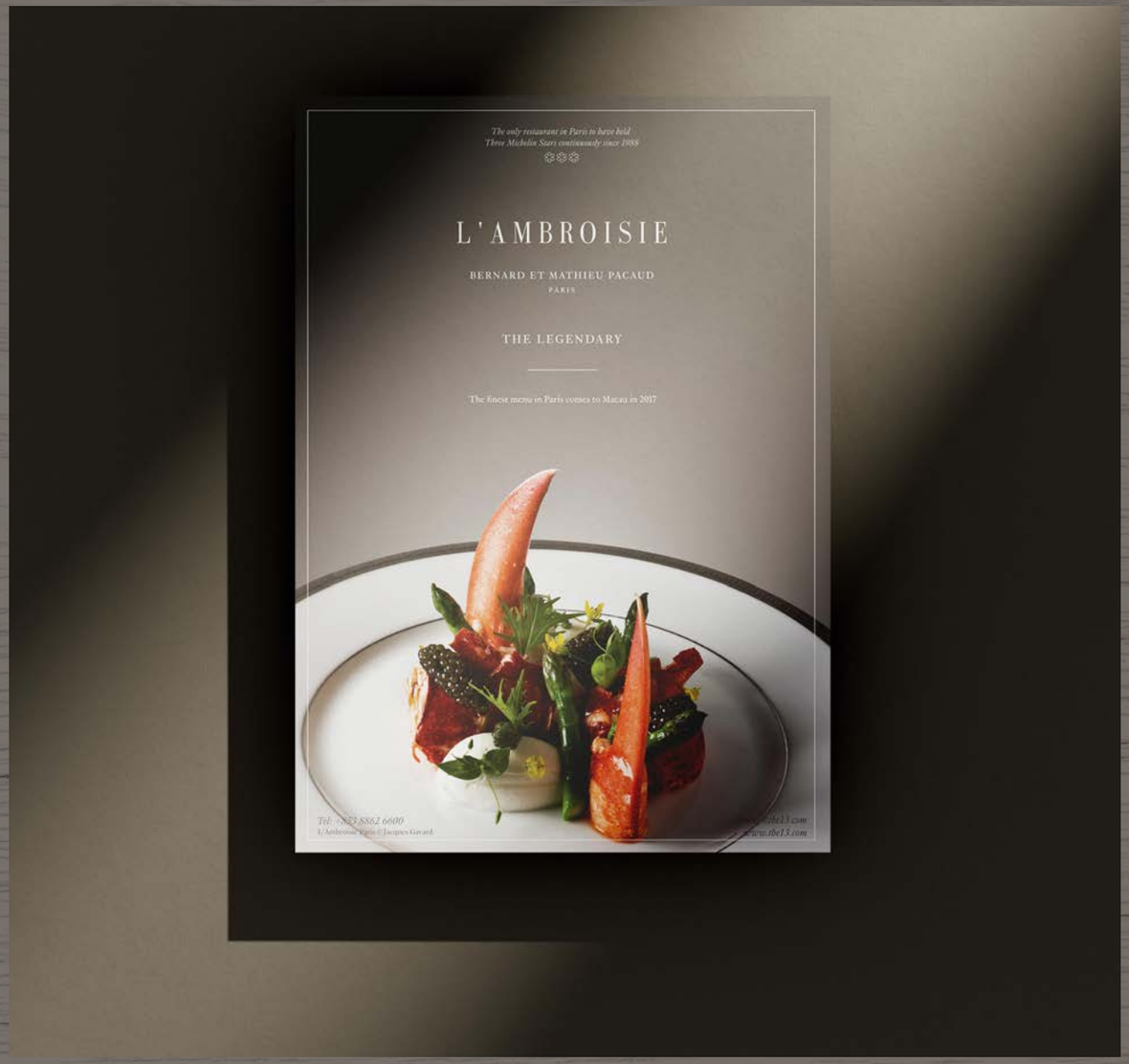
Chowley.

