

# CUYANA

*Brand Positioning & Creative Content Strategy*  
*Prepared by Purpose and Perspective*



## *Project Overview*

*Cuyana is a lifestyle brand founded on the desire to inspire fewer, better choices, offering a sense of ease and empowered perspective on style. A thoughtful curation of relevant essentials, Cuyana affords women the luxury of time to focus on what matters and to lead their most intentional life.*

*Purpose and Perspective reimagined Cuyana's brand position via an emotionally resonant content strategy that captures the integrity of the Cuyana brand and the inherent values that inform the approach to the products they create, rooted in fewer, better. Content is designed to inspire the Cuyana customer to unlock her own potential, capturing a sense of fulfillment and uninhibited desire.*

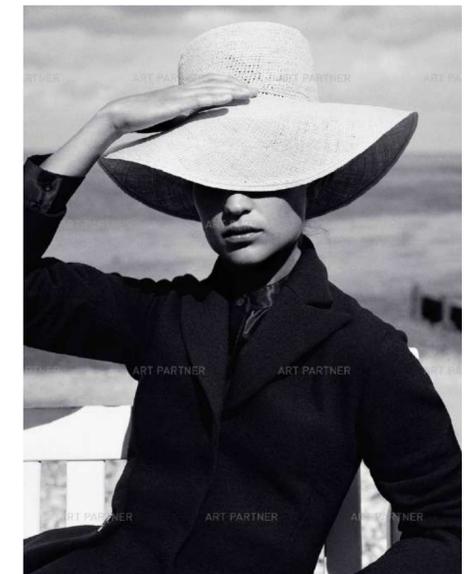
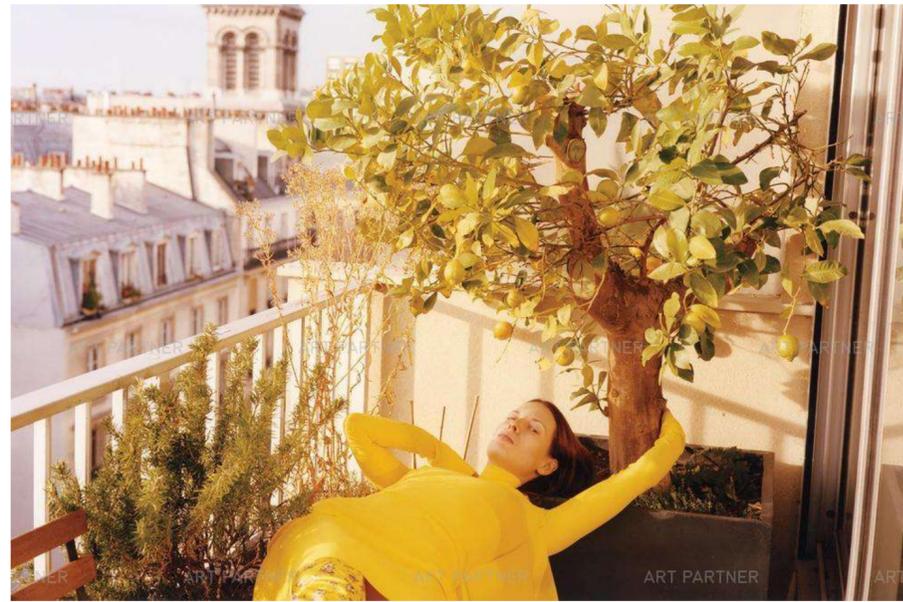
*Cuyana's perspective on global inclusion of design and production to be translated through inspired and compelling storytelling - ultimately creating an immersive and organic customer experience through a thoughtful collection of content.*

*In capturing the lifestyle and aspiration of the Cuyana woman and weaving personal narratives through brand products, Purpose and Perspective to develop a content series derived from the Spirit of the Cuyana Woman and the Story of Objects - creating the Cuyana universe while simultaneously allowing the customer to find their own story within it.*

