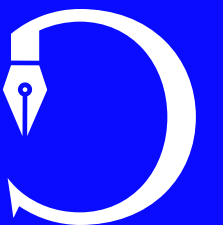


GRÉGOIRE  
AGENCY



**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.

# FASHION

# BEAUTY & HEALTH

ARAFTU LOULOU Mia Peculiar LCWAIKIKI  
trendyol Lit Appeal Guban INFSD RETRO FUTURE  
MIDO VOL ZARENA NYMPHA ALEXIA & ANTONIA

CUCUTA FORBICI RILASTIL Clinica Dr. Gana Manciu  
KNIGHTSBRIDGE LABORATORI MILANO  
SKINMED CLINIC EDENT REVIVE health THE CLINIC Veruvis  
CENTRU DERMATOESTETIC

# FURNITURE

# JEWELRY

NOAM mobilii design STUDIO MOB Moodilier iHOME MODERN LIVING  
MOBILA Din dragoste pentru casa ta! MOB CONFORT MOBLESSE premium furniture  
EST. LUISS 2017

NESTELLI DIAMONDS FOR GENERATIONS LA DUQUESSA  
REBECCA'S HERITAGE SHIR FINE JEWELRY EMPOLI

# Our Niches



# Our Niches

LIFESTYLE  
& MORE

PERSONAL  
BRANDING



SILVIA  
POPESCU

DEEA CODREA

**madaliciousss**

over 1000+  
projects

6 years  
of experience

over 400+  
clients

GRÉGOIRE

# Our Services



# 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**.



# Branding

VELANTE

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

1

## Consumer Insight

We study your audience, market, and behavior patterns to shape a brand that truly speaks to them.

2

## Cultural Relevance

We position your brand within the right cultural codes so it feels authentic and credible.

3

## Defining Your Values & Mission

Together, we articulate the principles that guide your brand and give it direction.

4

## Tone of Voice & Personality

We craft how your brand sounds and feels across communication channels.

5

## Archetype Alignment

We use brand archetypes to give structure and meaning to your story.

6

## Naming

We develop names that are memorable, relevant, and strategically aligned.

7

## Visual Identity

Logo, typography, colors, and symbols are all created to reflect your positioning and story.

8

## Experience Design

Every point of contact is considered, from digital presence to print materials, to ensure a unified experience.

9

## Brand Audit & Competitive Review

We analyze the current state of your brand and how it compares to others in your space.

10

## Extension Strategy

Where relevant, we guide you in expanding the brand into new products or categories without losing consistency.

11

## CSR Strategy

Where relevant, we help define your role in social or environmental responsibility and integrate it meaningfully.

Over **50+**  
Brands  
Created

GRÉGOIRE

**DEAR JONES |**

LONDON

**DoU**

PILATES LAB

**VELANTE**

**TIAGÉS**

**SOUDAGE**

UNE HISTOIRE ÉTERNELLE

**CONDRA**

**NORTHERN**

FUTURE DESIGN

**NESTELLI**

DIAMONDS FOR GENERATIONS

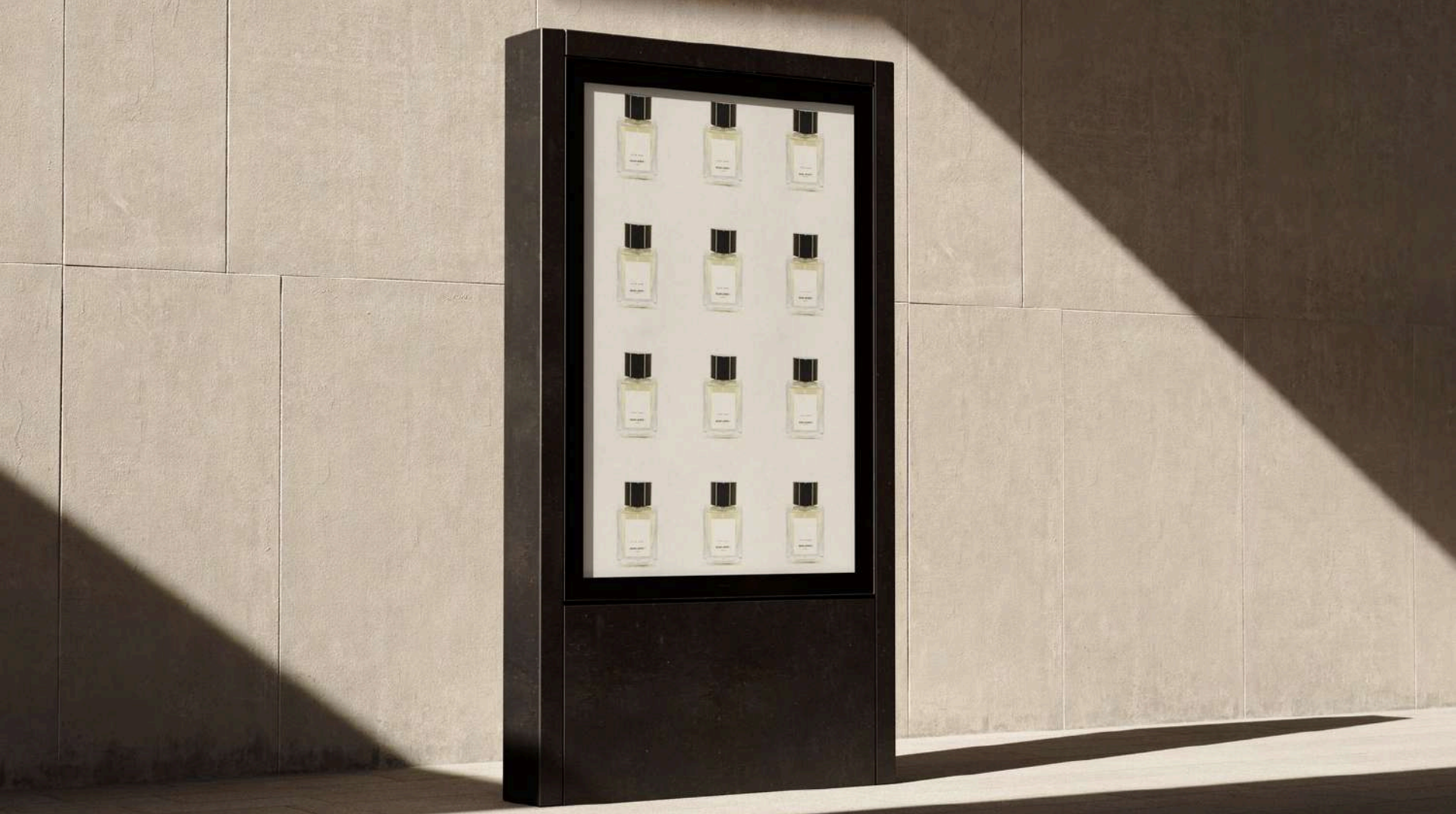






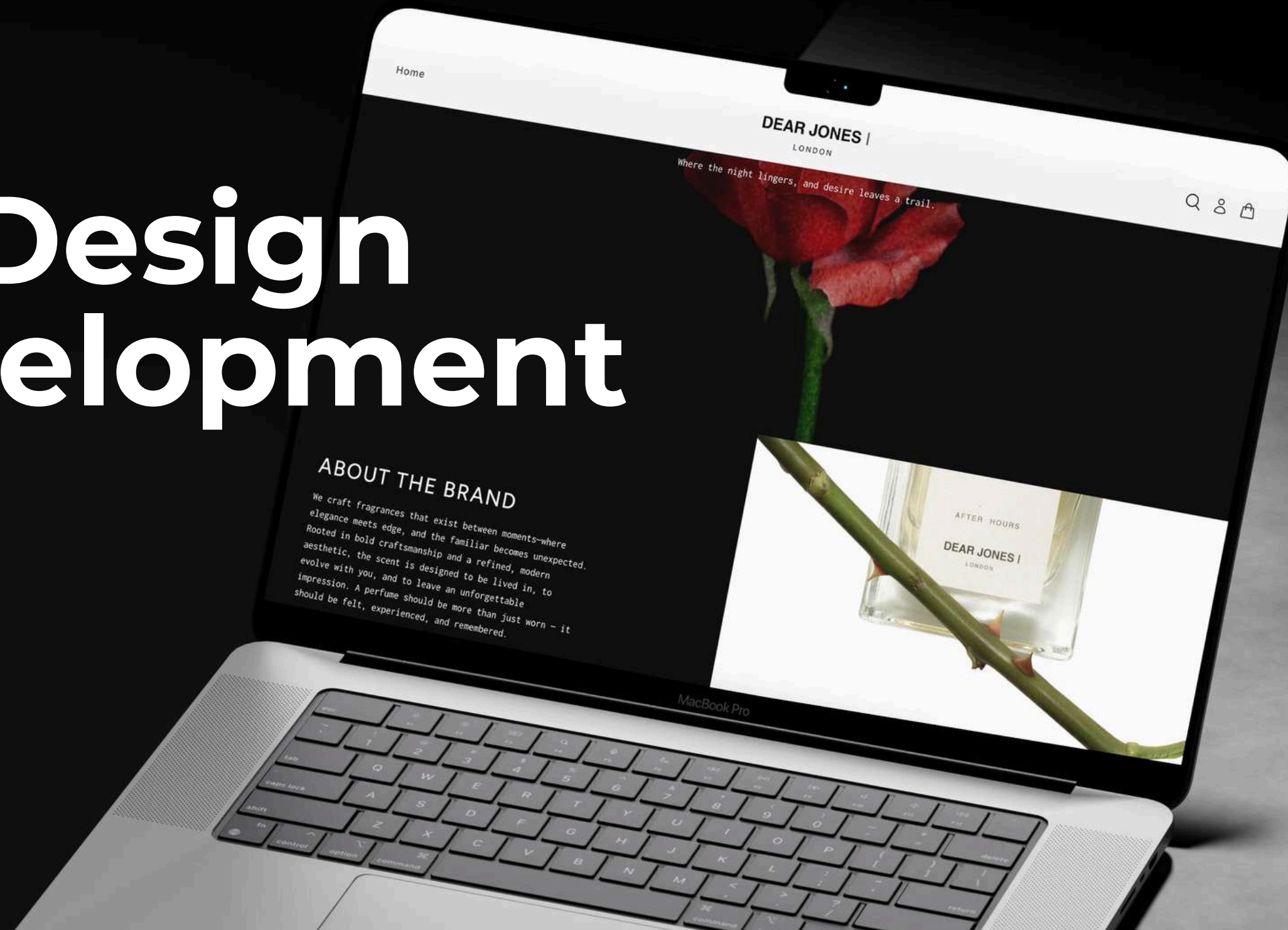








# Web Design & Development



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.

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.



