

Branding in Luxury Final Project

Name - Nakshatra SANE

Topic - Storytelling Deliverables for one brand

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Maison Francis Kurkdjian Paris

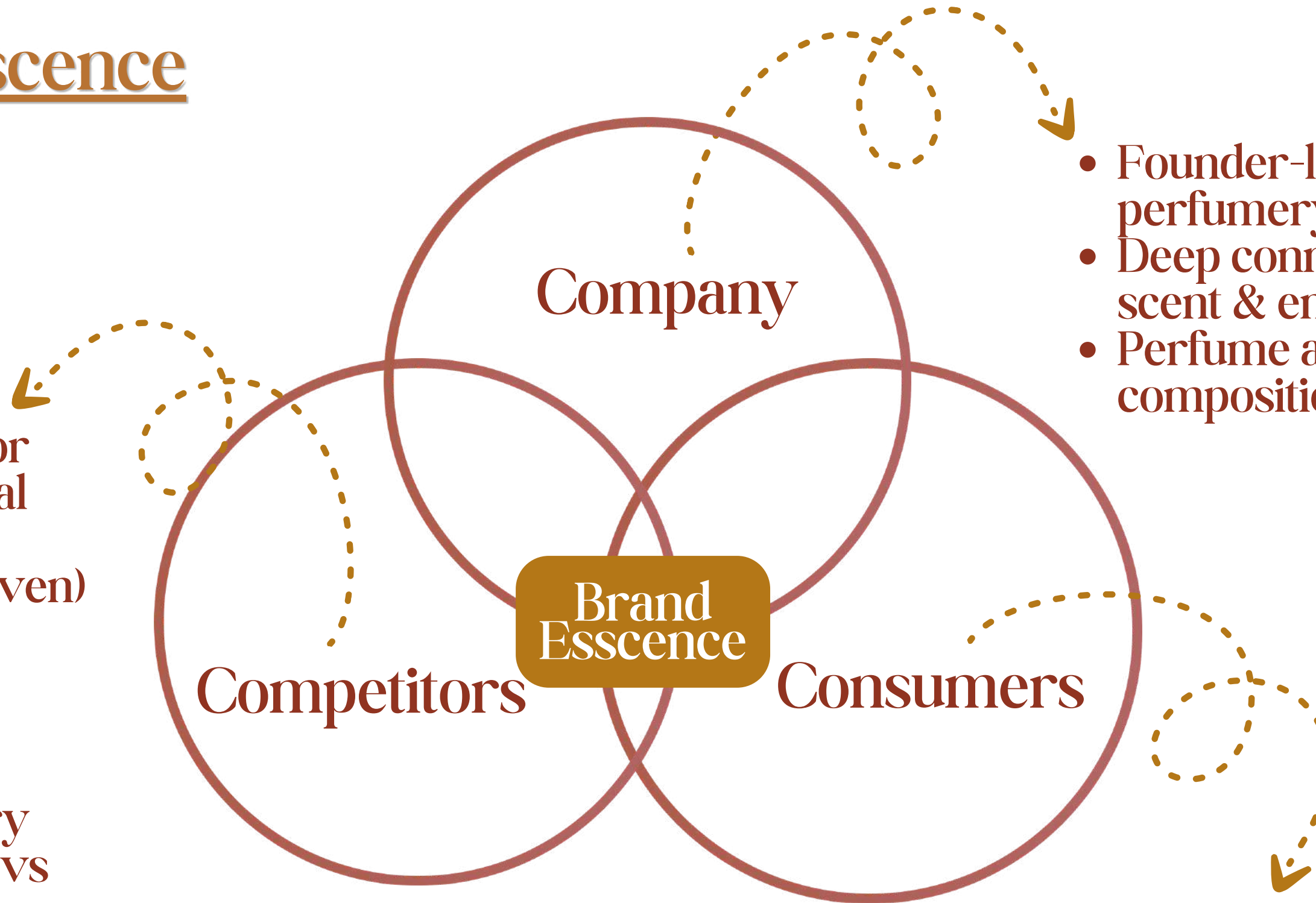


Man behind the Brand



Brand Esscence

- Unlike Dior or Chanel (visual storytelling, celebrity-driven)
- Focus on invisible, intellectual, sensory art
- Multi-sensory composition vs traditional perfume marketing



