

Velouté

dé PARIS



Velvety
Skin

About Us

Velouté dé Paris was founded in 2023 with the mission to offer natural and innovative skincare solutions. Our brand is dedicated to harnessing the power of nature to create effective products that cater to all skin types. We believe in the purity and efficacy of natural ingredients, carefully selecting each one to ensure the highest quality and effectiveness.





moodboard



As Velouté dé Paris, we draw inspiration from the elegant and iconic women of the 1960s. This era's grace and confidence have guided the development of our products. Emphasizing natural beauty and sophistication, our formulas capture the unique spirit of the 1960s while infusing modern touches. We aim to make every woman feel special and empowered, offering a timeless and captivating skincare experience that blends the classic elegance of the past with the innovation of today.



Sophisticated Elegance

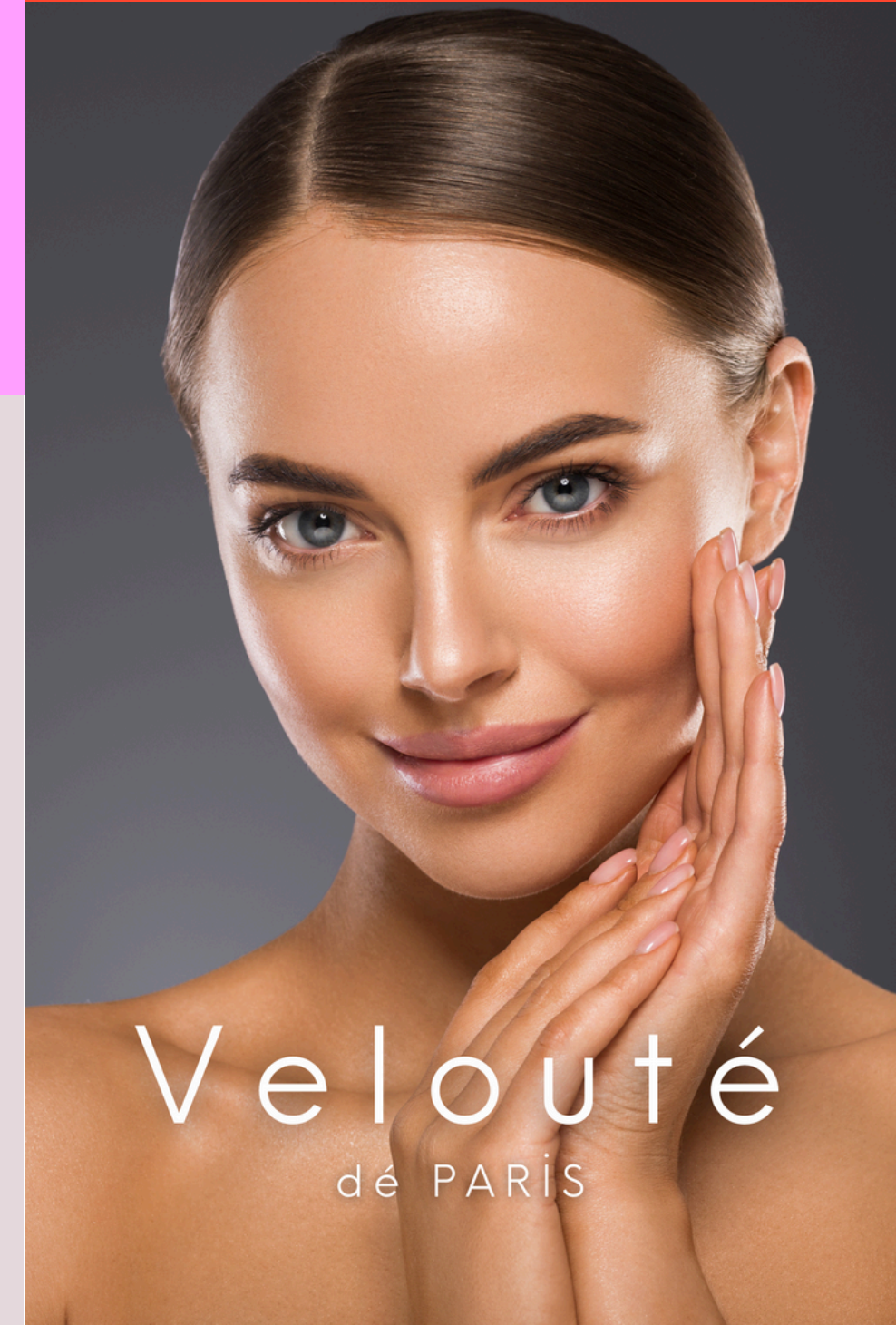


A strong visual packaging and brand identity are crucial for Velouté de Paris. Our elegant and sophisticated packaging features clean lines and a nature-inspired palette, reflecting our commitment to purity and quality. This ensures that every interaction with Veloute de Paris feels luxurious and memorable.

unstoppable brand



The key to crafting Velouté dé Paris's brand identity begins with a unique strategy that shapes our content, product aesthetics, and visual language. We prioritize individuality, tailoring every element to resonate with our diverse audience while achieving our business goals effectively. Avoiding one-size-fits-all solutions, we ensure our brand stands out with authenticity and impact.



target

At Velouté dé Paris, we recognize that each of our products has unique brand strategies, designs, and marketing needs. Every product is meticulously crafted to reflect our brand values and meet the expectations of our target audience.



hair care



face care



sun care



Target Audience



Lifestyle: Interested in adopting a healthy lifestyle, attracted to natural and organic products
Values: Values natural beauty and skin health, prioritizes sustainability and environmental consciousness
Attitude: Seeks high-quality and effective skincare products, loyal to innovation and brand

In the skincare industry, understanding the price sensitivity of our target customers is crucial. Velouté dé Paris offers premium skincare solutions that align with the quality and efficacy our customers expect. Our branding reflects sophistication and value, ensuring that our products are perceived as worth the investment for those who prioritize natural beauty and effective skincare.

Premium Skincare Alignment





**Velouté dé Paris is
positioned as a brand
offering natural beauty
and effective skincare
solutions.**



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