

LUX LINUS


## Visual Identity

Lux Linus is a visionary fashion brand poised to redefine luxury with its sophisticated yet sustainable collections. Inspired by the divine properties of linen, Lux Linus offers high-end ready-to-wear fashion that competes with esteemed brands like Stella McCartney.

# COLOUR PALLATTE



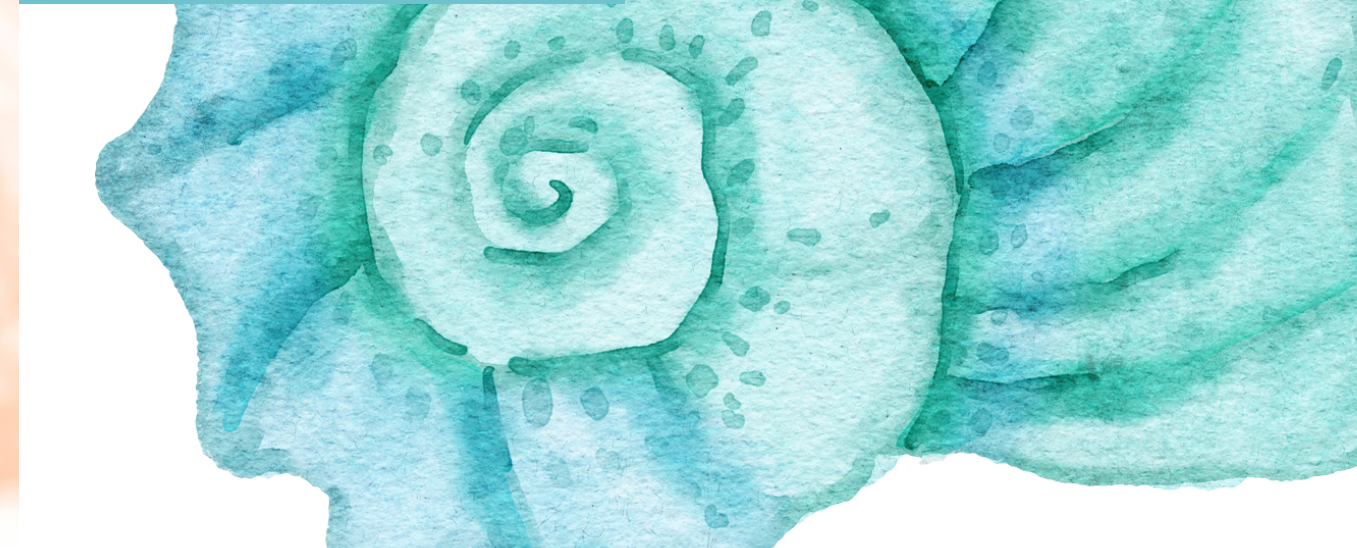
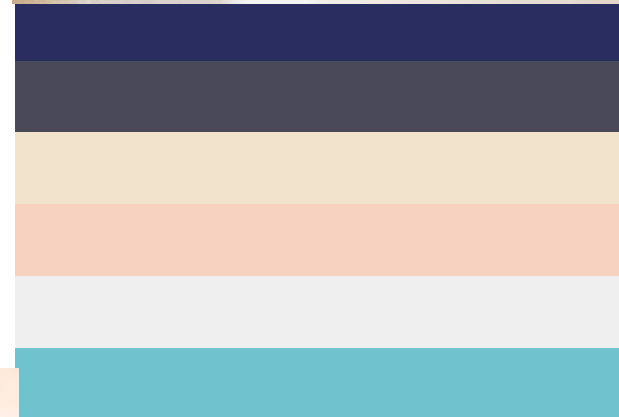
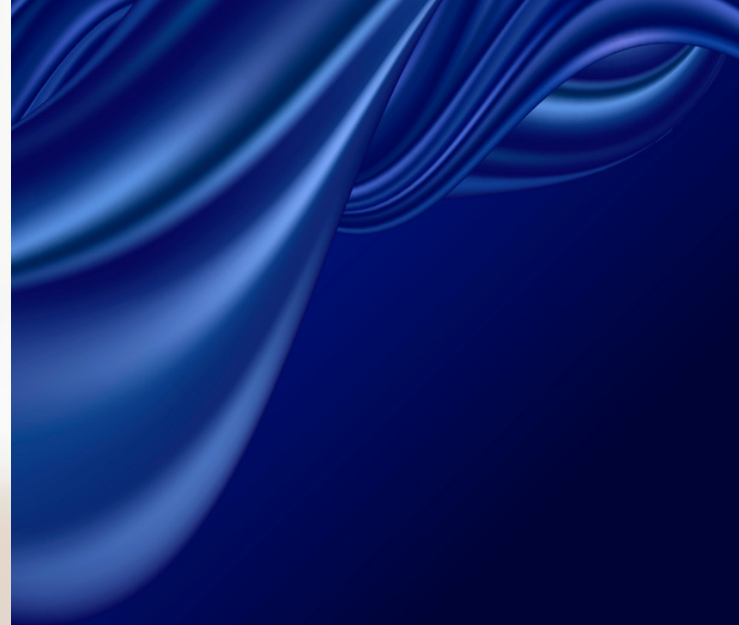
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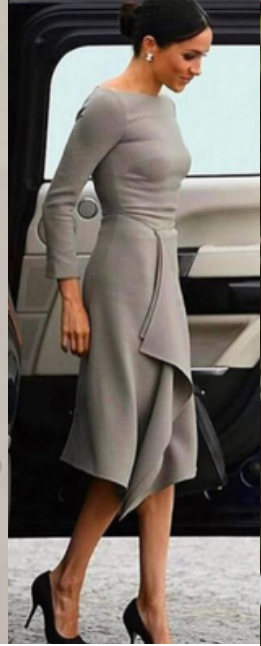
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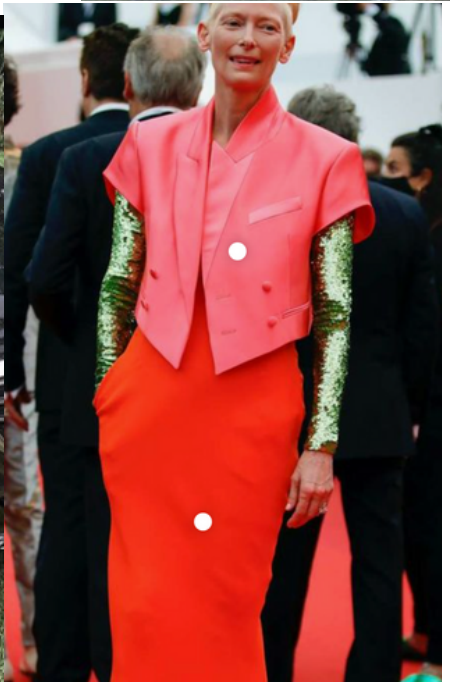
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# LUX LINUS

The customer



# Imagery

Lux Linus imagery captures the essence of modern luxury and sustainable living.

Photographs and visuals reflect:

- Clean, minimalist compositions
- High-quality craftsmanship and attention to detail
- Natural and organic settings that evoke a sense of tranquility and serenity
- Diverse and inclusive representations of beauty and style



Lux Linus packaging reflects the **PACKAGING**  
brand's commitment to sustainability  
and luxury. Packaging materials are:

**Recyclable and eco-friendly**

**Minimalist and elegant in design**

**Branded with the Lux Linus logo for  
brand consistency and recognition**



# TAGS



# LABEL TAGS

