

Alma

home decor

BRAND ATTRIBUTES & PERSONALITY

Originality

Diversity / Plurality

Style

Contemporary

Creative

Unpretentiously sophisticated

Elegant

Visual identity - references

dpotobjeto

TapeTo

artefacto

MISSONI

Texture

TARGET

Women, 30-49 y.o.
A social class

- Curious, creative, contemporary, detail-oriented Follows fashion and design trends, but has its own style
- Likes to mix styles in decor through established /known designers and new talent
- Love discovering new brands



Examples of products / brands that will be sold...

Studio Drê Magalhães



Atelier Moretti



Tapeto Atelier



Tapeto



Lorena Canals



PANTONE®

