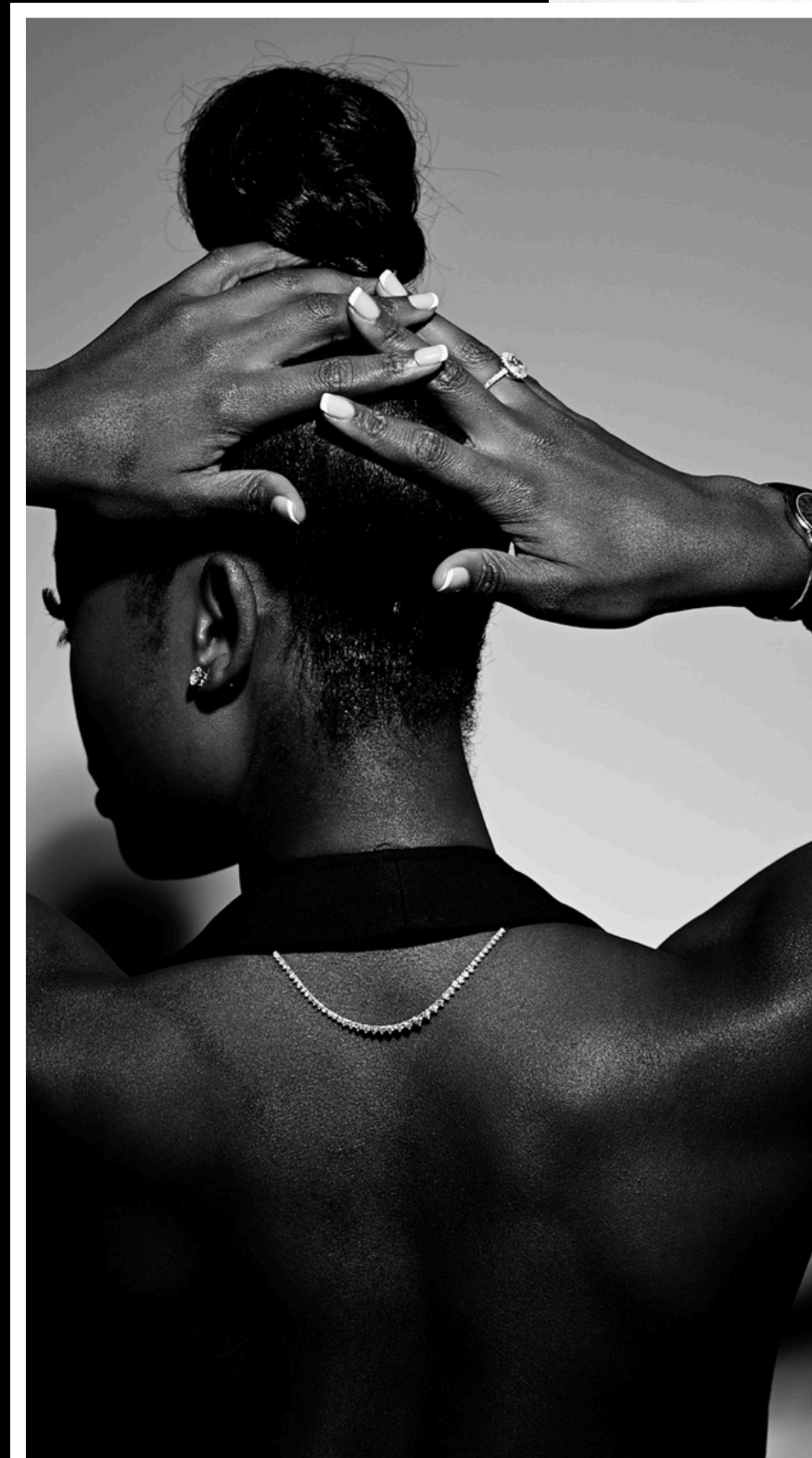


D LUXURY

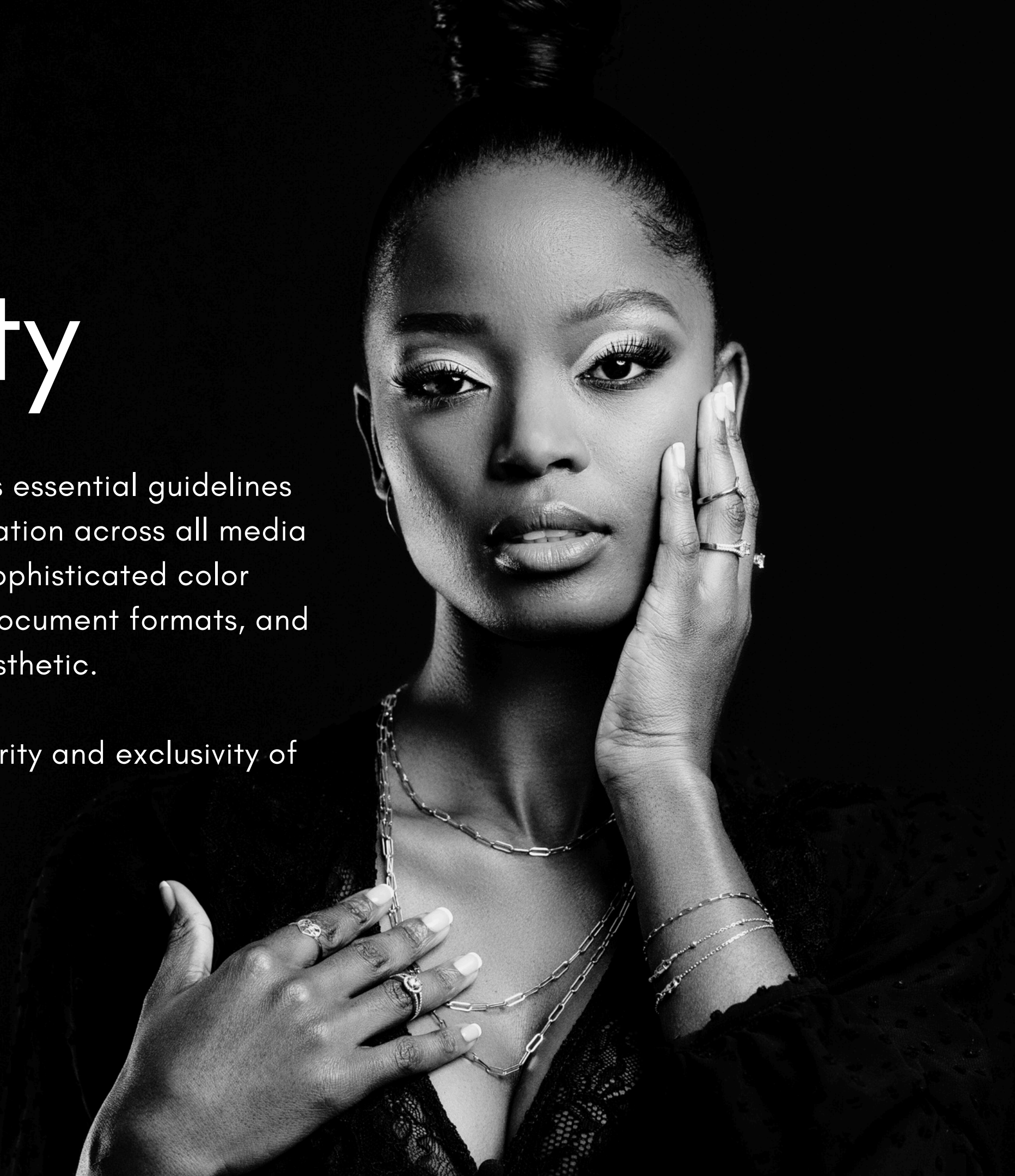


THE ART OF
PRE-OWNED
LUXURY

Corporate Identity

This comprehensive guide to **D&D Luxury's** corporate identity provides essential guidelines and resources to ensure the brand's consistent and elegant representation across all media channels. Within these pages, you'll find detailed instructions on our sophisticated color palette, the proper application of our distinctive logo, standardized document formats, and other refined visual elements that comprise the **D&D Luxury** brand aesthetic.

