## GRÉGOIRE AGENCY

As the creative powerhouse of GRÉGOIRE Group, GRÉGOIRE Agency blends innovation with strategy to deliver high-impact branding, marketing, and digital communication solutions. Specializing in full-service digital marketing since 2019, the agency crafts compelling brand identities, develops performance-driven campaigns, and enhances digital presence through advanced SEO, social media management, and targeted advertising.

With a portfolio of over 500 successful collaborations, GRÉGOIRE Agency combines data-driven insights with bold creativity to redefine brand positioning and market influence. By setting new industry benchmarks, the agency drives sustainable growth while shaping the future of digital marketing.



## Art Meets Algorithm

What sets GRÉGOIRE apart is its ability to **balance artistry** with **analytical precision**. Every idea is rooted in insight, every campaign is backed by data, and every execution is infused with a distinct creative vision.

The agency is known for its **hands-on**, boutique approach - delivering the caliber of a large firm with the agility and personal attention of a close-knit team.













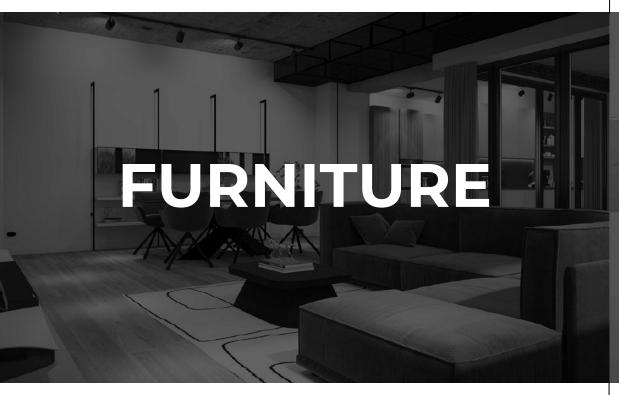












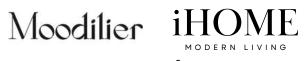




MOB CONFORT



**MOBLESSE** 















## Niches

## Our Niches



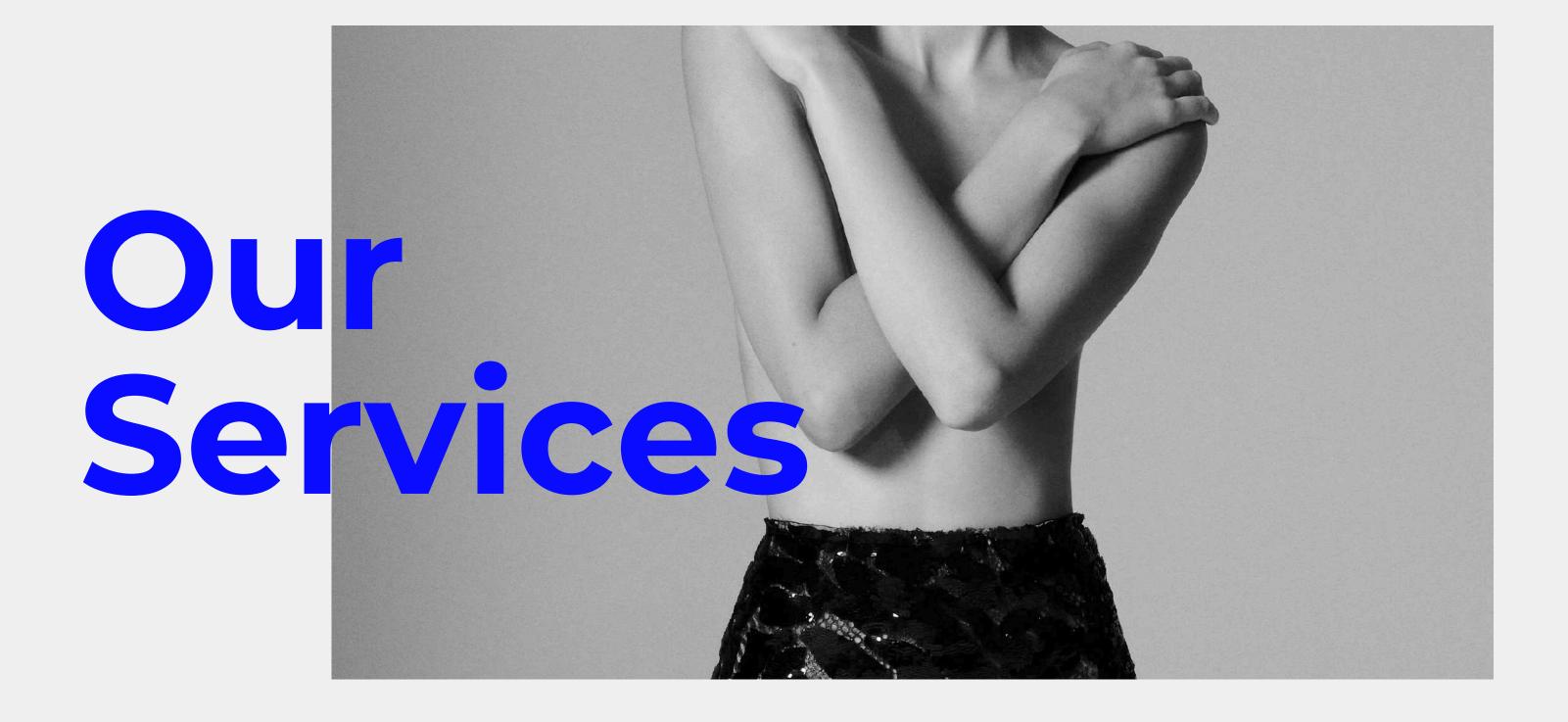


## over 1000+ projects

6 years of experience

over 400+ clients

## GRÉGOIRE



## GRÉGOIRE

## A suite of 360° digital marketing and creative services

GRÉGOIRE Agency offers a fully integrated approach to branding and digital marketing, guiding brands from **identity creation** to **measurable growth**. It starts with defining brand strategy and visual identity, followed by the development of high-performing websites and content that connects across channels.

Through tailored campaigns, the agency manages social media, crafts engaging content, and runs data-driven advertising across platforms like Google, Meta, and TikTok. GRÉGOIRE also supports long-term growth through SEO, influencer collaborations, e-mail marketing, and standout product photography - ensuring every brand is positioned to thrive in a **competitive digital landscape**.



At GRÉGOIRE, we build brands with **purpose**, **clarity**, and **long-term impact**. We help businesses define who they are, what they stand for, and how they want to be seen. From **strategy** to **visual identity**, we create brands that **connect emotionally** and **perform commercially**, especially in premium markets.

# Key Benefits of Strategic Branding

#### Clarity & Differentiation

A strong brand helps customers understand what makes your business different and why they should care.

#### Emotional Connection

Branding done right builds trust and loyalty by resonating with your audience on a deeper level.

#### Consistency Across Touchpoints

From website to packaging, every detail is aligned with your brand voice and values.

#### Premium Perception

A thoughtful, well-designed identity elevates how people perceive your products and services, often influencing their willingness to pay more.

## Our Branding Proccess

- Consumer Insight
  - We study your audience, market, and behavior patterns to shape a brand that truly speaks to them.
- Cultural Relevance
  We position your brand within the right cultural codes so it feels authentic and credible.
- Defining Your Values & Mission
  Together, we articulate the principles that guide your brand and give it direction.
- Tone of Voice & Personality
  We craft how your brand sounds and feels across communication channels.
- Archetype Alignment
  We use brand archetypes to give structure and meaning to your story.
- Naming
  We develop names that are memorable, relevant, and strategically aligned.

- Visual Identity
  - Logo, typography, colors, and symbols are all created to reflect your positioning and story.
- Experience Design

  Every point of contact is considered, from digital presence to print materials, to ensure a unified experience.
- Brand Audit & Competitive Review
  We analyze the current state of your brand and how
  it compares to others in your space.
- Extension Strategy
  Where relevant, we guide you in expanding the brand into new products or categories without losing consistency.
- CSR Strategy
  Where relevant, we help define your role in social or environmental responsibility and integrate it meaningfully.



