

Fictional brand. Product details, prices and copy are proposals for presentation.

PRODUCT LAUNCH PROPOSAL · CONCEPT

VELORA

The Daily Barrier Cream

Restore your daily ritual.



Calm confidence, made tactile

VELORA is a modern daily moisturiser for people who keep a short routine and a considered shelf. It speaks softly, shows its materials and lets the product lead.

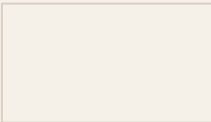
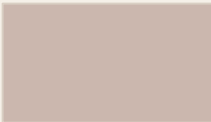
PERSONALITY

Calm confidence	Understated luxury
Sensory and tactile	Contemporary editorial
Warm expertise	Minimal, never sterile

PHOTOGRAPHY

Soft directional daylight, natural shadow, real surfaces: travertine, linen, plaster, glazed ceramic. The jar is always the sharpest point.



		
Warm ivory #F5F0E8	Deep burgundy #542536	Rose-beige #CBB7AE
		
Soft taupe #9B8C82	Dark espresso #332722	Charcoal #262322



	Cormorant Garamond Headlines and wordmark
	Manrope Text, labels, interface



02 · THE HERO PRODUCT

The Daily Barrier Cream

50 ml · Proposed daily moisturiser

A soft, cushioning cream designed for daily hydration. One jar and one step, morning and evening.

SIZE	50 ml
PACK	Low-profile glazed ivory jar, cream lid
TEXTURE	Whipped, cushioning cream (direction)
FORMULA	Glycerin, ceramides, panthenol (illustrative)
PRICE	€34.90 incl. VAT (proposed)

Formula, texture and any claims are concepts. They need formulation, testing and regulatory review before use.

One jar, recognisable from every angle



FRONT Ø72 mm × 46 mm



THREE-QUARTER Soft glaze



LID Wordmark and fine ring



OPEN Lid off, cream visible



JAR

Thick-walled glass with a soft ivory glaze. Rounded base for a low, calm silhouette.

PRINT

One colour, deep burgundy #542536. No foil, no gloss effects.

LID

Cream polypropylene with a fine-ribbed edge for grip. Wordmark and ring on top.

TYPE

Cormorant Garamond wordmark. Manrope for the product name and 50 ml.

Soft to look at, easy to reach for

LOOK

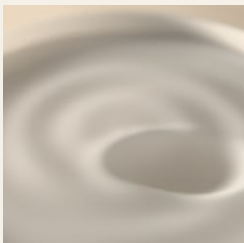
Soft white, satin surface, a clean swirl after the first scoop.

FEEL

Texture direction: whipped and cushioning, with a soft finish.

RITUAL

One scoop with the spatula, warmed between fingertips, pressed in.



Visuals show a proposed texture. They are not evidence of how the product performs.



Restore your daily ritual.

The Daily Barrier Cream · 50 ml

Discover VELORA



Use: homepage hero, paid social, in-store poster. The product stays the sharpest point.

One light, three ways of telling it



PRODUCT ON STONE

Hero and paid social. Directional light, long shadow.



RITUAL IN CONTEXT

Stories and email. Morning light, product in use.



FLAT LAY

Offers and bundles. Graphic, top-down, room for type.

LIGHT

One directional source, soft or hard, never flat.

SURFACES

Travertine, linen, plaster, glazed ceramic.

COLOUR

Ivory leads, burgundy marks the brand.

TYPE ON IMAGE

Short Cormorant headline, Manrope details.

PRODUCT

Same jar in every frame, always the sharpest point.