This manual serves as the definitive resource for maintaining the integrity and exclusivity of our luxury brand image in every aspect of our visual communication.



Brand Strategy

D&D Luxury's brand strategy centers on reimagining the world of pre-owned luxury through a lens of authenticity and exclusivity. With meticulous curation and rigorous authentication processes, they offer their discerning clientele unrivaled access to a treasure trove of rare and vintage luxury pieces.

At the heart of D&D Luxury's approach is a harmonious blend of digital sophistication and personalized service. Their seamless online showcase is complemented by bespoke sourcing services, ensuring each customer's unique desires are met with precision and care.

The brand experience is enriched by emphasizing the rich narratives behind each item, fostering a deeper connection between client and product while championing sustainable luxury consumption. This storytelling approach not only adds value but also promotes a more conscious approach to high-end acquisitions.



About The Brand

Founded by third-generation luxury dealers, specializing in the art of luxury, and offering a curated selection of both new and pre-owned high-end items. With over 15 years of experience, the brand offers a streamlined process for acquiring and selling luxury goods, ensuring competitive market prices and exceptional customer service.

Their collection includes exquisite diamonds, timeless jewellery, iconic fashion accessories, and luxury watches, each piece embodying the pinnacle of elegance.

With a commitment to personalized service and a deep understanding of the luxury market, D&D Luxury ensure that every transaction is as refined and unique as the items they offer, creating a seamless experience for their discerning clientele.

GUCCI

Clientele

The ideal customer for D&D Luxury is someone who appreciates the finer things in life such as quality, craftsmanship, exclusivity. They have a discerning eye for luxury items, whether it's fine diamonds, exquisite jewellery, or high-end fashion accessories. They seek a seamless and professional experience, whether they are purchasing a new treasure or selling a cherished item.

With an eye for investment and a desire for personalized service, this customer expects top-tier expertise, fair market prices, and the utmost discretion in all transactions. They trust D&D Luxury to provide fair market valuations and desire personalized service that caters to their unique tastes and needs.

Vision

D&D Luxury aims to be South Africa's premier destination for pre-loved luxury, where timeless elegance meets sustainable fashion, and every purchase tells a unique story.

Mission

D&D Luxury is dedicated to curating an exquisite collection of pre-loved luxury fashion accessories, diamonds, watches, and jewellery. Their mission is to provide discerning customers with authentic, high-quality items that embody both style and value.

Goal

D&D Luxury is dedicated to curating an exquisite collection of pre-loved luxury fashion accessories, diamonds, watches, and jewellery. Their mission is to provide discerning customers with authentic, high-quality items that embody both style and value.

The company strives to:

1. Offer a carefully selected range of luxury products that meet the highest standards of quality and authenticity.
2. Promote sustainable fashion by giving new life to pre-loved luxury items and reducing the environmental impact of consumerism.
3. Provide an exceptional customer experience through expertise, personalized service, and dedication to building lasting relationships.
4. Educate clients about the value of investing in timeless pieces and the benefits of the circular luxury economy.
5. Contribute to the growth of South Africa's luxury resale market while maintaining the highest ethical standards in their business practices.

