

Connect entrepreneurs to their audience  
through memorable experience

# We help entrepreneurs and companies to ideate, build and deliver high-performance digital solutions.

[ DIGITAL DESIGN STUDIO ]

Our mission

**We provide founders & brands with ambitious goals** the strategic and creative expertise needed to achieve them, partnering with top-tier talent. All while ensuring your energy remain high and balanced. Focus on your priorities.



# Made for big-time returns.

Entrepreneurs can't afford to lose time on anything beyond useful, that's our motto.



Tight project management, no waste.



A strategic roadmap you can get easily.



On time first-pass for on time deliveries.

The logo for Blvck Studio, featuring a stylized 'B' icon followed by the text 'Blvck Studio'.

# BUILD THE RIGHT CONTENT & ACQUISITION SYSTEM

# Get a strategic and creative ecosystem to connect with the right audience.

In a competitive market like Dubai, clients don't just buy properties — they buy into people they trust. We help you craft a powerful visual identity on Instagram with premium videos that reflect your expertise, style, and ambition. It's time to become the go-to agent your audience remembers.

Captivate high-net-worth buyers with content that reflects their standards — refined, exclusive, and visually stunning. Every frame should feel like luxury. Unlock faster business results with content built for performance.



# Luxury-level storytelling that sells

By combining high-end visuals with authentic messaging, we help you increase visibility, attract qualified leads, and convert interest into sales — faster and more consistently. This is more than marketing. It's momentum.



# Instagram editorial strategy

Creative and aesthetic content on Instagram is must-have if you want to elevate your image and perceived-value.

Value

Lifestyle

Educate



# Editorial

## Guidelines

- Authentic storytelling over copy-paste content
- Consistency in visual and textual Brand messaging
- Balancing exclusivity with inclusivity
- Prioritize personal touch in every content

## LOCATION / FORMAT

### Prioritize

- Office / creative space
- High end establishment
- Daily vlog (follow me in my day as...)
- Car interview

## 3 PILLARS CONTENT

Elevated Lifestyle & Well-Being

Inner Mastery & Mindset

Dubai Investment Empowerment

# Inspiration

Business x Lifestyle | Aesthetic, cinematic style

CAROLINE RECEVEUR

LUXURY

DARK PREMIUM

BUSY HIGH END WORKER

ITW Introduction · Educate

Value



# Invest in your most valuable asset : you

Radiates an aura of prestige. Our focus is on creating a visual language that not only captures attention but radiates sophistication, exclusivity, hype.

## Delivrables

- Art Direction
- Personal Branding



# Art Direction

**Business woman · Creative**  
studio, bright, pro light, craft, detailed



**Expertise · Valuable**  
office, talk, pro mic, expert



**Exclusive · Inaccessible**  
flash, real moment, natural, authentic, b&w, intemporel



**Inside · Hard worker**  
stolen moment, inside, backstage, vlog "shaky video"



Brand image

Example

# Mockup



# A refined presence that inspires ambition, trust and transformation

Build emotional connection and social proof through lifestyle storytelling.

- Dubai scenes: cafes, rooftops, business meetings, gyms, beauty salons
- Origin & “Why” – Sara’s Mission
- Behind the scenes of Sara’s life
- Subtle luxury, energy, confidence, elegance
- Show—not tell—how she embodies the 10X lifestyle

# Instagram stories

Stories goal is to create proximity, be every day in head of your audience and finally convert them / asking them to act.

I recommend to create a “running thing”, it could be a word (“important”, it will be your gimmick, every time you enjoy a high moment ‘restaurant, selfcare spa, beach club’) or an action (every day you grab your Starbucks : like that, every time a follower will see a Starbucks, he will think to you).

## Taylor Chiche / Lena situations

use engagement (widget)

- ask me a question
- poll

20% of time

- promote your services
- ask for action