# Powerful Platform Solutions



# Our Design & Development Process

1

## 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.

2

## Creative Direction

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

3

## Technical Development

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

4

## Testing & Optimization

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

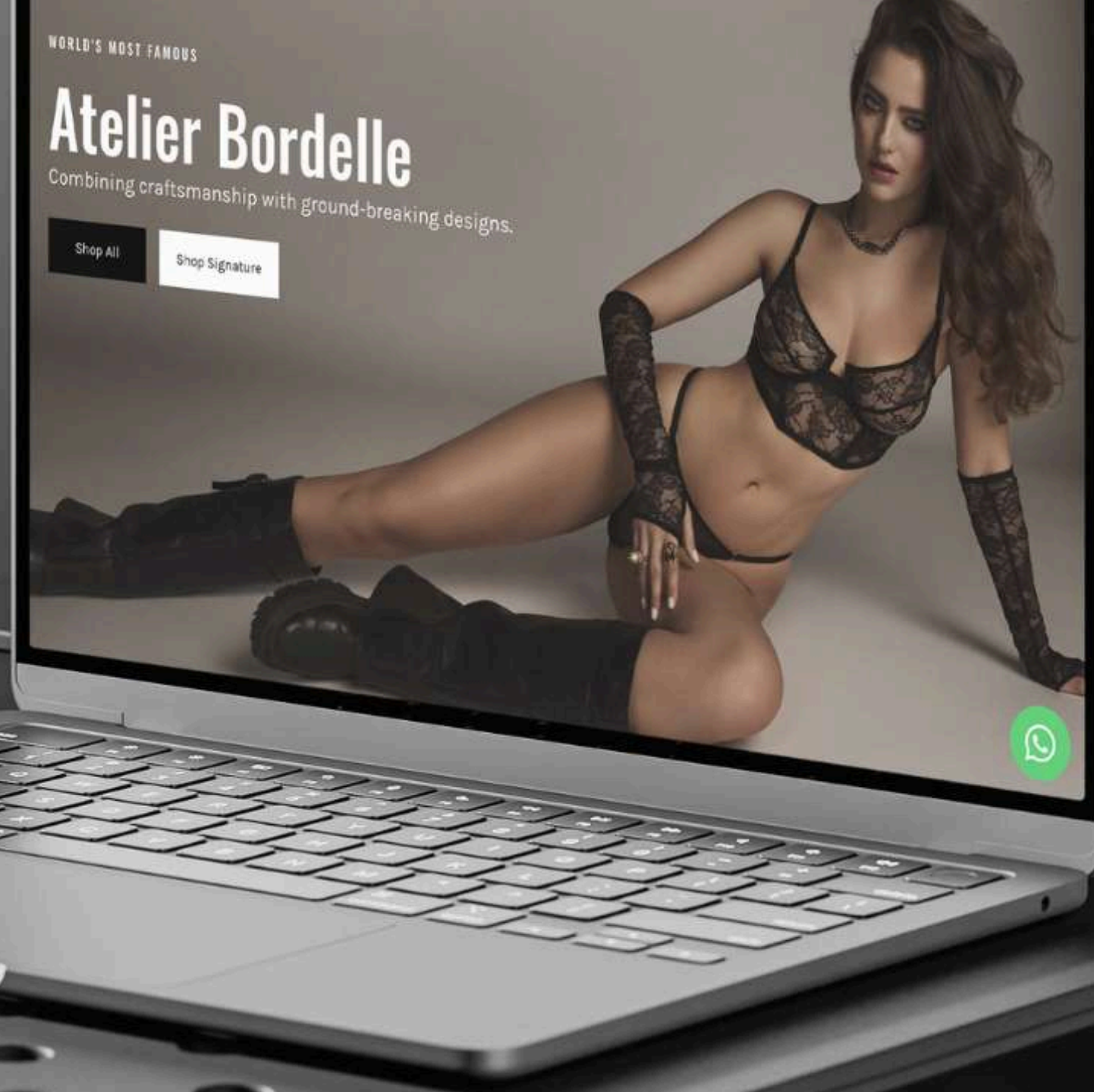
5

