ANVAYA

A CONTEMPORARY INDIAN LIFESTYLE HOUSE

Identity · Packaging · Art Direction ·
AI-assisted creative direction — end to end.

A luxury home & lifestyle brand, built from name to campaign.

CATEGORY	DISCIPLINE	YEAR
HOME DÉCOR & LIFESTYLE	BRAND IDENTITY & ART DIRECTION	2026

SCROLL

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Twelve chapters, one world.

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CHAPTER 02 · CONTEXT

Why contemporary Indian luxury needs a new visual language.

Indian luxury has long spoken in one of two accents. One is loud — heavy gold, dense ornament, the visual grammar of the palace and the wedding. The other is borrowed — an imported minimalism that reads as "premium" but quietly

Between those extremes sits an unclaimed space: a luxury that is unmistakably Indian yet genuinely modern — rooted in marble, brass and light, but edited, calm and confident enough to leave room to breathe. Anvaya is built for that erases where it came from.

space.

*"Rooted in heritage.
Designed for restraint."*

CHAPTER 03 · THE CHALLENGE

The brief.

Create a contemporary Indian lifestyle house — and an identity system that could carry it.

THE HOUSE	A home décor & lifestyle brand of objects for everyday ritual — tableware, brass, candles, textiles and gifting.
THE TENSION	Feel rooted in Indian heritage, yet unmistakably modern. Luxurious — without ever being loud.
THE AUDIENCE	A design-literate Indian & diaspora customer who buys meaning, not logos.
SUCCESS	An identity that could sit beside the world's most respected lifestyle houses — and still feel unmistakably from here.

CHAPTER 04 · RESEARCH

Mapping the space.

Before design, orientation: where competitors sit, what luxury we admire, and the material world the brand would physically live in.

COMPETITOR ANALYSIS

COMPETITOR ANALYSIS

Good Earth vs Nicobar vs Sabyasachi

Three distinct interpretations of Modern India.
Three different definitions of luxury.

GOOD EARTH

The "Grounded Luxury" Everyday Heritage

STRATEGIC POSITIONING	Cultured, artisanal lifestyle luxury. Heritage as a living, daily ritual.
TARGET AUDIENCE	Well-travelled, affluent, culturally anchored individuals. Value intellectual luxury over overt status.
VISUAL LANGUAGE	Maximalist but organic. Hand-block prints, chintz, Mughal & Aegean motifs, rich jewel tones, tactile raw textures.
PRICING CUES	Premium-to-High Luxury Entry. Mugs ₹1,500–₹3,000. Full collections & fine apparel move into five figures.

NICOBAR

The "Mindful Premium" Tropical Minimalist

STRATEGIC POSITIONING	Democratic, modern, mindful lifestyle. Rooted, without the weight of tradition.
TARGET AUDIENCE	Millennial & Gen-Z creative class, urban professionals, conscious consumers. Value versatility & function.
VISUAL LANGUAGE	Clean, tropical minimalism. Off-whites, indigos, sage greens, simple prints, breathable natural fabrics, airy and relaxed.
PRICING CUES	Accessible Premium. Dresses ₹4,000–₹8,000. Dinnerware under ₹1,000. Focus on volume-led premium lifestyle scaling.

SABYASACHI

The "Couture Extravagance" Global Powerhouse

STRATEGIC POSITIONING	High-art, unapologetic maximalism. Sells identity, emotional theater & heirlooms.
TARGET AUDIENCE	HNWIs, global elites, Bollywood royalty & the South Asian diaspora. Definitive status marker.
VISUAL LANGUAGE	Dark, moody, cinematic maximalism. Antique textiles, deep crimson & muted gold, hand-embroidery, museum-like opulence.
PRICING CUES	Ultra-Luxury / Veblen Goods. Bridal couture in multi-lakhs to millions. Accessories & fine jewelry as high-entry points.