Through their hard work, passion, and commitment to excellence, D&D Luxury aims to redefine the luxury shopping experience and make high-end fashion more accessible to a wider audience. The owners' love for their work and dedication to their craft is evident in every aspect of their business, from product selection to customer service

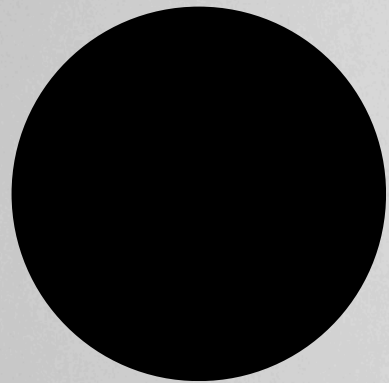
Logo Style

DP LUXURY

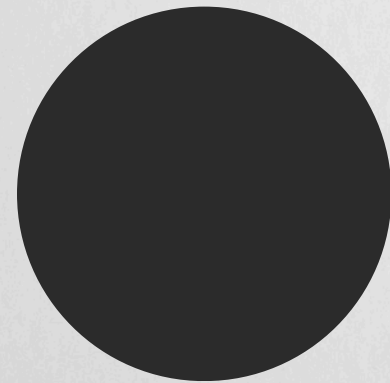
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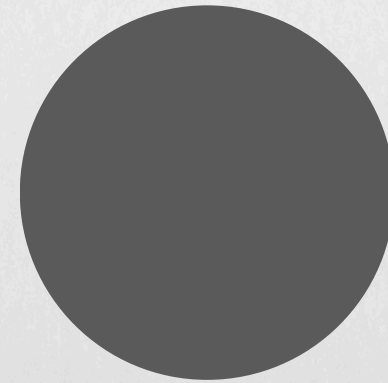
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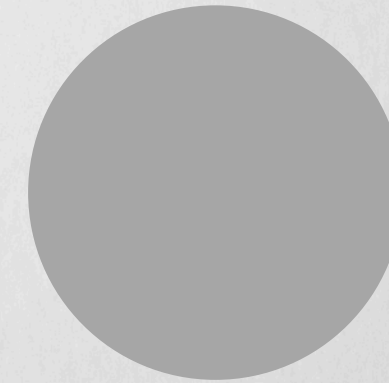
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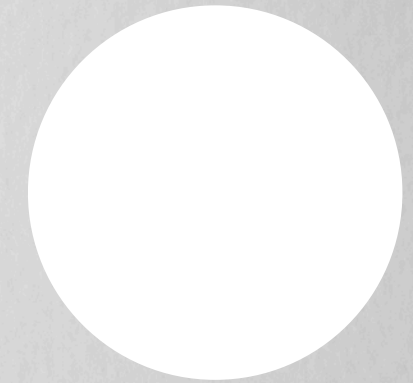
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#5A5A5A



#A6A6A6



#FFFFFF

Individual Fonts

Aa

Glacial Indifference

Aa

Nunito

Mood Board

#000000

Opulent
Prestigious
Elegant
Enigmatic
Sophisticated
Exquisite
Regal
Power

#2B2B2B

Luxeuse
authoritative
Timelessness
Classic
Mystery
Exclusivity
Minimalism
Distinctive

#5A5A5A

Eloquent
Modern
Professionalism
Confidence
Sumptuous
Distinguished
Balance
Luxuriant.