## Launch & Support

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



Over **50+**  
Websites  
Delivered



GRÉGOIRE

**VELANTE**

**CUCUTA**

**ARAFTU**

**NESTELLI**  
DIAMONDS FOR GENERATIONS

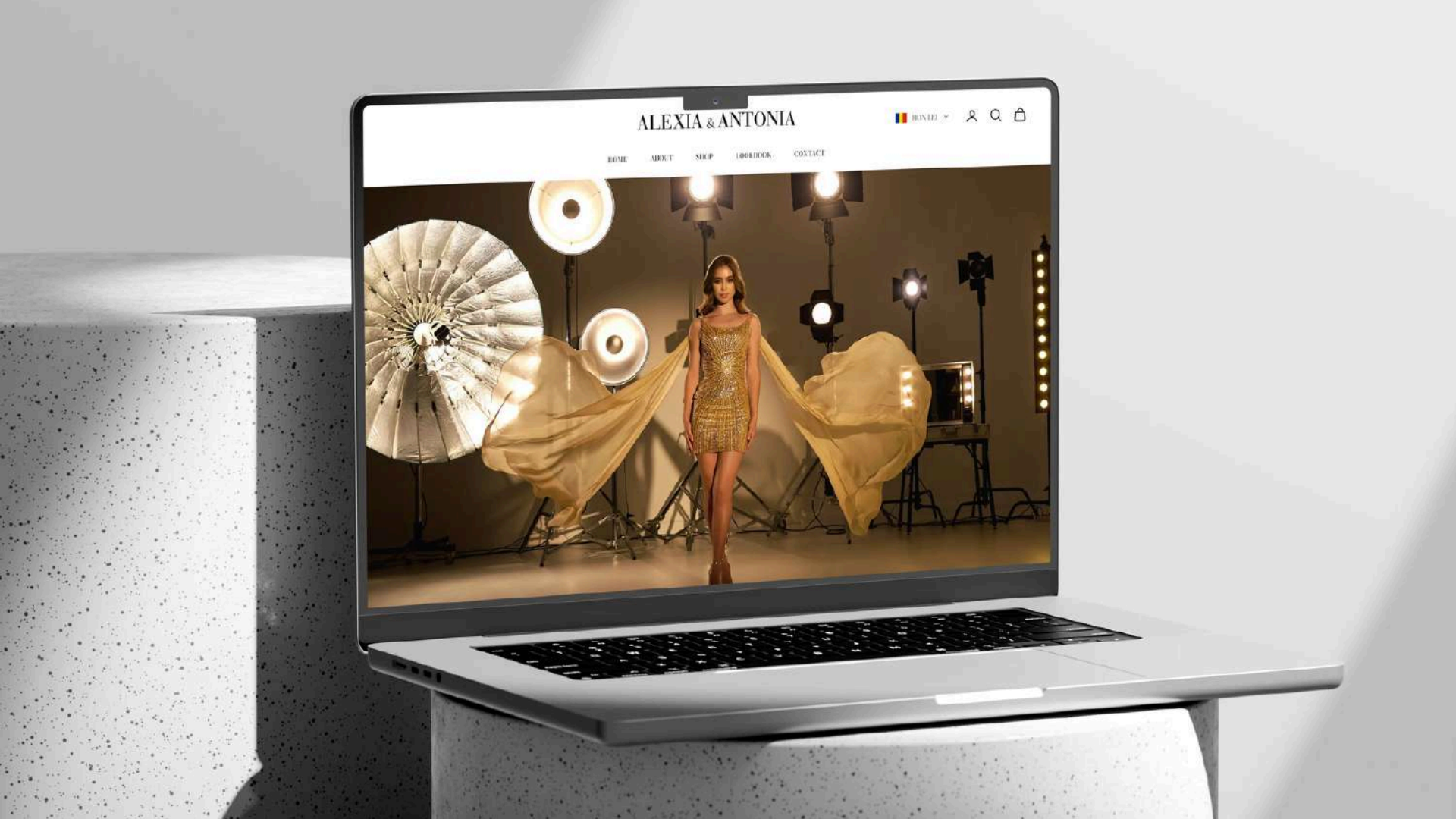
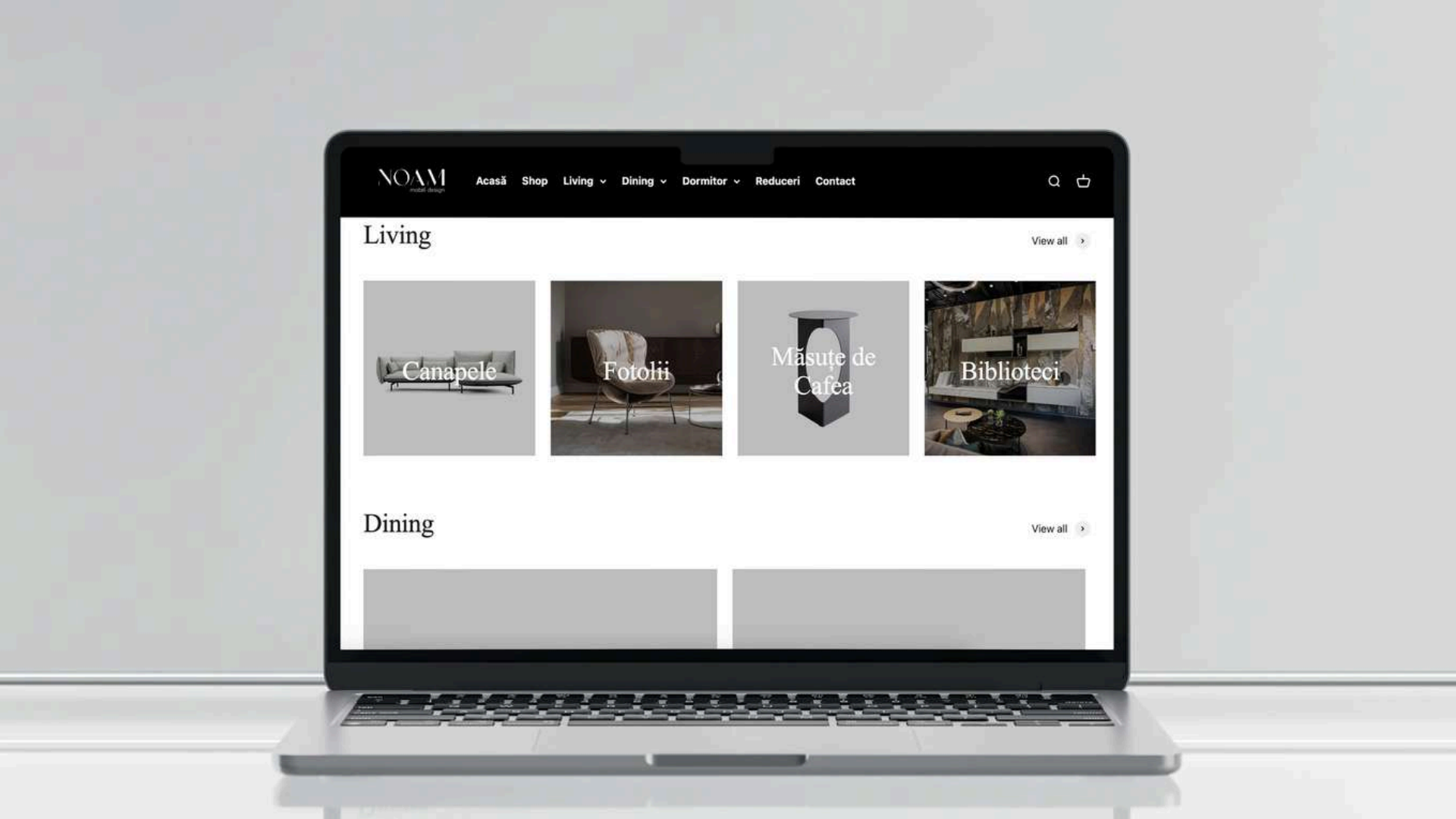
**Mia Peculiar**

**» DOUA**

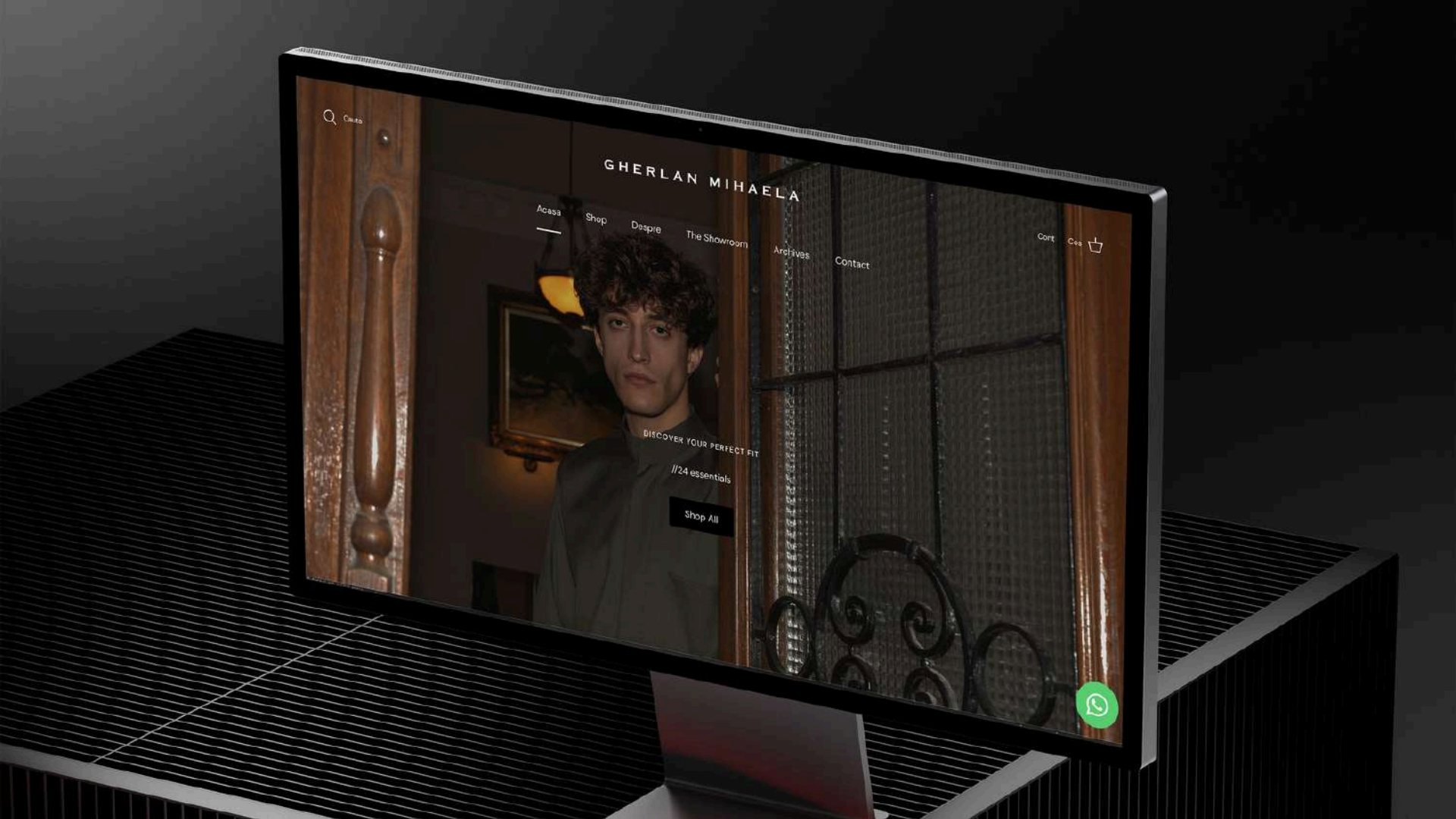
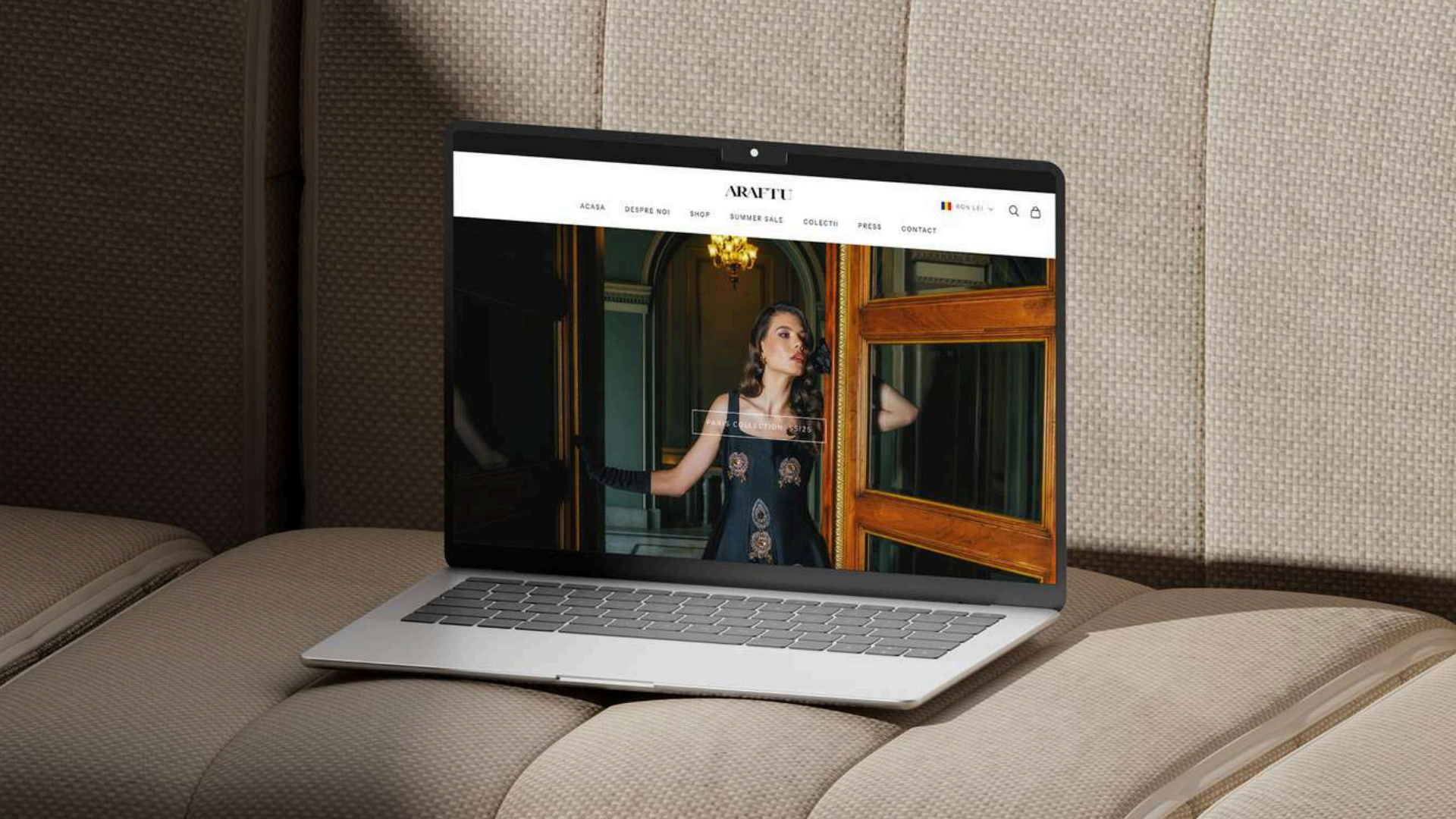
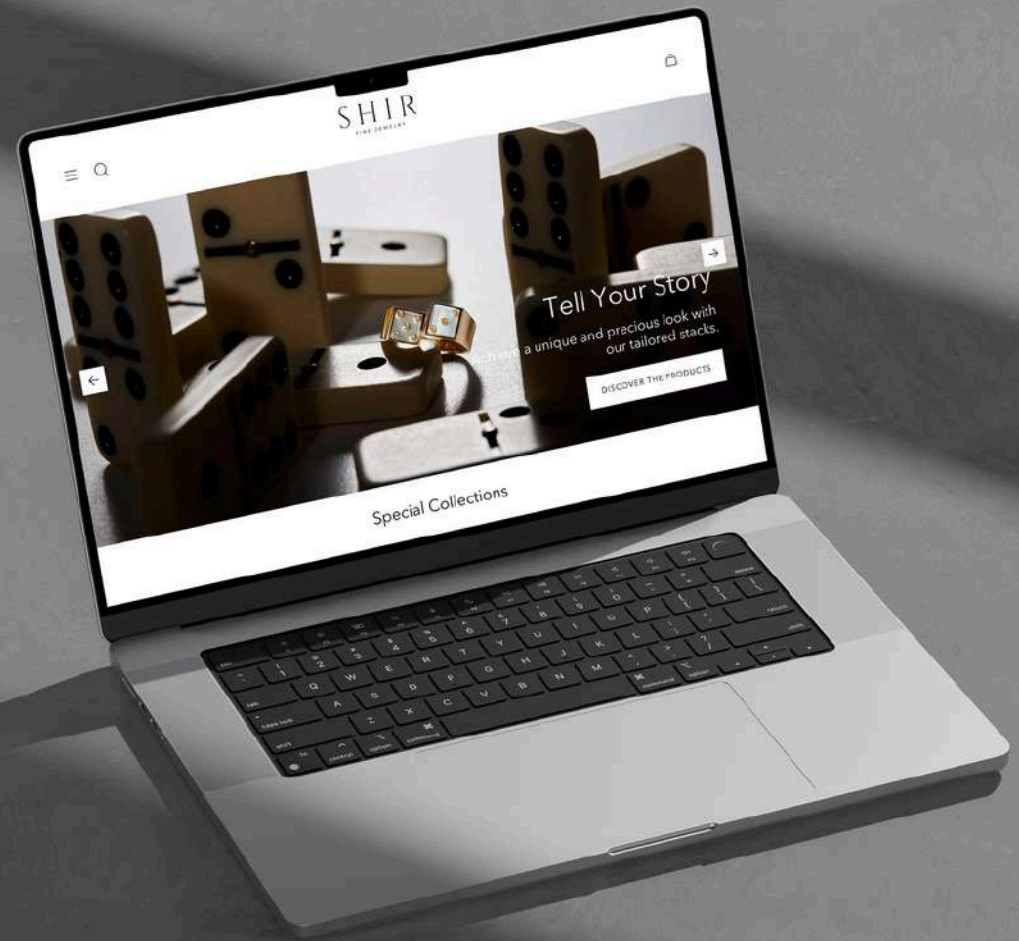
**Guban®**