- Founder-led artistic perfumery
- Deep connection between scent & emotion
- Perfume as a crafted composition

- Unique, personal, and emotional experiences
- Moving from owning products → expressing identity

Brand Identity Prism by Kapferer

Physique

Transparent bottles with gold accents, Clean aesthetics, sophisticated and timeless packaging

Personality

Artistic & poetic appeal, More “perfumer” than “storyteller”

Relationship

Personalized, intimate & discreet, Functional + aesthetic

Culture

French luxury craftsmanship, Heritage of haute perfumery, savoir faire

Reflection

Sophisticated, niche luxury taste, exclusive

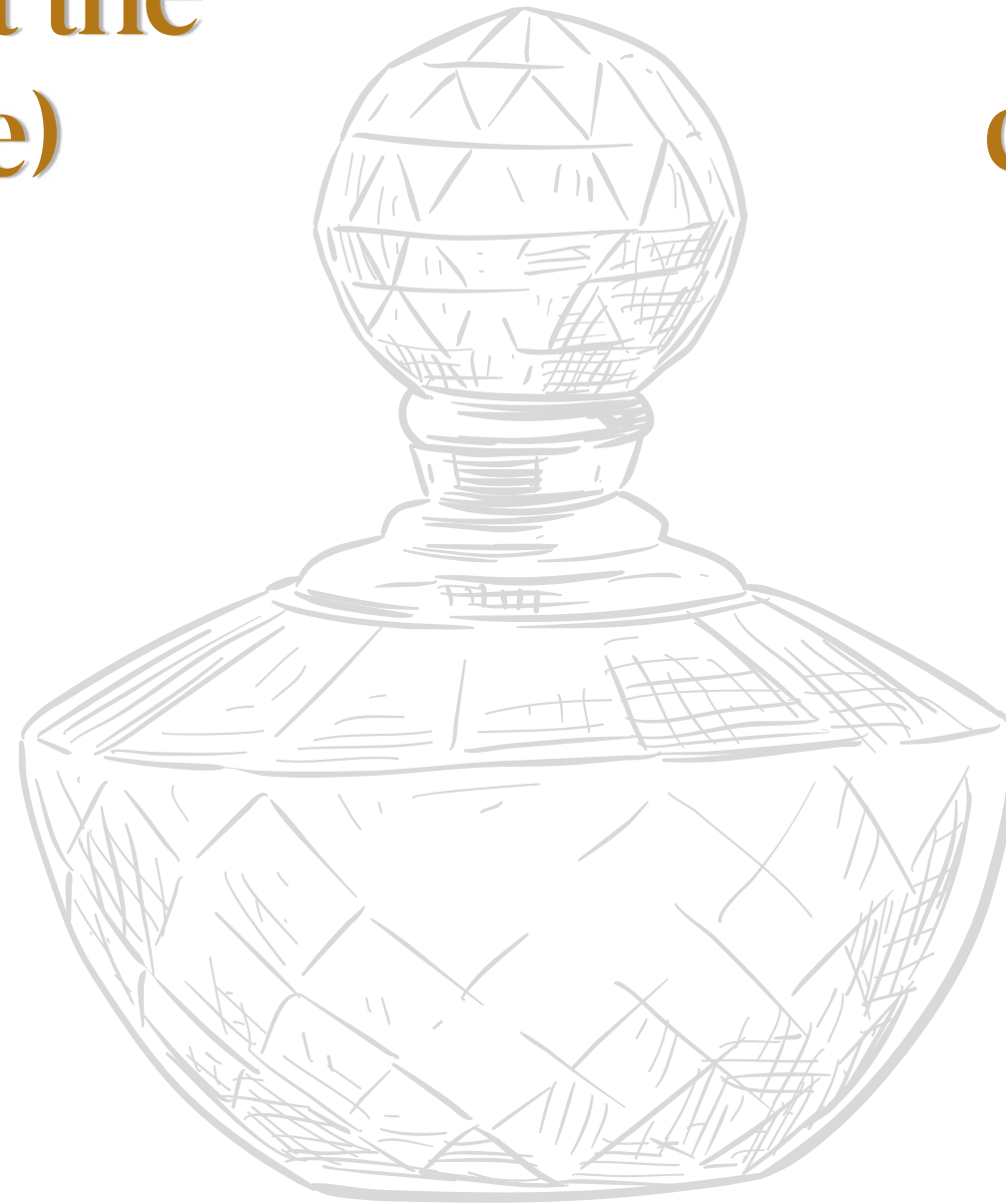
Self-Image

I wear a perfume which gets me compliments everywhere I go because of its unique compositions. I feel like myself when I wear it



Brand Identity (what the brand wants to be)

- Artistically distinct from competitors, intellectual perfumery
- Creator-led luxury maison
- Perfume as an experience



Brand Image (how consumers perceive it)