**DEAR JONES** |

LONDON

SOUDAGE UNE HISTOIRE ÉTERNELLE



CONDRA

**VELANTE** 

NORTHERN

FUTURE DESIGN

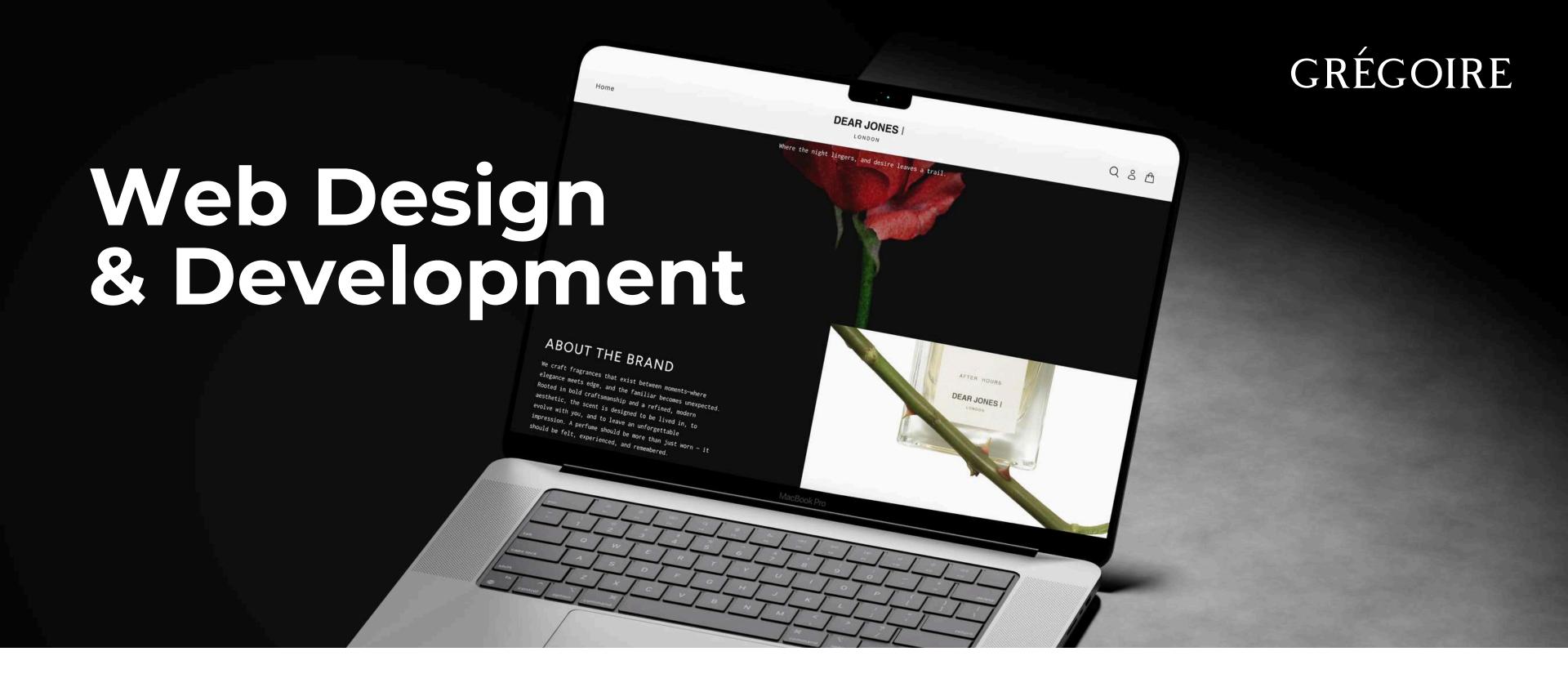
TIAGÉS











We design and develop **modern**, **optimized** websites that serve as **powerful digital storefronts**, ready to elevate premium brands through a beautifully curated online experience.

# Why Invest in a High-Quality Website?

#### Brand Image & Credibility

Your website is often the first point of contact with potential customers. A bespoke, brand-aligned design communicates professionalism and trust – an essential foundation for premium positioning.

#### Increased Perceived Value

High-end web design raises perceived brand value. Customers are willing to invest more in brands that offer authenticity, refinement, and a superior experience.

#### Boost Conversions & Sales

The websites we create are tailored to convert: all pages are optimized to capture attention, spark interest, and propel users toward action, maximizing your commercial impact.

# Powerful Platform Solutions

## GRÉGOIRE

### **Shopify (for e-commerce)**

Ideal for online stores seeking a refined, immersive shopping experience. Offers a sleek, responsive design, robust product management, seamless checkout, and comprehensive sales analytics. Designed to boost premium sales efficiently.



## WordPress (for service, lead-gen, or showcase sites)

A flexible and highly customizable platform perfect for brands offering high-end services. Features advanced SEO, a modular ecosystem, and intuitive content control, ensuring responsive, engaging websites that precisely reflect your brand's identity.



# Our Design & Development Process

## **Initial Audit & Strategy**

We begin by analyzing your business goals, target audience, and competitive landscape, forming the foundation of your site's structure and functionality.

Creative Direction

We craft visually compelling mood boards and interactive prototypes that align with your brand aesthetics and speak to your audience.

Technical Development

Our developers build fast, scalable, and robust

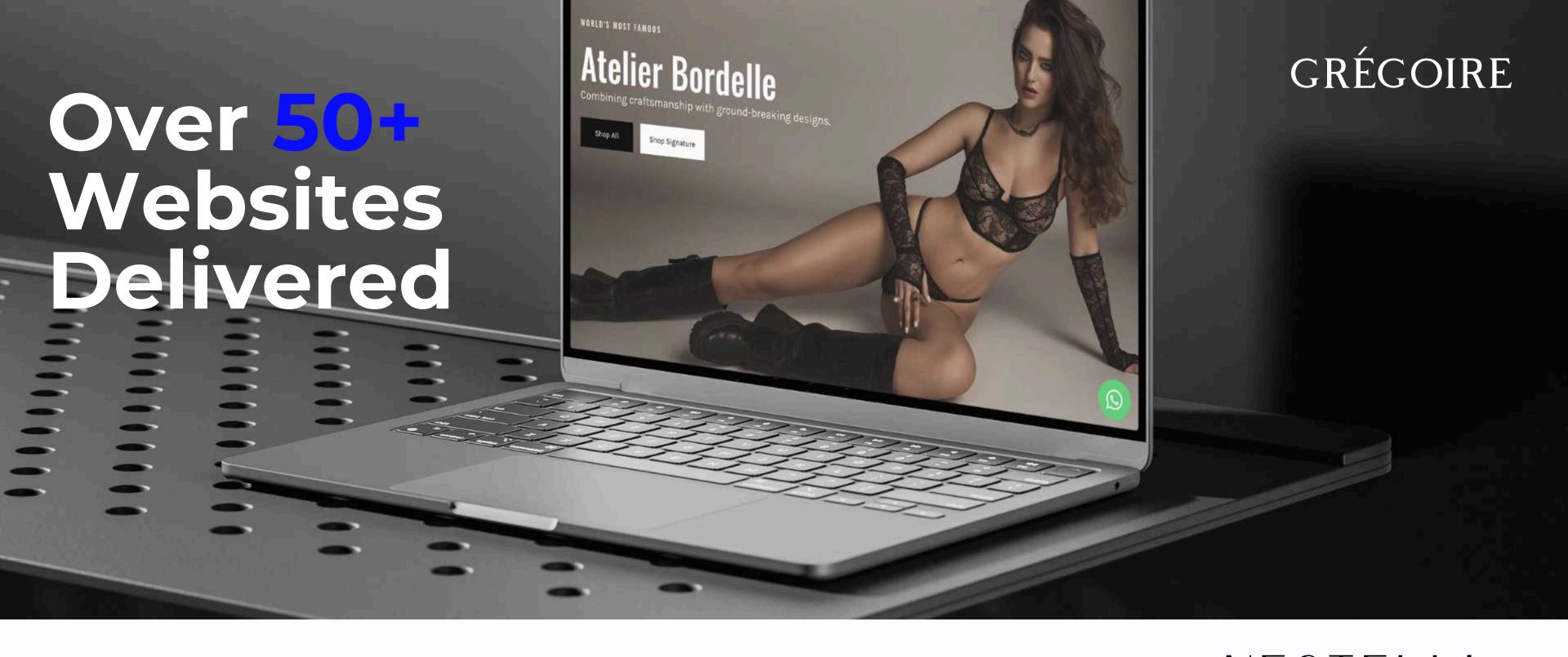
Our developers build fast, scalable, and robust websites using best practices for either Shopify or WordPress, depending on your needs.

**Testing & Optimization** 

We rigorously test across devices to ensure seamless performance, flawless functionality, and swift loading times.

**Launch & Support** 

From smooth launch to ongoing maintenance and updates, we provide full technical support to keep your site performing at its best.