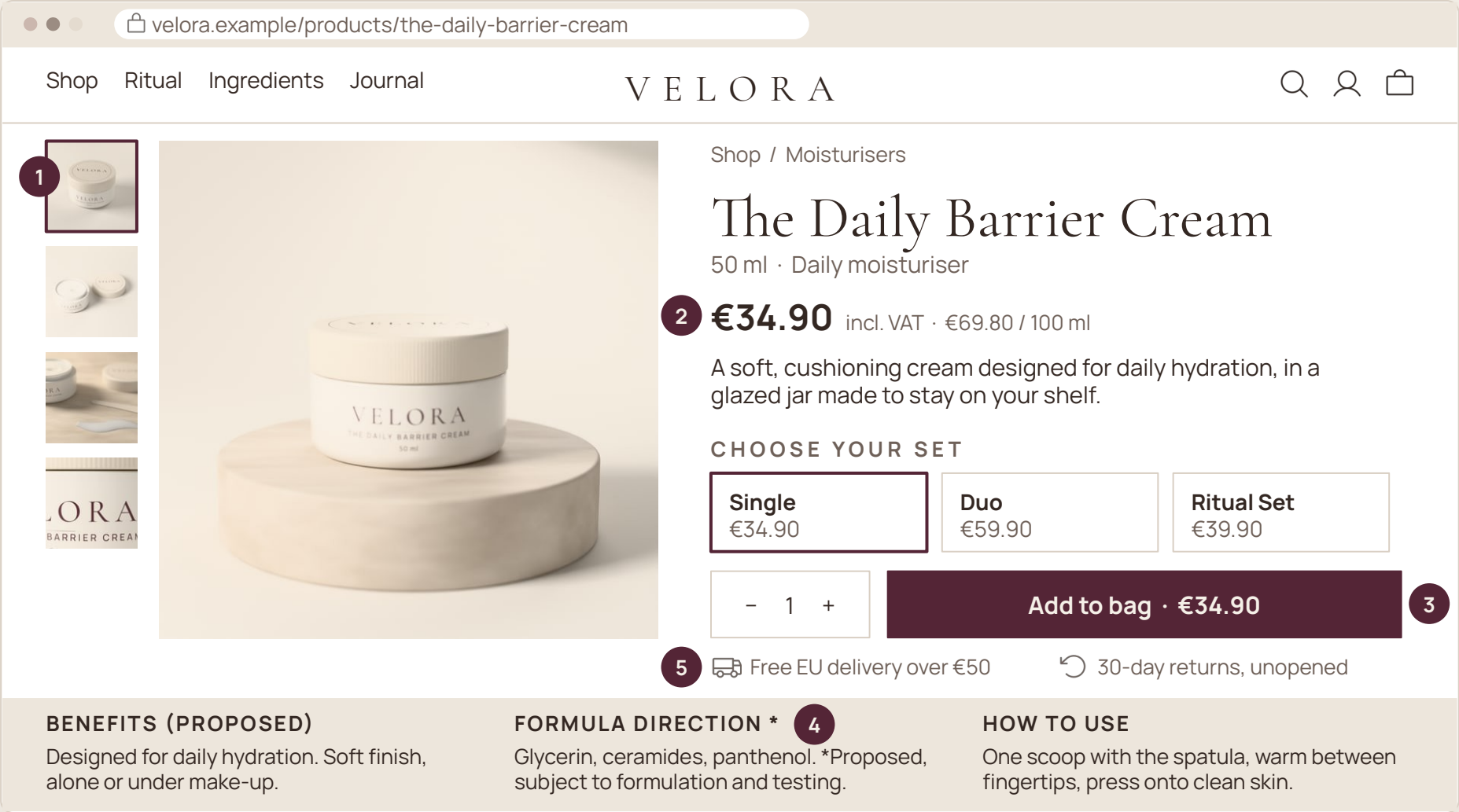
Restore your daily ritual.

The Daily Barrier Cream · 50 ml

Shop now

Lockup

A product page that sells calmly



1 Gallery

Five views of the same jar, thumbnails swap the main image.

2 Price with context

Size, VAT and price per 100 ml sit next to the price.

