

# *LUMINAIRE PERFUMES*

**CASE STUDY**

Kin Isles

# 01 PROJECT OVERVIEW

## Title of the Project

Luminaire Perfumes : Official Catalog — Fall 2025

## Client / Brand

Personal Project

## Project Goals & Objectives

The goal of this project was to design a visually appealing catalog while building an efficient system to manage and display product information. I wanted to explore how design and data could work together by linking an Excel database to a formatted document.

This project focused on:

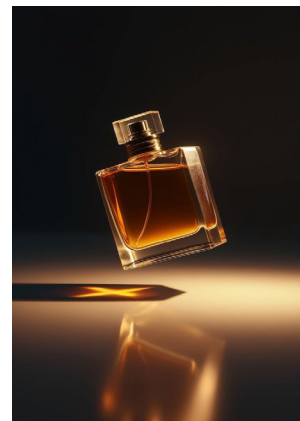
- Creating a cohesive and elegant catalog design
- Streamlining repetitive content using data merging
- Improving workflow efficiency when handling multiple products

## My Role (Solo)

- Concept development
- Product naming and descriptions
- Layout and catalog design
- Data organization (Excel)
- Document merging and formatting

## Timeline

Completed over a short design cycle (approx. 1-2 weeks), including concept, setup, and final execution.



# 02 PROBLEM STATEMENT

## Design Challenge

- Keep visual consistency across all products
- Avoid manually designing each entry
- Create a scalable system that could easily add or update products

## Target Audience

Young adults and adults interested in luxury fragrances

# 03 RESEARCH & INSPO

## Competitive Analysis

- Minimalism
- Soft color palettes
- Clean typography
- Editorial-style layouts

## Moodboards / Concept Exploration

- Soft, delicate tones (inspired by florals and light)
- Elegant serif and clean sans-serif typography

## User Insights

- Short, descriptive scent narratives
- Clean structure for easy scanning
- A calm, visually pleasing browsing experience



# 04 DESIGN PROCESS

## Initial Concepts

I began by designing a single product layout that included:

- Product name
- Description
- Article number
- Price

## Refinement Process

After creating the initial layout, I adjusted spacing and hierarchy for readability, refined typography for a more premium feel & ensured consistency across all product entries.

## Tools & Techniques

- Microsoft Excel for organizing product data
- Mail Merge / Data Merge to connect content to the design
- Design software (InDesign or similar) for layout and formatting

	A	B	C	D	E	F	G	H	I	J	K	L
1	Item name	Description	Article numb	Price	@Image							
2	Sakura Silk	Light as a fall	Z00123	\$150	images/sakurasilk.jpeg							
3	Sapphire Mis	A wave of cry	Z00124	\$110	images/sapphiremist.jpeg							
4	Cherry Kiss	A playful burs	Z00125	\$135	images/cherrykiss.jpeg							
5	Sugared Vani	A creamy sw	Z00126	\$100	images/sugaredvanilla.jpeg							
6	Pure Azure	Crisp and air	Z00127	\$115	images/pureazure.jpeg							
7	Sunset Embe	Warm amber	Z00128	\$135	images/sunsetember.jpeg							
8	Rosewater	A delicate flo	Z00129	\$115	images/rosewater.jpeg							
9	Lilac Essenci	A gentle mist	Z00130	\$110	images/lilacessence.jpeg							
10	Verdant Bloo	Crisp, vibrant	Z00131	\$125	images/verdantbloom.jpeg							
11	Autumn Glow	Warm, glowii	Z00132	\$100	images/autumnglow.jpeg							
12	Obsidian	Deep, smoky	Z00133	\$145	images/obsidian.jpeg							
13	Chestnut Vei	Warm, nutty	Z00134	\$100	images/chestnutveil.jpeg							
14	Amethyst	Delicate viol	Z00135	\$130	images/amethyst.jpeg							
15	Golden Sol	Radiant citru	Z00136	\$120	images/goldensol.jpeg							
16	Ivory Dawn	Soft, luminou	Z00137	\$150	images/ivorydawn.jpeg							
17												
18												
19												
20												
21												
22												
23												

## Example product:

### Sakura Silk

#### Description

Light as a falling petal, this fragrance opens with fresh cherry blossom notes before settling into a smooth, comforting breeze. Clean, airy, and softly floral.

#### Article Number

Z00123

#### Price

\$150



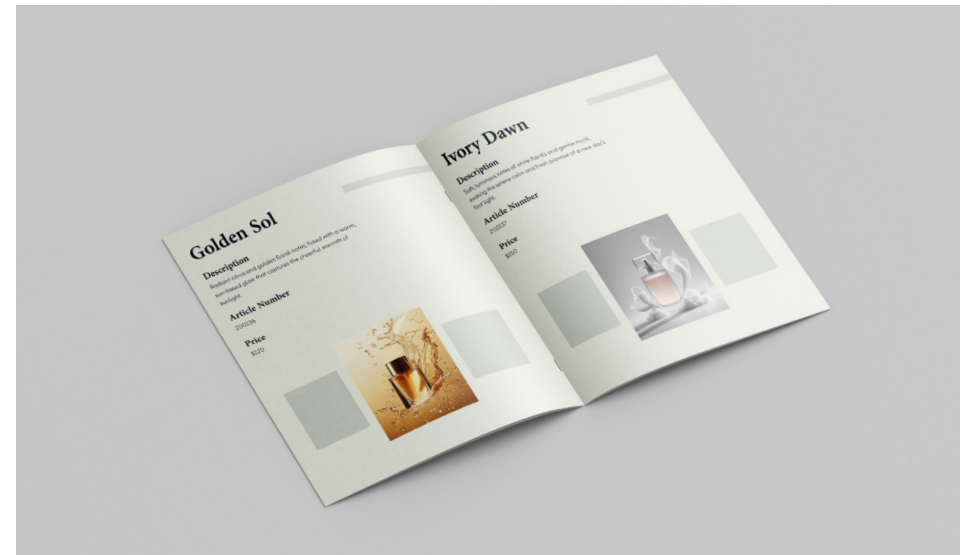
# 05 FINAL DESIGN

## Showcase of Final Work

The final result is a clean, elegant perfume catalog featuring multiple products generated from a single structured template.

## Key Features & Solutions

- Consistent layout across all products
- Efficient data-driven design system
- Balanced typography and spacing for readability
- Descriptive, sensory-focused product copy



# 06 RESULT & IMPACT

## Client Feedback

As a personal project, this served as a self-directed exploration into workflow optimization and catalog design.

## Metrics / Success Indicators

- Successfully reduced repetitive manual work
- Created a scalable system for adding new products
- Maintained consistency across all entries

## Personal Reflection

This project helped me understand the importance of:

- Designing systems, not just visuals
- Working smarter through automation

One challenge was learning how to properly connect Excel data to the layout, but overcoming this significantly improved my efficiency.



# 07 CONCLUSION

## Takeaways

Luminaire Perfumes highlights both my design and technical skills, combining clean visual systems with an efficient workflow. This project reflects my ability to think beyond aesthetics and use tools effectively to create scalable, consistent designs.

## Next Steps / Other Projects

- More data-driven design systems
- Interactive or digital catalogs
- UX/UI applications of structured content

# **Luminaire Perfumes Case Study**

Kin Isles

2026