**VELANTE** 

CUCUTA

**ARAFTU** 

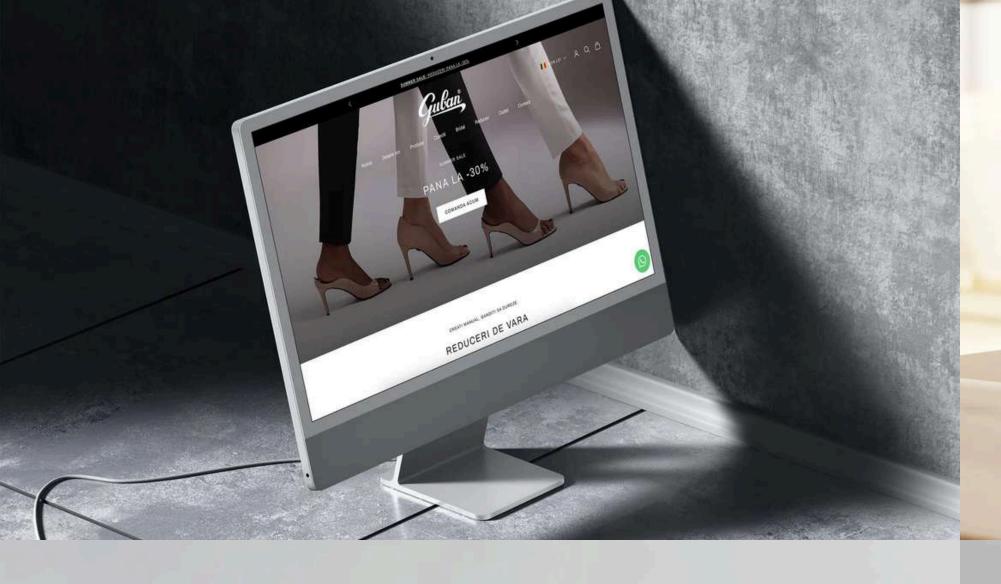
VESIELLI
DIAMONDS FOR GENERATIONS

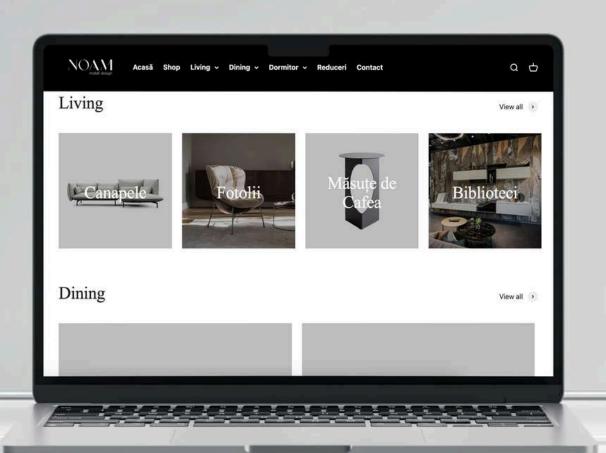
Mia Peculiar

» Doug

Guban

LOULOU



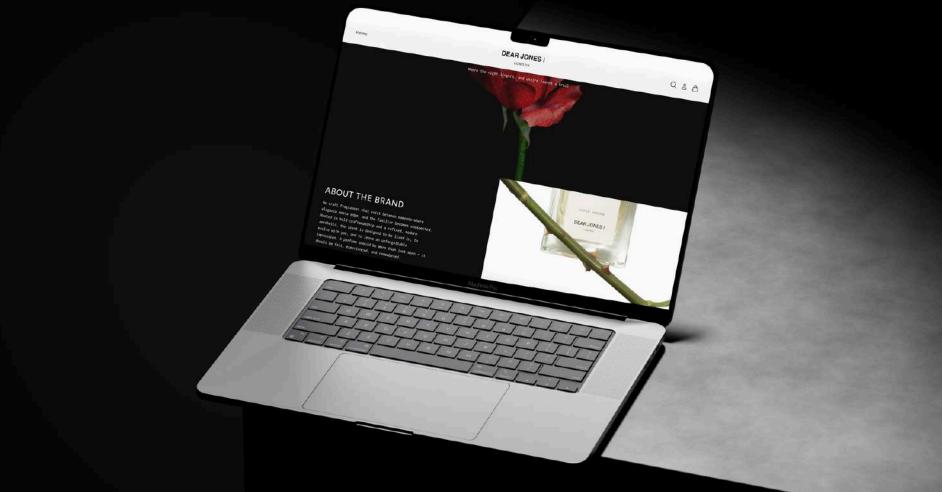








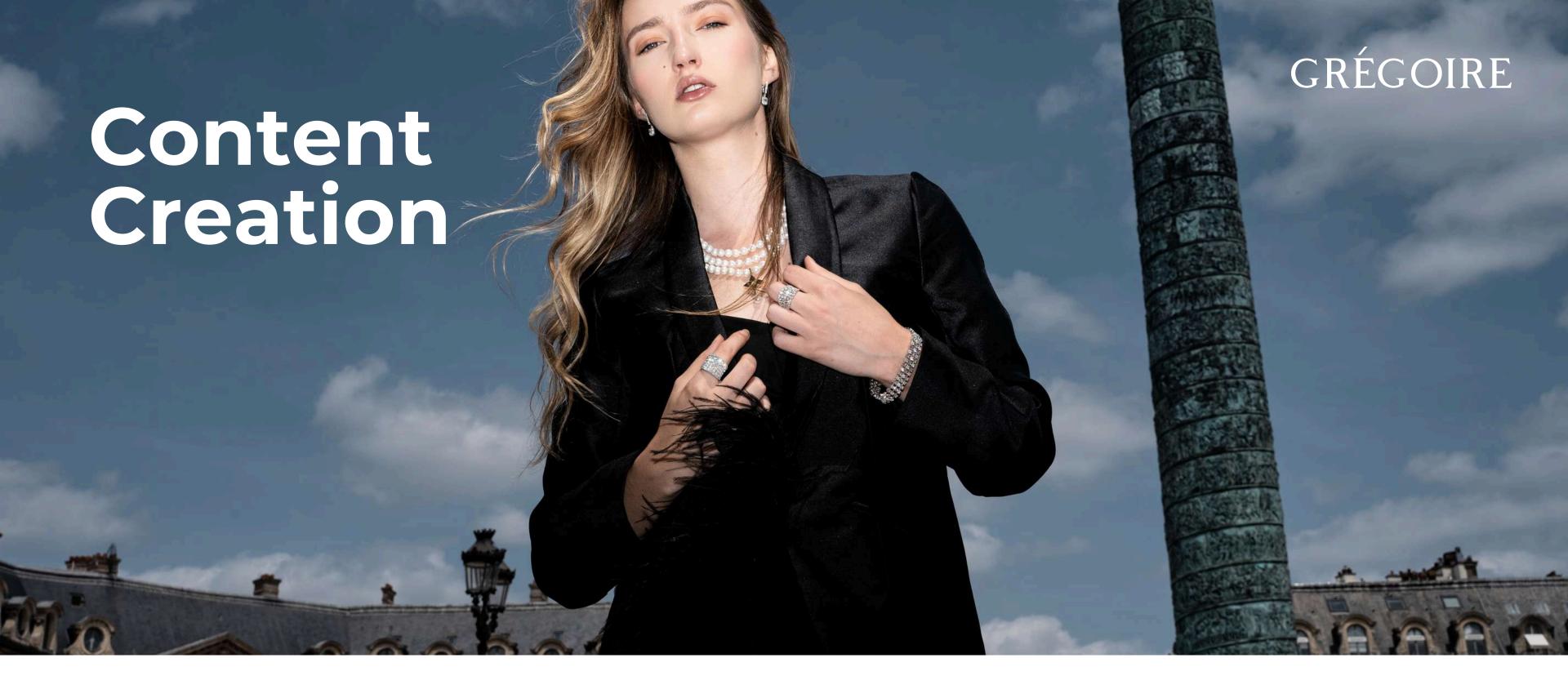












We shape content that reflects **who you are** and **how you want to be remembered**. From **short-form videos** to **brand campaigns**, every element reinforces your story and values.

# Our Proccess of Creating Powerful Content

Brand-Focused Strategy

We begin by understanding your brand, audience, and commercial goals to create a strong foundation.

Creative Direction

For each project, we define a creative concept, theme, and visuals, supported by moodboards that guide the production.

**Professional Production & Post- Production** 

We deliver striking videos, premium photography, and engaging interactive assets that speak directly to your audience.

Visual Coherence

Every piece of content aligns perfectly with your brand identity, leaving a memorable impression.

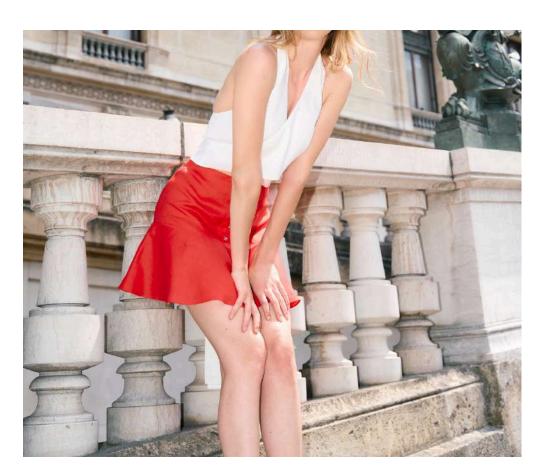
Strategic Dissemination

We plan where, when, and how your message will appear to maximize impact and engagement.