3 One primary action

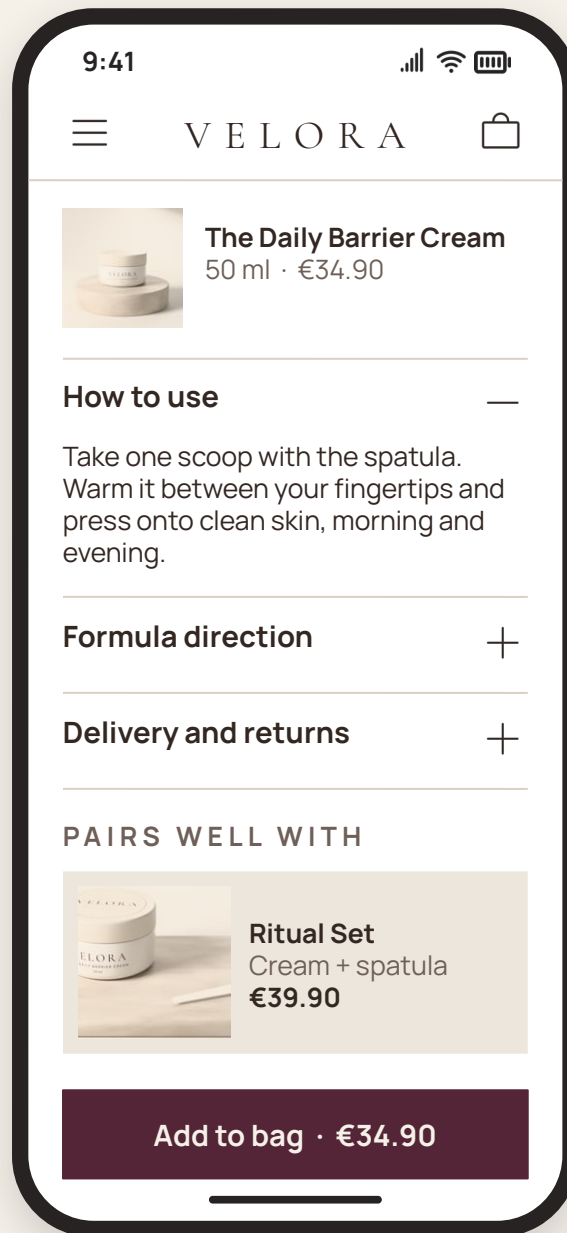
Only Add to bag is burgundy. Everything else is quiet.

4 Honest formula

Ingredients shown as a proposal until the formula is final.

5 Delivery and returns

Illustrative policy copy, to be confirmed by the client.



08 · MOBILE PRODUCT PAGE

Rebuilt for the thumb, not shrunk

- 1 First screen**
Image, name, size and price before any scroll.
- 2 One action**
Add to bag stays in reach as a sticky bar.
- 3 Offers**
Single, Duo and Ritual Set in one tap selector.
- 4 Details on demand**
How to use, formula direction and delivery in accordions.
- 5 Navigation**
Menu, wordmark and bag. Nothing else up top.

Three ways to buy, one clear favourite



Single

1 × The Daily Barrier Cream, 50 ml

€34.90

€69.80 per 100 ml

The everyday starting point.

Add Single



Duo

2 × The Daily Barrier Cream, 50 ml

€59.90

€29.95 per jar · €59.90 per 100 ml

Save €9.90 vs two Singles (€69.80)

Add the Duo



Ritual Set

1 × 50 ml jar + reusable spatula

€39.90

Cream plus spatula, €5.00 more than Single

A considered first purchase or gift.

Add Ritual Set

Proposed prices in euro, incl. VAT. Duo saving: $2 \times €34.90 = €69.80$, minus $€59.90 = €9.90$ (14%). No countdowns, no stock pressure.



10 · PAID SOCIAL A · PRODUCT-LED

Make the jar the reason to stop scrolling

PURPOSE

Make the product and its design desirable.

MOTIVATION

"I want something beautiful that earns its place on my shelf."

FORMAT

Feed image, 4:5, 1080 × 1350

PRIMARY TEXT

The Daily Barrier Cream. A low glazed jar, a whipped cream, one step morning and evening.

HEADLINE · CTA

Fifty millilitres of calm. · Shop now

CREATIVE

Product alone, hard window light, long shadow. No props, no people.

Sell the two quiet minutes, not the jar

PURPOSE

Sell the feeling and context of using the product.

MOTIVATION

"I want a moment in the morning that feels like mine."

FORMAT

Stories and Reels, 9:16, three frames, 6 seconds

PRIMARY TEXT

Morning light, cool stone, one scoop. Restore your daily ritual with The Daily Barrier Cream.