**LOULOU**

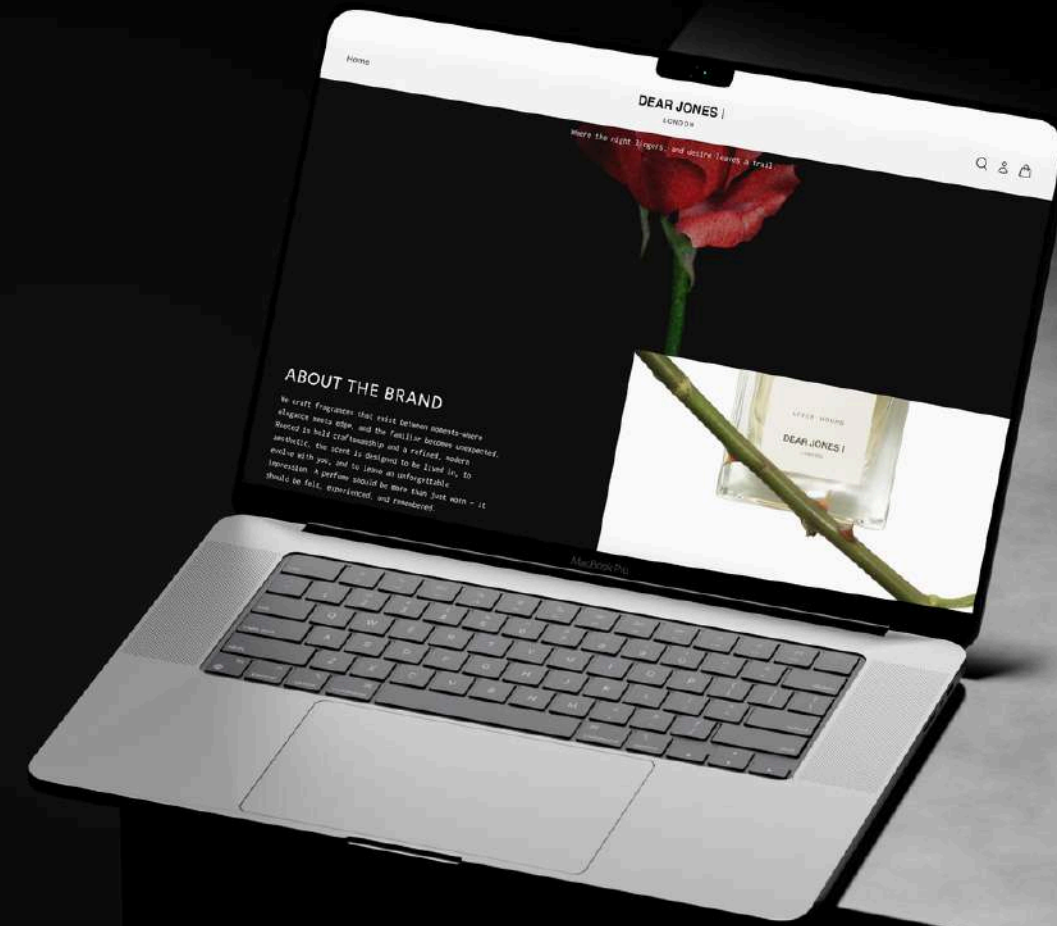




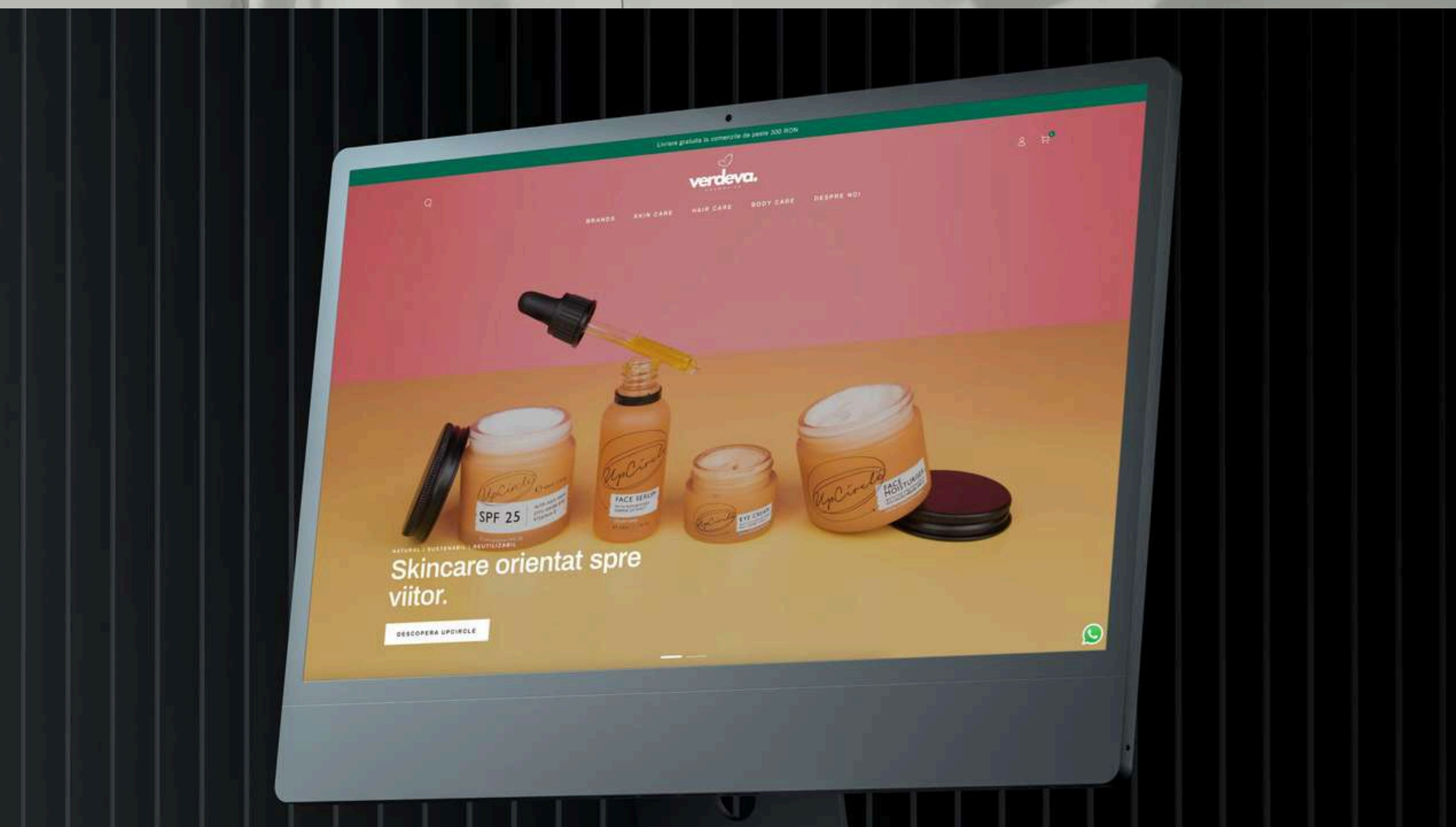
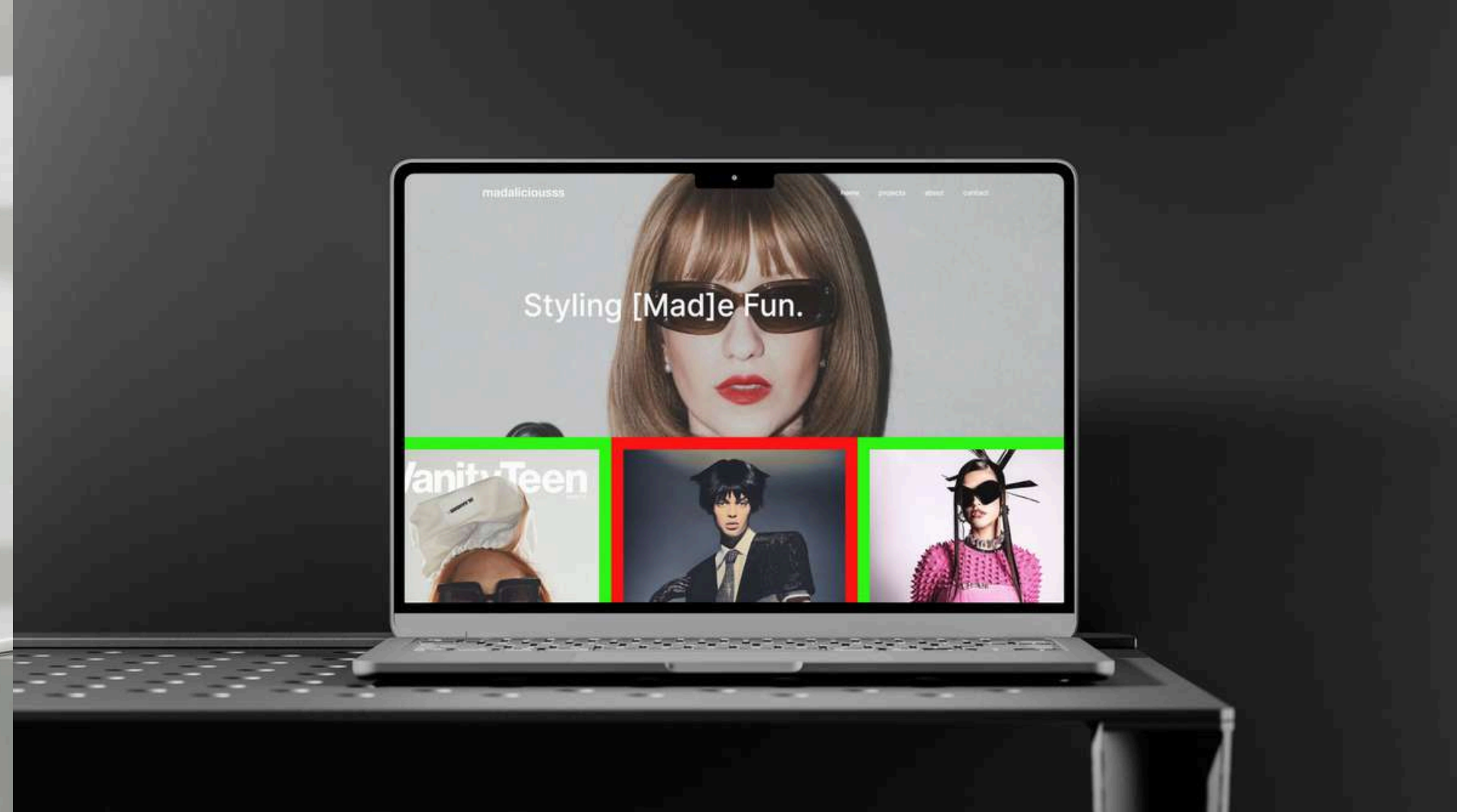