INTRODUCING PARISIAN GASTRONOMY, *to* ASIA'S MOST DECADENT ADDRESS

For L'Ambroisie's arrival at The 13 Hotel, we designed a full launch campaign targeting ultra-high-net-worth individuals, royals, and global tastemakers. Through refined print materials, elegant advertising, and digital storytelling, the campaign conveyed the gravity of this historic moment bringing one of the world's most exclusive dining experiences to Macau. Creative direction emphasized French craftsmanship, timeless excellence, and the art of indulgence. Every detail expressed more than fine dining; it extended a once-in-a-lifetime invitation to experience a legacy of culinary perfection.



Charley.


The only restaurant in Paris to have held
Three Michelin Stars continuously since 1988
L'AMBROISIE
BERNARD ET MATHIEU PACAUD
PARIS
THE LEGENDARY
The finest menu in Paris comes to Macau in 2017


9:41
The only restaurant in Paris to have held
Three Michelin Stars continuously since 1988
THE LEGENDARY
L'AMBROISIE
BERNARD ET MATHIEU PACAUD
PARIS
The finest menu in Paris comes to Macau in 2016
Tel: +853 8862 6600
www.ambroisie-paris.com


LAMBORGHINI

Chawkey.



CLIENT

LAMBORGHINI

SERVICES

Creative Direction | Art Direction | Photoshoot Production | Royal Engagement Campaign

Lamborghini is a global symbol of power, performance and prestige, uniting Italian excellence with a legacy of bold design and uncompromising craft.

Chawley.

PERFORMANCE ELEVATED *to* NOBILITY, A VISUAL CAMPAIGN HONORING LEGACY, CRAFT *and* ROYAL DISTINCTION

We developed and produced an exclusive visual campaign for Lamborghini, tailored to engage ultra-high-net-worth individuals and royal families across the GCC and beyond. The creative direction blended cinematic storytelling with curated elegance, celebrating the brand's heritage of Italian craftsmanship and its emotional resonance among elite circles. Each visual was composed with precision, capturing both the adrenaline of performance and the poise of nobility. The campaign positioned Lamborghini not only as an automotive icon but as a lasting emblem of legacy, status and refined power created for those who live with vision and velocity.

Chawley.








LR
LUXURY RENTALS
MIAMI BEACH



Chawley.

CLIENT

LUXURY RENTAL MIAMI BEACH

SERVICES

Campaign Strategy | Creative Direction | Seasonal Campaigns | Brochures | Touchpoint Collaterals | UHNW Engagement

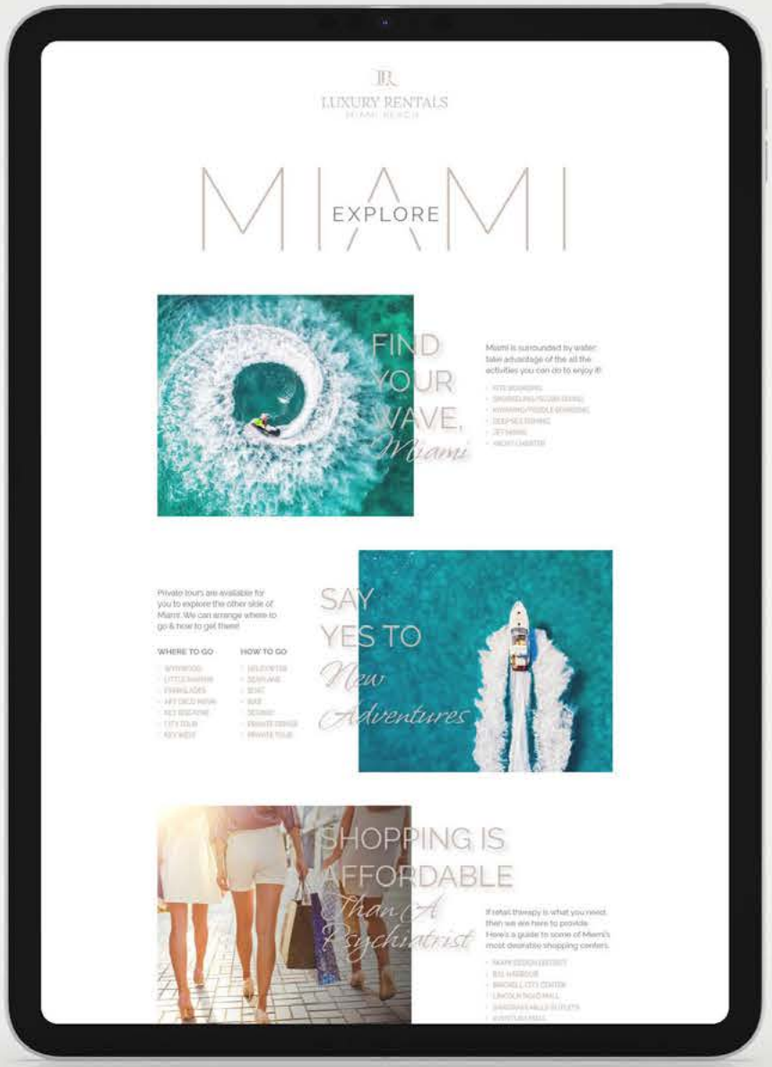
Luxury Rentals Miami Beach is a premier destination for high-end vacation living, offering curated stays and personalized service for discerning global travelers.