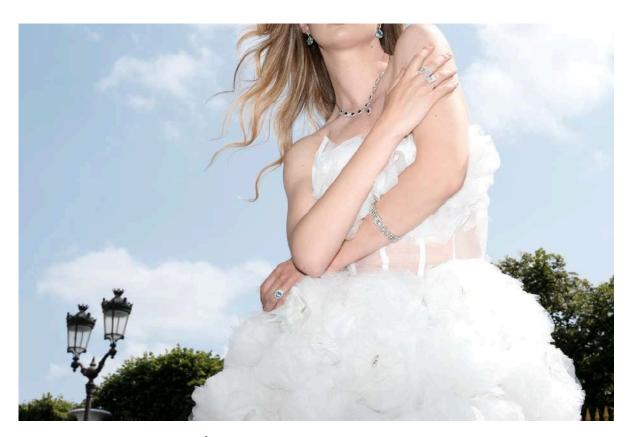


**DEAR JONES LONDON / LAUNCH CAMPAIGN 2025** 





LOULOU / SUMMER CAMPAIGN 2025



REBECCA'S HERITAGE / SUMMER CAMPAIGN 2025

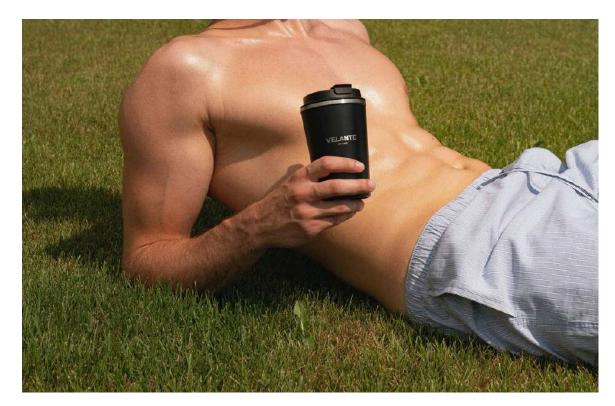


CONDRA / FALL CAMPAIGN 2024

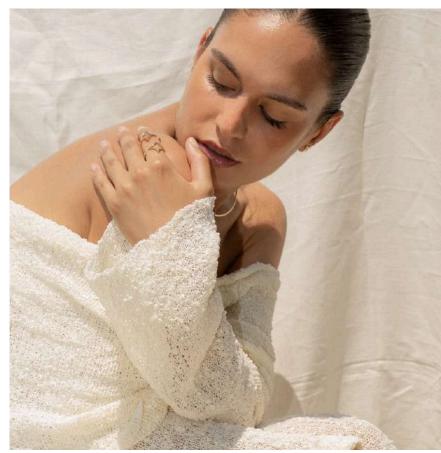


**ARAFTU / SPRING CAMPAIGN 2025** 

MIA PECULIAR / SUMMER CAMPAIGN 2025

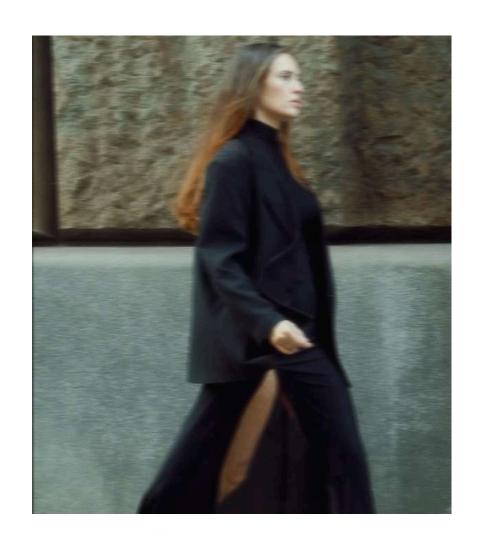


**VELANTE / SUMMER CAMPAIGN 2024** 



**NESTELLI / SUMMER CAMPAIGN 2024** 





MIA PECULIAR / FALL CAMPAIGN 2024



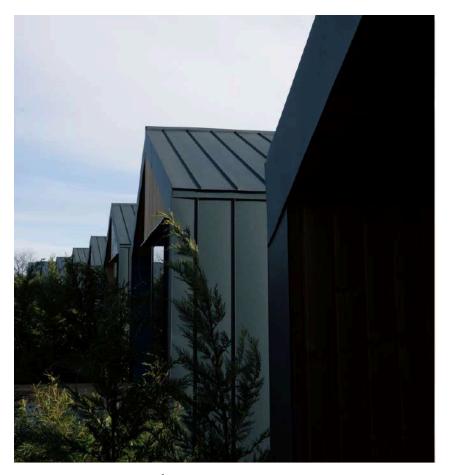
**GUBAN / SUMMER CAMPAIGN 2025** 



MIA PECULIAR / SPRING CAMPAIGN 2025



**DOUA SOCKS / LAUNCH CAMPAIGN 2025** 



THE BLACK BIRD / TEASING CAMPAIGN 2025



**ALEXIA & ANTONIA / SPRING CAMPAIGN 2025** 



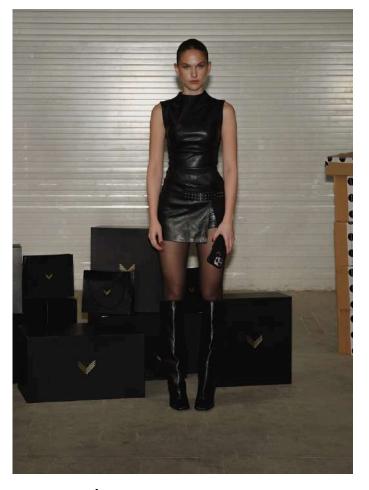
ALEXIA & ANTONIA / CHRISTMAS CAMPAIGN 2024



NYMPHA CLOTHING / FALL CAMPAIGN 2025



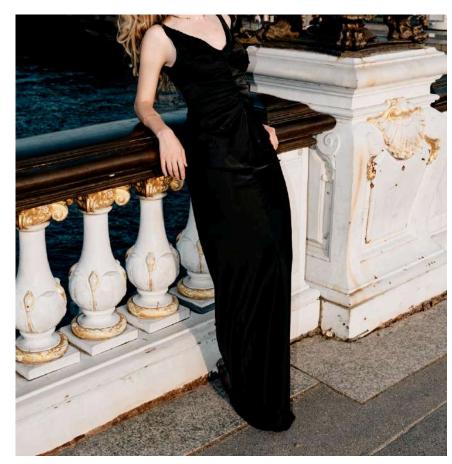
NESTELLI / VALENTINE'S DAY CAMPAIGN 2024



VELANTE / BLACK FRIDAY CAMPAIGN 2024



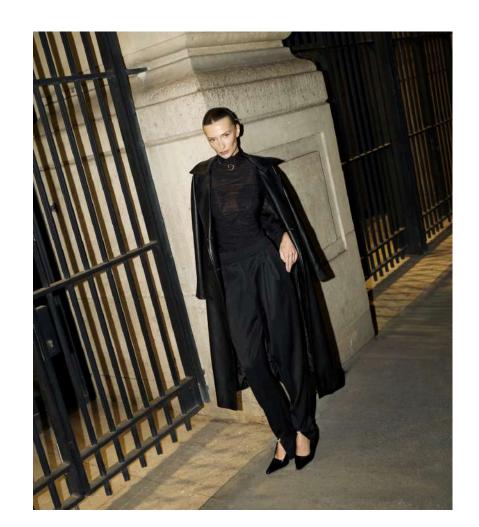
LA DUQUESSA / FALL CAMPAIGN 2025



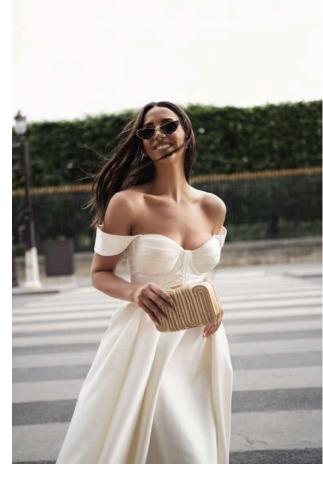
ARAFTU / SUMMER CAMPAIGN 2025



MIA PECULIAR / FALL CAMPAIGN 2025



MIA PECULIAR / FALL CAMPAIGN 2025



NYMPHA CLOTHING / FALL CAMPAIGN 2025



**ALEXIA & ANTONIA / SPRING CAMPAIGN 2025** 



LA DUQUESSA / FALL CAMPAIGN 2025



MIA PECULIAR / FALL CAMPAIGN 2025





NYMPHA CLOTHING / FALL CAMPAIGN 2025



MIA PECULIAR / FALL CAMPAIGN 2025



MIA PECULIAR / FALL CAMPAIGN 2025



**GUBAN / SUMMER CAMPAIGN 2025** 

MIA PECULIAR / FALL CAMPAIGN 2025

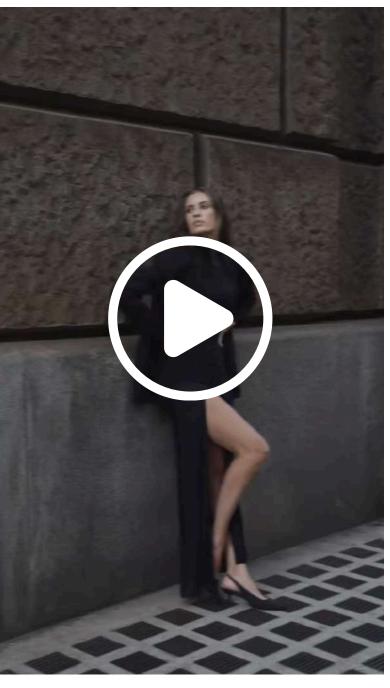




MIA PECULIAR / LAUNCH CAMPAIGN 2024



**NESTELLI / SAVOIR-FAIRE CAMPAIGN 2024** 





**VELANTE / VAULT EDITION LAUNCH CAMPAIGN 2023** 



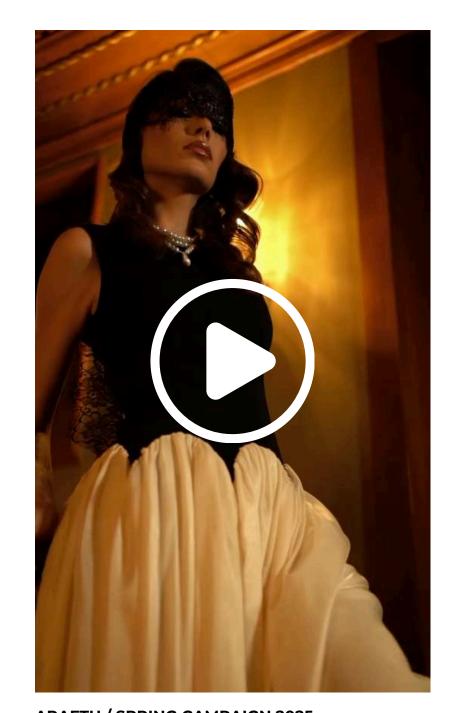
**NESTELLI / WOMEN'S DAY CAMPAIGN 2024** 