HEADLINE · CTA

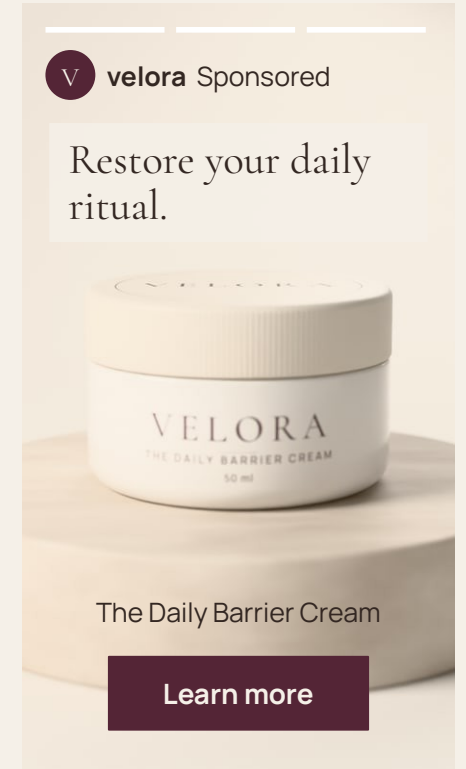
Two minutes that are yours. · Learn more



1 · Morning light, 0 to 2 s



2 · The scoop, 2 to 4 s



3 · Jar and CTA, 4 to 6 s

WHY IT IS NOT CONCEPT A AGAIN

A shows the object in isolation and asks for a purchase. B shows a moment, uses motion and three frames, and asks to learn more. Different image, message, format and motivation, same light and the same jar.



The Duo

2 × 50 ml

€59.90

You save €9.90



Ritual Set

Cream + spatula

€39.90

velora.example

The Duo, €59.90.

Shop the Duo

12 · PAID SOCIAL C · OFFER-LED

Make the offer obvious

PURPOSE

Communicate the offer and drive the purchase.

MOTIVATION

“I already like it. What is the smart way to buy?”