A GLOBAL BRANDING AGENCY

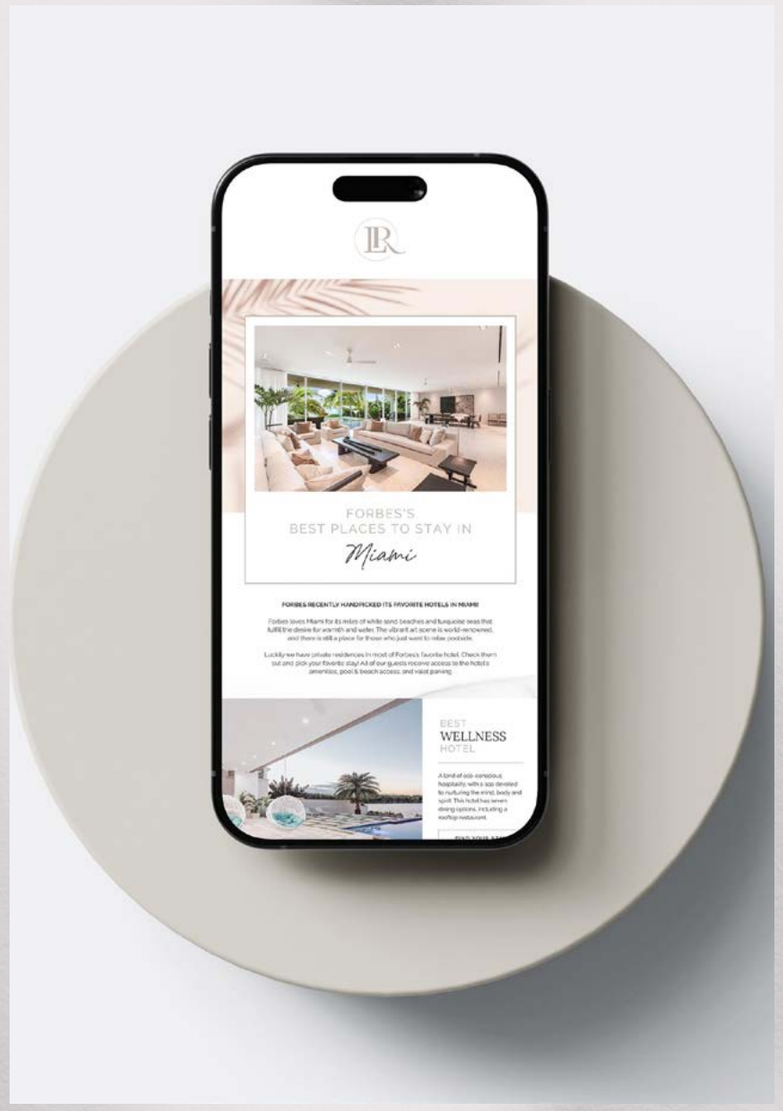
Charley.