COMPARATIVE STRATEGIC MATRIX

DIMENSION	GOOD EARTH	NICOBAR	SABYASACHI
BRAND CORE	Living Heritage / Artisanal Ritual	Mindful Living / Modern India	Regal Nostalgia / Cinematic Luxury
LUXURY TIER	Accessible Luxury to Core Luxury	Premium Lifestyle	Ultra-Luxury / Haute Couture
PRIMARY CATEGORY	Home Decor, Textiles & Fine Dining	Versatile Apparel & Travel Lifestyle	Bridal, Fine Jewelry & Luxury Accessories
DESIGN CORE	Intricate historical & regional storytelling	Clean lines, functionality & minimalism	Heavy craft preservation & antique opulence
RETAIL STRATEGY	Experiential concept stores & boutique cafes	Bright, modular, high-footfall urban stores	Ultra-exclusive, museum-like global flagships

WHITESPACE & FUTURE GROWTH OPPORTUNITIES

THE "CLEAN-LUXURY" BEAUTY & WELLNESS GAP (FOR GOOD EARTH)

Launch a high-end clean skincare and Ayurvedic ritual line.
Translate rich storytelling into premium, heavy-glass vanity packaging to challenge global players in luxury wellness.

THE ECO-TECHNICAL TRAVEL SYSTEM (FOR NICOBAR)

Create high-end, sustainable, technical travel gear—luggage, hybrid work-travel apparel & weather-resistant textiles for the modern global nomad.

THE HIGH-END INDIAN HOME FRAGRANCE & HOSPITALITY EXPERIENCE (FOR SABYASACHI)

Commercialize the signature atmosphere with high-end home fragrances (incense, brass candles) or launch an ultra-exclusive heritage hospitality concept.

THREE BRANDS. THREE PATHS. ONE EVOLVING DEFINITION OF MODERN INDIA.

ANALYSIS BY LUXURY STRATEGY LENS

The open quadrant — modern and restrained, yet still rooted — was the whitespace worth owning.

04

REFERENCE PILLARS

ARCHITECTURE

Jali screens, courtyards, arches —

MATERIAL & LIGHT

Makrana marble, aged brass, lime plaster,

THE HAND OF CRAFT

The maker's mark honoured, not hidden.

LIFESTYLE INSIGHT

"The new luxury isn't more. It's time — and the space to notice it."

structure and the play of filtered light.

raw linen — surfaces that age well.

Imperfection as a signature.

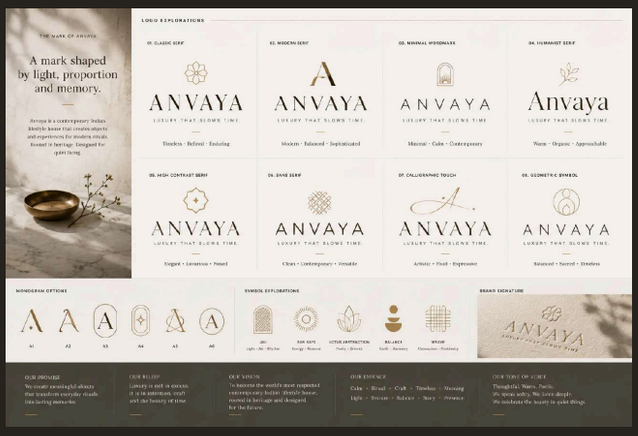
CHAPTER 05 · NAMING

Finding the word.

Before a mark, a name. A longlist of Sanskrit and Hindi words tied to calm, home and continuity — each pressure-tested for meaning, ownability and how it felt in the mouth.

Aangan	Sootra	Riwaaz	Sukoon FINALIST	Anvaya WINNER
'courtyard' — warm, but literal.	'thread' — elegant, but taken.	'custom' — leaned too festive.	'peace, calm' — beautiful.	'connection, lineage'.

THE TWO FINALISTS



WHY NOT SUKOON

Sukoon was lovely — but its meaning, 'peace', pulled the brand toward wellness and spa. It described a *feeling*. We wanted a name that described a *relationship*.

WHY ANVAYA WON

Anvaya (अन्वय) is Sanskrit for *connection, continuity, lineage* — the thread linking one thing to the next. Heritage tied to modern life; a family of objects; the bond between maker, object and owner. Less used, more ownable, quietly intelligent.