## *Scope*

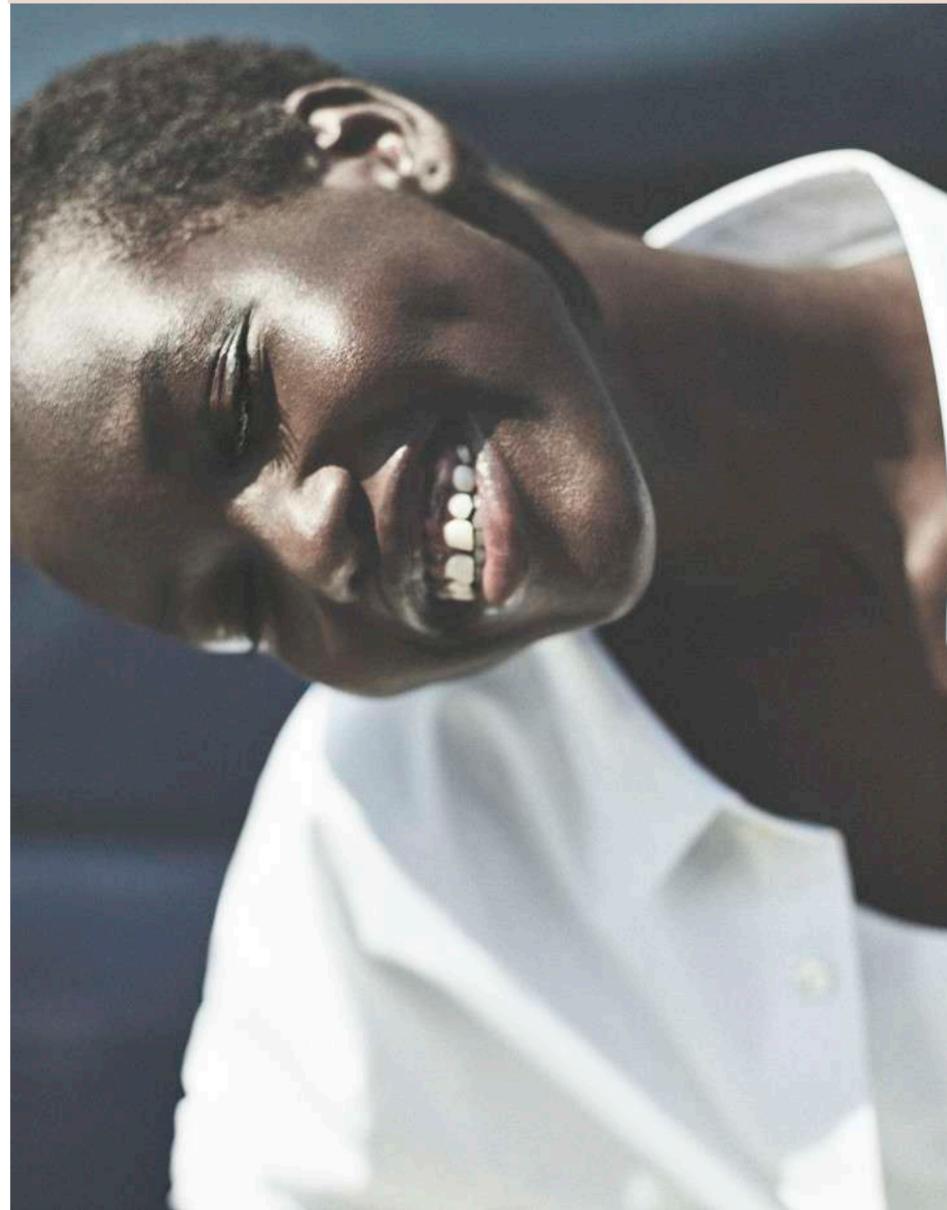
Purpose and Perspective Studio established the visual and tonal direction for the Cuyana content strategy, building out a studied approach to its distribution across all brand channels, timed according to communication touchpoints. This planning phase included a workshop with Cuyana's internal team to gain a deeper understanding of brand ethos and align on mood boards, brand positioning and content communications strategy.

- On-site Internal Brand Workshop
- Brand Creative and Content Audit
- Brand Positioning
- Content Architecture & Vision Strategy
- Content Communication & Channel Distribution Strategy
- Content Calendar
- Creative Contributor Deck



*Landing page prototype*

*Journey to Fewer, Better as a series of thoughtful choices that empower our woman to make her own.*



*Customer:* Reflect the reality that we are on a continuous path of self-exploration and striving to make better choices. Fewer, Better is an evolving journey, not a static destination.



