

BRAND TOOLBOX

Principles and guidelines for delivering Caravan/ Couleur Nature Brand Value

Goal: help everyone in the company (and stakeholders) develop a common language while representing the brand.

ROUGH DRAFT

key terms:

- Woman
- Take The Time to
- comfort and ease
- french influence
- way of living

Lifestyle and Attitude:

- “reflecting the way I live and how I enjoy my home with the women and people that are important to me
- “creating a personal in any environment. Whether it be your studio apartment in the city to your first home. I am confident that every women should have an element of who she is and what she adores in her space.
- “What I love about the Caravan/Couleur Nature collection is how it merges sophistication while still being extremely approachable. We all desire style. We all desire warmth. We all desire home.