05

CHAPTER 06 · LOGO EVOLUTION

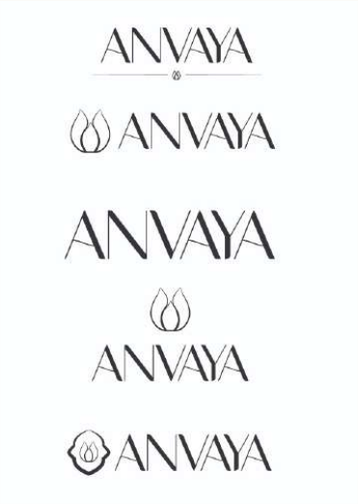
From letters to a mark.

01 EARLY TYPOGRAPHY

Six directions for the wordmark — from high-contrast display to a flowing script — testing how much personality the letters alone could carry.

02 SYMBOL DEVELOPMENT

A flame-and-bud motif tested alongside the wordmark — searching for a symbol that felt sacred and calm without tipping into decoration.



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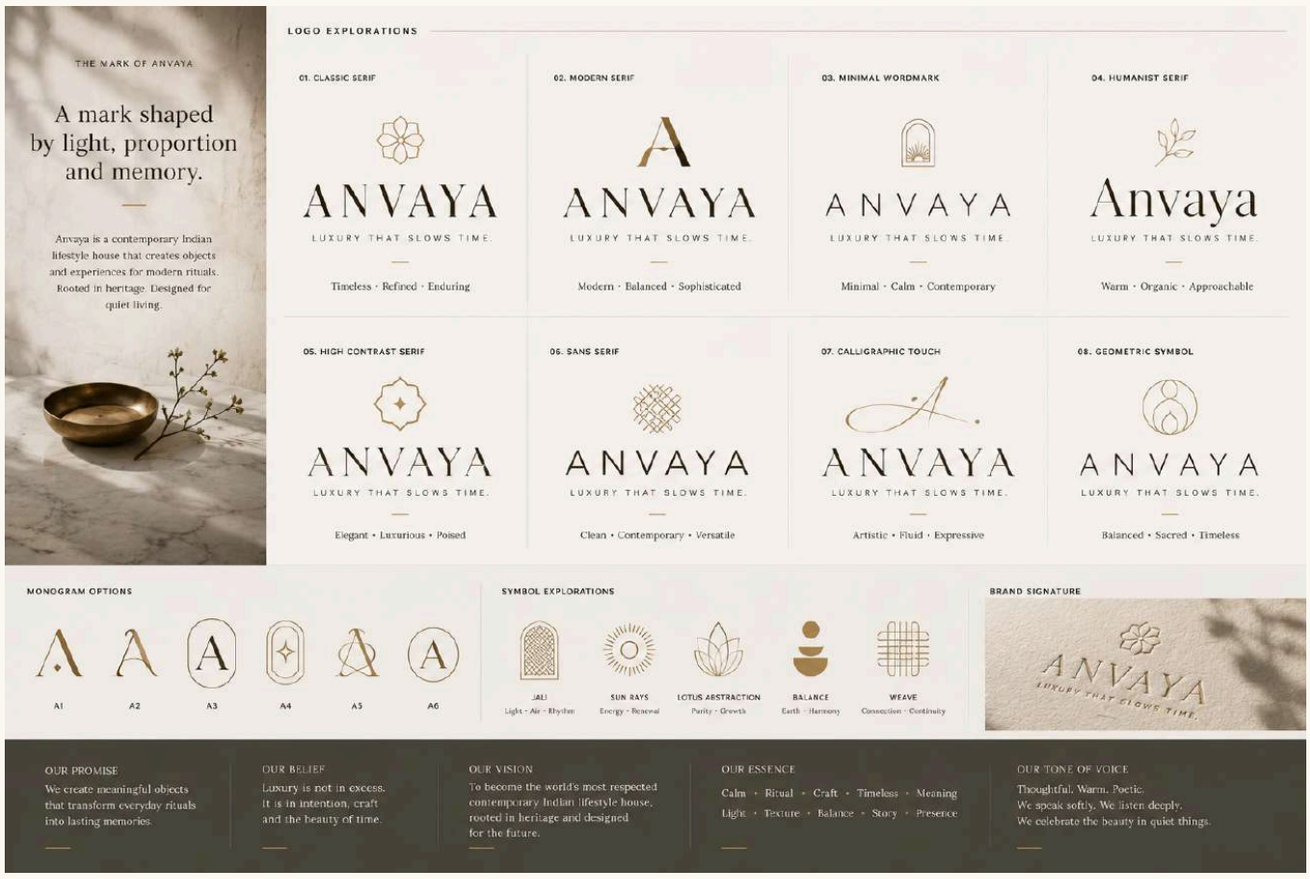
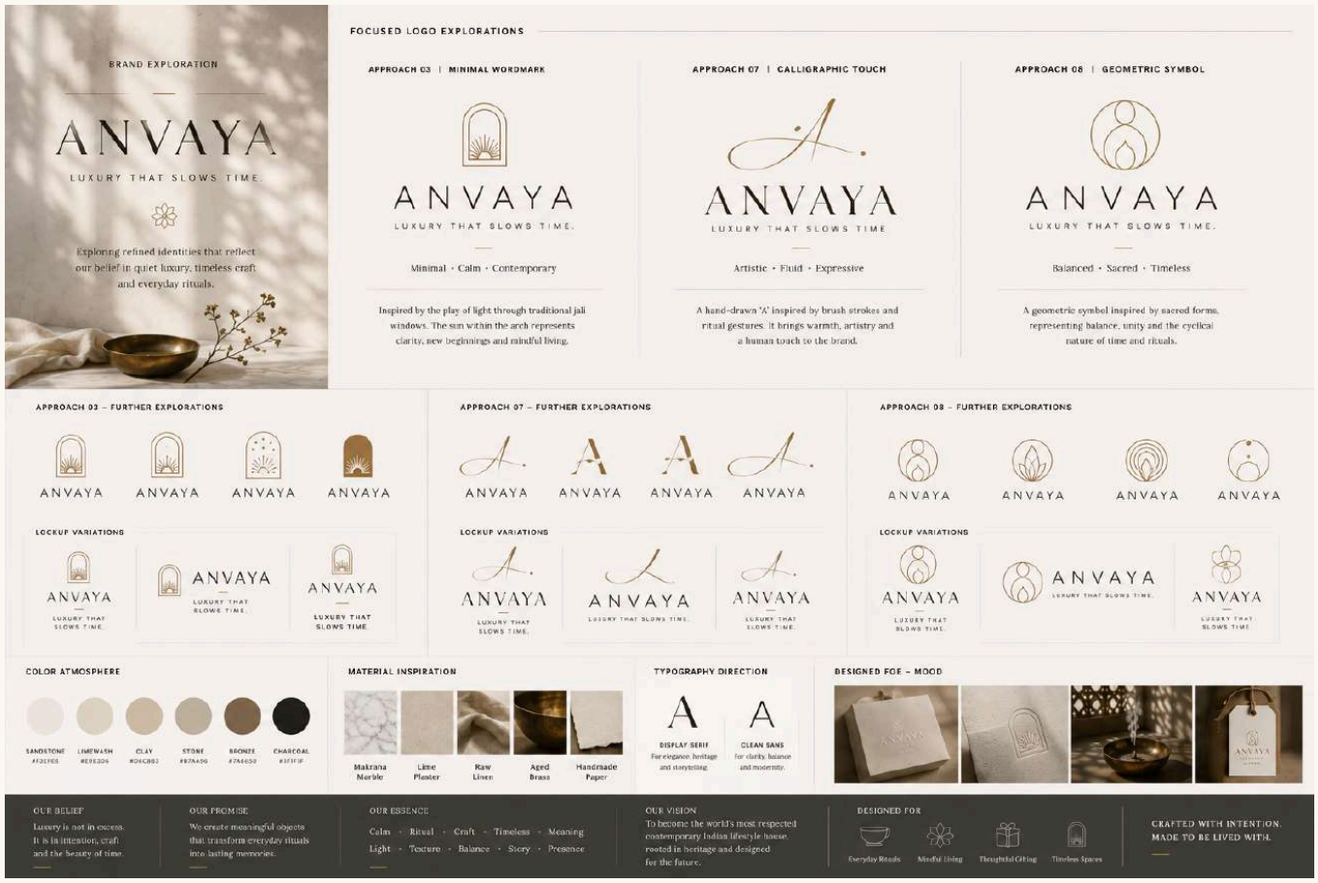
03 EIGHT APPROACHES, EACH WITH A RATIONALE



04 THREE FINALISTS, WITH LOCKUPS



05 THE FINAL LOGO

A confident, letter-spaced wordmark beneath a jali-tile mark — architecture, light and rhythm resolved into a single square. Horizontal for wide spaces, vertical for stamps and seals.

