

LUMIX

“Where Precision Meets Perfection”

THE STORE



PROJECT OVERVIEW

Lumix repositions from technology-centric brand to global luxury powerhouse, entering high-end photography and horology. The Lumix Store flagship establishes brand presence alongside Leica and Hasselblad. 7-week execution delivering cohesive brand identity and experiential concepts.

BRAND STRATEGY

Content:

- Purpose: Elevate art of photography and timekeeping into seamless luxury experience.
- Vision: Ultimate destination for photographic and horological excellence.
- Positioning: Aspirational competitor blending innovation with minimalist luxury.
- Values: Precision, Artistry, Modern Minimalism, Heritage & Innovation, Exclusivity.

TARGET AUDIENCE

User Persona

1

Elena
Martinez



Luxury Collector | Age 48

Background: Elena is a successful entrepreneur with deep expertise in fine watchmaking and luxury collectibles. She invests heavily in crafting her personal brand as a connoisseur of craftsmanship. She appreciates heritage, timeless quality, and exclusivity.

Motivations: Seeks interplay between art and precision; values curated, elegant retail environments; wants high-touch, immersive experiences.

Behavior: Frequent visitor to flagship luxury stores; enjoys personalized service and limited edition product lines; influenced by brand heritage and emotional storytelling.

Brand Expectations: Expects sophistication in design, subtle yet warm materials, and rich storytelling that bridges photography and horology.

User Persona

2

Marcus
Lee



Innovative Passionographer | Age 32

Background: Marcus combines technical expertise with creative experimentation. He embraces new technologies, favors compact, versatile camera gear, and regularly shares work on social platforms. Values brand innovation and sleek aesthetics.

Motivations: Desires cutting-edge equipment wrapped in minimalist, modern design; attracted to interactive, tech-forward retail spaces; values AI-enhanced experiences.

Behavior: Researches products extensively online; prefers experiential retail with hands-on demos; follows trends in tech and design.

Brand Expectations: Prefers futuristic minimalism, dynamic lighting, clean geometry, and technology integration in retail experiences.

User Persona

3

Aisha
Johnson



Aspirational Amateur | Age 27

Background: Aisha is an emerging lifestyle photographer building her portfolio while working full-time. She admires premium brands and aspires to elevate her craft with professional equipment. She values accessible luxury and emotional engagement.

Motivations: Looks for approachable luxury touchpoints, inspiring environments that spark creativity; seeks trusted, aspirational brands that represent quality and lifestyle.

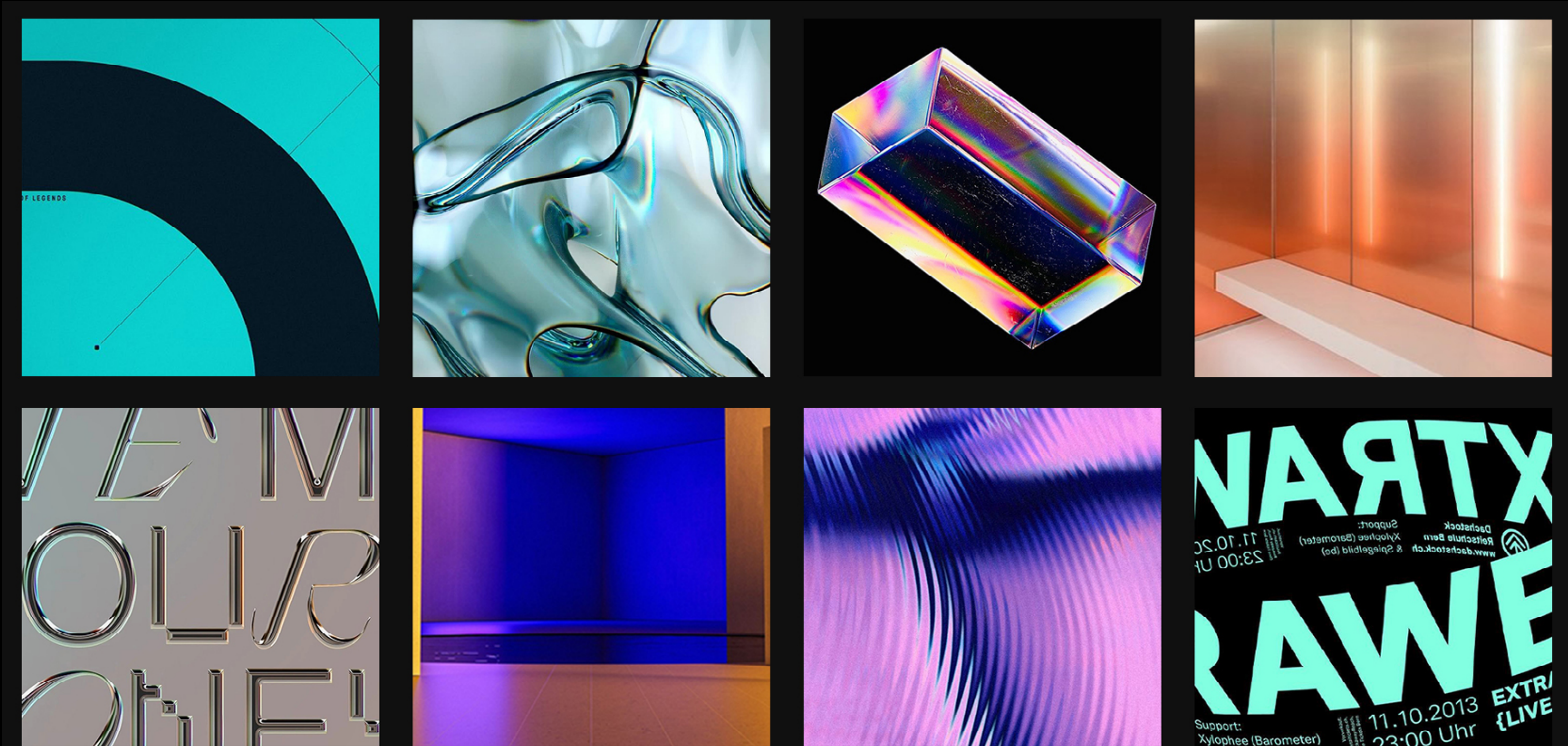
Behavior: Shops both online and in select retail stores; influenced by brand stories and aesthetic appeal; values product demonstrations and community events.