ELEVATING *the* EXPERIENCE *of* EXCLUSIVE LIVING, CRAFTING *a* BRAND WORLD WHERE LUXURY FEELS PERSONAL

We led the creative strategy and visual development for Luxury Rentals Miami Beach, shaping campaigns, brochures, and digital touchpoints to align with the expectations of ultra-high-net-worth individuals. From photography guidelines that elevate brand perception to seasonal messaging and curated lifestyle moments, every detail was designed to express refinement, privacy, and comfort. Across booking interfaces, property presentations, and guest-facing communications, our work creates a consistent, elevated brand experience. More than a luxury rental service, Luxury Rentals Miami Beach becomes a trusted partner in personal escape–where every stay feels tailored, seamless, and unforgettable.



Charley.


FORBES'S
BEST PLACES TO STAY IN
Miami
FORBES RECENTLY HANDPICKED ITS FAVORITE HOTELS IN MIAMI
BEST
WELLNESS
HOTEL


PHOTOGRAPHY GUIDELINES
WHY IS PHOTOGRAPHY SO IMPORTANT?
WHY DO PHOTOS MATTER?
REQUIREMENTS:
OUR FOUR PHOTOGRAPHY PROCESS


LUXURY RENTALS
MIAMI BEACH
WHO WE WORK WITH
Locals who understand luxury.


LUXURY RENTALS
MIAMI BEACH
WHY WORK WITH US?
Only 25% of our bookings come from OTAs
35% of our reservations are happy, repeat guests
45% of bookings come directly through our optimized website
Preferred partnerships with hundreds of travel agencies worldwide
Over a decade of building local partnerships
LUXURY RENTALS MIAMI BEACH


MANDARIN ORIENTAL



Chawley.

CLIENT

MANDARIN ORIENTAL

SERVICES

Campaign Strategy | Creative Direction |
Brand Collateral | Video | Experience Brochures

Mandarin Oriental is a global symbol of refined hospitality, where timeless service, thoughtful design, and experiential luxury come together across iconic destinations.

A GLOBAL BRANDING AGENCY

Charley.

DESIGNING MOMENTS *of* MEANING, TRANSLATING SERENITY, SOPHISTICATION, AND STORY *into* IMMERSIVE BRAND TOUCHPOINTS

We partnered with Mandarin Oriental to shape a suite of creative assets that reflect the Group's dedication to elegance and experience-led luxury. From cinematic videos and immersive brochures to editorial narratives and brand collateral, every element was crafted to embody the calm sophistication of the brand. Visuals celebrated the richness of its destinations–from spa sanctuaries and culinary journeys to wellness retreats and event spaces. Through curated storytelling and refined layouts, we conveyed a world where every detail matters and every guest touchpoint is an opportunity for wonder, emotion, and enduring connection.



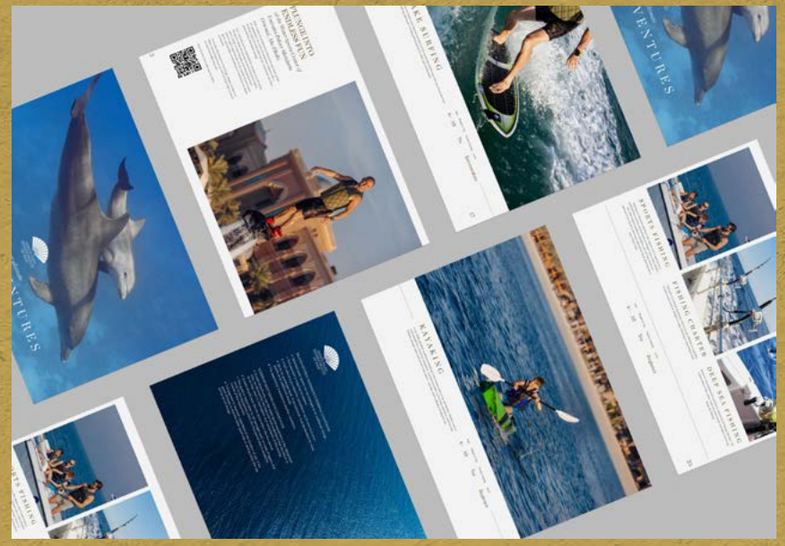
Charley.