CONSTRUCTION & CLEAR SPACE

Minimum clear space on every side equals the height of the mark (X). Nothing intrudes.

MINIMUM SIZE

PRINT · 24 mm

DIGITAL · 120 px

Below these sizes the fine mark loses its detail — use the wordmark alone.

DO'S & DON'TS

✓ Do — primary on sandstone ✓ Do — reversed on ink ✗ Don't — stretch or distort ✗ Don't — recolour brightly ✗ Don't — add effects or shadows

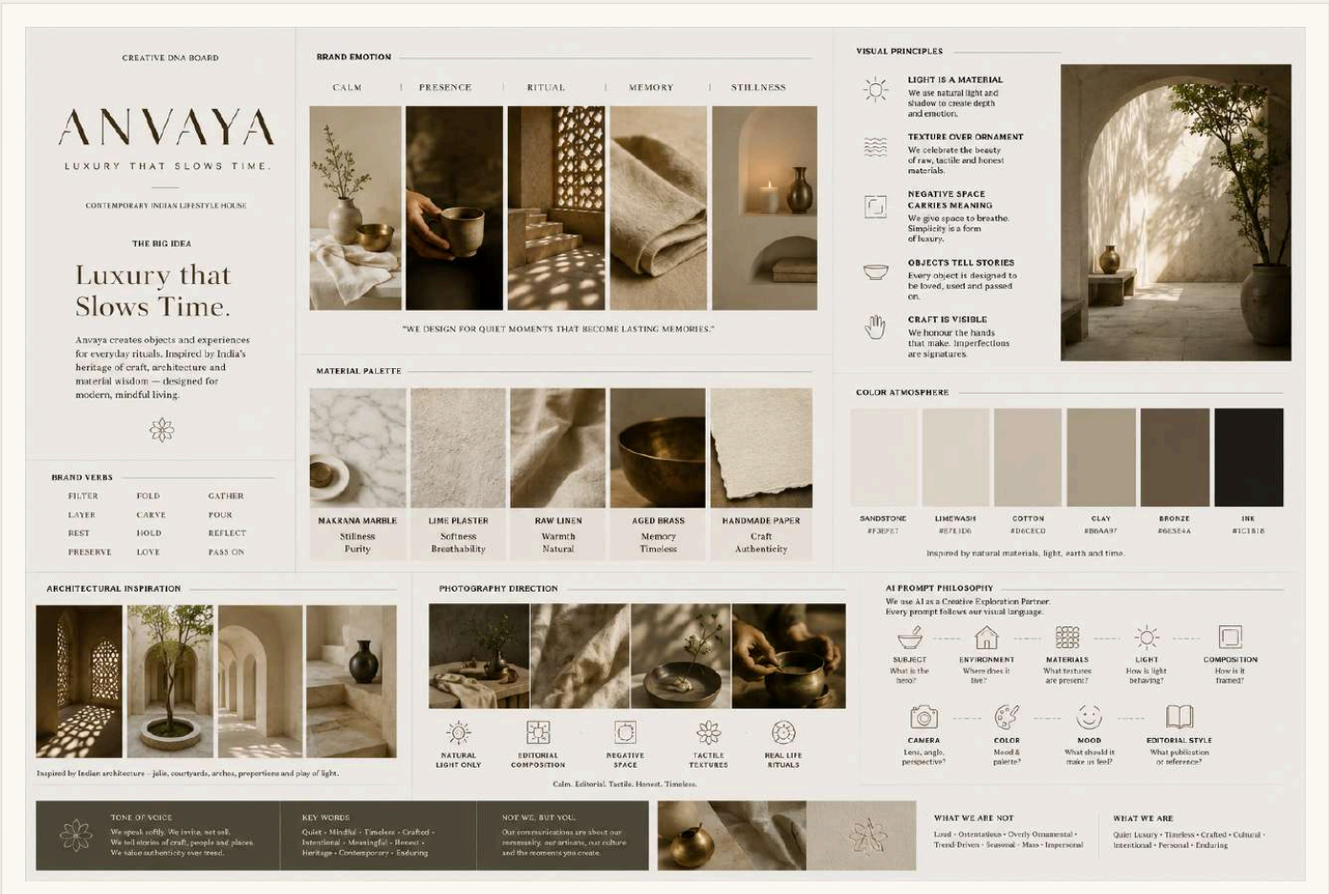
✗ Don't — place on busy imagery

CHAPTER 07 · MOODBOARD

The creative DNA.

One board to fix the world before a single logo — emotion, material, colour, architecture and the way light behaves. Everything downstream had to trace back to this.

CALM | PRESENCE | RITUAL | MEMORY | STILLNESS



Creative DNA board — brand emotion, material palette, colour atmosphere, architectural inspiration and photography direction.

CHAPTER 08 · AI COLLABORATION

AI as a creative partner — not the creative.

The imagery in this project was developed with generative AI. That's not a shortcut to hide — it's a craft in itself. Here's exactly how the work was made: the misses, the method, and the human judgement that made it usable.

> *"We use AI as a Creative Exploration Partner. Every prompt follows the brand's visual language; every image that survives is chosen — and finished — by a human eye."*

THE PROMPT FRAMEWORK

SUBJECT What is the hero?	ENVIRONMENT Where does it live?	MATERIALS What textures are present?	LIGHT How is light behaving?	COMPOSITION How is it framed?	CAMERA Lens, angle, depth?