Brand Expectations: Warm, inviting atmosphere with a balance of modern and classic design cues; engaging displays that connect emotionally; clear, approachable brand communication.

CONCEPT DIRECTION

“Luxury in Stillness”

A minimalist, refined aesthetic merging precision engineering with artisan craftsmanship. Clean geometry, floating planes, soft directional lighting evoking photographic mastery. Palette of deep neutrals, graphite, silver, warm accents. Materials: brushed steel, stone, leather, glass.



VISUAL IDENTITY SYSTEM

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Refined_Concept

Luxury in Stillness

Primary Wordmark:

LUMIX
LUMIX

Secondary Mark:



Color Palette:



Materials:



Typography:

DISPLAY
TYPEFACE

Gimbal
Extended

**Secondary
Typeface**

Neue Haas Unica
Pro Medium

Body Typeface

Neue Haas Unica
Pro Light









RETAIL EXPERIENCE DESIGN

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CAPTURE
LUXURY
IN EVERY
MOMENT

Where Precision Meets Perfection.

LUMIX





New Product in Use

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MERCH AND CAMPAIGN

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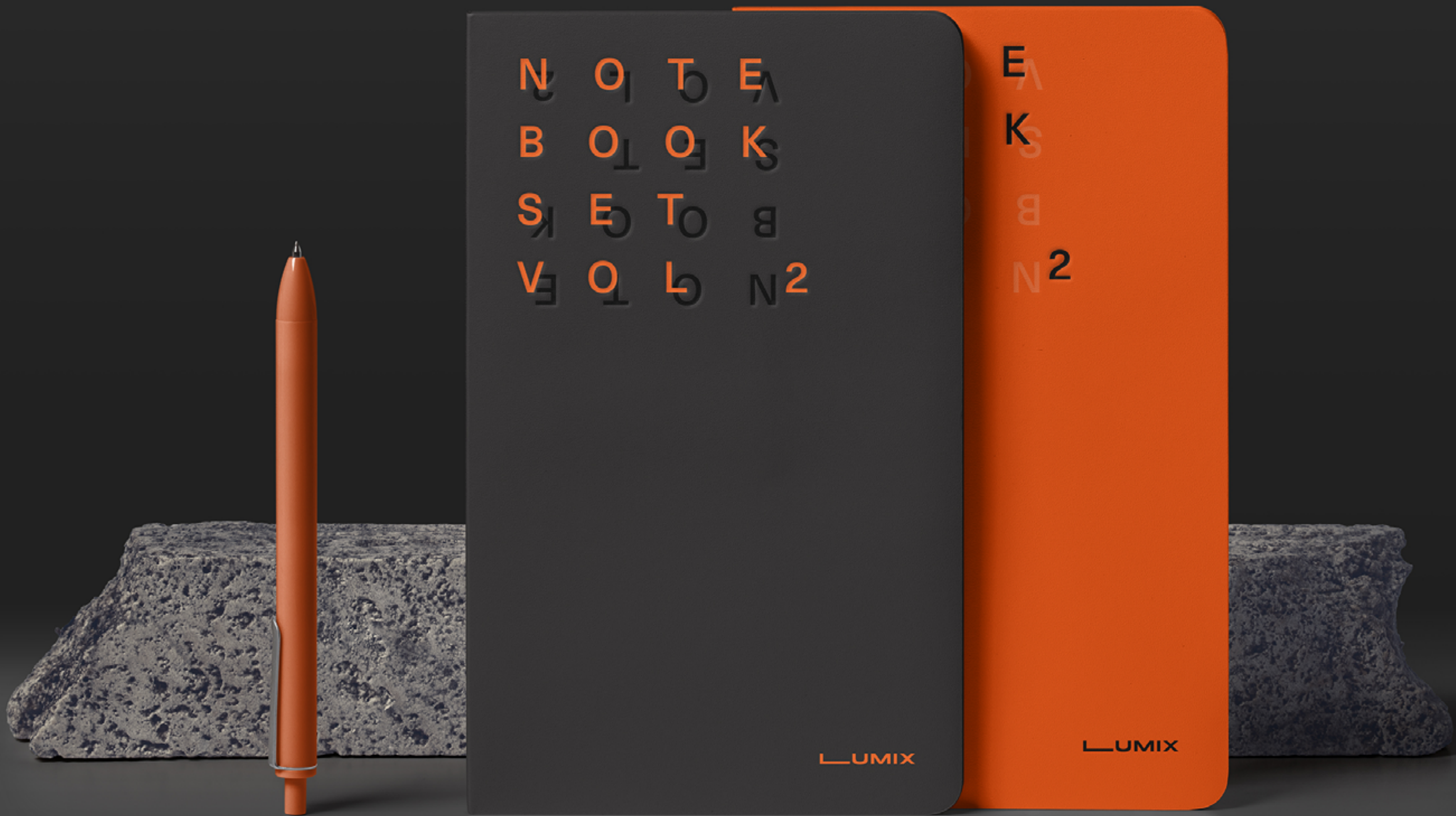






Microfiber Cloth

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THANK YOU

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