AT THE EPICENTRE OF DUBAI
THE NEW DINING DESTINATION


Wedding Brochure


VENTURES


HOTEL FACTSHEET


PHOENIX
YACHT MANAGEMENT

Chawley.

CLIENT

PHOENIX YACHT MANAGEMENT

SERVICES

Campaign Strategy | Seasonal Campaigns | Brand Touchpoints

Phoenix Yacht Management delivers tailored services to discerning yacht owners, uniting operational excellence with refined aesthetics. From technical oversight to curated lifestyle experiences, the brand ensures every journey is seamless, luxurious, and aligned with the expectations of Ultra High Net Worth Individuals worldwide.



Chawley.

SEASONAL ELEGANCE *in* EVERY DETAIL; CLIENT GIFTING EXPERIENCE *for* UHNWIS

For Phoenix Yacht Management, we created a bespoke festive gifting experience designed for their most distinguished clientele. The collection includes a sculpted holiday card, keepsake packaging, elevated paper goods, and a calendar each crafted to evoke elegance, gratitude, and seasonal warmth. Inspired by nautical detailing and winter refinement, every element reflects the brand's aesthetic while offering a personal, elevated touchpoint during the holidays.



Chowley.


HAPPY HOLIDAYS


JANUARY
S M T W T F S
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31
TWENTY
TWENTY
FOUR
UAE


PHOENIX
YACHT MANAGEMENT
PHOENIX
YACHT MANAGEMENT


PHOENIX
YACHT MANAGEMENT
PHOENIX
YACHT MANAGEMENT


RAFFLES



CLIENT

RAFFLES

SERVICES

Campaign Strategy | Creative Direction |
Global Seasonal Campaigns | Global UHNWI Engagement

Raffles is a global symbol of timeless hospitality, where storied heritage and refined elegance meet to create unforgettable experiences for a new generation of luxury travelers.

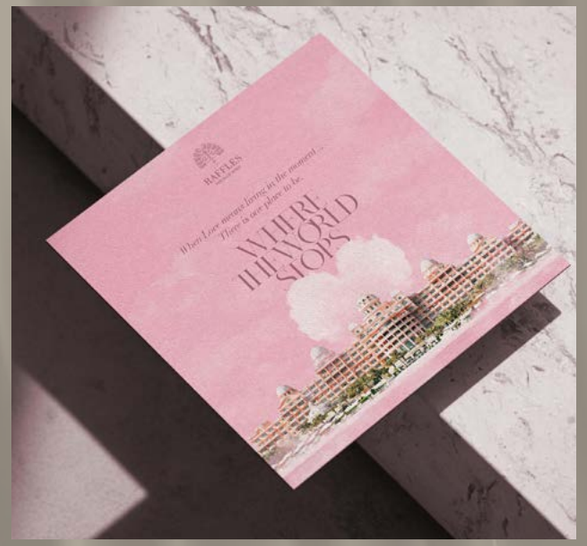
Chawley.

TIMELESS HOSPITALITY *for a* NEW GENERATION ELEVATING CAMPAIGNS *that* CELEBRATE ELEGANCE, STORYTELLING, *and* UNFORGETTABLE MOMENTS

We partnered with Raffles to enhance its brand expression through campaigns crafted for Ultra High Net Worth Individuals around the world. From festive brochures and digital invitations to exclusive event collaterals, each asset reflected the signature grace, heritage, and sophistication of the Raffles experience.

Seasonal campaigns were shaped through emotive storytelling and rich visual language transforming New Year's celebrations, culinary narratives, and property experiences into moments of wonder. Every touchpoint was designed not only to engage the world's most refined travelers but to honor and evolve the global legacy of Raffles: where the past meets the present in enduring elegance.