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#A6A6A6

Classy
Versatile
Exceptional
Balance
Fearless
Signature
Expensive
Unique

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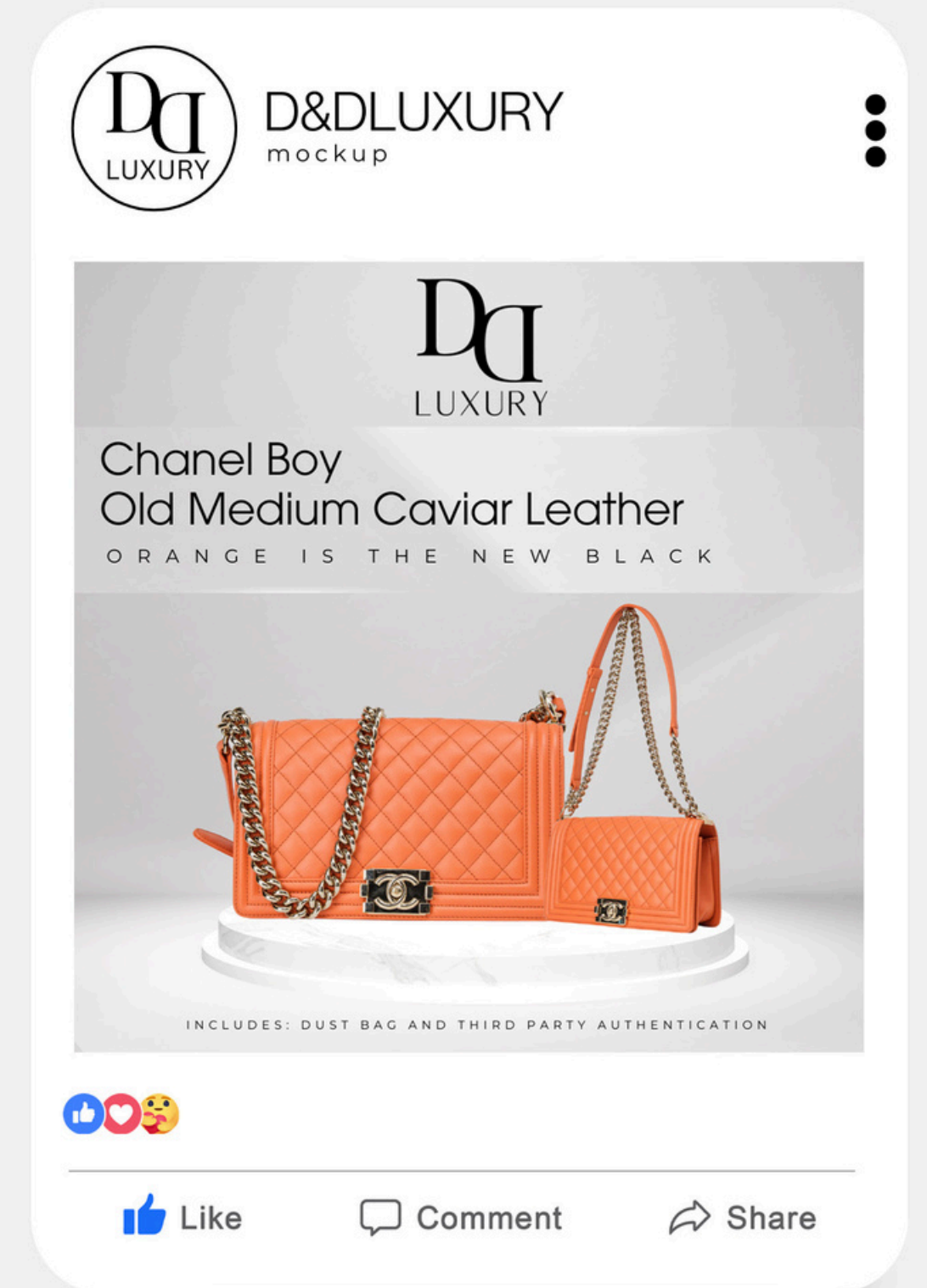
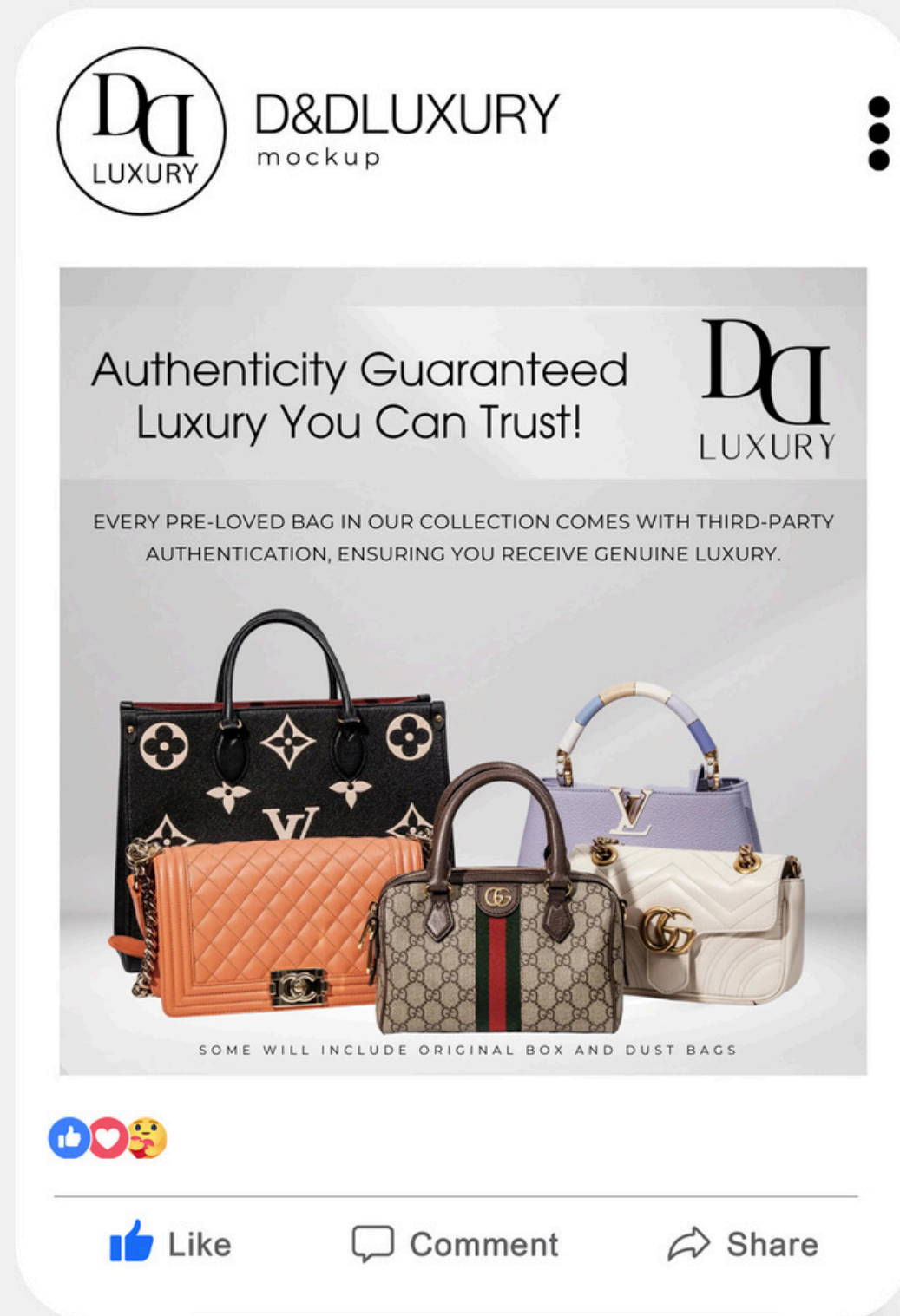
Purity
Simplicity
Clarity
Perfection
Minimalism
Serenity
Precision
Clean Slate