COLOUR Mood & palette?	MOOD How should it feel?	EDITORIAL STYLE What reference?			

× ATTEMPT 01 — THE NAÏVE PROMPT

```
> luxury indian tea set, ornate gold cups, royal, peacock design, jewels,
hyper detailed, 4k
```

WHY IT FAILED

- Chased the cliché of "Indian luxury": ornament, gold, peacocks — the exact loudness the brand rejects.
- Wrong material story: jewelled and glossy; no marble or linen.
- Context clash — a modern western kitchen, not a rooted Indian home.
- No restraint, no negative space, no light as a subject.

✓ ATTEMPT 02 — THE BRANDED PROMPT

```
> handcrafted matte-green stoneware tea set on a hammered brass tray, aged
sandstone wall, raw linen. soft directional morning light, long shadows.
editorial still-life, negative space, 50mm, shallow depth. palette:
sandstone, clay, aged brass. mood: calm, ritual. ref: Kinfolk / Cereal
```

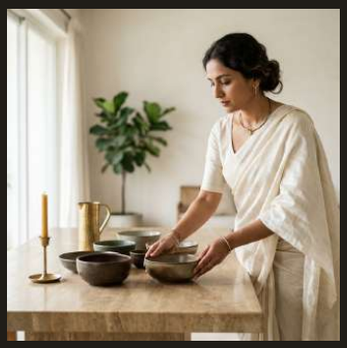
WHY IT WORKED

- Named the brand's materials — stoneware, brass, sandstone, linen.
- Made light and shadow the subject, not the object.
- Editorial framing with negative space — restraint by instruction.
- Anchored to a palette and a real reference world.

CURATION & HUMAN REFINEMENT

01	02	03	04	05
Generate in volume	Curate hard	Grade to palette	Retouch & brand	Art-direct & crop
Dozens of variations per prompt.	Kill ~95%. Keep only on-brand.	Colour-tune to sandstone & brass.	Fix artefacts, apply the mark.	Compose the final frame.

THE FINAL, ON-BRAND IMAGERY



CHAPTER 09 · IDENTITY SYSTEM

One coherent world.