# Content Creation

GRÉGOIRE

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

1

## Brand-Focused Strategy

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

2

## Creative Direction

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

3

## Professional Production & Post-Production

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

4

## Visual Coherence

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

5

## Strategic Dissemination

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

GRÉGOIRE

# Photography Portfolio







**DEAR JONES LONDON / LAUNCH CAMPAIGN 2025**



**LOULOU / SUMMER CAMPAIGN 2025**



**REBECCA'S HERITAGE / SUMMER CAMPAIGN 2025**



**MIA PECULIAR / SUMMER CAMPAIGN 2025**



**CONDRA / FALL CAMPAIGN 2024**



**ARAFTU / SPRING CAMPAIGN 2025**

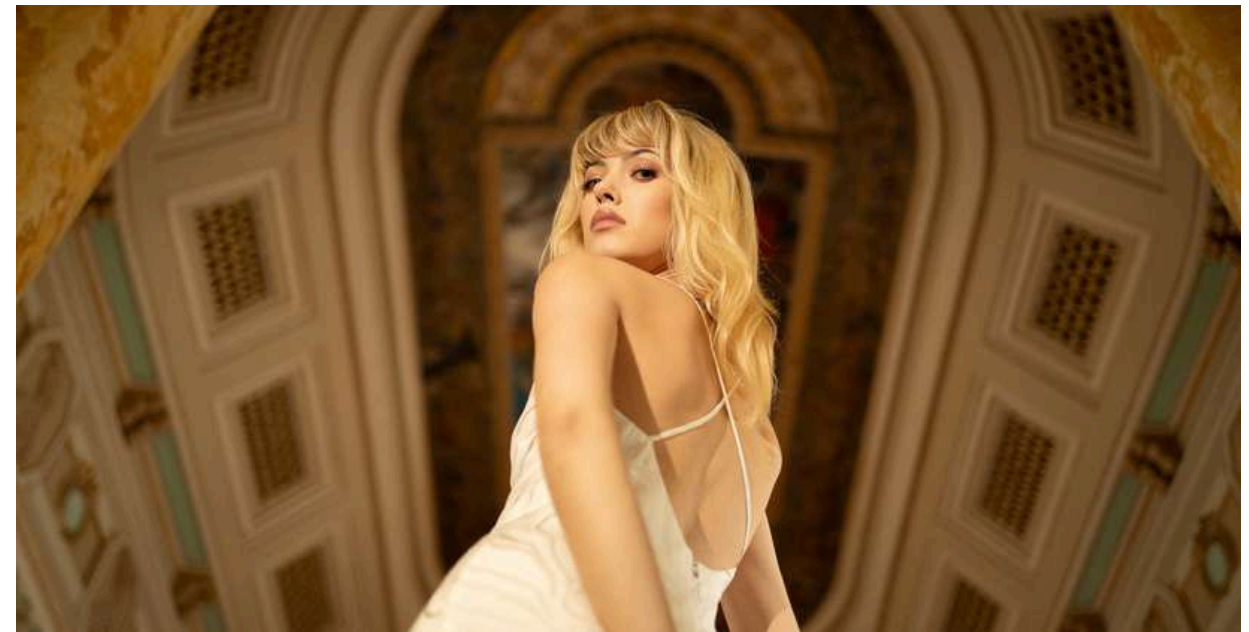




**VELANTE / SUMMER CAMPAIGN 2024**



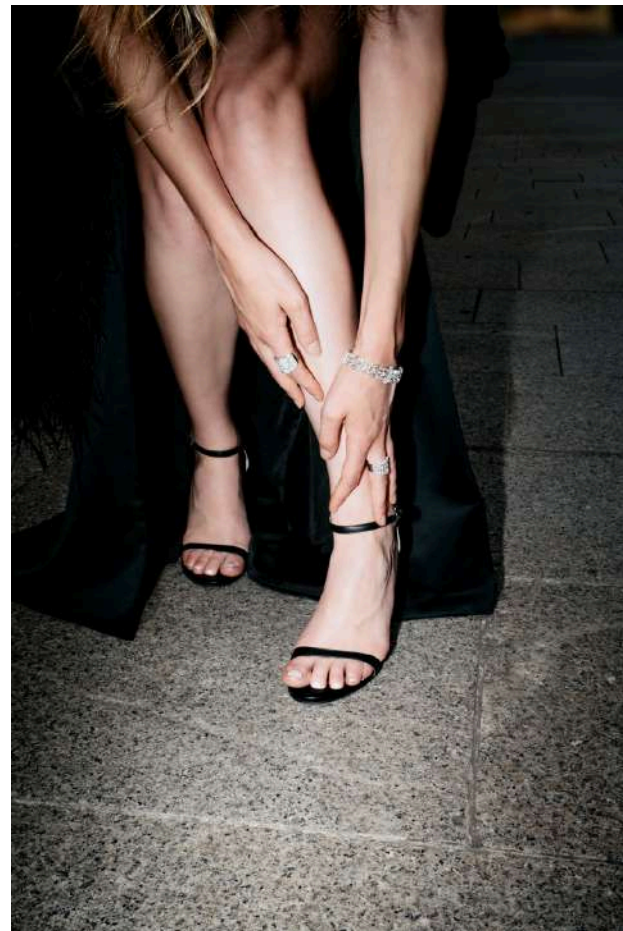
**NESTELLI / SUMMER CAMPAIGN 2024**



**MIA PECULIAR x RAFFAELLO / MBBFW CAMPAIGN 2025**



**MIA PECULIAR / FALL CAMPAIGN 2024**



**GUBAN / SUMMER CAMPAIGN 2025**

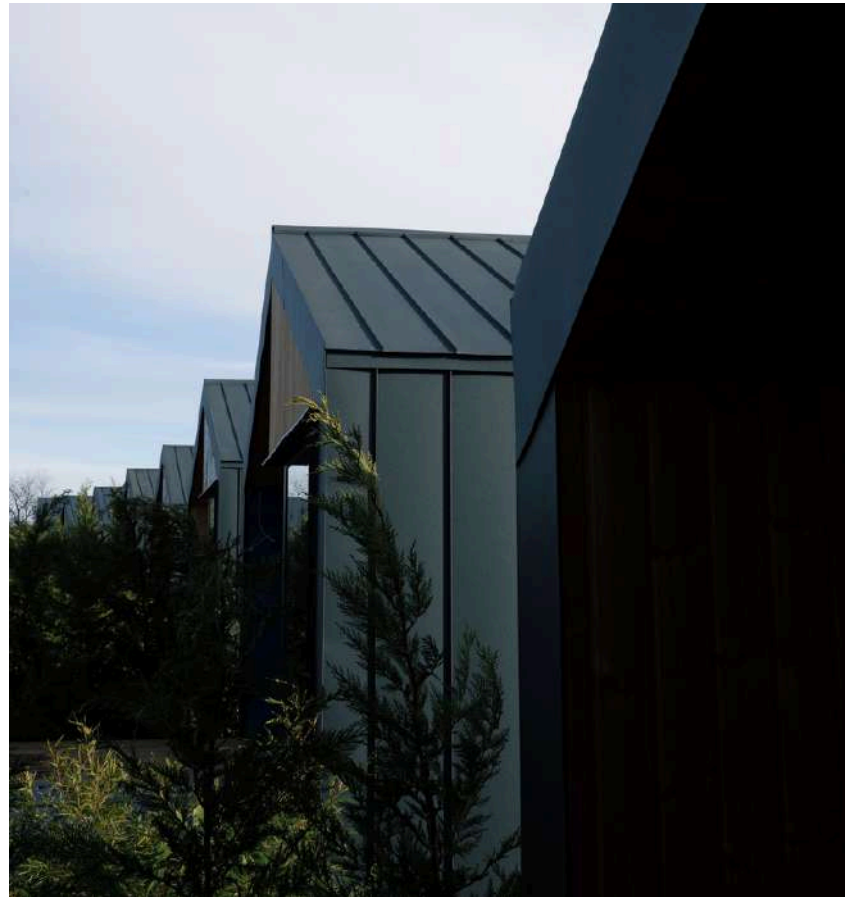


**MIA PECULIAR / SPRING CAMPAIGN 2025**



**DOUA SOCKS / LAUNCH CAMPAIGN 2025**





**THE BLACK BIRD / TEASING CAMPAIGN 2025**



**ALEXIA & ANTONIA / CHRISTMAS CAMPAIGN 2024**



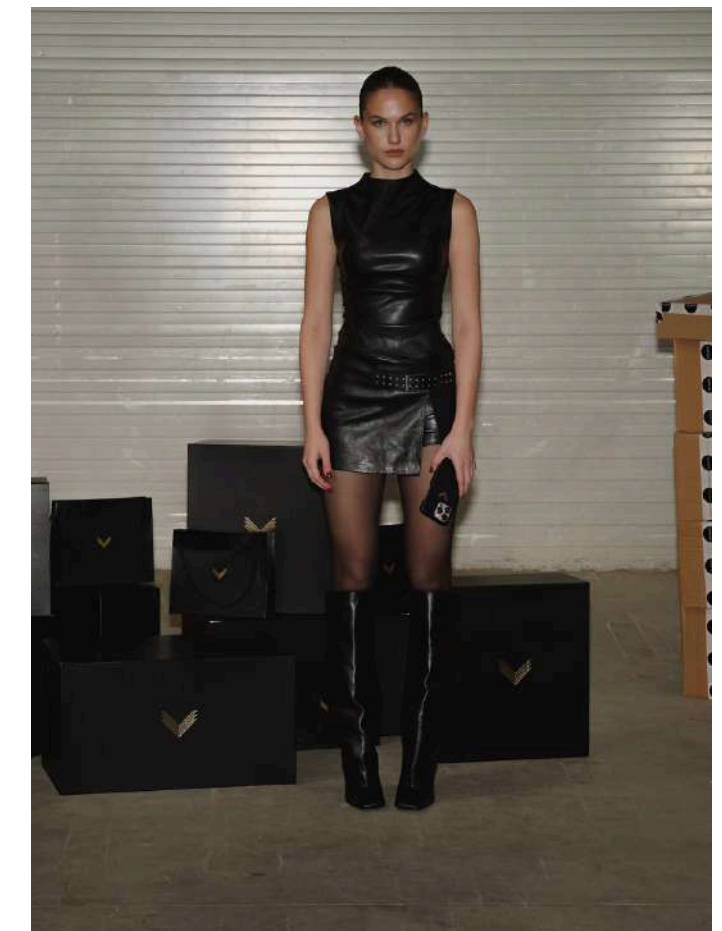
**NYMPHA CLOTHING / FALL CAMPAIGN 2025**