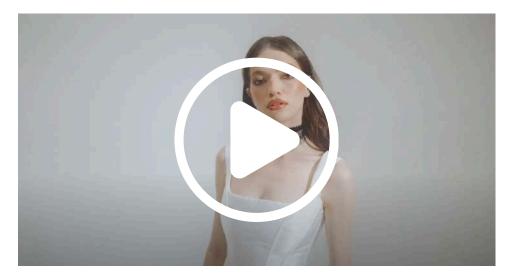
**NESTELLI / VALENTINE'S DAY CAMPAIGN 2024** 



LOULOU / SHOWROOM PRESENTATION 2024



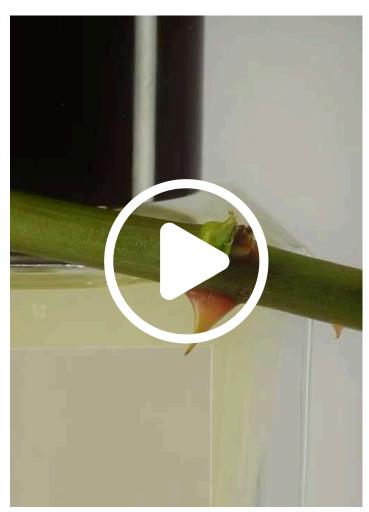
**ARAFTU / SPRING CAMPAIGN 2025** 



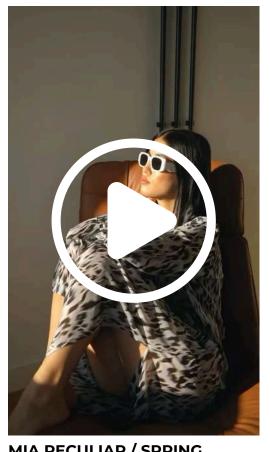
**ARAFTU / SPRING CAMPAIGN 2025** 



MIA PECULIAR x RAFFAELLO / MBBFW CAMPAIGN 2025



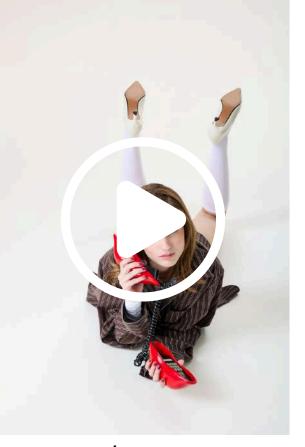
DEAR JONES LONDON / VALENTINE'S DAY CAMPAIGN 2025



MIA PECULIAR / SPRING CAMPAIGN 2025



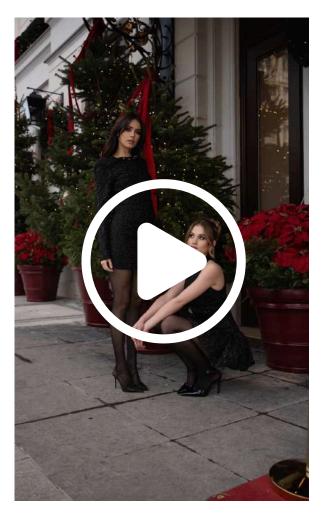
VELANTE / SUMMER CAMPAIGN 2024



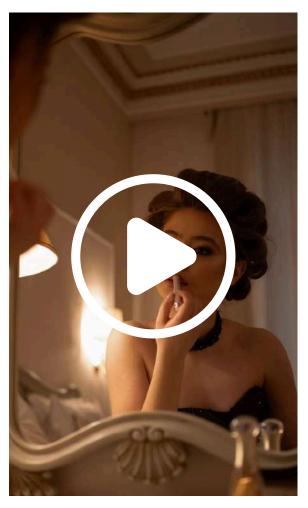
DOUA SOCKS / LAUNCH CAMPAIGN 2024



NESTELLI DIAMONDS / LAUNCH CAMPAIGN 2023



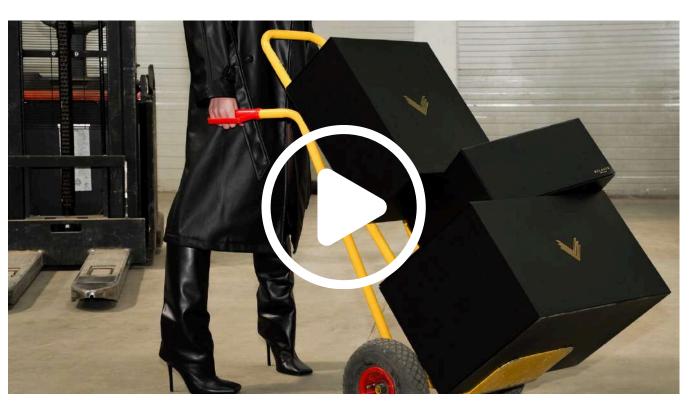
MIA PECULIAR / CHRISTMAS
CAMPAIGN 2024



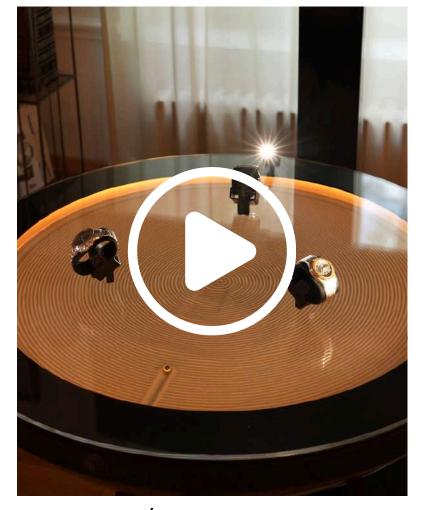
ALEXIA & ANTONIA / VALENTINE'S DAY CAMPAIGN 2025



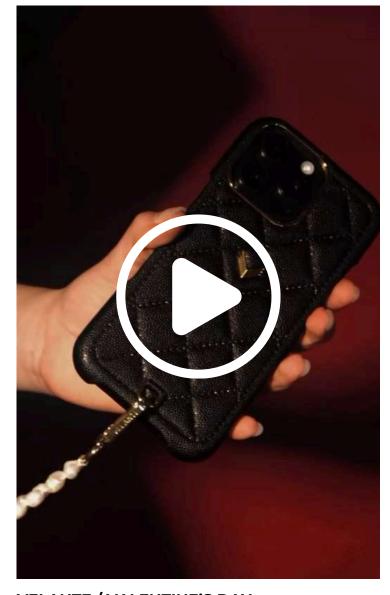
**VELANTE / IPHONE 16 LAUNCH CAMPAIGN 2024** 



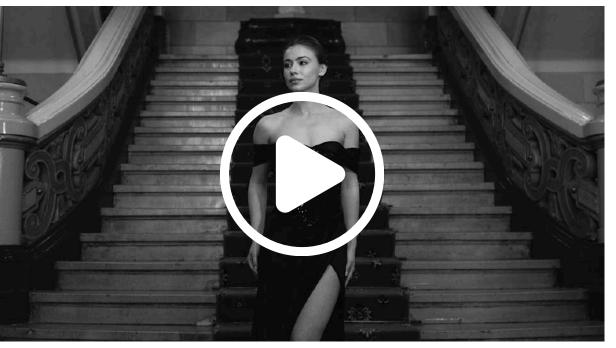
**VELANTE / BLACK FRIDAY CAMPAIGN 2024** 



