

CHAMPS-ÉLYSÉES PRESTIGE



KEY GRAPHIC IDEAS

We search to develop a professional appearance and keep a luxurious brand image. Our graphic ideas are focus on french tradition and legacy. The most important is to highlight the private side of working with Champs Elysées Prestige and the perfume house. We can use several plans of Paris to comfort the french touch and luxury. Not have visible marks.



COLORS

Main color

The main color of Champs-Élysées prestige is a type of peacock blue. It symbolize the serenity and the link between human and nature. Using a strong color as a peacock blue returns an image of renewal and elegance.

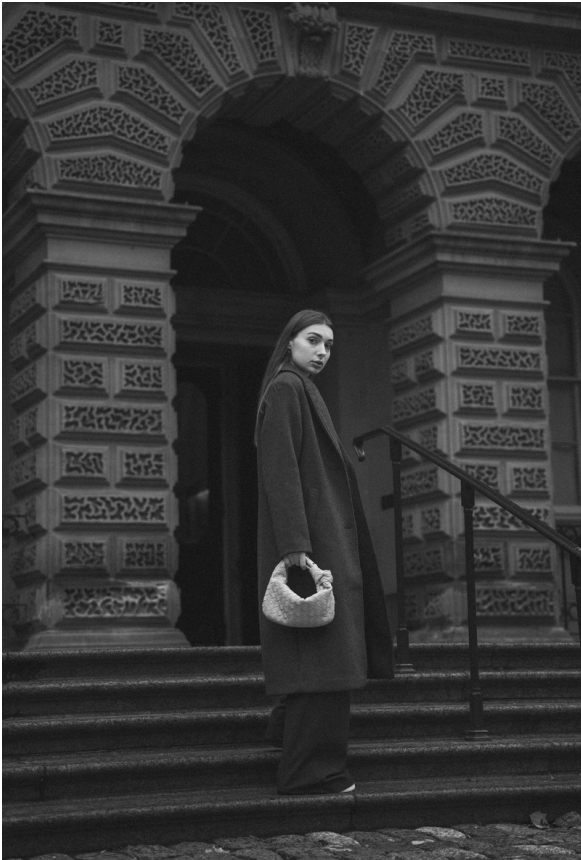
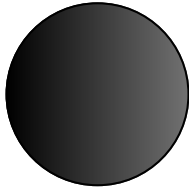
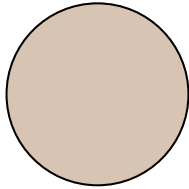
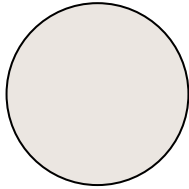
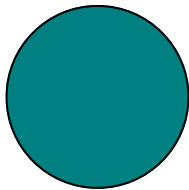
#008080

#EBE6E1

Second color

By choosing a lighter color for the background and transition, we want to suggest the high quality, the simplicity and the honesty of Champs Élysées Prestige.