**ALEXIA & ANTONIA / SPRING CAMPAIGN 2025**



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



**VELANTE / BLACK FRIDAY CAMPAIGN 2024**





LA DUQUESA / FALL CAMPAIGN 2025



ARAFTU / SUMMER CAMPAIGN 2025



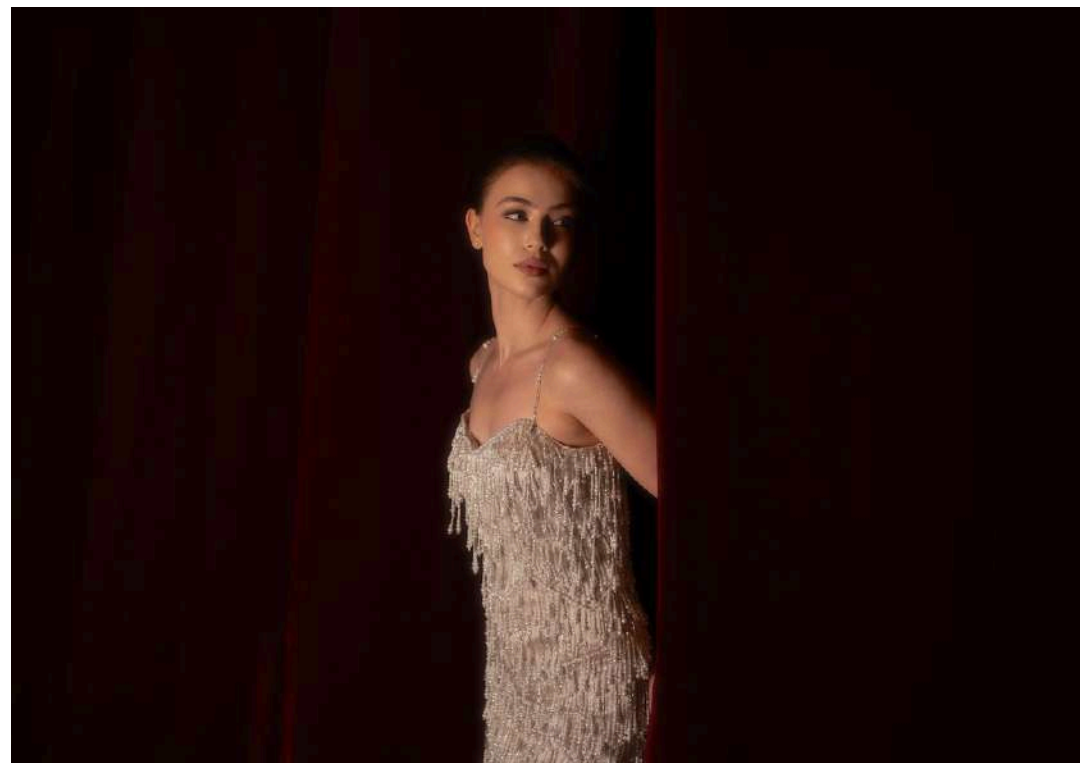
MIA PECULIAR / FALL CAMPAIGN 2025



MIA PECULIAR / FALL CAMPAIGN 2025



NYMPHA CLOTHING / FALL CAMPAIGN 2025



ALEXIA & ANTONIA / SPRING CAMPAIGN 2025



LA DUQUESA / FALL CAMPAIGN 2025





MIA PECULIAR / FALL CAMPAIGN 2025



NYMPHA CLOTHING / FALL CAMPAIGN 2025



MIA PECULIAR / FALL CAMPAIGN 2025



MIA PECULIAR / FALL CAMPAIGN 2025



MIA PECULIAR / FALL CAMPAIGN 2025

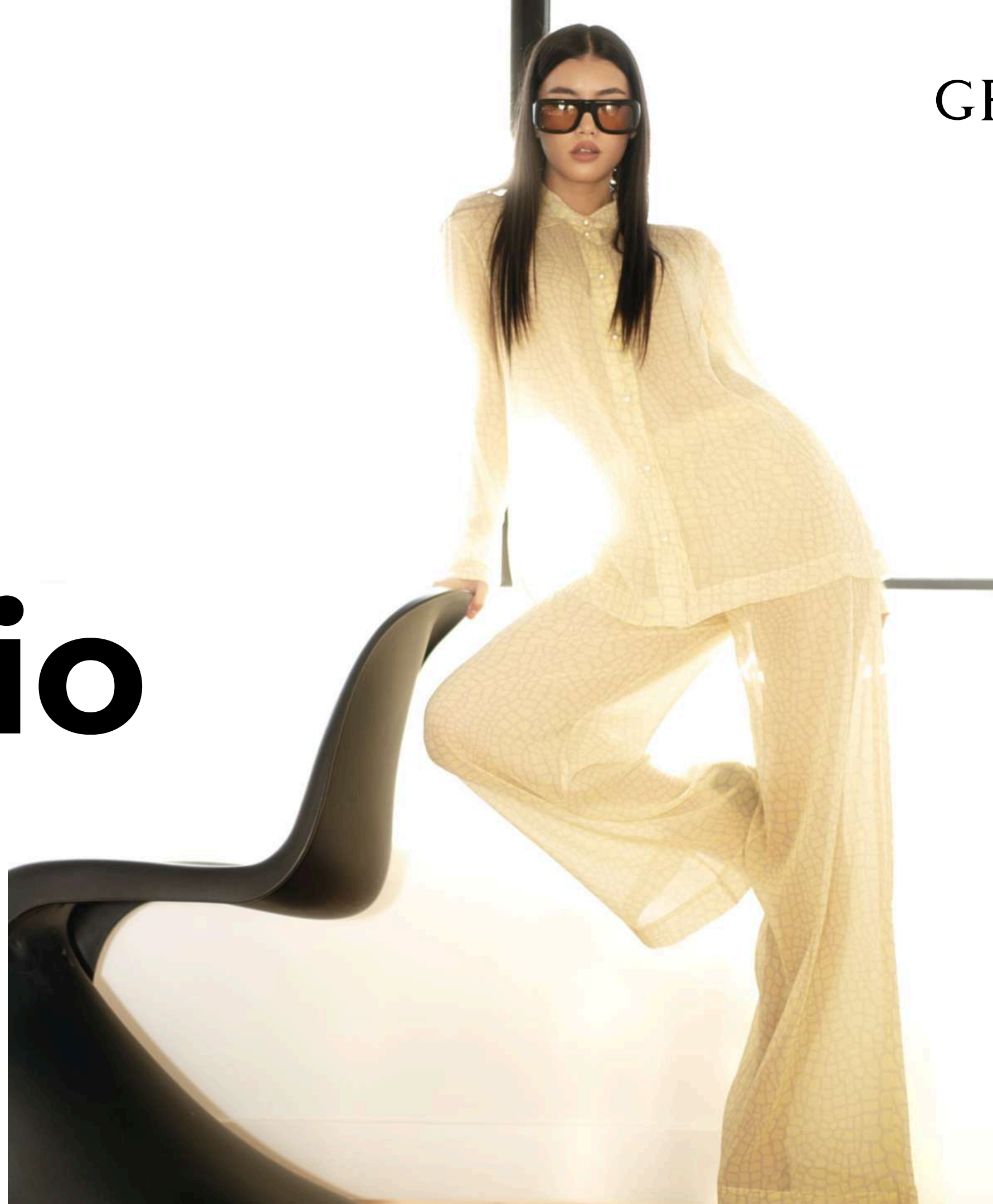


GUBAN / SUMMER CAMPAIGN 2025



GRÉGOIRE

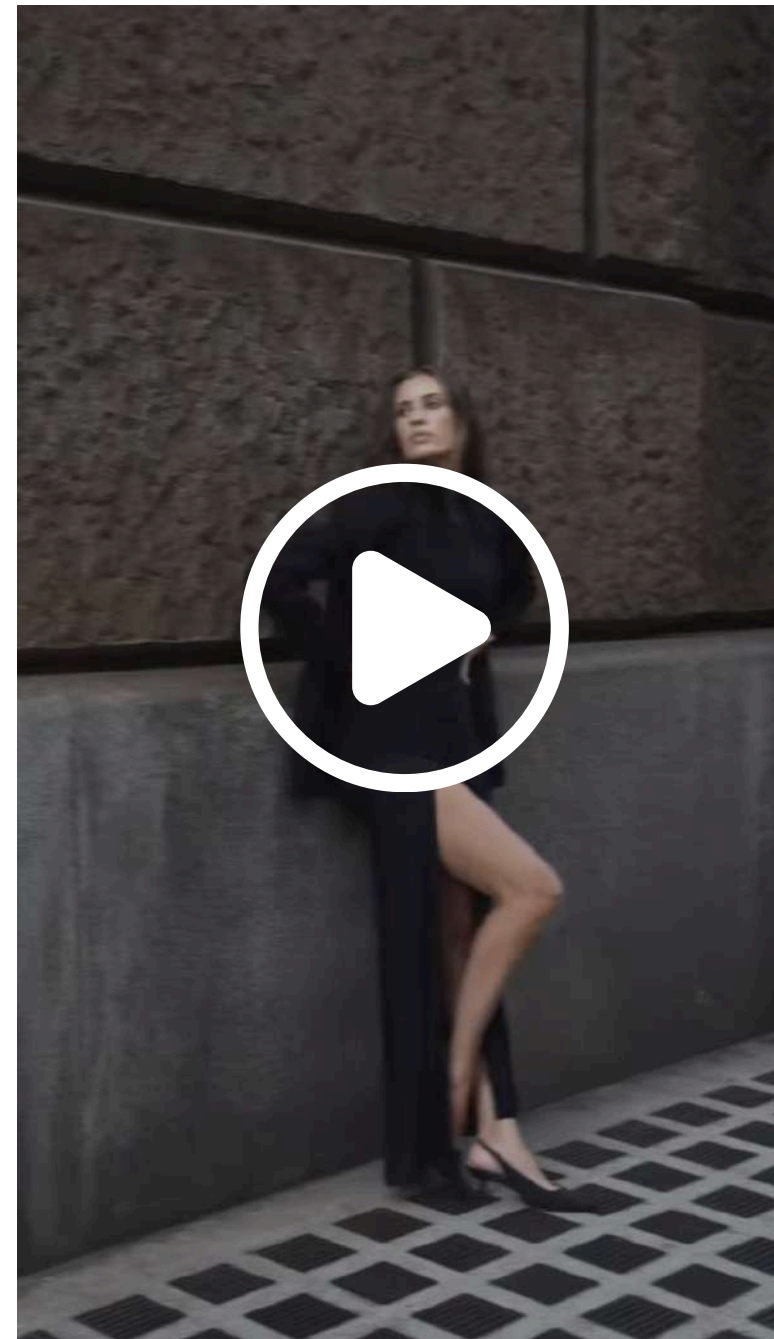
# Video Portfolio







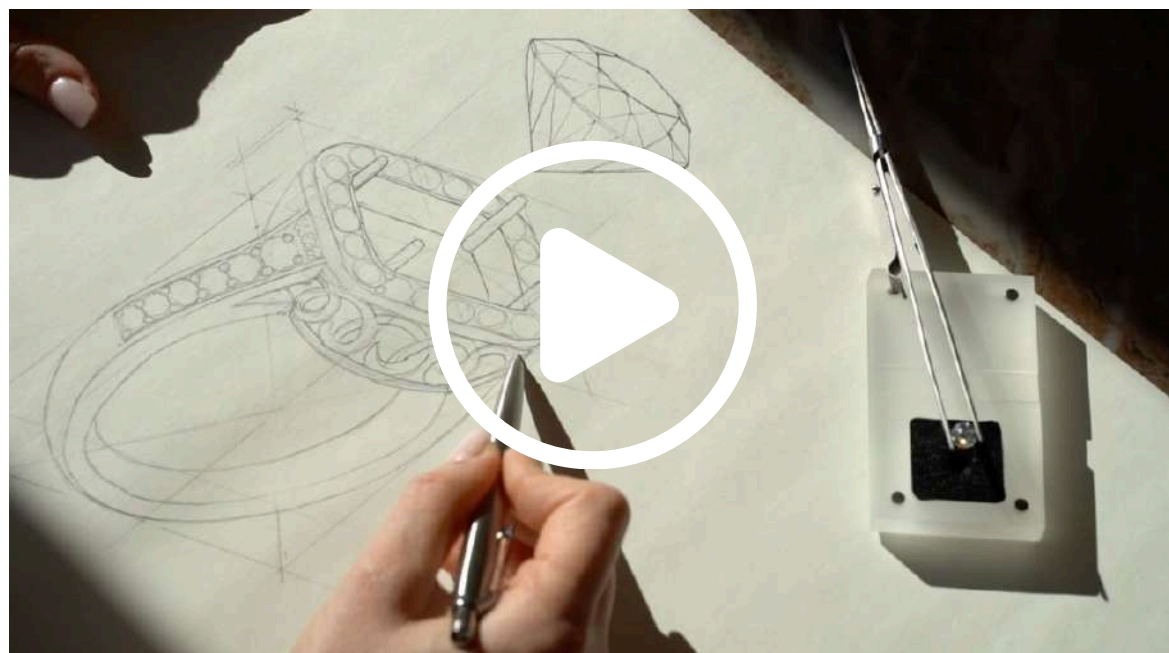
MIA PECULIAR / LAUNCH CAMPAIGN 2024



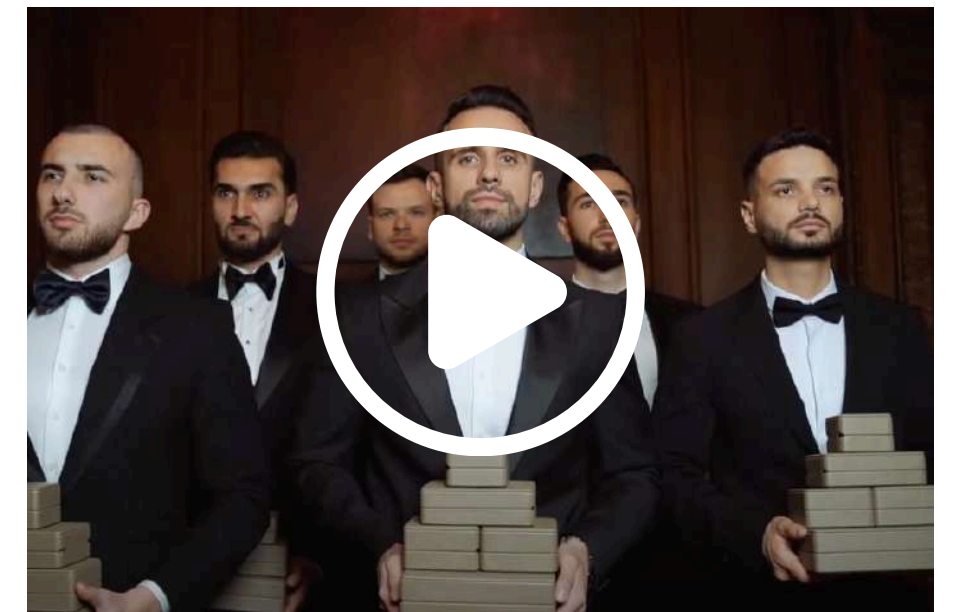
MIA PECULIAR / FALL CAMPAIGN 2024



NESTELLI / WOMEN'S DAY CAMPAIGN 2024



NESTELLI / SAVOIR-FAIRE CAMPAIGN 2024



NESTELLI / VALENTINE'S DAY CAMPAIGN 2024



VELANTE / VAULT EDITION LAUNCH CAMPAIGN 2023



LOULOU / SHOWROOM PRESENTATION 2024

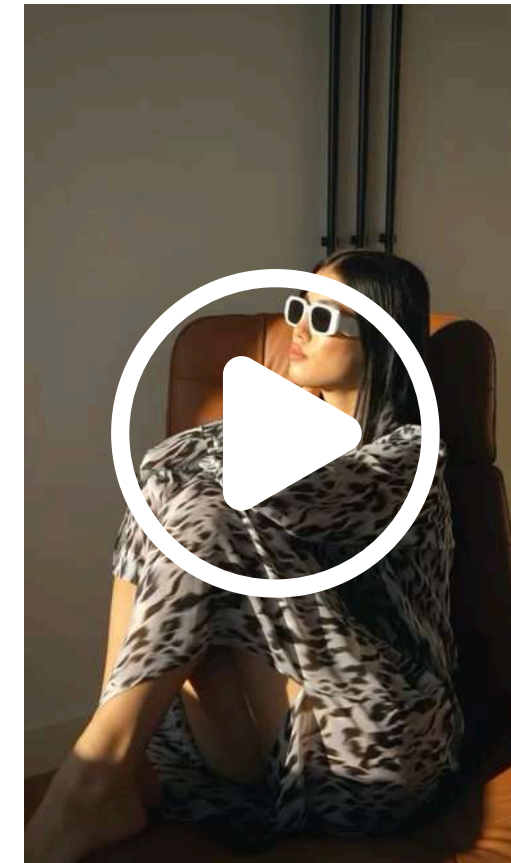




**ARAFTU / SPRING CAMPAIGN 2025**



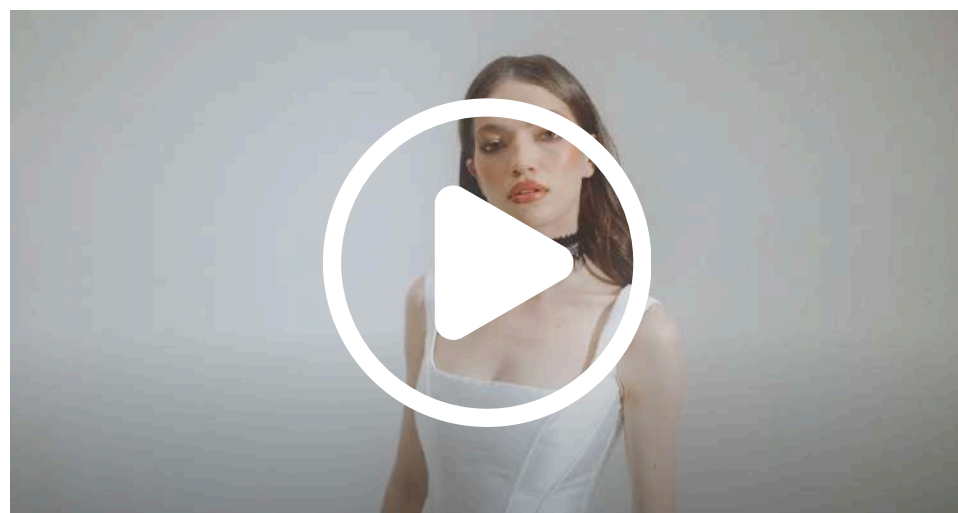
**MIA PECULIAR x RAFFAELLO / MBBFW CAMPAIGN 2025**