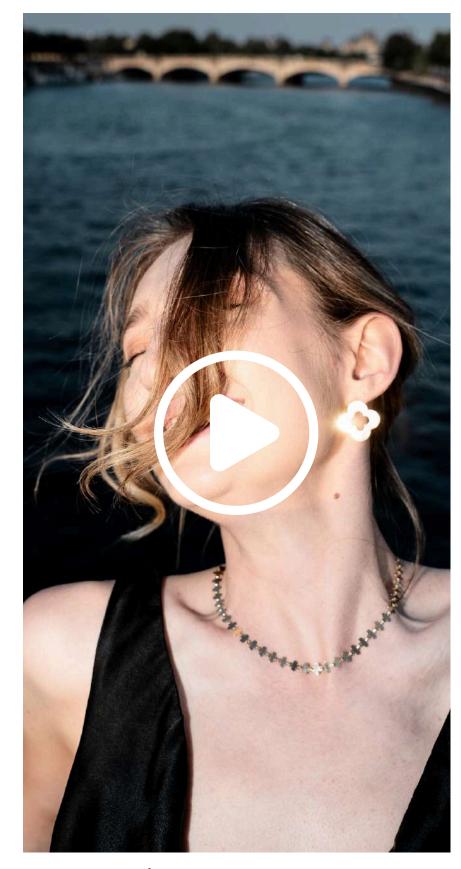
ALBINI PRASSA / SUMMER CAMPAIGN 2025



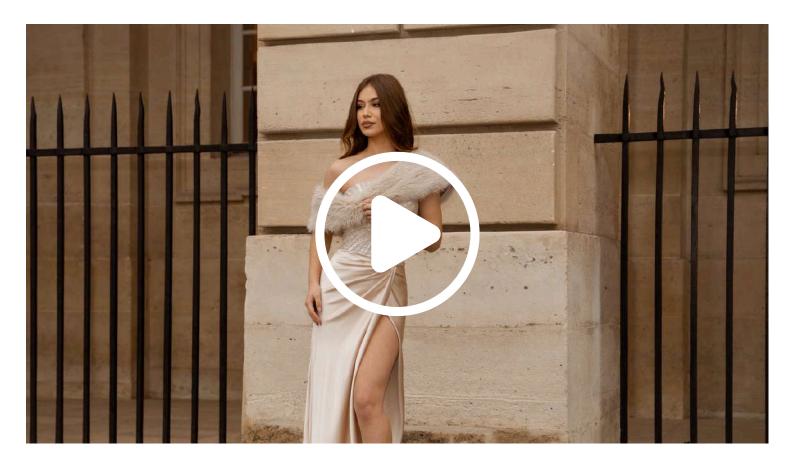
VELANTE / VALENTINE'S DAY CAMPAIGN 2025



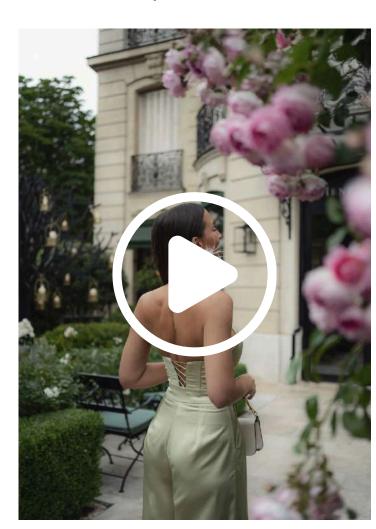
**ALEXIA & ANTONIA / SUMMER CAMPAIGN 2025** 



LA DUQUESSA / FALL CAMPAIGN 2025



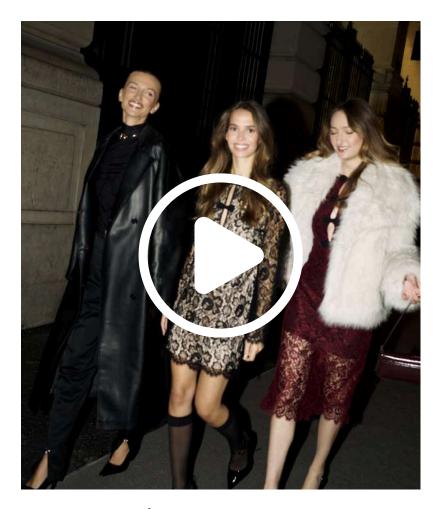
**ALEXIA & ANTONIA / WINTER CAMPAIGN 2024** 



NYMPHA CLOTHING / FALL CAMPAIGN 2025



MIA PECULIAR / SAVOIR-FAIRE CAMPAIGN 2025



MIA PECULIAR / FALL CAMPAIGN 2025



ALEXIA & ANTONIA / SAVOIR-FAIRE CAMPAIGN 2025



High-quality images make your products come alive online. In an environment where customers can't touch or test items, images become the only tangible connection to your offering.



NESTELLI / E-COMM PHOTOGRAPHY



LA DUQUESSA / E-COMM PHOTOGRAPHY



NOT EYE / LAUNCH PROJECT / GRÉGOIRE STUDIOS



ARAFTU / E-COMM PHOTOGRAPHY



DEAR JONES LONDON / E-COMM PHOTOGRAPHY



SHIR / E-COMM PHOTOGRAPHY



MIA PECULIAR / E-COMM PHOTOGRAPHY



LA DUQUESSA / E-COMM PHOTOGRAPHY



LA DUQUESSA / CLOSE-UP PHOTOGRAPHY



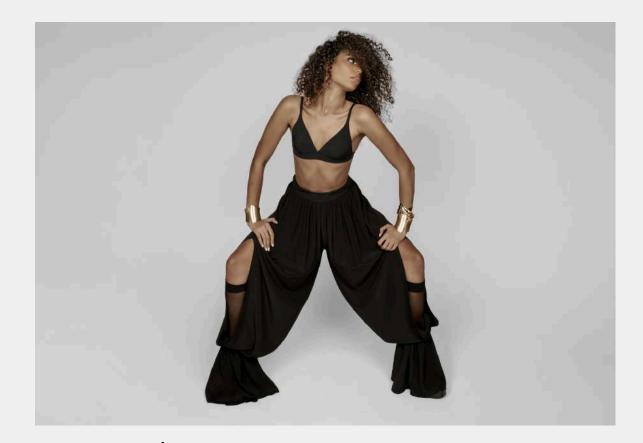
PRODUCT PHOTOGRAPHY / GRÉGOIRE STUDIOS



MIA PECULIAR / E-COMM PHOTOGRAPHY



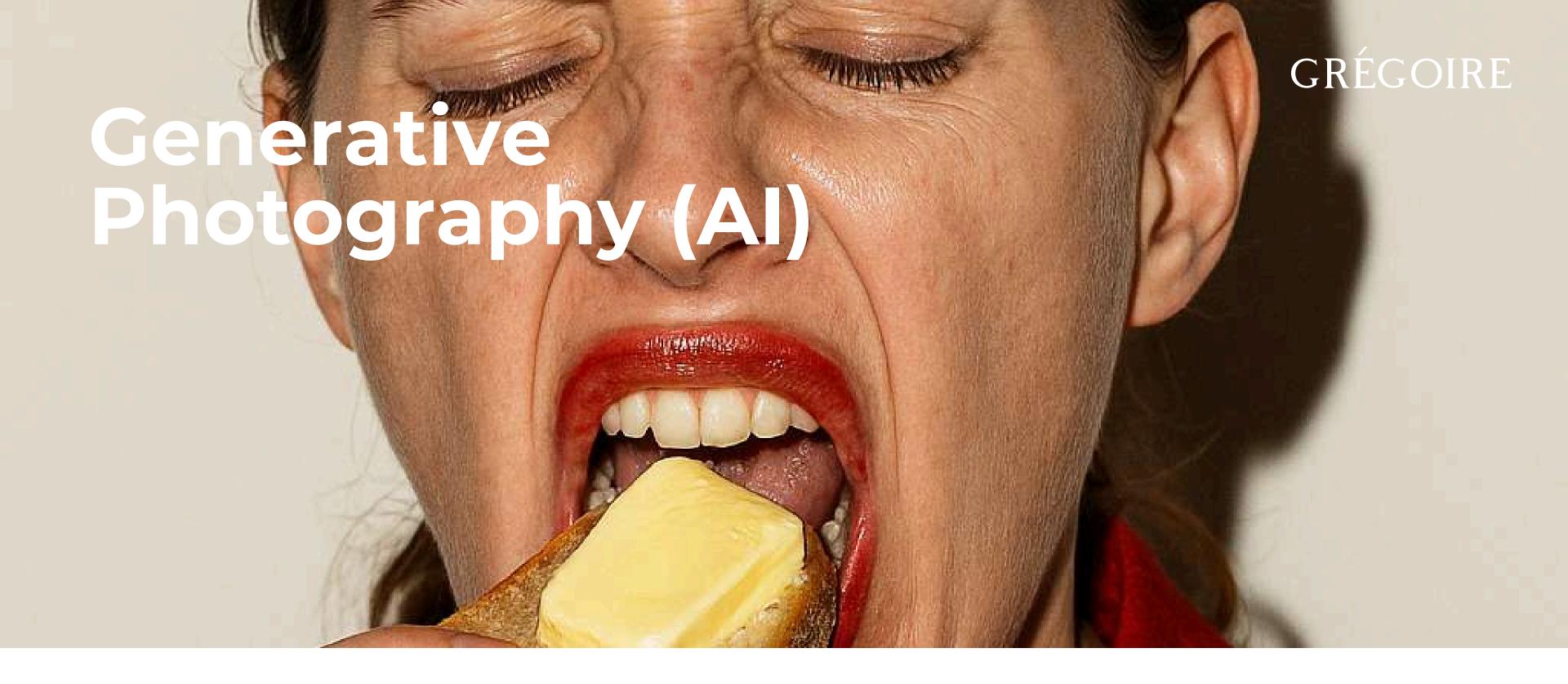
LA DUQUESSA / E-COMM PHOTOGRAPHY



MIA PECULIAR / E-COMM PHOTOGRAPHY

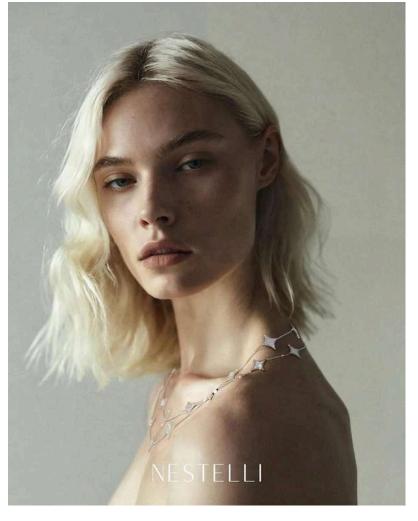


PRODUCT PHOTOGRAPHY / GRÉGOIRE STUDIOS



Visuals that replicate natural light, material texture, and spatial depth with striking accuracy. Details like shadow placement, surface reflections, and tonal balance are **carefully controlled to match the look and feel of real photography**.