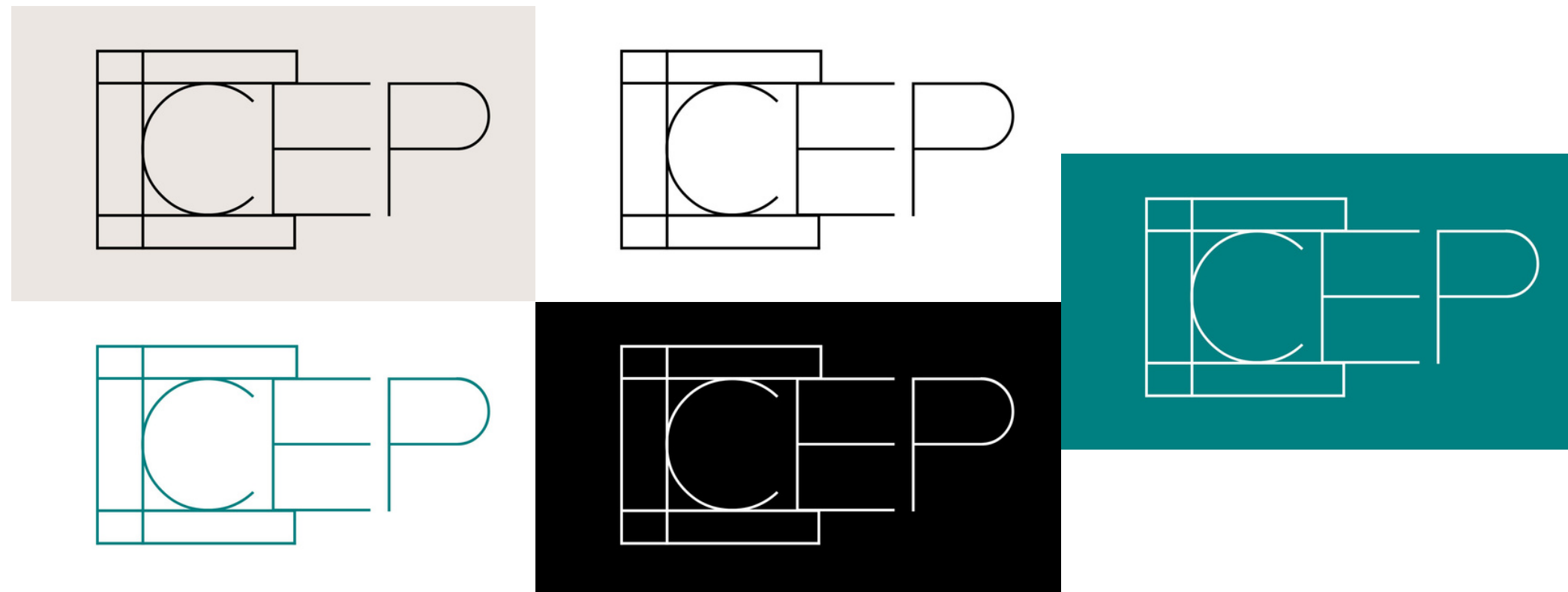
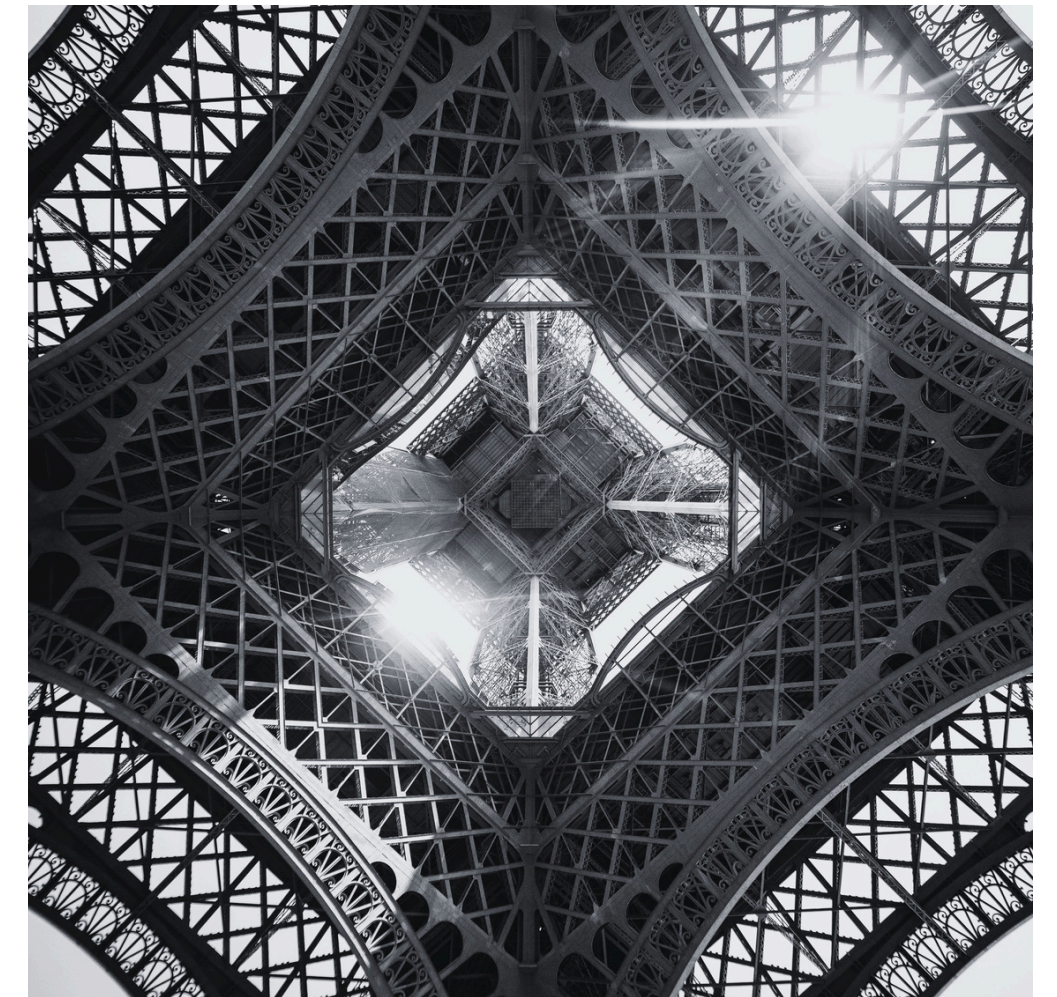
MOOD BOARD GRAPHIC