RAFFLES
Where I ever marvels living in the moment —
There is no no place to be
WHERE
THE WORLD
STOPS


a SEASON
of CELEBRATIONS
May this festive season bring you moments of joy, warmth, and cherished connections.
Wishing you a new year filled with grace, prosperity, and timeless elegance.
Fairmont
RAFFLES


RAFFLES
Fairmont
a SEASON
of CELEBRATIONS


RAFFLES
WHERE LOVE
BLOOMS


RAFFLES
Step into
the realm
of enchanting
celebrations


ROLLS
ROYCE

Chowley.

CLIENT

ROLLS ROYCE

SERVICES

Creative Direction | Event Collaterals | UHNWI Engagement

Rolls-Royce Motor Cars is a symbol of peerless engineering and refined luxury, representing the height of craftsmanship and exclusivity for the world's most discerning partners and clients.



Chowley.

ELEVATING BRAND EXPERIENCE THROUGH EVERY DETAIL *of an* EXCLUSIVE INCENTIVE ESCAPE

We partnered with Rolls-Royce Motor Cars to design a suite of refined creative assets for their Aftersales Incentive Trip–an exclusive journey curated for the brand's top global partners. From Save the Date announcements to travel brochures, digital invitations, and destination guides, each element was crafted with a focus on clarity, elegance, and experiential luxury.

Visual storytelling captured the tone of timeless sophistication while reinforcing the seamless experience that defines Rolls-Royce. Whether overlooking Barcelona's coastline or soaring above Europe, the journey was designed to begin long before arrival–reflecting the brand's enduring legacy of excellence at every touchpoint.



Chowley.


Experience it for yourself


A WEEKEND IN BARCELONA
THE W HOTEL


Save the Date
for the Rolls-Royce Motor Cars Aftersales Incentive Trip 2016
12th – 15th May 2017
To take place at a surprise destination in Europe.
Location and agenda to be revealed.
The qualification criteria is based on the 2016 Aftersales Dealer Balance Score Card.


ST REGIS
MALDIVES • VOMMULI

Chowley.

CLIENT

THE ST. REGIS MALDIVES VOMMULI

SERVICES

Campaign Strategy | Creative Direction | Global Campaigns | Brand Positioning | UHNWI Engagement

The St. Regis Maldives Vommuli is an emblem of refined island living, where avant-garde architecture meets untouched natural beauty and discreet, modern luxury.



Charley.

A GLOBAL ICON *of* ISLAND INDULGENCE, CRAFTING CAMPAIGNS *that* RESONATE *with the* WORLD'S MOST REFINED TRAVELERS

For over seven years, we have led the creative direction for The St. Regis Maldives, positioning the resort as a premier sanctuary for global ultra-high-net-worth individuals. From brand brochures and seasonal campaigns to digital advertising and art direction, each initiative reflects the resort's architectural brilliance and serene tropical setting. Our work spans wellness narratives for the Iridium Spa, curated culinary storytelling, and elevated family experiences–each designed to inspire emotional connection and aspirational desire. Through a consistent and considered visual language, we continue to evolve the resort's legacy as a destination of timeless indulgence, attracting the next generation of sophisticated international guests.



Chowley.


ST REGIS
OVERWATER ST. REGIS
SUITES WITH POOL


ISLAND PARADISE


Meticulous
Design.


Welcome
to Paradise


VERSACE

Charley.

CLIENT

VERSACE

SERVICES

Event Collateral | UHNWI Engagement | Product Launch

Versace is a global icon of bold elegance and Italian glamour, where fashion, fragrance, and storytelling come together in sensual harmony.