This method offers a **flexible** and **efficient solution** for producing high-quality content across formats.



NESTELLI / AI-GENERATED IMAGE



FEATURED PRODUCT



TIAGÉS / AI-GENERATED IMAGE



**GUBAN / AI-GENERATED IMAGE** 



**FEATURED PRODUCT** 





A SEAT AT MY TABLE / AI-GENERATED CONCEPT FEATURED BY SORA (OPENAI)



**FEATURED PRODUCT** 



AI-GENERATED CONCEPT FEATURED BY SORA (OPENAI)



**GUBAN / AI-GENERATED IMAGE** 



DEAR JONES / AI-GENERATED IMAGE



AI-GENERATED CONCEPT FEATURED BY SORA (OPENAI)



AI-GENERATED CONCEPT FEATURED BY SORA (OPENAI)



**GUBAN / AI-GENERATED IMAGE** 



We manage social media with a focus on clarity, consistency, and visual alignment. Content is planned and produced based on your objectives, with careful attention to tone, rhythm, and design. The goal is to maintain a steady presence that reflects your brand's direction and engages the right audience over time.

# How Do We Approach Social Media?

**Audit and Strategy** 

We review your current social presence, uncover gaps, and develop a tailored strategy based on your brand values and ideal audience.

Digital Portfolio Creation

Visuals and copy are designed to tell your brand's story in a way that builds trust and leaves a lasting impression.

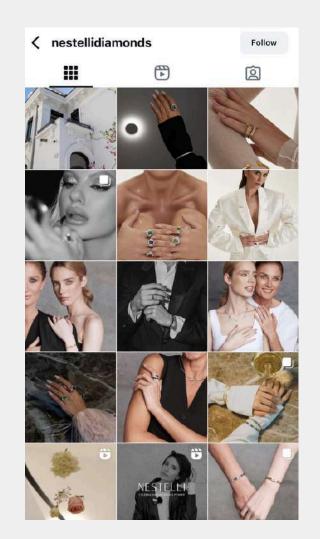
Visual Coherence

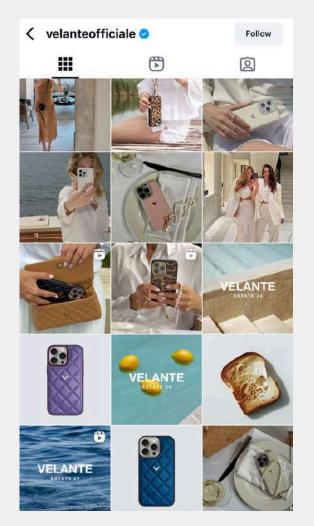
An editorial calendar ensures consistent, polished posts that align with your brand identity.

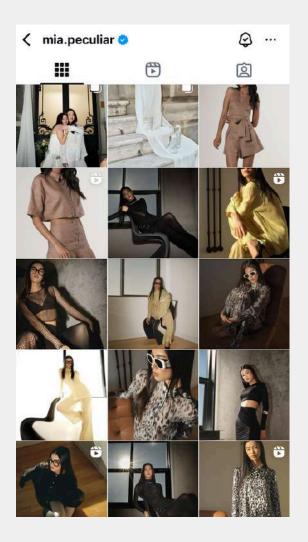
Monitoring and Performance

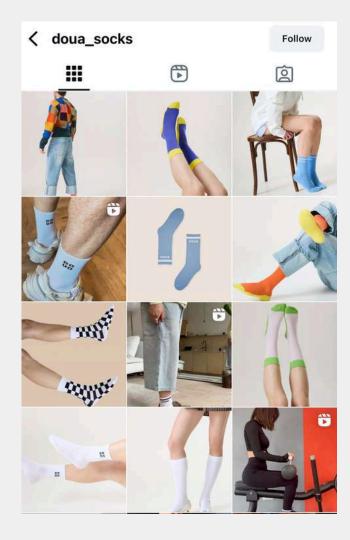
Ongoing tracking reveals what works, guiding adjustments to sustain a dignified and effective presence.

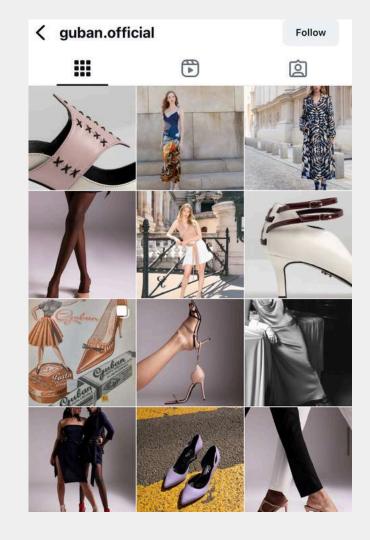
# Over 100+ Accounts Managed





















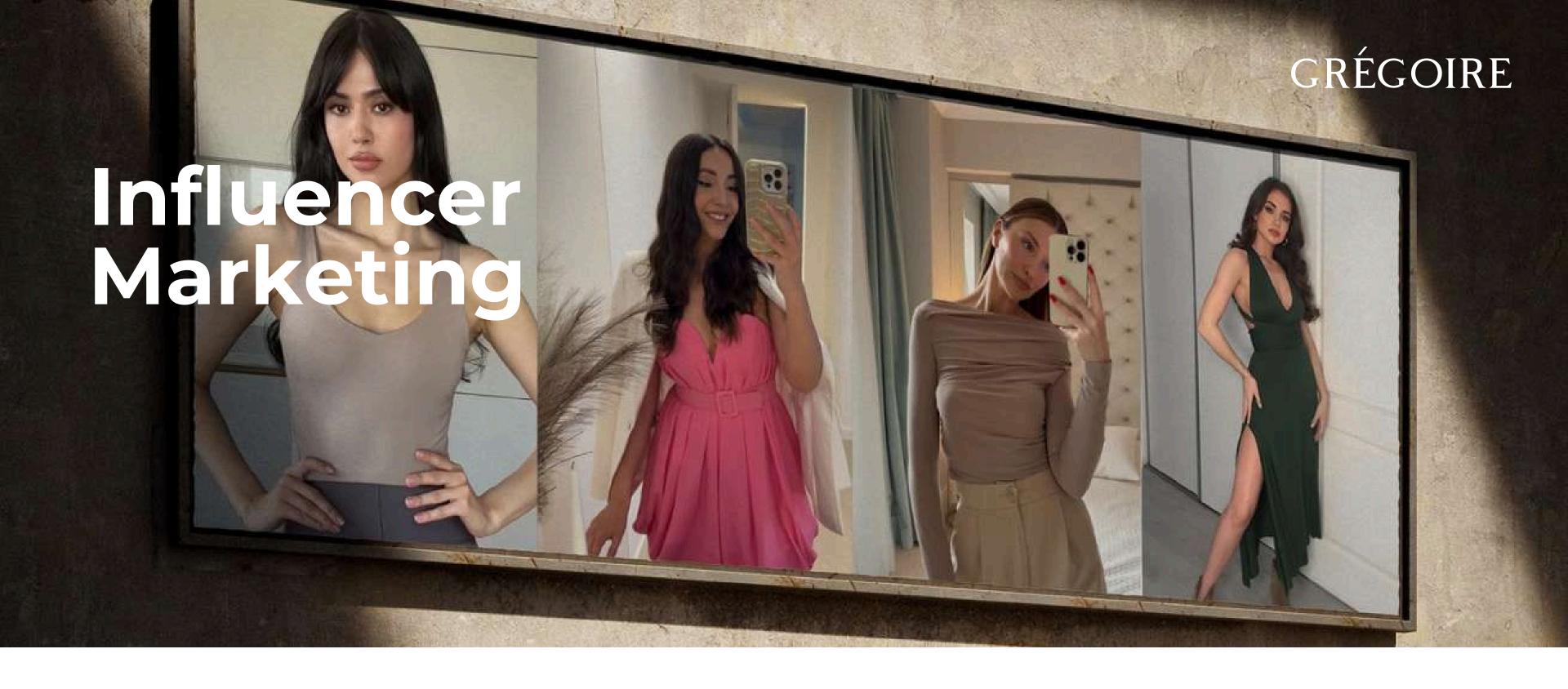












We design and develop **modern**, **optimized** websites that serve as **powerful digital storefronts**, ready to elevate premium brands through a beautifully curated online experience.

# Over 1000+ Campaigns Managed A Tailored Database With Over 500+ People



**UGO MOZIE / CELEBRITY STYLIST WEARING VELANTE** 



TYRONE DYLAN / DESIGNER @ RICK OWENS **WEARING VELANTE** 



**BIANCA TUDOR / CONTENT CREATOR NESTELLI** 



MANUELA LUPASCU / CONTENT CREATOR **WEARING MIA PECULIAR** 

**Revolut** Business

LOULOU

**LC Walkiki** 

trendyol

ZARENA

VELANTE Mia Peculiar

DIAMONDS FOR GENERATIONS

» Doug

SOUDAGE

UNE HISTOIRE ÉTERNELLE



We organize events with a clear structure, strong visuals, and attention to detail. From location and logistics to concept development and on-site coordination, every part is handled with care.

The goal is to create a smooth experience that reflects your standards and **delivers the right atmosphere for your audience**.

## **VELANTE × APARTERRE Collection Launch**

Clients: VELANTE, APARTERRE

Concept: Intimate launch to discover the

capsule collection Guests: 30 pax.