*Curation:* Communicate the thought process behind why CUYANA landed on the specific product assortments for a collection or capsule.



*Product:* Capture the considerations and careful process that goes into the design and production of CUYANA products - from materiality to global supply chain and sustainable practices

*Content Series Strategy*

*Spirit of the Cuyana Woman*

**Editorial Narratives** | Editorial shoots focused on capturing the essence of the Cuyana world and woman. Focus is on authentic models and locations with a considered purpose,

**Cuyana Woman Video Series** | Capture specially curated female personalities, selected for having voices that are emblematic of the Cuyana modern values.

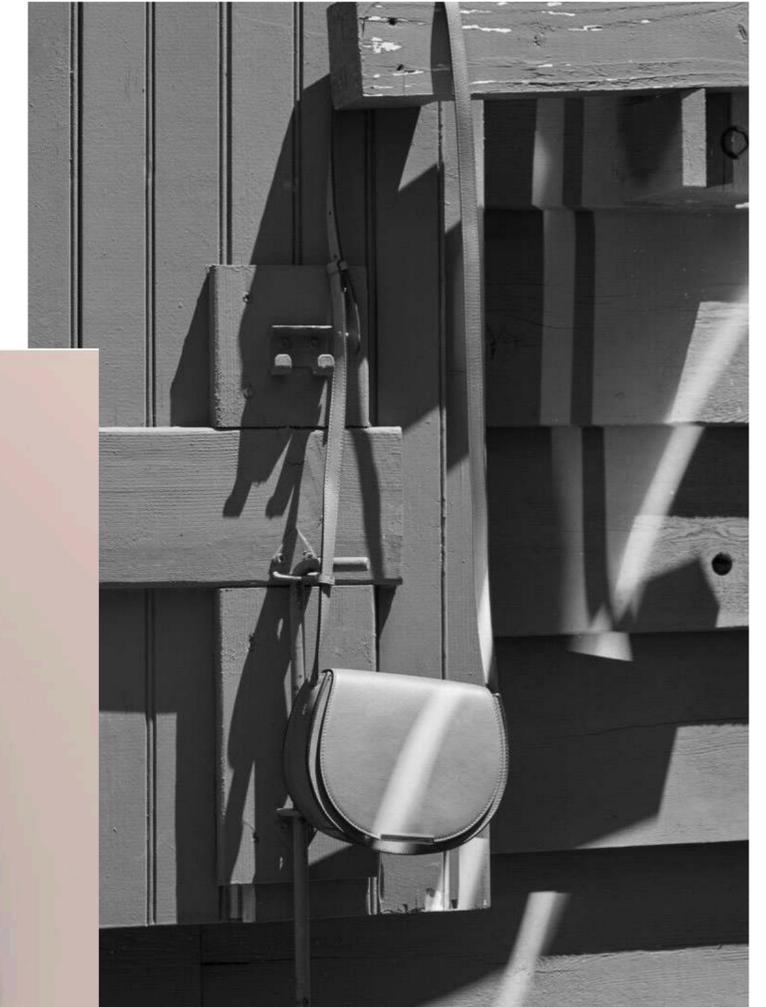
**Connecting Through Cuyana** | A visual and personal documentation of a Cuyana insider's travelogue to the places and people within the brand universe.

**Custom CUYANA Publication** | Custom publication that will further inform the brand point of view through visual and written narratives, designed for both digital and print experiences.

*Story of Objects*

**'My Cuyana' Campaign** | Inspire the *fewer, better* philosophy by inviting the Cuyana community to establish a deeper connection to the objects in their lives and share a personal narrative tied to one of their Cuyana pieces.

**Cuyana Essentials** | An ongoing series that identifies and artfully captures a composite of eight Cuyana core essentials assembled to create a multitude of dressing options. This further informs the *fewer, better* philosophy and showcases the ease and luxury of a consciously curated capsule wardrobe.