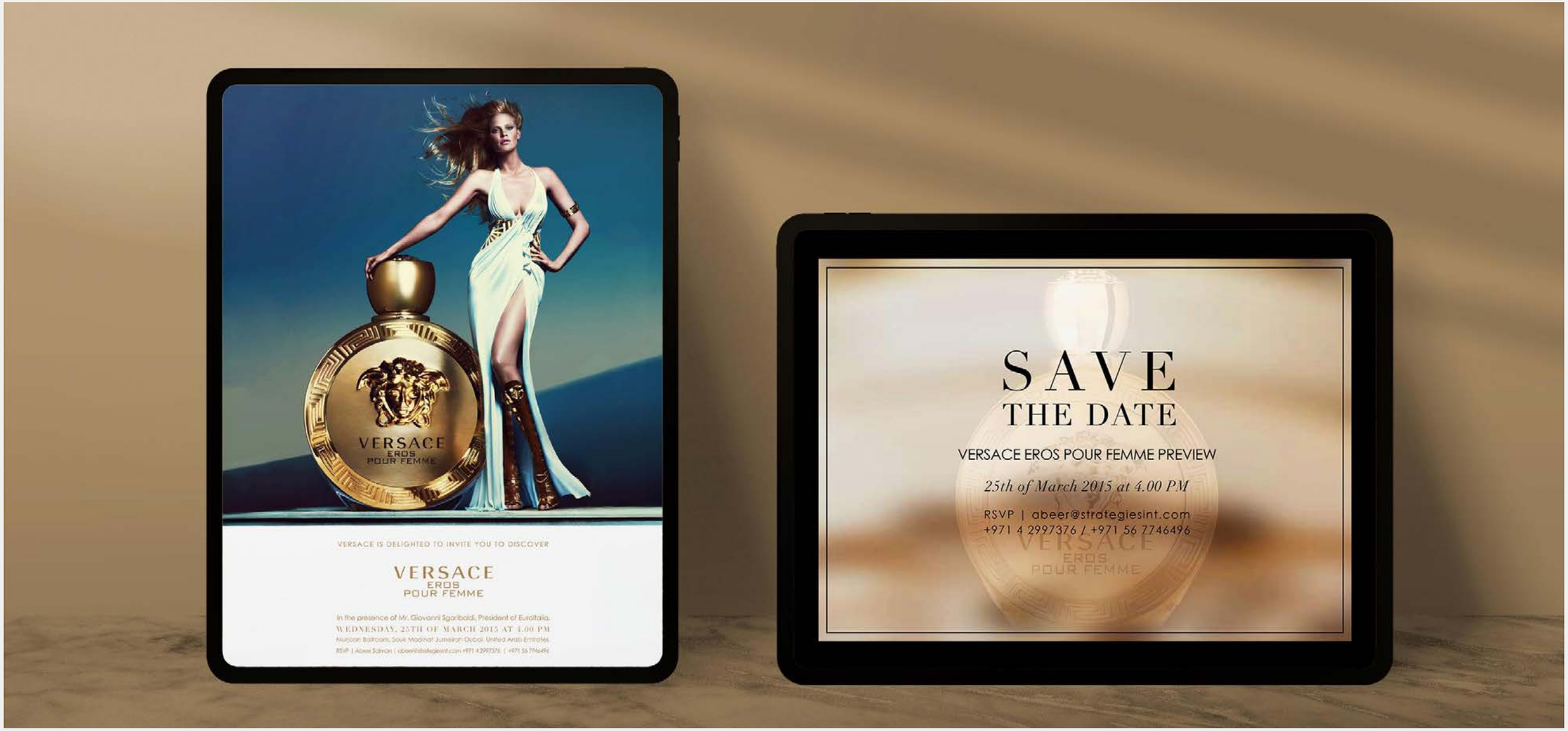
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Charley.


VERSACE
EROS
POUR FEMME
VERSACE IS DELIGHTED TO INVITE YOU TO DISCOVER
VERSACE
EROS
POUR FEMME
In the presence of Mr. Giovanni Sgaribaldi, President of Eurolitalia.
WEDNESDAY, 25TH OF MARCH 2015 AT 4.00 PM
Mutaqan Ballroom, Souk Madinat Jumeirah Dubai, United Arab Emirates
RSVP | Abeer Salman | abeer@strategiesint.com +971 4 2997376 | +971 56 7746496
SAVE
THE DATE
VERSACE EROS POUR FEMME PREVIEW
25th of March 2015 at 4.00 PM
RSVP | abeer@strategiesint.com
+971 4 2997376 / +971 56 7746496
VERSACE
EROS
POUR FEMME

Charley.



A GLOBAL BRANDING AGENCY

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