

# IT Luralys

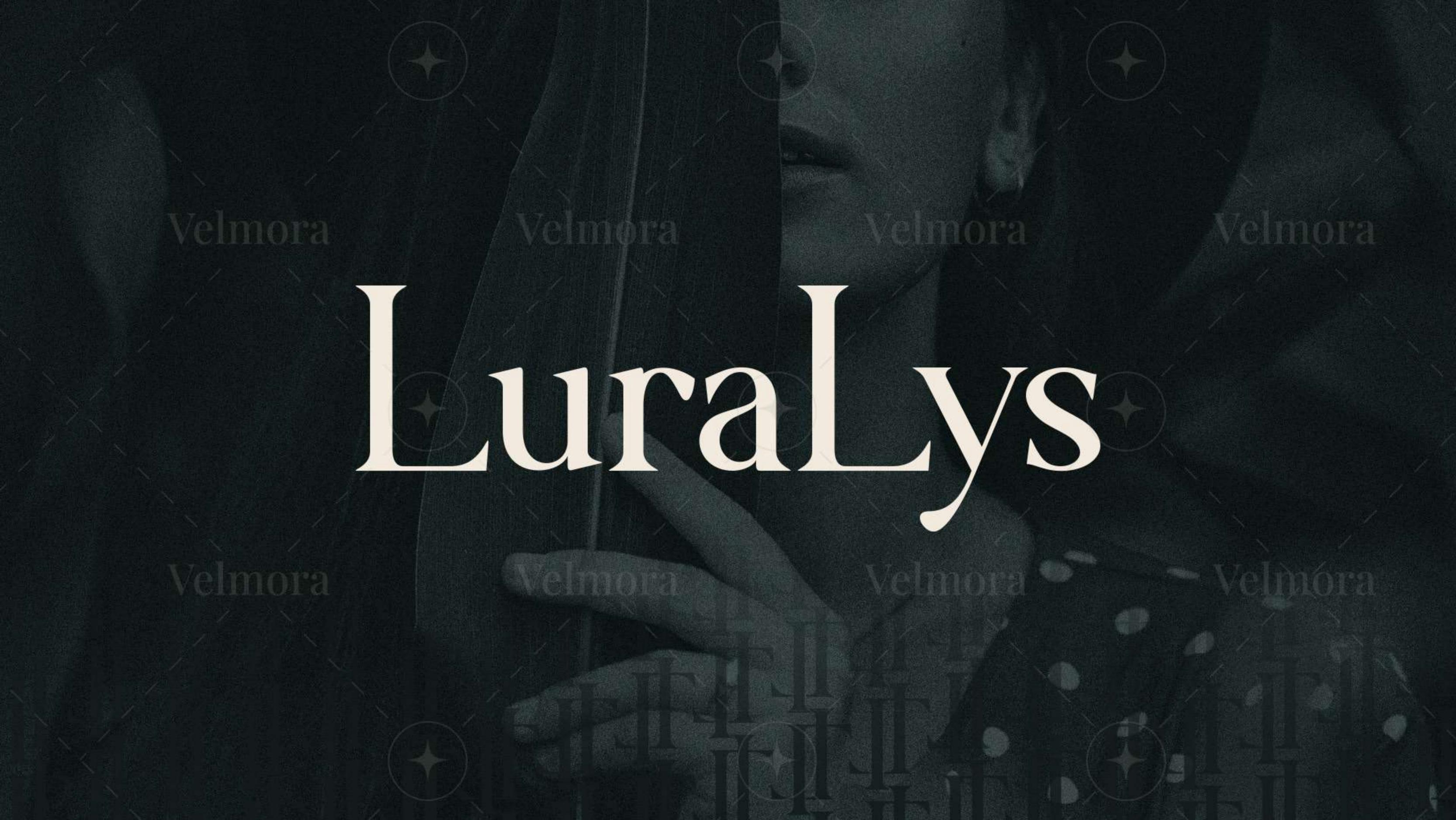


# Project Information

## About the Project

Luralays is a branding project created for a perfume start-up centered around a feminine, luxurious, and enigmatic identity. The brand's visual direction was inspired by a unique mix of elements: the lotus flower, tones of green and yellow, and a soft, humane character. With this foundation, we developed a complete branding package that plays with high contrast and visually rich elements, designed to feel both elevated and emotionally resonant.

This project also included the packaging design for the brand's main perfume products, as well as the cover box. To bring the product vision to life, we created 3D visuals that not only helped in visualizing the product in context but also served as materials for advertising mockups—a common approach in the perfume industry to showcase elegance and depth.



# Luralys

# Proportions & Structure

**T**Luralys

**T**

**Velmora**  
LuraLys

#314443

**Velmora**  
LuraLys

#f3ebdf

**Velmora**  
LuraLys

#171717

**Velmora**  
LuraLys

# Brand Typography

Aa

Morven Regular

Size: Varies

Color: All brand color optional





**JL** LuraLys

100 ML

LOREM IPSUM