Our Toquilla Hats Worn By Our Community

"These are my go-to pieces that I wear from Sunday brunch to weekday errands, and everywhere in between." — Madison

"I have been wearing this sun hat regularly as an extra line of defense. I actually really love the soothing effect it has on an outfit!" — Jennifer

"It takes about 8 hours for a skilled artisan to weave a single hat like this one by hand... so grateful to own one of these hats that I will wear proudly!" — Alice



LAUNCH  
**Meet Our Travel Jewelry Case**

*Cuyana Woman Series*

*Elettra Wiedemann and Isabella Rossellini reflect on past memories and future identities.*

Amidst canopied trees and wild grass in Bellport, Long Island, Elettra Wiedemann and her mother, Isabella Rossellini, share with us a glimpse into their world. The duo muses on the topic of change, self-discovery, motherhood and their relationship with each other. Isabella came to this stretch of the island to connect with nature and pursue her childhood passion—a degree in Animal Behavior and Conservation. After years of acting and posing in front of legendary filmmakers and photographers, Isabella is now an artisanal farmer, supplying her local community with fresh produce.

Like her mother, who instilled in her daughter the notion that happiness is a discipline that requires one to look at what they have and feel grateful, Elettra spent a decade orbiting the model world before pursuing her true passions. Leaving city life to join her mother on the farm, Elettra has realigned her life and career to enjoy more of the simple pleasures—nature, quality time with family and the freedom to shapeshift. This commitment to continue to learn and evolve, illustrated by both Elettra and Isabella, speaks to every woman’s freedom to live life on their own terms, a hallmark deeply ingrained in the DNA of Cuyana.



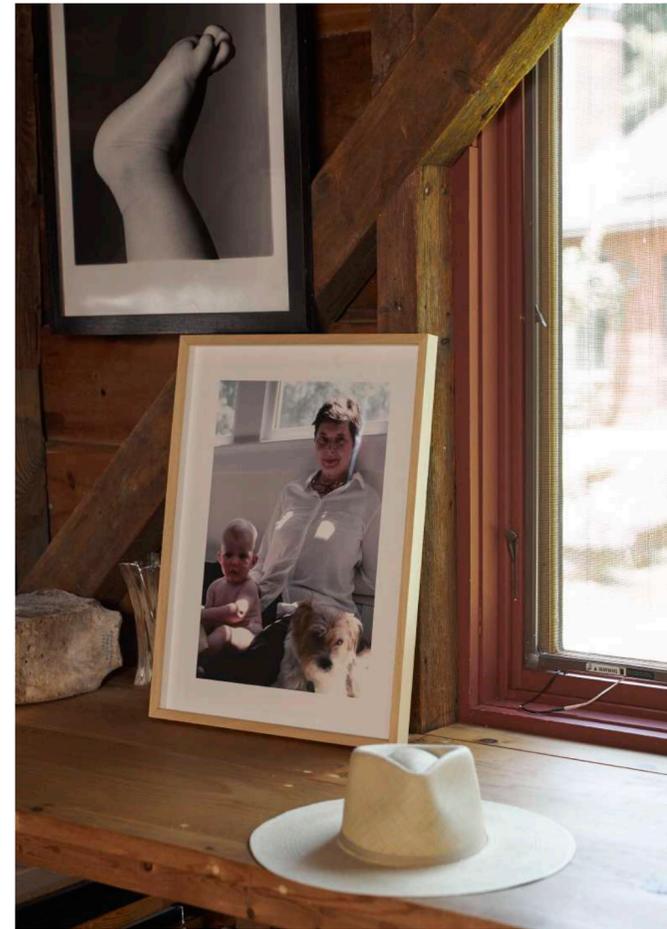
What led you to the farm and a slower pace of life?

EW: I really wanted to cultivate a life where I had my own life, my own identity, but could be around my son as much as I needed to be. There's so much to do at the farm and my son is more interactive now and I'm very grateful for it, but it wasn't always like this.

When Ronin was little, I had specific priorities and they were shifting because of this new role as a mother. At the same time as my son was developing his, my own identity also went through a transition.

IR: When I turned 45, there wasn't much work as a model or an actress, so I went back to university. I got a degree in Animal Behavior and started to farm. This was something I wanted to do as a teenager, but there was no career, no money-making in Animal Behavior back then.

But as you grow older, you acquire a certain amount of freedom. You do less what you think you should do, what society imposes on you, and you just say, "You know what, I want to do this because I like it. I'm going to buy chickens."



“As you grow older, you acquire a certain amount of freedom. You do less what you think you should do, what society imposes on you.”—Isabella



# CUYANA

*Cuyana Woman Series, Isabella Rossellini & Elettra Wiedemann*