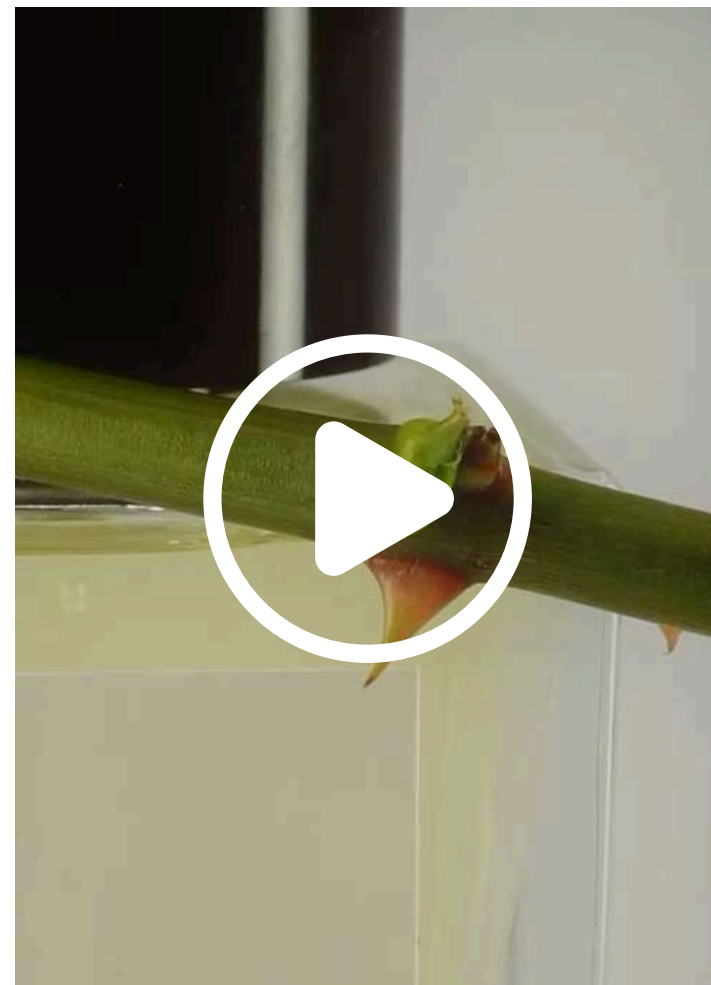
**MIA PECULIAR / SPRING CAMPAIGN 2025**



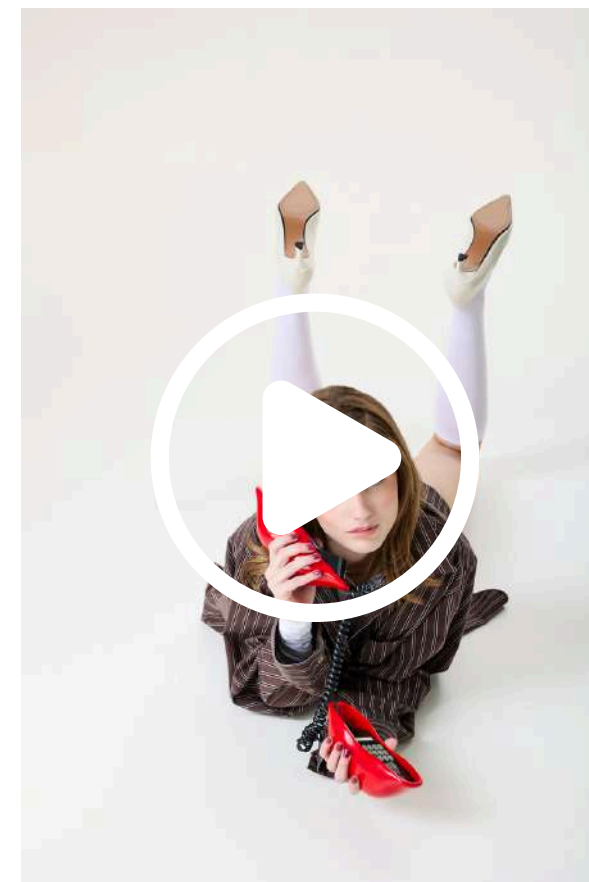
**VELANTE / SUMMER CAMPAIGN 2024**



**ARAFTU / SPRING CAMPAIGN 2025**



**DEAR JONES LONDON / VALENTINE'S DAY CAMPAIGN 2025**

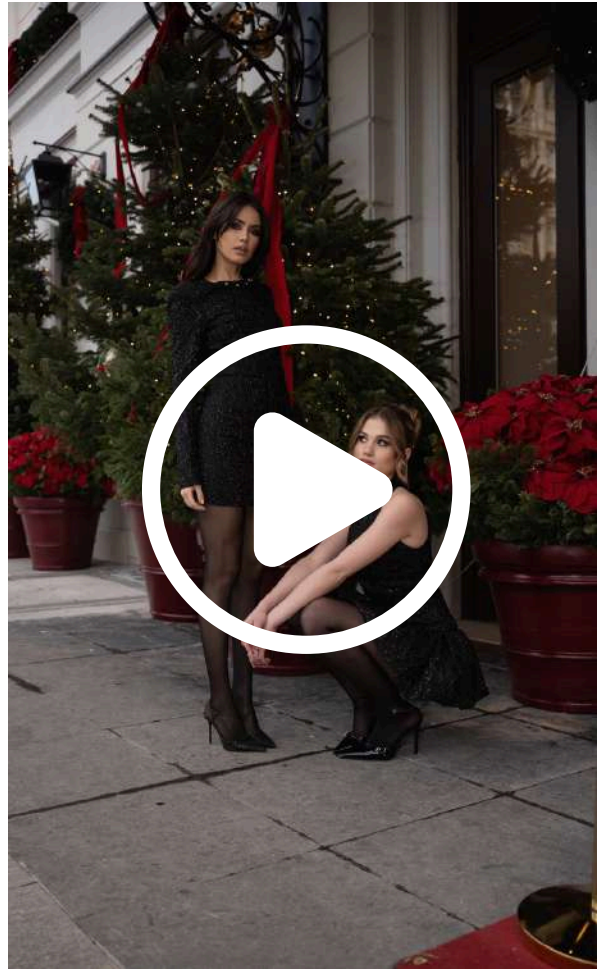


**DOUA SOCKS / LAUNCH CAMPAIGN 2024**

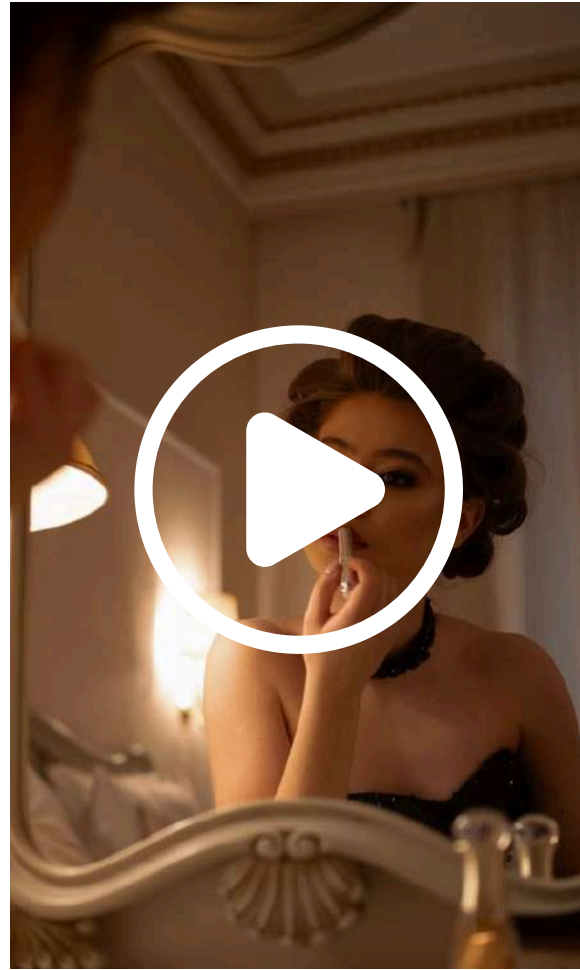


**NESTELLI DIAMONDS / LAUNCH CAMPAIGN 2023**





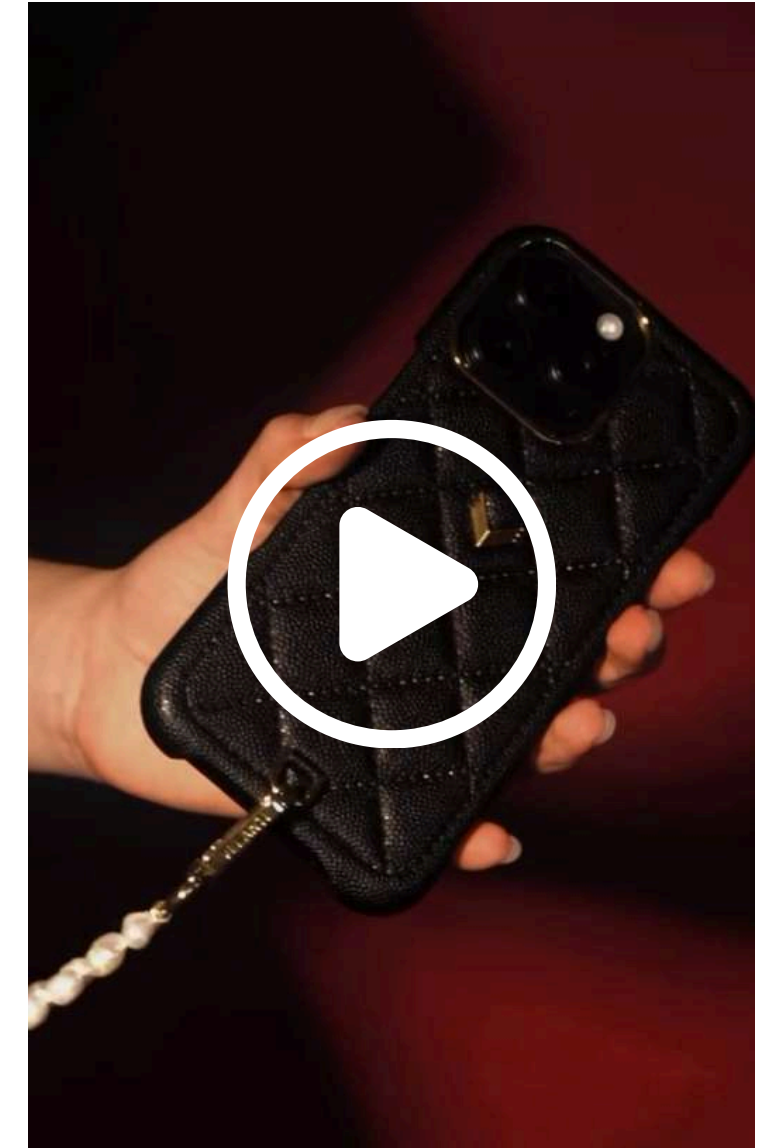
MIA PECULIAR / CHRISTMAS CAMPAIGN 2024



ALEXIA & ANTONIA / VALENTINE'S DAY CAMPAIGN 2025



VELANTE / BLACK FRIDAY CAMPAIGN 2024



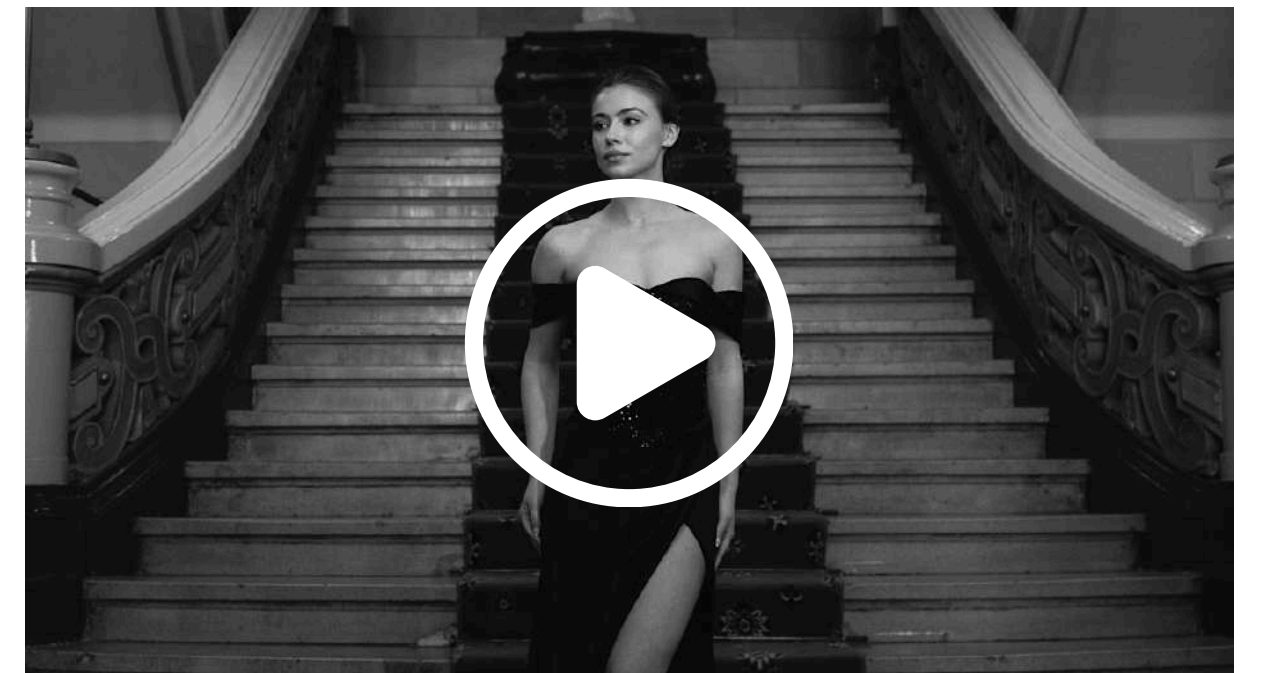
VELANTE / VALENTINE'S DAY CAMPAIGN 2025



VELANTE / IPHONE 16 LAUNCH CAMPAIGN 2024



ALBINI PRASSA / SUMMER CAMPAIGN 2025



ALEXIA & ANTONIA / SUMMER CAMPAIGN 2025

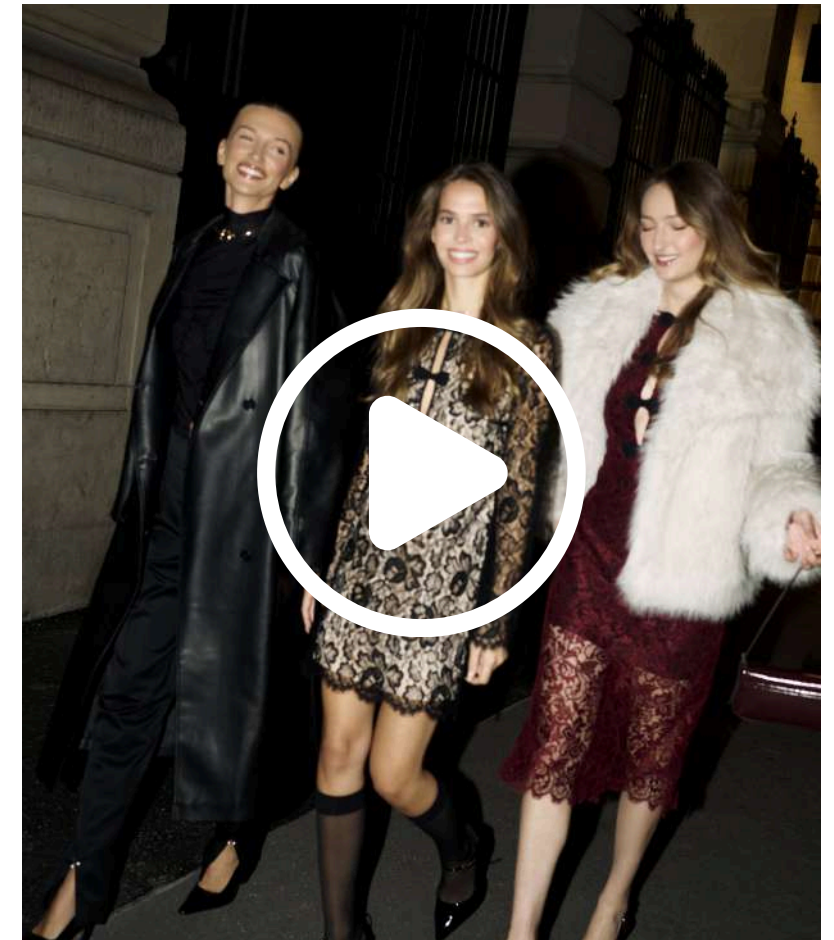




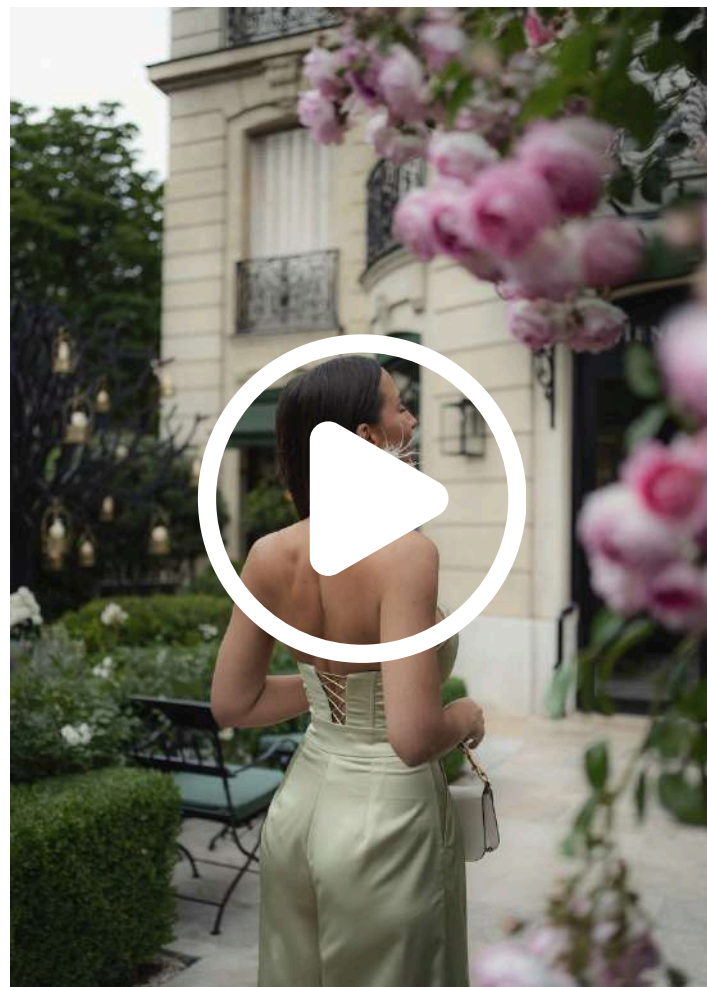
**LA DUQUESA / FALL CAMPAIGN 2025**



**ALEXIA & ANTONIA / WINTER CAMPAIGN 2024**



**MIA PECULIAR / FALL CAMPAIGN 2025**



**NYMPHA CLOTHING / FALL CAMPAIGN 2025**



**MIA PECULIAR / SAVOIR-FAIRE CAMPAIGN 2025**



**ALEXIA & ANTONIA / SAVOIR-FAIRE CAMPAIGN 2025**



GRÉGOIRE

# Product Photography



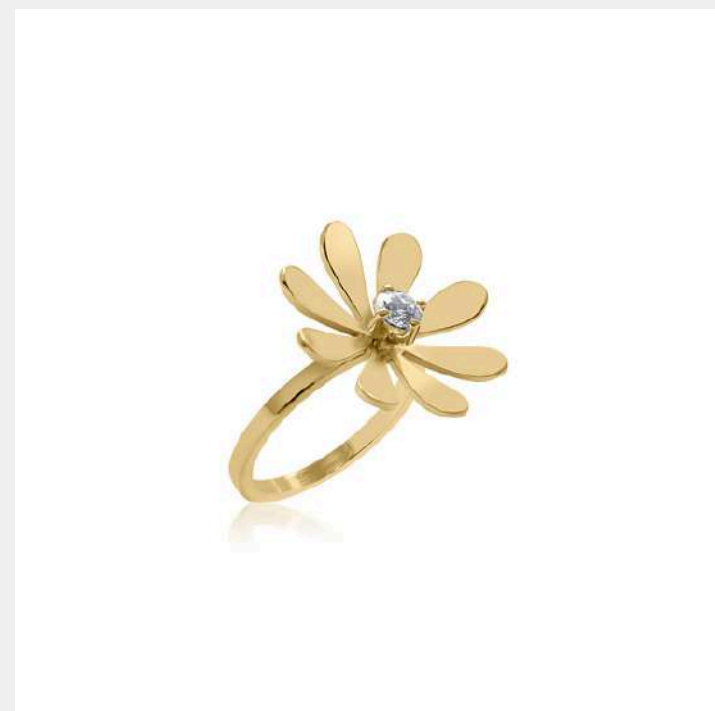
High-quality images **make your products come alive online.**

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 DUQUESA / 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 DUQUESA / E-COMM PHOTOGRAPHY



PRODUCT PHOTOGRAPHY /  
GRÉGOIRE STUDIOS



MIA PECULIAR / E-COMM PHOTOGRAPHY



LA DUQUESA / E-COMM PHOTOGRAPHY



LA DUQUESA / CLOSE-UP PHOTOGRAPHY



MIA PECULIAR / E-COMM PHOTOGRAPHY



PRODUCT PHOTOGRAPHY / GRÉGOIRE STUDIOS





GRÉGOIRE

# Generative Photography (AI)

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



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



GUBAN / AI-GENERATED IMAGE



FEATURED PRODUCT



GUBAN / AI-GENERATED IMAGE



FEATURED PRODUCT





AI-GENERATED CONCEPT  
FEATURED BY SORA (OPENAI)



DEAR JONES / AI-GENERATED IMAGE



AI-GENERATED CONCEPT FEATURED BY SORA (OPENAI)



GUBAN / AI-GENERATED IMAGE



AI-GENERATED CONCEPT  
FEATURED BY SORA (OPENAI)



GUBAN / AI-GENERATED IMAGE





GRÉGOIRE

# Social Media Management

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?