- Known mainly for one product (BR540)
- Limited visual identity recall
- Perceived as niche but not culturally expressive

The Gap in current storytelling strategy

1. Dependency on Baccarat Rouge 540
2. Lack of clear and recognizable visual identity system
3. Storytelling lacking emotional connect
4. Weak cultural visibility
5. Lack of distinctive brand memory structures

Storytelling Campaign Narrative

Drawing from the journey of Francis Kurkdijan the concept is titled "COMPOSED". The main narrative that all the storytelling deliverables will follow would be that -
"A perfume is not worn it is performed."

Storytelling Deliverable - 1

Campaign Film for brand "Maison Francis Kurkdijan"

Campaign Film Concept : "The First Note"

Every art Francis Kurkdjian has ever loved : the ballet, the piano, the perfumes, traces the invisible thread that binds all these together :

"The Note"

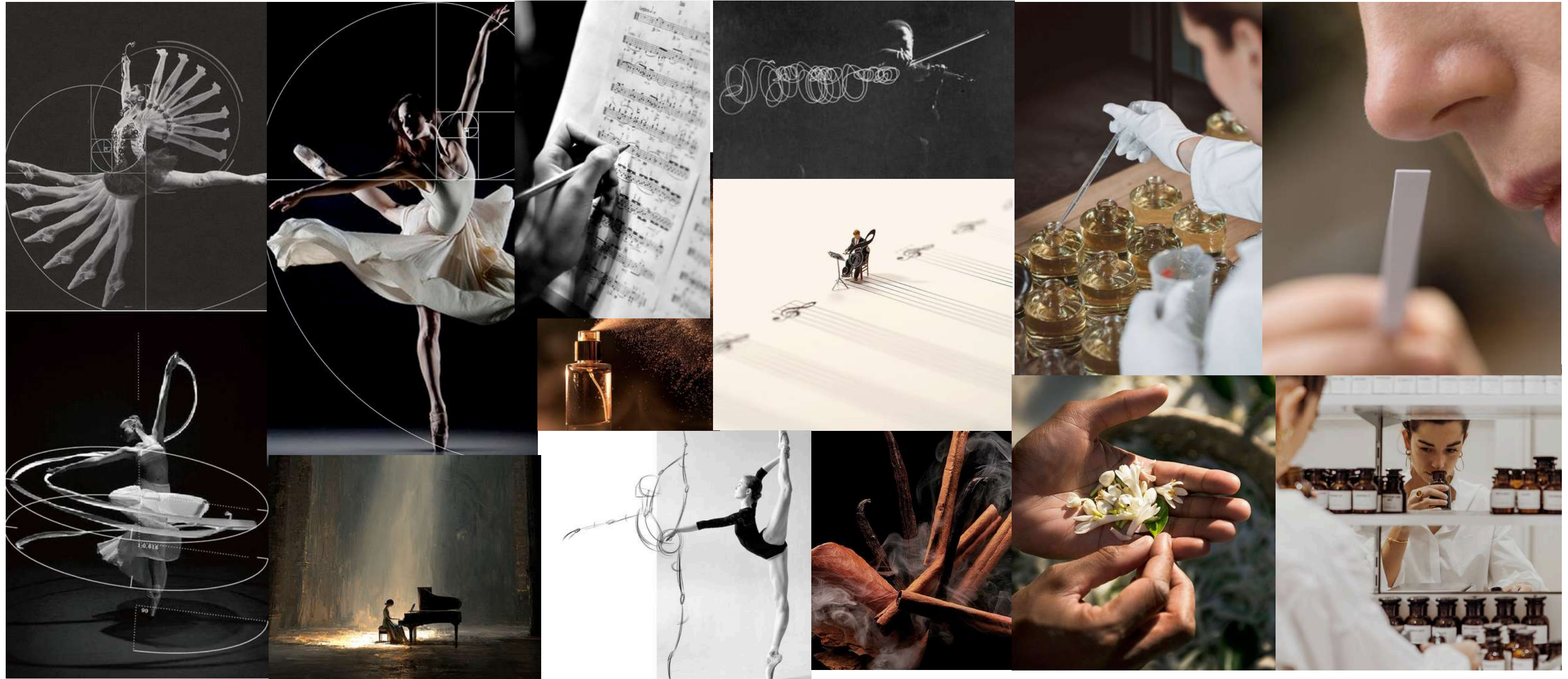
In a world where most things are seen before they are felt, "The First Note" always begins in silence.

