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Mila Maris  
HOME & DECOR

MILA MARIS  
BRAND IDENTITY

DATA-DRIVEN CREATIVITY



## MARKETING PROPOSAL

### **Brand Mission**

At Mila Maris, our mission is to help you turn your house into a home—a place that feels uniquely yours. Through our carefully curated furniture, we inspire creativity and self-expression, offering timeless pieces that reflect your personality and help create spaces where your individuality shines.

### **Brand Vision**

Our vision is to bring beauty and creativity into your life with furniture that tells your unique story. Each piece is thoughtfully selected to reflect individuality, inspiring you to craft a home that feels like a true extension of who you are and what you love.

### **Brand Narrative**

At Mila Maris, we believe that every home should be a reflection of the people who live in it—a space filled with personality, creativity, and intention. This belief is woven into the very fabric of our brand, inspired by a story of craftsmanship, quality, and a love for well-made furniture.

The origins of Mila Maris trace back to a father who dedicated over 15 years to the art of high-quality furniture. His passion for excellence and commitment to craftsmanship served as the foundation for our approach today. Our founder's father understood that furniture was more than just functional—it was an expression of individuality, a way to tell a story, and a means to transform a house into a home.

In his time working at a prestigious furniture store, he mastered the nuances of design and quality, teaching those around him to look beyond appearances to appreciate the details that make a piece extraordinary. His belief in quality over quantity and his eye for exceptional design inspired the creation of Mila Maris—a brand built to honor that legacy.

At Mila Maris, we curate furniture that echoes this dedication to excellence and individuality. Our collection is designed to empower you to express your unique style and create spaces that feel authentically yours. Each piece is thoughtfully selected to combine timeless elegance with creative flair, ensuring your home is both beautiful and deeply personal.

Whether you're looking to add personality to a corner of your living room or transform your entire home, Mila Maris is here to be your partner in creating spaces that feel authentically yours.



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### **Brand Values:**

1. **Quality:** Offering only the finest pieces, chosen with care to bring lasting beauty and value into your home.
2. **Creativity and Individualism:** Empowering you to see your home as your canvas and bring your unique vision to life.
3. **Integrity:** Building trust through transparency and ensuring every piece exceeds your expectations.

### **Brand Positioning:**

Mila Maris is your partner in crafting a home that feels authentically yours. With our thoughtfully curated selection of luxurious furniture, we help you create a space as unique as you are—where every piece tells your story, and every detail feels intentionally chosen for you.

### **Target Audience:**

Mila Maris caters to affluent individuals in the USA who value high-quality design, creativity, and self-expression. Our customers are homeowners or renters—individuals, couples, and families—who see their living space as an extension of their personality. These individuals have a keen interest in design, art, and innovation and are willing to invest in unique, luxurious furniture that transforms their homes into inspiring, personal sanctuaries.

Whether they're designing a cozy, intimate corner or curating a statement piece for an elegant living room, our customers appreciate the balance of timeless elegance and creative individuality. They are driven by the desire to create spaces that feel like home, where memories are made, and creativity is celebrated.



## MARKETING PROPOSAL

### Products and Services:

- **Furniture Pieces:** A curated selection of unique furniture for living rooms, bedrooms, offices, and more.
- **Interior Design Services (Future Offering):** Personalized consultations to create cohesive, inspiring spaces using Mila Maris pieces.
- **Custom Furniture Design (Future Offering):** Bespoke pieces tailored to individual client specifications, designed to reflect their unique style.

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**Tone of Voice:** The tone of voice for Mila Maris should reflect its brand values of warmth, elegance, and professionalism. It should be:

1. **Warm and Inviting:** Language that makes you feel valued and welcomed, as if you've stepped into our home.
2. **Inspirational and Uplifting:** Encouraging you to embrace creativity and express your unique style.
3. **Professional and Respectful:** Establishing trust and reliability in the luxury furniture market.
4. **Sophisticated and Elegant:** Appealing to an upscale audience with refined language that aligns with timeless design and craftsmanship

### Social Media & Marketing Strategy:

Mila Maris plans to leverage social media platforms such as Instagram, Pinterest, and LinkedIn to share their curated furniture collections, design inspirations, and customer stories. Later, YouTube will be used to offer design tips, behind-the-scenes content, and customer testimonials. Mila Maris will also focus on email marketing and exceptional customer service to maintain strong connections with their audience.

### Website Copy Ideas

- "Every piece we offer is chosen with you in mind, to help make your house feel like a home."
- "Imagine coming home to spaces that truly reflect your heart and soul."
- "At Mila Maris, we believe a home is more than just a space—it's where life's most cherished moments unfold."
- "We're here to help you transform your living space into a sanctuary that reflects your personality and creativity."

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