TYPOGRAPHY

Aa

ANVAYA

DISPLAY · CORMORANT GARAMOND

Elegant · Timeless · Editorial

Aa

ANVAYA

SUPPORT · MANROPE

Clean · Modern · Functional

COLOUR ATMOSPHERE

SANDSTONE	LIMEWASH	COTTON	CLAY	BRONZE	INK
#F3EFE7	#E7E1D6	#D6CEC0	#B6AA97	#6E5E4A	#1C1B18

MATERIAL PALETTE

Makrana Marble Stillness · Purity	Lime Plaster Softness · Breath
Raw Linen Warmth · Natural	Aged Brass Memory · Timeless
Handmade Paper Craft · Authenticity	

DESIGN PRINCIPLES

- Light is a material.
- Texture over ornament.
- Negative space carries meaning.
- Objects tell stories.
- Craft is visible.
- Luxury is restraint.

TONE OF VOICE

Thoughtful. Warm. Poetic. We speak softly, and celebrate the beauty in quiet things.

CHAPTER 10 · APPLICATIONS

The world, applied.

Where an identity earns its keep — on paper, cloth, stone, screen and shelf.

Core collateral — signage, boxes, hang tags, bags, cards, pouches and ribbon.

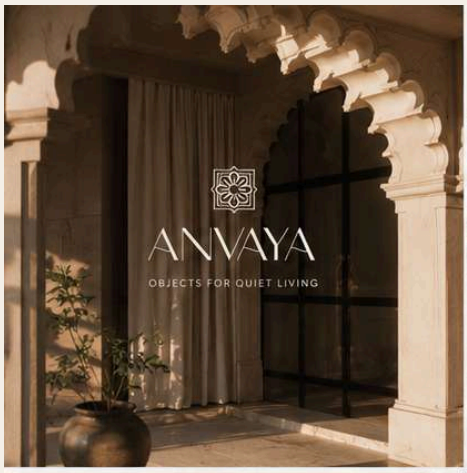
Stationery, gift box, cloth pouch, gold-on-ink ribbon, website and editorial cover.

GIFTING

ANVAYA
LUXURY THAT SLOWS TIME
GIFTS THAT
HONOR TRADITION.
MEMORIES THAT
LAST FOREVER.
INDIAN LUXURY
WEDDING GIFTING
TIMELESS HERITAGE.
CONTEMPORARY LUXURY.
CRAFTED IN INDIA.

ANVAYA
LUXURY THAT SLOWS TIME
CRAFTED
WITH INTENTION.
GIFTED
WITH MEANING.
PREMIUM INDIAN GIFTING
FOR EVERY CELEBRATION
HANDCRAFTED | THOUGHTFUL | TIMELESS

SOCIAL


ANVAYA
OBJECTS FOR QUIET LIVING

ANVAYA

ANVAYA

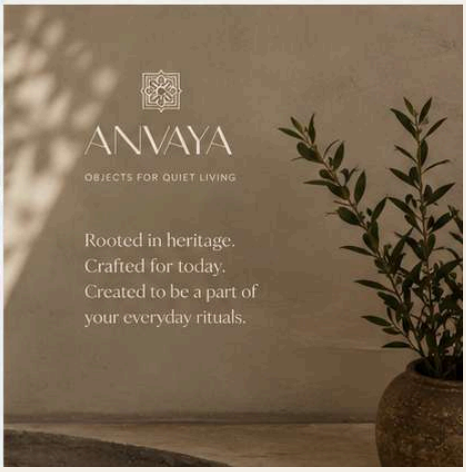
ANVAYA

Luxury
that
Slows
Time.
ANVAYA

"We don't rush
our creations.
Because beauty
takes its time."
ANVAYA

ANVAYA

ANVAYA


ANVAYA
OBJECTS FOR QUIET LIVING
Rooted in heritage.
Crafted for today.
Created to be a part of
your everyday rituals.

CHAPTER 11 · CAMPAIGN

Objects for quiet living.