As a ballet dancer sketches fleeting lines across the stage; a note that lingers in ink, each stroke unfolding like a breath held and released; a note that gathers itself into music turning into a symphony; and finally, a note that dissolves into scent unseen, yet deeply familiar.

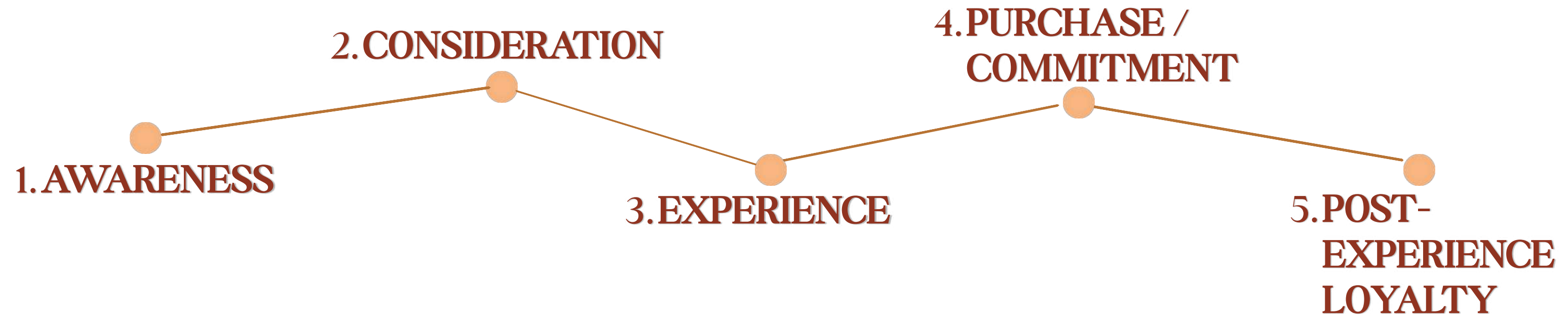
And when the composition finally opens onto the stillness of dawn, where earth meets horizon, it is no longer a beginning but a transformation of the same note, altered by everything it ever felt.

Not performed, not declared, but simply: composed.

Visual Aesthetics : “The First Note”



CUSTOMER JOURNEY (TOUCHPOINTS)



Storytelling Deliverable - 2

Conceptual Pop up

Perfume Moodboard (pop-up).

Concept - A reservation only event open for all where users would try different perfumes, image it in their own way and compose a moodboard of it with the materials provided by the brand. It will be an ultimate sensory experience stimulating all 5 senses.