Look & Feel



Look & Feel



Business Cards

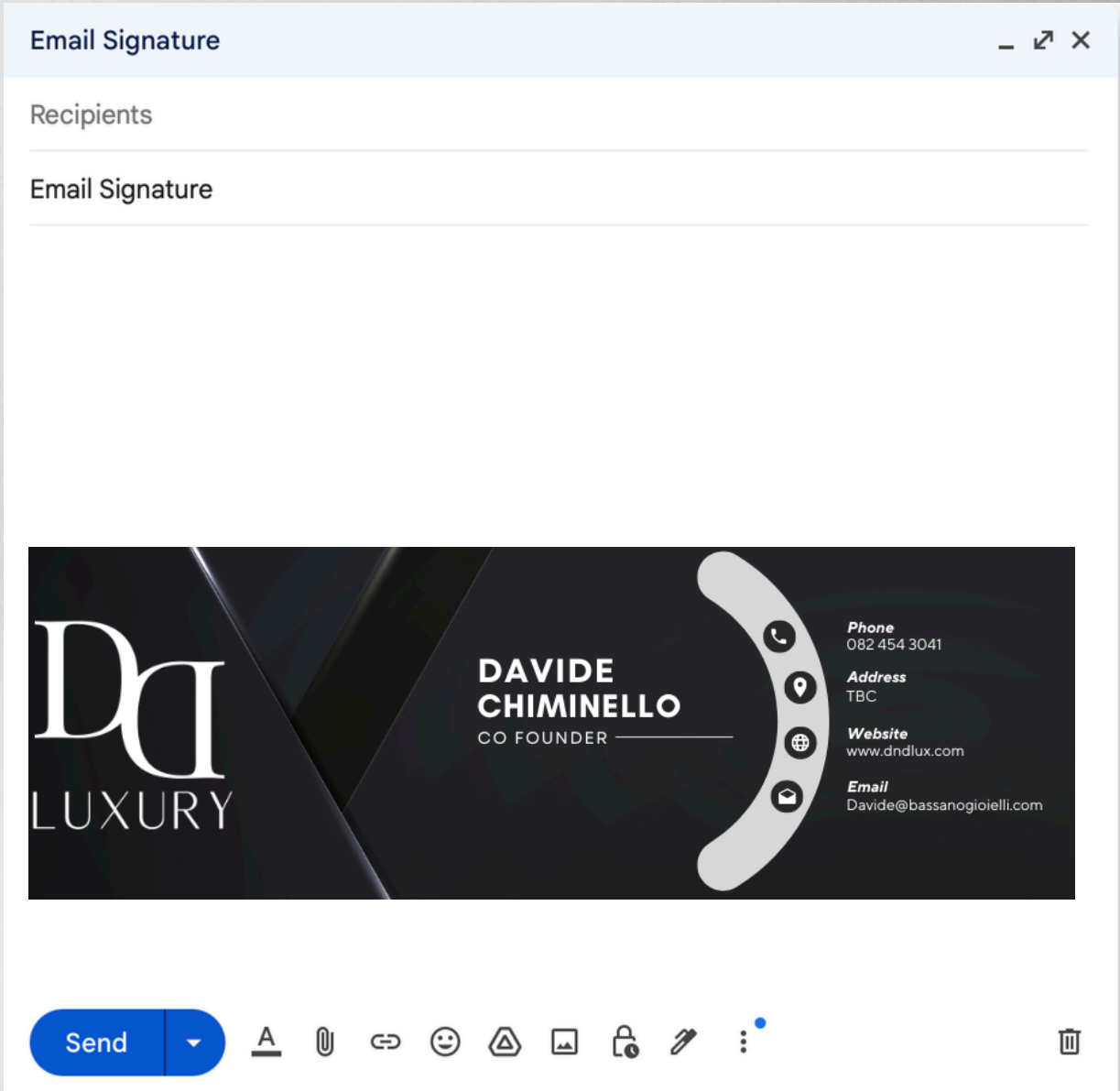


front



back

Email Signature





Letter Head

Office Logo Design



Packaging





Business Stationary

DD LUXURY

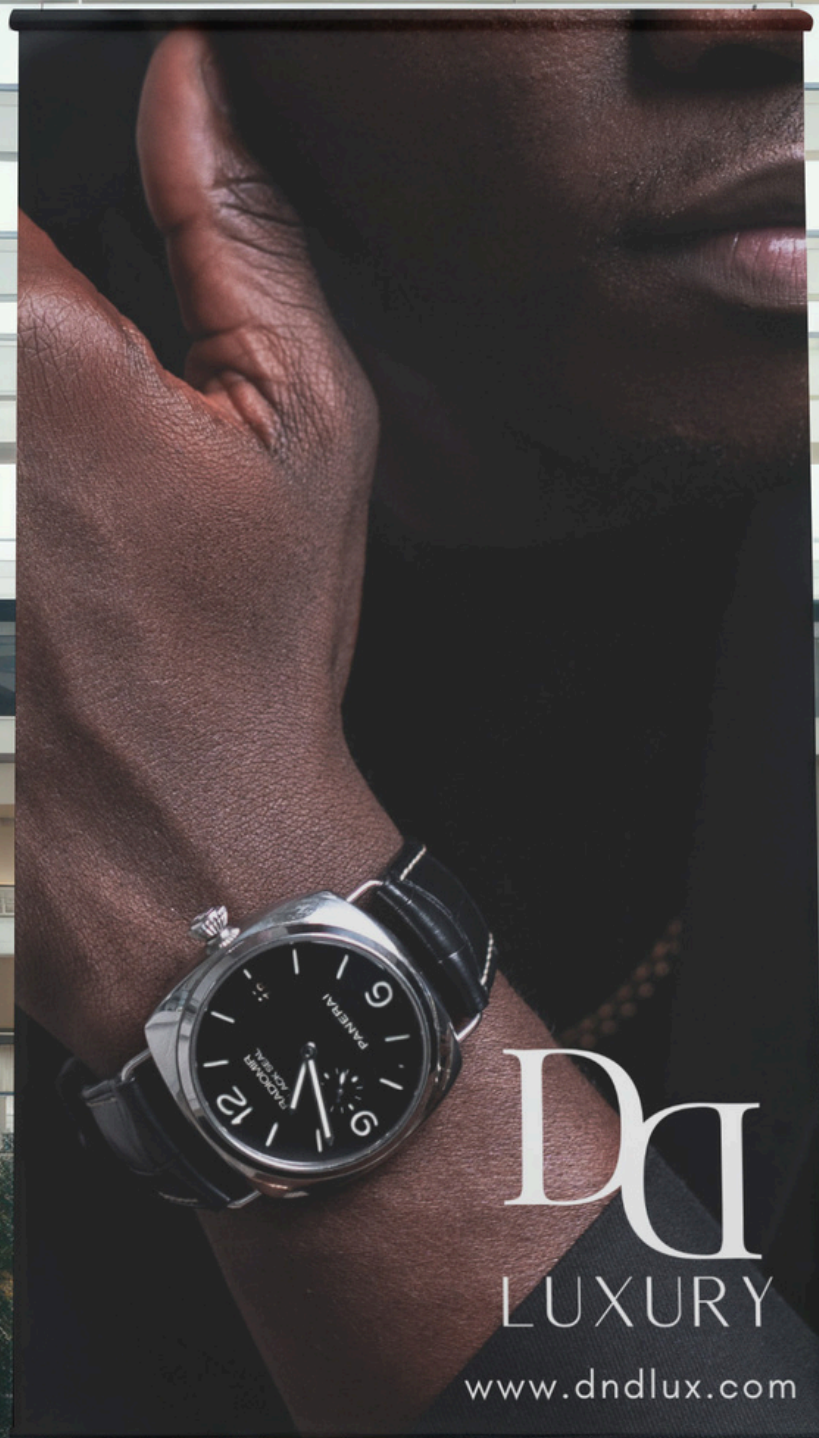
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Social Media

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STYLISHLY FUNCTIONAL

Gucci GG Briefcase With Shoulder Strap In Leather And Canvas



INCLUDES: DUST BAG AND THIRD PARTY AUTHENTICATION



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LUXURY

CARRY STYLE EVERYWHERE

Louis Vuitton White Onthego GM



INCLUDES: ORIGINAL BOX, DUST BAG & THIRD PARTY AUTHENTICATION



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LUXE MINI CLASSIC

Chanel Limited Edition Paris Monaco Mini Flap Bag In Black Lambskin



INCLUDES: THIRD PARTY AUTHENTICATION



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Thank You!

Experience the timeless allure
of curated luxury.