LOGOS

Inspired by the shape of the Arc de Triomphe, the main symbol of the Champs-Élysées avenue, our logo brings a modern vision of parisian luxury.

A simple and unambiguous message by the logo.





FONT

Titre

AXON ULTRALIGHT

A B C D E F G H I J K

LOREM IPSUM

LOREM BOLD

Corps

Assistant

A b c d e F G H I J K

Lorem ipsum



KEY VALUES

Authenticity

Ensuring that each fragrance we select reflects true craftsmanship and emotion.

Excellence

We strive for excellence in every aspect of our work, from the selection of fragrances to the quality of our partnerships.

Partnership

We believe in strong partnerships : subdivies presse, influence and B2B, built on trust, collaboration and mutual success.

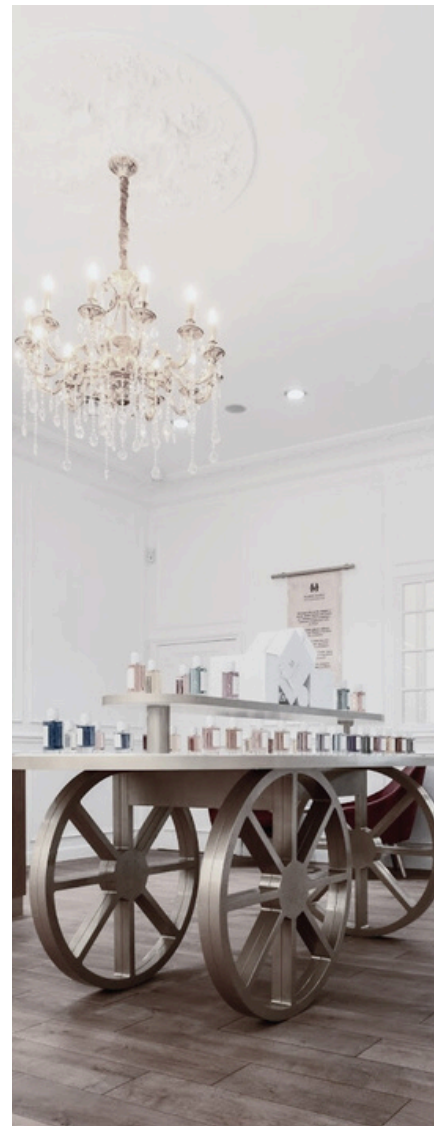
Innovation

We are innovative in fragrance development, continually seeking new ways to captivate and inspire through scent.

STORYTELLING

“ Champs Elysées Prestige: Elevating Fragrance Selection to an Art Form “

Welcome to Champs Elysées Prestige,
your gateway to Parisian luxury. Nestled
in the heart of the city, our group
embodies elegance and sophistication.
Immerse yourself in our several collection
of fragrances, crafted with precision and
tradition. Each scent tells a story of quality
craftsmanship. Partner with us to discover
timeless luxury.





Maison Maïssa is the first brand created by CEP.
It offers an intimate aspect and embodies the elegance of the CEO's ideas.



