

ESLOVE

Luxury-inspired. Alcohol-free. Made with love.

New York, NY · Branding · Web · Social Media · Content & PR



BRAND IDENTITY › WEB DESIGN › SOCIAL MEDIA › CONTENT & CREATIVE DIRECTION

Eslove

CLIENT	LOCATION	SERVICES	YEAR	LIVE SITE
Eslove	New York, NY	Branding · Web · Social Media · Content & PR	2017–2025	eslovecollection.com

01 — OVERVIEW

About the Project

Eslove is a luxury perfume oil and beauty brand founded in 2017 and built entirely from the ground up. Scents are inspired by iconic designer houses — Dior, Marc Jacobs, Dolce & Gabbana and more — formulated alcohol-free in a French laboratory, and priced accessibly from \$24. As both founder and creative director, the work spanned every dimension of the brand: naming, visual identity, eco-friendly packaging, e-commerce website, social media strategy, PR, and video campaign production.

The challenge was to position Eslove as a premium, editorial beauty brand in a crowded market dominated by established names — without a traditional advertising budget. The strategy relied on high-quality visual storytelling, a cohesive brand world, and an organic social media presence built around aspirational lifestyle content. A commitment to clean, vegan, cruelty-free formulas and plastic-free velvet pouch packaging gave the brand a genuine point of difference beyond aesthetics.

Over six years, Eslove grew from a concept to a fully realized brand with a loyal customer base, a multi-product line spanning perfume oils, face cleansers, and hydrating toners, retail distribution across Maryland, New Jersey, and New York — and media coverage across multiple outlets secured through in-house PR.

THE VISION

Build a luxury fragrance brand from zero — with no outside investment — that could compete visually with established beauty houses through the power of brand identity and content, while staying accessible from \$24.

CREATIVE DIRECTION

Directed 7 video campaigns in-house: a holiday gold collection, a Valentine's Day campaign, a summer campaign featuring a shimmering lotion, and four product launch videos. Developed two distinct visual worlds — soft blush-pink for the core line and bold gold glitter for the holiday collection.

BRAND & PR STRATEGY

Designed the full brand identity: wordmark, product label system, and eco-friendly velvet pouch packaging (plastic and carton-free). Formulas developed in a French laboratory — vegan, alcohol-free, and cruelty-free. Managed in-house PR securing features across multiple media outlets.

RESULTS

Launched 7 video campaigns generating thousands of organic views. Expanded the product line to 8+ SKUs across fragrance and skincare. Secured retail placement at 10+ locations across NY, NJ, and MD. Featured in multiple media outlets.

[View Video Campaigns on Instagram](#)

8+

Products Launched

7

Video Campaigns Directed

10+

Retail Locations



100%

In-House Creative

0→1

Built from Scratch

02 — BRAND IDENTITY







	<p>COLOR PALETTE</p>  <p>#fadde5 #fdeff2 #fff6f6 #eeec7 #fcb2ce Blush Pink Soft Rose Petal Linen Hot Pink</p>	<p>TYPOGRAPHY</p> <p>Aa Cormorant Garamond</p> <p>Aa Montserrat</p>
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Logo

Color Palette

Typography System

03 — WEBSITE DESIGN

		
<p>Hero Product Shot</p>	<p>Skincare Line</p>	<p>Valentine's Day Campaign</p>
		
<p>Full Product Range</p>	<p>Campaign Portrait</p>	<p>Holiday Campaign Flat-Lay</p>

04 — DESIGN & CONTENT APPROACH

BRAND IDENTITY

Designed the Eslove wordmark, product label system, and eco-friendly velvet pouch packaging — creating a cohesive luxury aesthetic across all touchpoints from packaging to digital.

VIDEO CAMPAIGNS

Directed 7 video campaigns in-house: a holiday gold collection, a Valentine's Day campaign, a summer campaign featuring a shimmering lotion, and four product launch videos — each scripted, styled, and produced entirely in-house.

WEB DESIGN

Built and launched the e-commerce website with a custom WordPress theme, product pages, and a seamless checkout experience aligned to the brand world.

SOCIAL MEDIA & PR

Managed Eslove's full social media presence across Instagram, Facebook, TikTok, X (Twitter), and Pinterest — content calendar, caption writing, community engagement, and analytics. Handled in-house PR securing features across multiple media outlets.

— WHAT WAS DELIVERED

- Brand Identity & Logo System
- Social Media Strategy & Management

- Eco-Friendly Velvet Pouch Packaging
- 7 Directed Video Campaigns

- E-Commerce Website (WordPress)
- PR & Media Placements

□ Visit the live site: eslovecollection.com

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