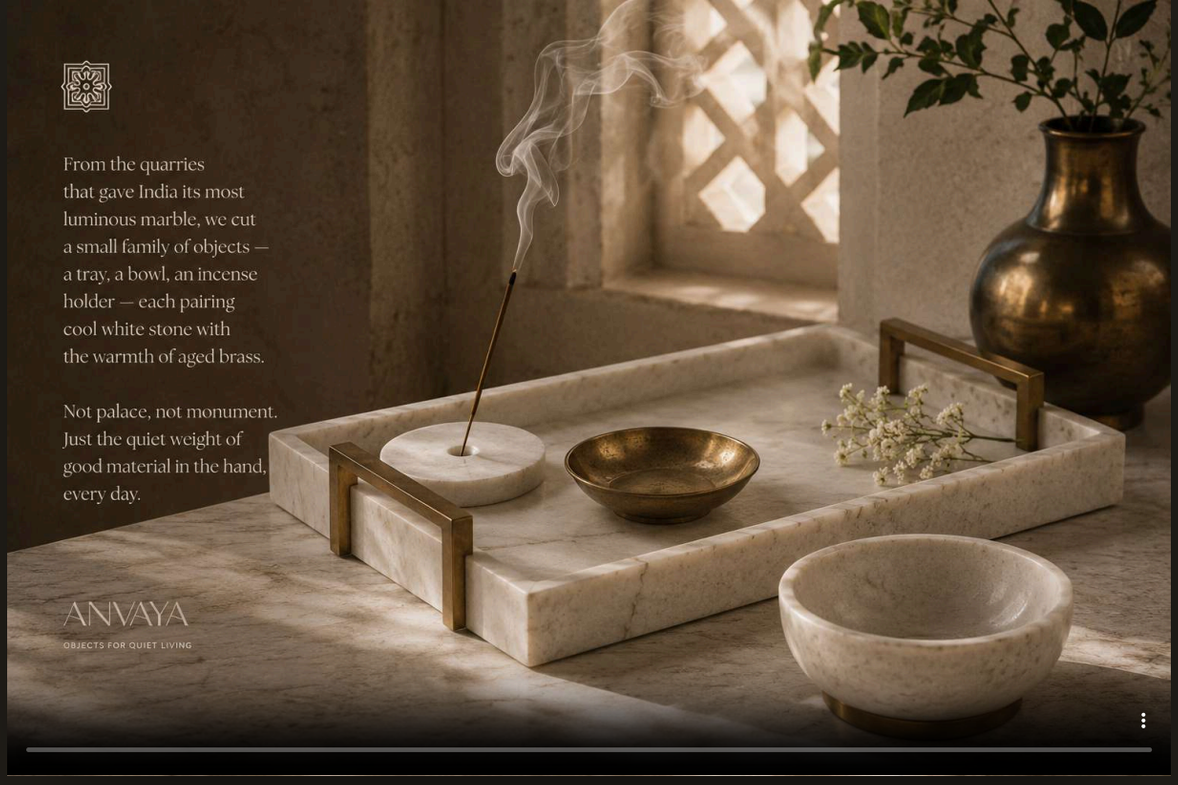
The campaign sells a feeling before a product — light, ritual, and the weight of good material in the hand. Each still is shot as though it were the first frame of a film.

FRAME 01 — MARBLE & BRASS, THE MATERIAL STORY

FRAME 02 — ROOTED IN HERITAGE, CRAFTED FOR TODAY

MOTION THINKING

Direction for film: slow push-ins, a single curl of incense, light travelling across marble, a hand setting down a bowl. Nothing hurries. The pace *is* the brand.



BRAND FILM — OBJECTS FOR QUIET LIVING — SOUND ON

CHAPTER 12 · WHAT THIS DEMONSTRATES

The takeaway.

A self-initiated brand — but a complete, working system. Transparently, here is what the project set out to prove.

AI-assisted workflow Direction, prompting, curation and finishing — a repeatable pipeline.	**Brand strategy** Positioning, naming and a voice with a point of view.	**Luxury identity design** Mark, type, colour and material working as one.	**Art direction** A consistent, editorial visual world across every touchpoint.
Packaging & applications From hang tag to gift box to storefront.	**Motion thinking** Stills composed to move — direction ready for film.		

ANVAYA

Luxury that slows time.

THANK YOU

Designed by Divyansha I Year - 2026

Colophon — Anvaya is a self-initiated concept brand. Imagery was developed with generative AI, then art-directed, colour-graded and finished by hand. Names, objects and prices are fictional, created solely for this case study.