HETZEL EXPERIENTIAL WHEEL

Calligraphed personalized note

2. THE MAGICAL

Sensory imagination into abstract visuals

3. THE FUTURISM

Individual creative experience

4. THE AUTHENTIC

Memory building and personalization

5. THE NOSTALGIA

1. PROPOSE THE EXTRAORDINARY

Consumer becomes the creator

Sight → visual boards
Smell → perfume testing
Touch → materials (paper, textures)
Emotion → personal creation
Memory → calligraphed note

7. STIMULATE ALL SENSES

6. THE FANTASY

Create invisible scent into tangible visual

Storytelling Deliverable - 3

Elite Patisserie Experience

Les Deux Compositions

An Elite invitees only event hosted by MFK in collaboration with Michelin star chef Cédric Grolet in Versailles, where the chef would translate 5 MFK's perfumes (Grand Sor, Petit Matin, BR 540, Oud Satin Mood, Aqua Vitea) into french desserts

“ A multi-sensory orchestration where fragrance is no longer worn it is tasted, and experienced as a living composition. ”

Grand Soir



Petit Matin



BR 540



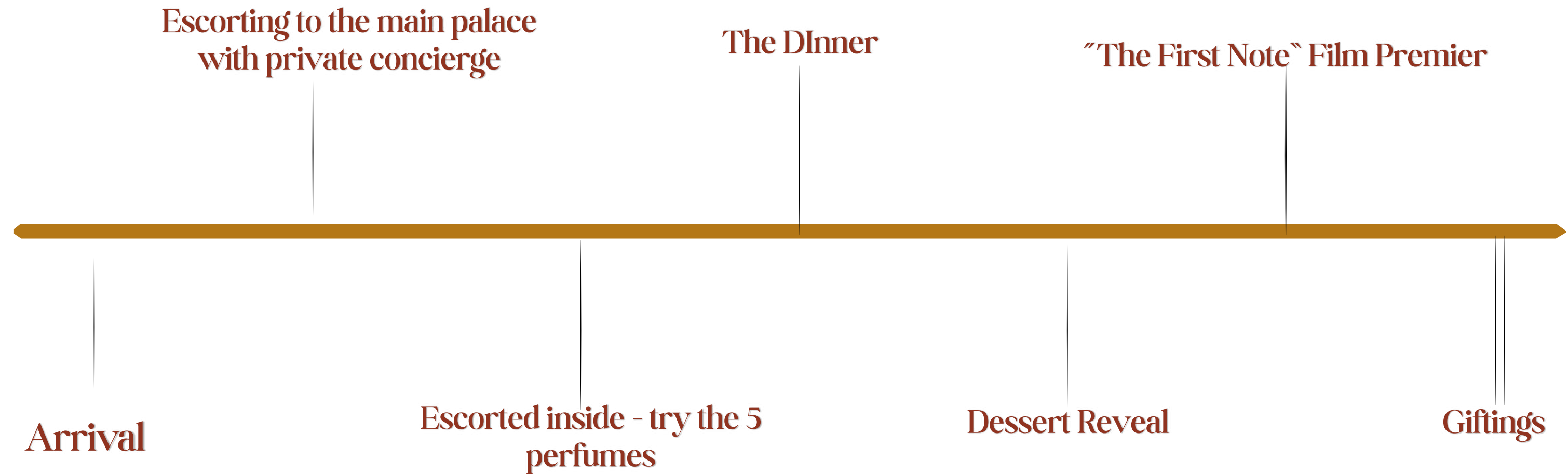
Oud Satin Mood



Aqua Vitea



CUSTOMER JOURNEY (TOUCHPOINTS)



HETZEL EXPERIENTIAL WHEEL

Surreal experience,
Piano compositions

2. THE MAGICAL

Multi-sensory composition with fine dining experience

3. THE FUTURISM

Artisanal collaboration, strong link to brand voice

4. THE AUTHENTIC

Elite & Timeless luxury atmosphere

1. PROPOSE THE EXTRAORDINARY

Perfume translated into haute cuisine experience

- Smell → fragrance selection
- Taste → haute desserts
- Sight → Versailles setting
- Sound → piano composition
- Emotion → immersive storytelling