FORMAT

Feed carousel, 1:1, two cards

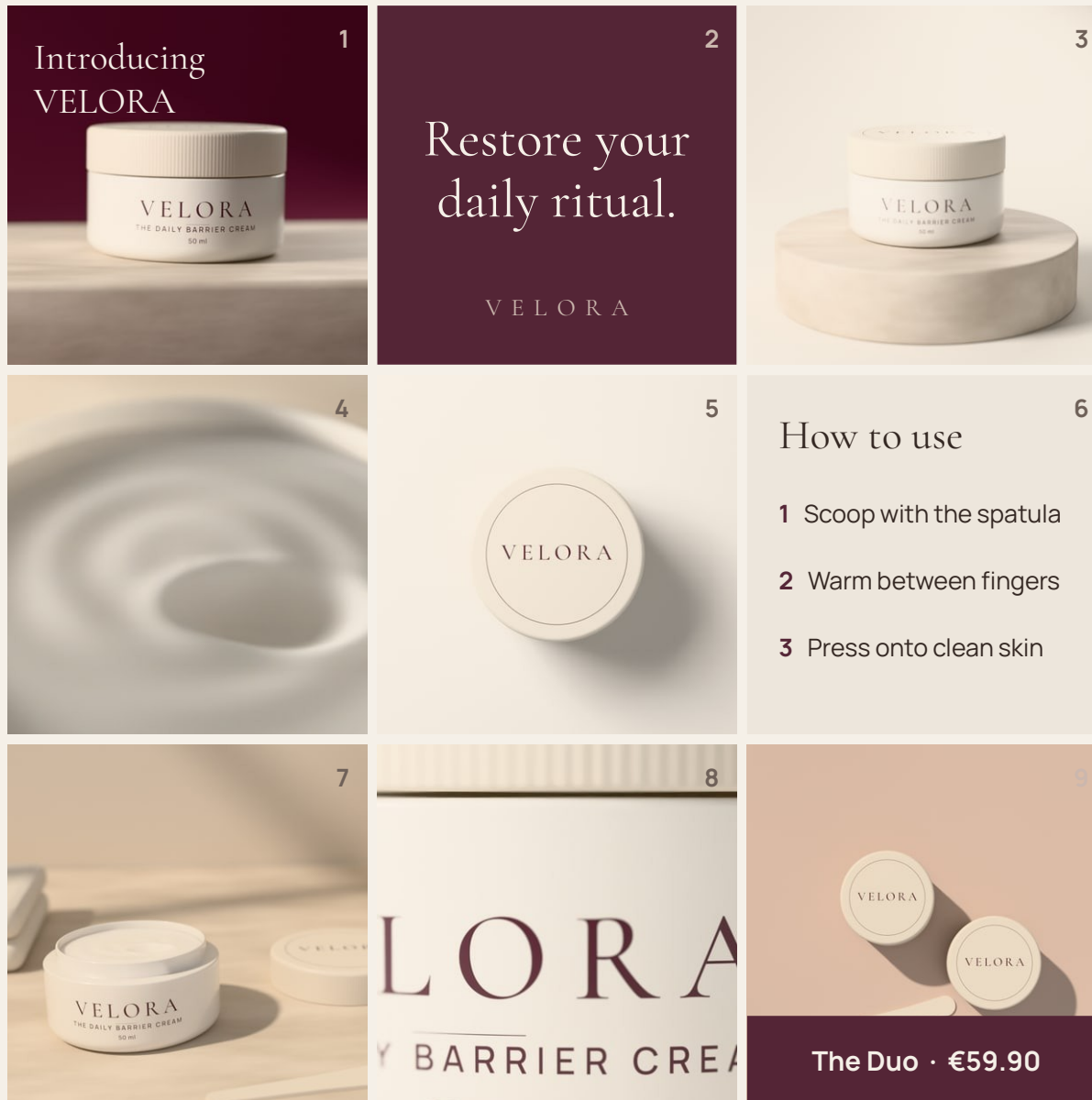
PRIMARY TEXT

Two jars of The Daily Barrier Cream for €59.90. That is €9.90 less than buying two on their own.

HEADLINE · CTA

The Duo, €59.90. · Shop the Duo

	A · PRODUCT-LED	B · RITUAL-LED	C · OFFER-LED
Main visual	Jar alone, hard light	Three-frame morning sequence	Flat lay with price panel
Message	This object is beautiful	This moment is yours	Two jars, €9.90 less
Motivation	Desire for design	Wish for calm routine	Value, ready to buy



13 · ORGANIC SOCIAL LAUNCH GRID

Nine posts, nine jobs, one feed

1 Launch announcement Day 0. Cover image, one line.

2 Brand statement The tagline on burgundy.

3 Product photography The hero jar in studio light.

4 Sensory detail Texture close-up, no claims.

5 Brand identity The lid wordmark from above.

6 Educational How to use, in three steps.

7 Ritual imagery The jar in a morning routine.

8 Packaging close-up Print, glaze and ribbed lid.

9 Offer The Duo at €59.90, saving €9.90.

From the inbox to the product in two taps

From **VELORA**
Subject **Your daily ritual, restored**
Preview Meet The Daily Barrier Cream, 50 ml.

VELORA



Meet the new jar

The Daily Barrier Cream is a whipped daily moisturiser in a glazed jar made for your shelf. From €34.90.

Discover the cream

Duo €59.90 · Ritual Set €39.90

Shop Ritual Journal

VELORA

Restore your daily ritual.

The Daily Barrier Cream, 50 ml. From €34.90.

Shop now



THE RITUAL

Three steps, one jar



1 Scoop



2 Warm



3 Press in

Launch in three phases



PRE-LAUNCH

Weeks -4 to -1

Awareness and anticipation

- Teaser posts from the grid
- Waitlist page and sign-up
- Gifted seeding to creators, clearly disclosed
- Press kit with product visuals



LAUNCH

Weeks 0 to 2

Activation and conversion

- Launch email to the waitlist
- Paid social A, B and C live together
- Homepage hero, Duo as lead offer
- Retargeting set up from day one



POST-LAUNCH

Weeks 3 to 8

Continuation and optimisation

- Weekly ritual content series
- Retarget viewers and abandoned bags
- Refresh creative on what performs
- Collect genuine reviews after purchase

WHAT WE MEASURE

Reach and saves, add-to-bag rate, cost per purchase, repeat purchase at 60 days. Targets are set after the first two weeks of real data, not before.

VELORA

Restore your daily ritual.