Maison Cataliya is created to offer the most selective and luxurious perfume experience in the society CEP.



Maison Lamyris allowed to develop a fancy and creative brand image.
It rejuvenate the image of the group and innovate thanks to double / both specificity of perfume.

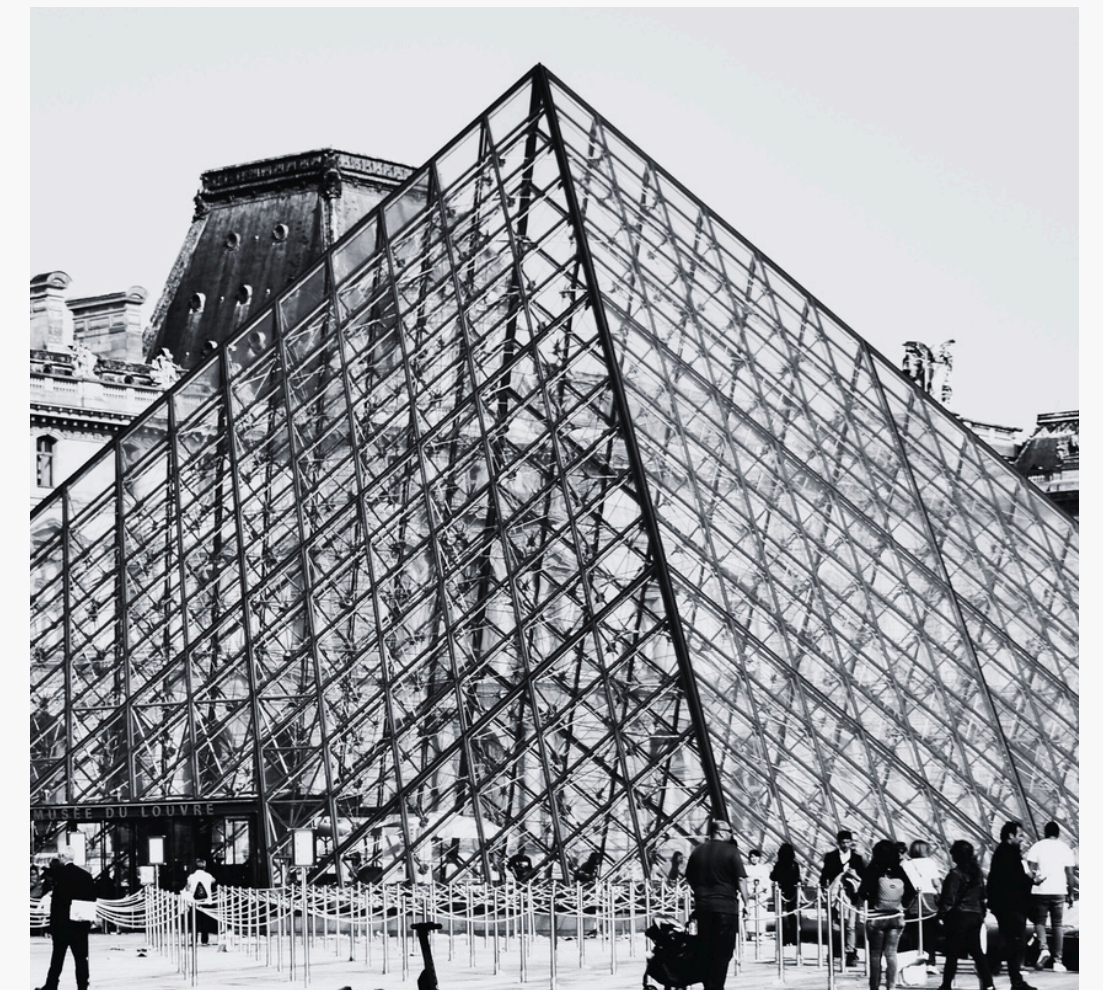


Maison Limoges is the brand between tradition and beauty through exquisite craftsmanship. Celebrating the timeless link between Limoges porcelain and fine artistry, we honor the city's heritage and elevate its cultural significance.



BRANDS RELATION

Each of CEP's brands develops a unique aspect.



SITEMAP B2B (1)