**1**

## **Audit and Strategy**

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

**2**

## **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.

**3**

## **Visual Coherence**

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

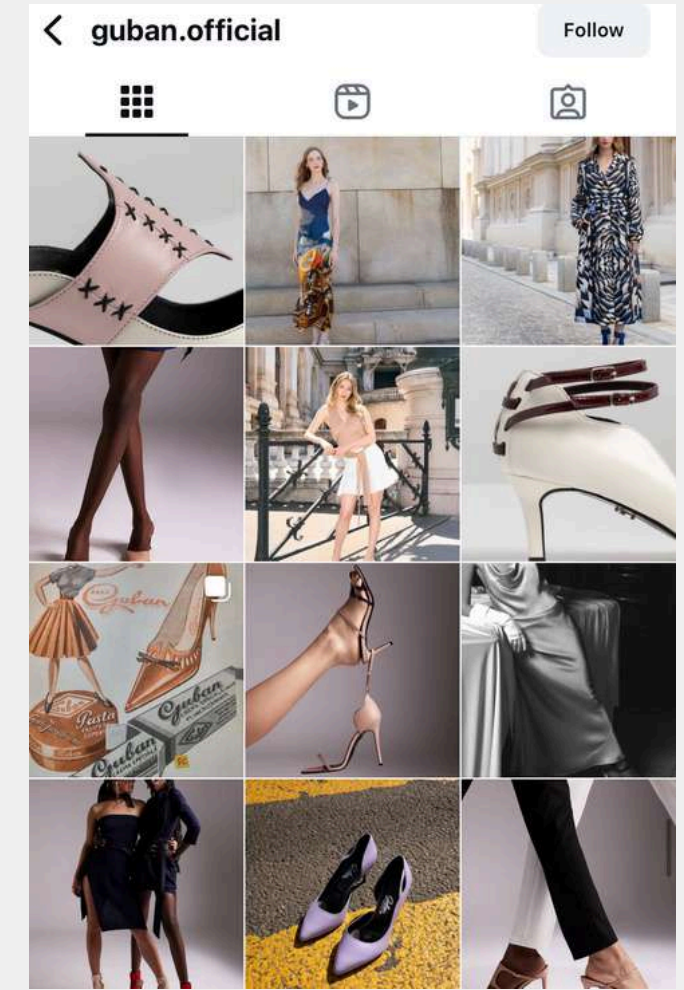
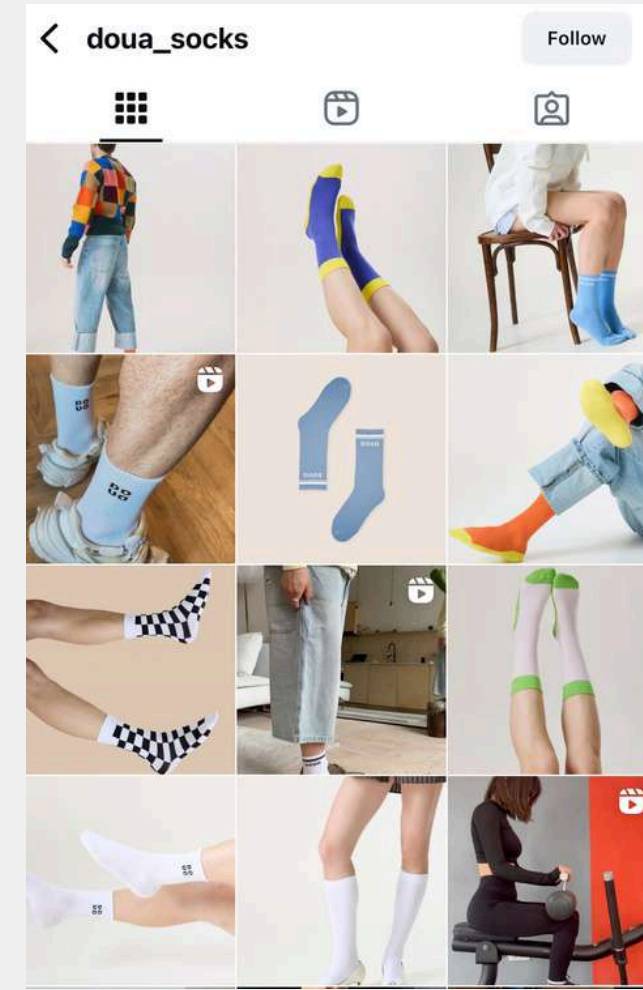
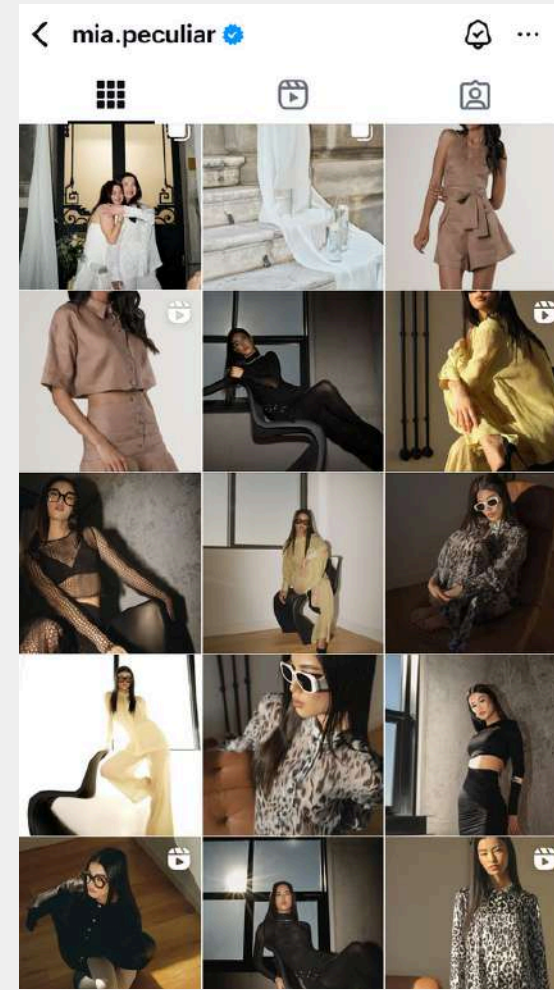
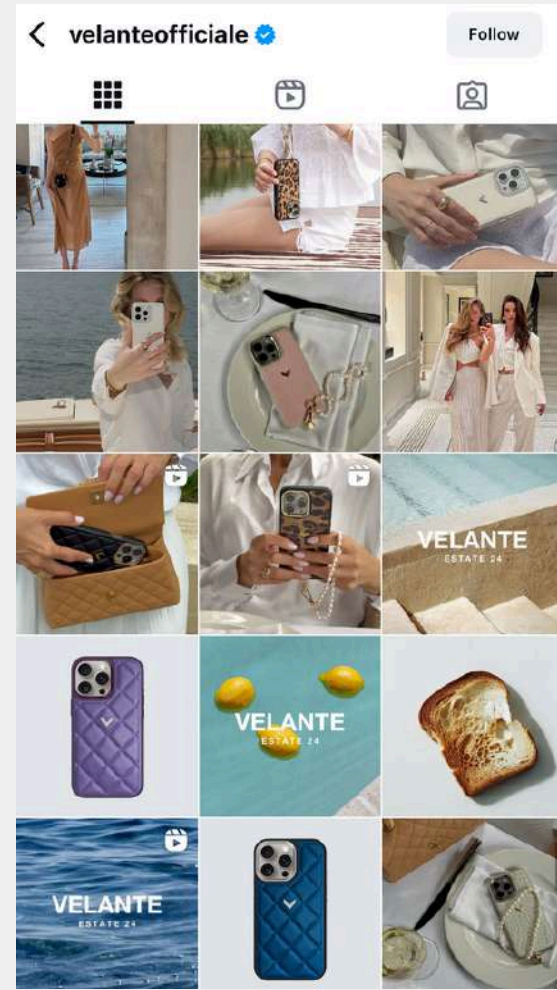
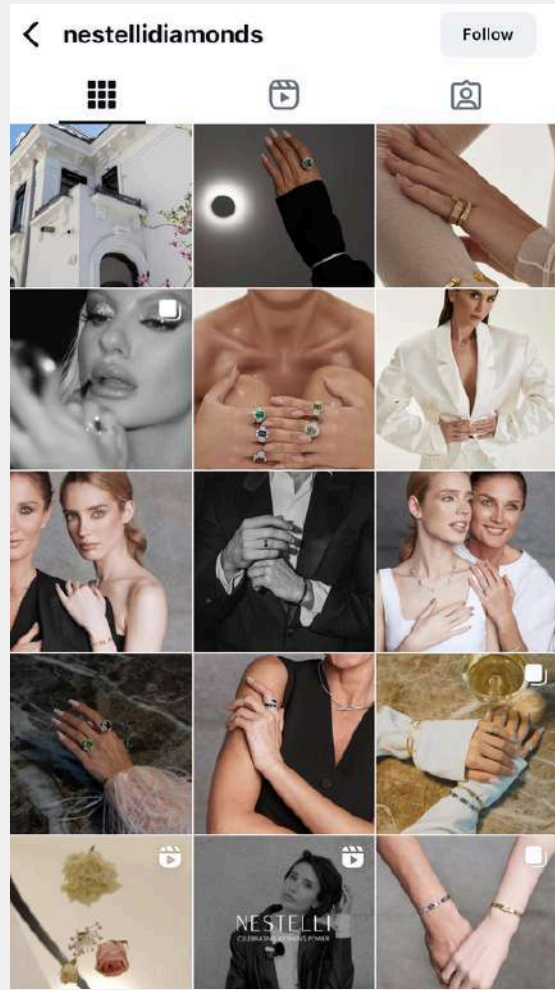
**4**

## **Monitoring and Performance**

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



# Over 100+ Accounts Managed



**Forbes** România

 **BONE**

**NOAM**  
mobili design

**ARAFTU**

**MIDO**  
MAISON PRIVÉE

 **ONE DUBAI**  
ESTATE

**NESTELLI**  
DIAMONDS FOR GENERATIONS

**LOULOU**

*Lit Appeal*

**VELANTE**



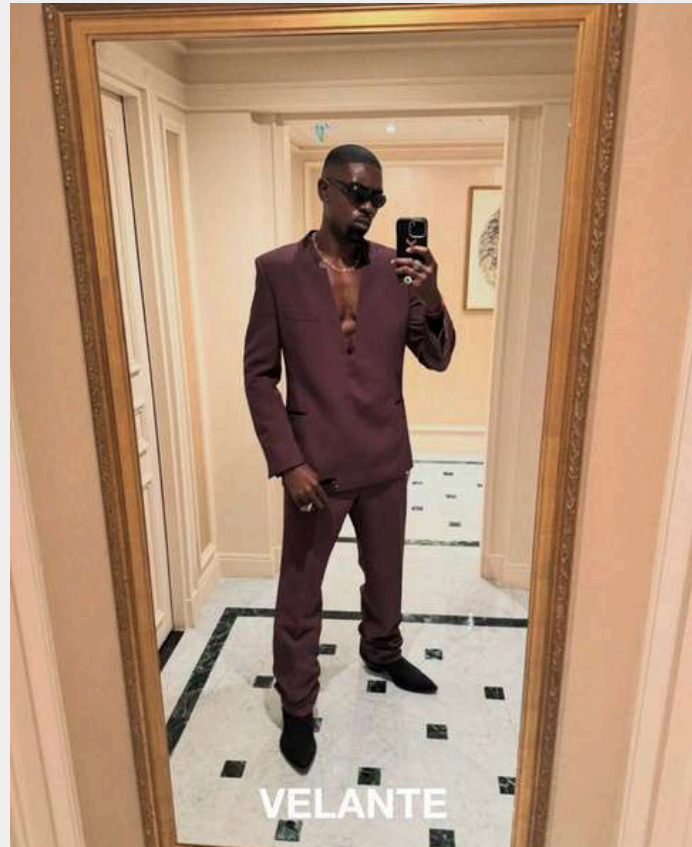
# Influencer Marketing



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 Waikiki

trendyol

Z A R E N A

VELANTE

Mia Peculiar

NESTELLI  
DIAMONDS FOR GENERATIONS

DOUA

SOUDAGE  
UNE HISTOIRE ÉTERNELLE



A photograph of a white draped chair on stone steps. Several lit candles in glass holders are placed around the chair, creating a warm and elegant atmosphere. The background is a textured stone wall.

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# Event Planning and Production

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 x APARTERRE Collection Launch

**Clients:** VELANTE, APARTERRE

**Concept:** Intimate launch to discover the capsule collection

**Guests:** 30 pax.

**Location:** APARTERRE



INVITATION



GUESTS



SETUP

# NESTELLI Showroom Opening

**Client:** NESTELLI

**Concept:** Showroom opening event

**Guests:** 150+ pax.

**Location:** NESTELLI



INVITATION



GUESTS



SETUP



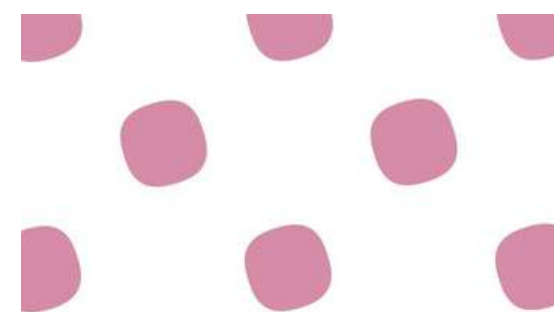
# VELANTE x MARA MURA Collection Launch

**Clients:** VELANTE, MARA MURA

**Concept:** Capsule Collection Launch

**Guests:** 50+ pax.

**Location:** MARA MURA Floreasca



MARA MURA X VELANTE  
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

INVITATION



GUESTS



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

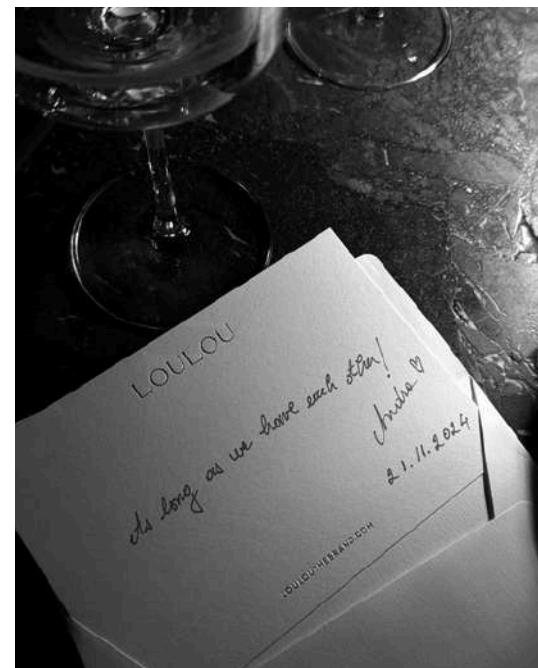
**Concept:** Intimate Dinner

**Guests:** 30 pax.

**Location:** MOSH



INVITATION



SETUP



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

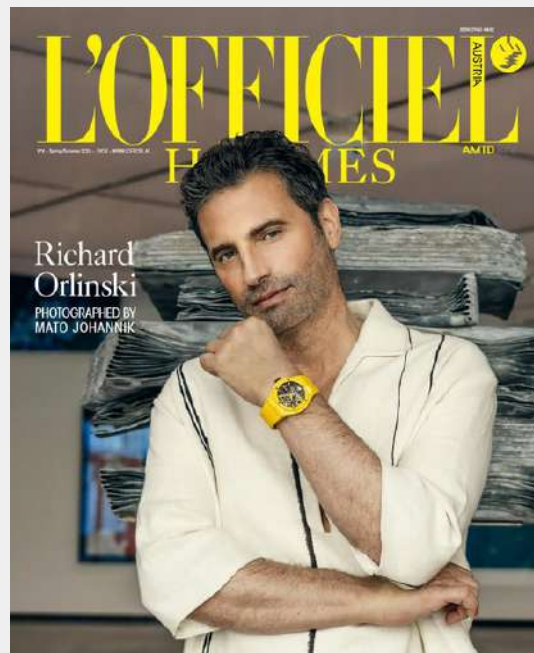


# Press

# GRÉGOIRE



ALEXIA & ANTONIA / CLOSING SPREAD / FORBES ROMANIA



VELANTE / COVER / L'OFFICIEL AUSTRIA



DOUA SOCKS / FORBES ROMANIA



RAFFAELLO BY MIA PECULIAR / FASHION PREMIUM MAGAZINE



NESTELLI / LUXURY MAGAZINE



# Press

GRÉGOIRE



VELANTE / ELLE ROMANIA



DEAR JONES / TONICA



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” semnaleză 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



# Performance Services

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



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# Offices

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