**Location:** APARTERRE



**GUESTS** 



**SETUP** 

INVITATION

# **NESTELLI Showroom Opening**

**Client: NESTELLI** 

**Concept:** Showroom opening event

**Guests:** 150+ pax. **Location: NESTELLI** 





**INVITATION** 

**GUESTS** 



**SETUP** 

### **VELANTE x MARA MURA Collection Launch**

Clients: VELANTE, MARA MURA

**Concept:** Capsule Collection Launch

Guests: 50+ pax.

Location: MARA MURA Floreasca



TE INVITĂ MARȚI, 23 APRILIE, ORA 14:00 LA MARA MURA FLOREASCA PENTRU A DESCOPERI NOUA EDIȚIE LIMITATĂ VELANTE SPORT CREATĂ SPECIAL PENTRU TINE.



# MARA MURA X VELANTE

**GUESTS** 

#### INVITATION



**SETUP** 

## Raffaello by Mia Peculiar / **MBBFW Presentation**

Clients: Mia Peculiar, Raffaello

**Concept:** Capsule Collection Presentation

**Location:** MNAR





**INVITATION** 

**GUESTS** 



**SETUP** 

## LOULOU Collection Launch

Client: LOULOU

Concept: Intimate Dinner

**Guests:** 30 pax. **Location:** MOSH



Step into the night with LOULOU. Experience a first plimpse of THE ORIGINALS collection at an exclusive dinner hosted by the Maison.

NOV 21, 8 PM EET

Mosh Bar & Dinner, 5 Matel Millo St.

RSVP: +407GREGOIRE delia.oancea@gregoire.ro

**SETUP** 

INVITATION

**GUESTS** 

# La Dolce Vestimenta

Clients: Mia Peculiar, La Vestimenta

Concept: Mia Peculiar / Summer Collection Launch

Guests: 50+ pax.

Location: La Vestimenta





INVITATION

**GUESTS** 



**SETUP** 

# **Mia Peculiar Collection Launch**

Client: Mia Peculiar

**Concept:** Intimate Dinner

Guests: 8 pax.

**Location:** Baronne Restaurant



INVITATION

**SETUP** 



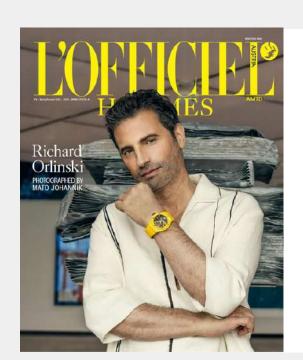
**GUESTS** 

# GRÉGOIRE

# Press



#### **ALEXIA & ANTONIA / CLOSING SPREAD / FORBES ROMANIA**





THE ART OF QUALITY

#### BRANDVOICE

#### Pasiune la fiecare pas: povestea unui brand de șosete care redefinește stilul și confortul

Fiecare pereche de șosete este creată cu grijă, folosind materiale de cea mai bună calitate, astfel încât să îti ofere nu doar stil, ci și durabilitate. Cu o paletă variată de culori și modele inspirate din lumea artei și călătoriilor, brandul îți permite să te exprimi în mod original și creativ.

MIRUNA TOHÂNEANU CED & Founder DOUA



#### Care sunt principalele obiective ale strategiei de business ale companiei dumneavoastră pentru

Intr-o lume în continuă schimbare, unde inovația și sustenabilitatea devin imperative, ne dorim să dăm un nou sufiul în industria de producție a șosețelor. O să punem accent pe integrarea valorilor de bază În fiecare aspect al afacerii, transformându-ne nu doar într-un simplu furnizor de produse, ci și într-un adevărat ambasador al responsabilității sociale și

al sustenabilitāții. Dorim să integrām tehnologii avansate în procesul nastru de producție, introducând soluții care asigură nu doar confortul utilizatorului, dar si durabilitatea produselor. De la sosete par si curacuracte processeor. De la sossete cu tehnologie de uscare rapidă până la cele cu proprietăți antimicrobiene, vrem ca fiecare detaliu să fie găndit pentru a răspunde nevolior moderne

De asemenea, vom lansa o linie nouă de sosete realizate din materiale ecologice și reciciate răspunzând astfet cerințelor unui public din ce în ce mai conștient de impactul pe care alegerea tor îl poate avea asupra mediului. Astfet, fiecare pereche de sosete devine nu numai un produs, ci o alegere onstientă și plină de responsabilitate.

Dar inovatia nu se opreste aici. Anul acesta vrem să fie, färå indolalä, un an al realizăritor semnificative pentru brandul nostru. Cu un angajament ferm că pasiunea pentru produse de calitate se poate a pasorire perior produse de cantase se poate alinia perfect ou dorinta de a face o diferență. Așa cum fiecare pereche de sosete pe care o producem Imbracă picioarete ctienților noștri. Fiecare decizie pe care o luâm îmbracă și un viltor sustenabil.

#### De unde ar putea România să împrumute cele mai bune practici pentru industria/

In domeniul fashion nu e greu să ai un favorit în Europa și chiar în tume. Italia are de toate. experiență în modă, materiale de super calitate și cele mai impactante campanii de marketing. Se spune că niciodată nu poți să dai greș cu un brand italienesc, dar nu aș neglija nici Germania, care se concentrează pe tehnologie avansată și eficiență operațională în

Le va mouveaza sa va rezizi in riecare dimineza sa races ousiness in komaniar. Motivul care di rispira în Fiecare zi să îmi continui activiratea și să mă dezvoit este, în primul rând, pasiunea. Pasiunea aceea care vine din dorinta de a construi, de a crește, de a mă autodepăși, dar și din dorința de valorificare a propriei viziuni, care să facă diferența și să aducă soluții noi în piață. De asemenea, creșterea interesului consumatorilor pentr produsele locale și sustenabile mă motivează și mă determină să cred din ce în ce mai mul

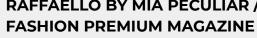
#### Eum ați ales numele și care sunt valorile brandului dumneavoastră? Numele i-am ales pornind de la puterea creativia a cifrei 2, Perechile creative au luxul de a găsi inspirație constantă unul de la celălalt sau una de la cealaltă, iar așa se naște inovația.

loată lumea intră în crize de creativitate, dar doi gameni rareori o fac în același timp. Brandul DUA este un brand care acceptă multe identități și experiențe. Şosetele noastre nu sunt doar un detaliu - sunt fundamentul unui stil fresh, autentic și fără compromisul. La DUIA, fiecare pereche este creafă cu grijă pentru a inhina confortul premium materialele de calitate și designul care les din tipare. Încercâm să transformâm fiecare pas într-o declarație de stil. Indiferent dacă alegi culori îndrăznețe, printuri creative sau un vibe minimalist.

Credeți că pot fi îmbinate pasiunile cu antreprenoriatul/intraprenoriatul sau sunt activități îndependente sau care se exclud ruciprac? Absolut. Îmbinarea pasiunilor cu antreprenoriatul nu este doar posibilă, ci poate fi și l'oate benefică. De exemplu. Faptul că mie imi place enorm să călătoresc m-a ajulat să observ obiceiurile de consum si, preferintele clientilor din diverse culturi si mi-a deschis dosevir donceunica et consains a jurier iminerio centrolo un inverse scienti si fine describi comini affirmation de consideration de product pie care sa raspunda nevoluro specifica de pieteti tocale. In plus, chiar imi duresc în vistorul apropiat să creez colecții de sosete care să fiei in respirate fei din colgrafia japoneză. (Il cu umbrite tradiționale indiene și, bineînțeles, unele în culori vibrante reprezentând plaje tropiicale.

#### **DOUA SOCKS / FORBES ROMANIA**







**RAFFAELLO BY MIA PECULIAR** 

# GRÉGOIRE

# Press



#### **VELANTE / ELLE ROMANIA**



**BEAUTY > PERFUMES** 

#### Dear Jones I... love it!

Recunosc că am o slăbiciune pentru parfumurile care surprind misterul nopții. Este acel moment de după ultimul toast, după privirea prelungă care promite ceva de neuitat. After Hours, primul parfum lansat de casa Dear Jones London, capturează exact acest interval suspendat în timp, încărcat de mister și rafinament. Conceput ca un omagiu adus eleganței feminine, acest elixir floral-picant reușește să fie memorabil de la prima pulverizare până la ultimele sale acorduri, indiferent dacă este purtat de o femeie sau un bărbat.



**VELANTE / FASHION PREMIUM MAGAZINE** 



Un brand românesc despre feminitatea trăită natural și o conversație cu Costina Costa-Foru despre echilibru între estetică și funcționalitate.

Creat de **Costina Costa-Foru**, brandul nu propune o nouă tendință, ci o nouă atitudine: aceea de a locui hainele cu autenticitate.

Numele însuși e o confesiune: "Mia" semnificând "a mea" semnalează asumarea intimă a unei estetici personale, în timp ce "Peculiar" subliniază diferența subtilă, frumusețea care refuză conformismul, dar nu caută ostentația. Mia Peculiar este, din multe puncte de vedere, un brand despre apartenență la sine.

#### **MIA PECULIAR / TONICA**

#### **DEAR JONES / TONICA**

# Performance Services

# E-mail Marketing Search Engine Optimization (SEO) Paid Advertising (PPC) OOH Advertising



