

lighthouse snapshot

Boutique strategy & branding consultancy specialized in luxury, fashion & hospitality

Who we are

Founded in 2008
Headquartered in Paris
An elite team of strategic
& creative consultants
with a global perspective

Our mission

Crafting the positioning of brands
for future success, revealing and
leveraging their assets to fully
unleash their potential

What we do

Brand creation: Define new brands and businesses, with a unique
leading concept and related positioning

Brand expansion: Help companies achieve their growth potential,
staying true to their DNA

Diversification: Expand companies' current businesses, broadening
their mandates or redefining the sectors they compete within -
generating sustainable growth in new areas

Brand refresh: Leverage the assets of an undervalued brand to make it
shine and grow again

Our approach - How we do it

1 - Insights

*Understand the world, your
business, its market, your clients and
competition to anticipate future trends
and identify opportunities*

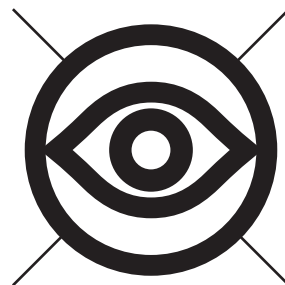
Market dynamics
Brand audit
Best practices

3 - Implementation

*Bring your leading concept to life and
turn it into impact and results*

Marketing strategies & activations
Brand book
Client journey & experience

Strategic vision



Tactical implementation

2 - Strategy

*Leverage your assets with a new vision,
a new leading concept and story that
will make you thrive in the future*

Brand fundamentals
Positioning options
Implications / gaps

4 - Monitoring

*Guarantee the right execution and
protect your assets with fighting
passion*

KPIs definition
Client expertise measurement
Learnings & insights

Key clients

In luxury Vertu / Rizon Jet / Lalique / Alain Ducasse

In fashion Corneliani / Bally / Kenzo / OTB / Superdry

In hospitality Nihiwatu / The Gilded Iguana / Nikki Beach / Onefinestay

Others Nespresso / Auchan / Carrefour / Braun / MIPIM / Caisse d'Épargne