7. STIMULATE ALL SENSES

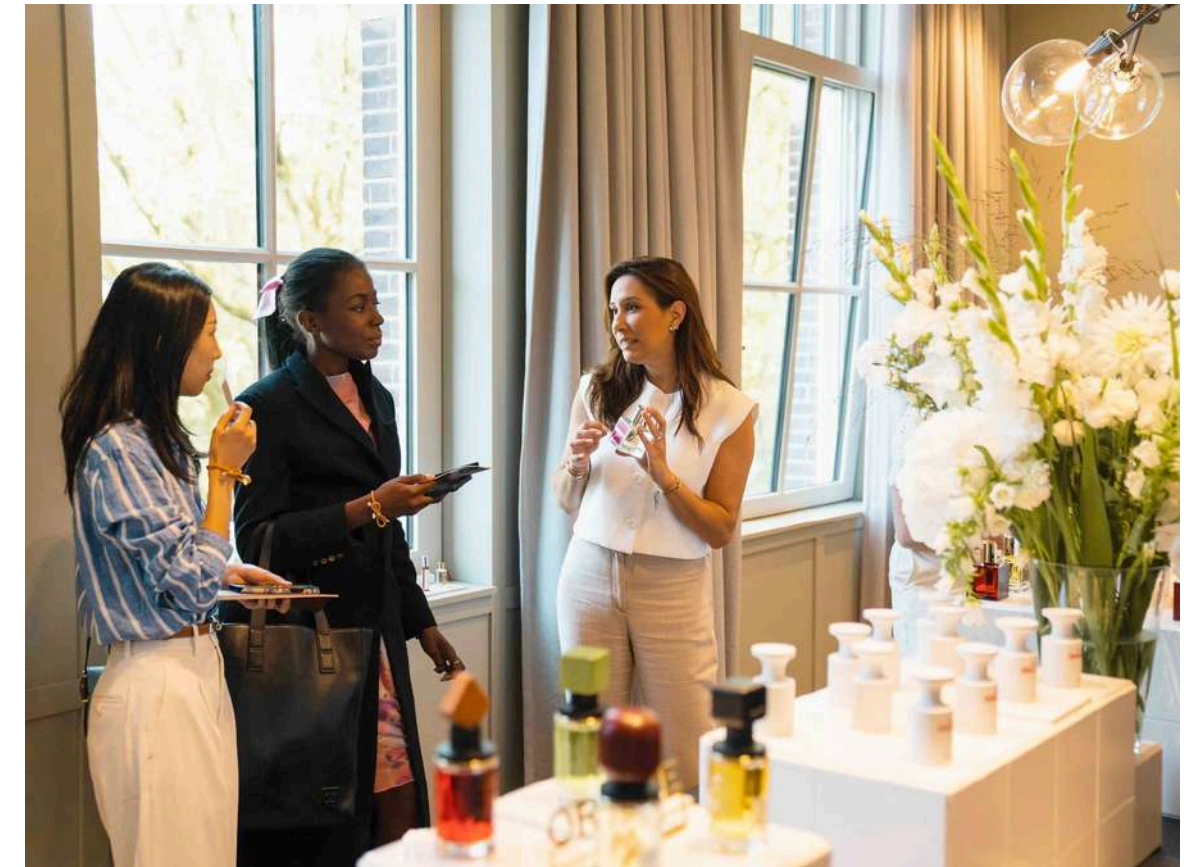
6. THE FANTASY

Perfume becoming edible creation

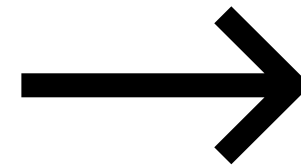
5. THE NOSTALGIA



Repositioning Maison Francis Kurkdjian



FROM:
Product-led recognition



TO:
Sensory composition universe

(Before)

BRAND-BASED EQUITY

- BR540 driven recognition
- No segmentation of consumers
- No clear visual identity in storytelling



(After)

BRAND-BASED EQUITY

- Strong brand universe
- Clear visual identity
- Increased perceived brand value
- Stronger differentiation

(Before)

CONSUMER-BASED BRAND EQUITY

- Known mainly for Baccarat Rouge 540
- Weak brand universe
- Limited emotional storytelling



(After)

CONSUMER-BASED BRAND EQUITY

- Strong recall of brand codes beyond product
- Elite Perfume experience
- Strong emotional connection with the Brand

THANK YOU

