

A reference photo. A whole fashion house.

The model portfolio, brand world, collection, copy and campaign behind Layelle — designed and built end to end.



layelle.com

PREPARED BY
AI Brand Solutions · aibrandsolutions.in



SAME PRODUCT · CLIENT REFERENCE

Turn a folder of product photos into a **brand** worth wearing.

Layelle makes ready-to-wear turbans and foundation volumizers. We took flat product references and built the brand around them — starting with its campaign world.



Hero campaign



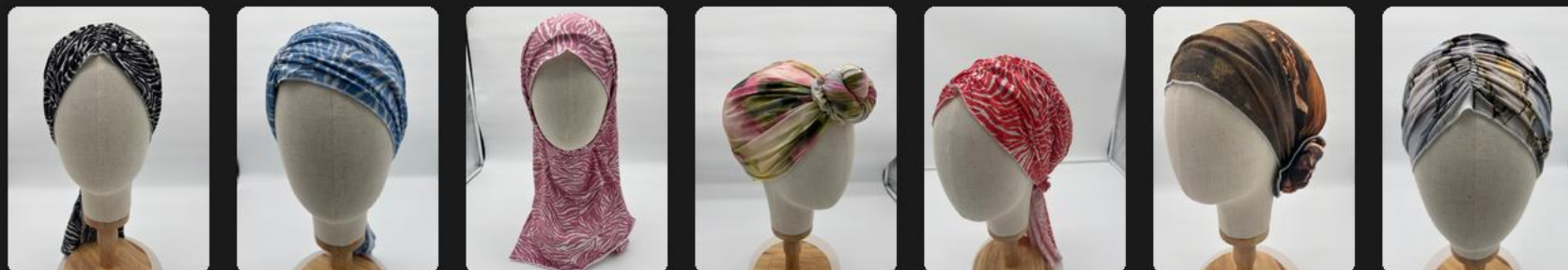
Classic story



Ruched story

This is everything we had to work with.

Unstyled reference photography — every turban shot flat on a faceless display head. No models, no studio, no campaign.



CLIENT-SUPPLIED REFERENCE · AS RECEIVED

— and here's what we turned it all into.



A FINISHED, O

First, we cast the brand.

A consistent, ownable roster of women — across ages, ethnicities and styles — built to carry every product, every print and every campaign frame.



Amara



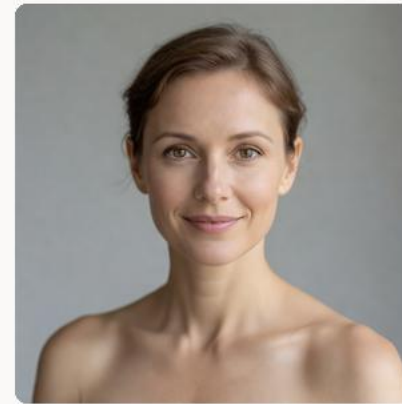
Kelsey



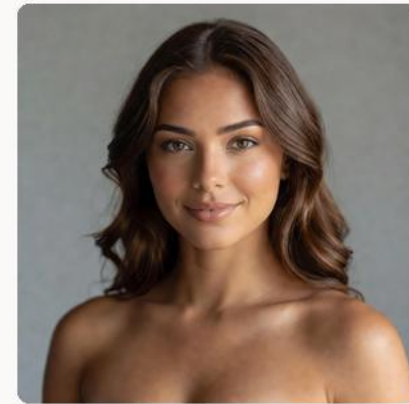
Aisyah



Lena



Diana



Zara



15 distinct faces · one coherent house cast

Same turban.
Suddenly a campaign.



BEFORE · CLIENT REFERENCE



AFTER · ON-MODEL STUDIO CATALOG



Front · profile · back —
one styled set per SKU.

Every print, transformed.

Each client reference (top) became a finished on-model shot (bottom) — same fabric, same print, now worn, lit and shot like a fashion house.



BLUE TIGER

LILAC GEOMETRIC

FLORAL WATERCOLOR

BURNT ORANGE

An editorial system,
soft as the product.



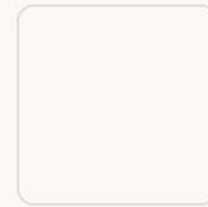
#1A1A1A
Ink



#C9A89A
Nude



#6B6560
Stone



#FAF9F7
Cream



#2C2420
Cocoa

Ag Cormorant Garamond
display, headlines, the wordmark

Ag Inter
body, eyebrows, labels & UI

“Headwear that lets you be you.”

A calm, inclusive voice — em-dashes, white space, never a sales pitch.

Two ways to wear.

Every Layelle turban ships in two constructions — one you shape yourself, one that's ready the moment you put it on.



NOT RUCHED

Classic Multi-Wear

Your blank canvas. Wrap it, twist it, tuck it, or leave it flowing.

— Classic & Ruched, in every colourway



RUCHED

Ruched Multi-Wear

Already shaped, already beautiful. Just put it on and go.

— Classic & Ruched, in every colourway

08 · LIMITED EDITION

Expressions in Print.

A curated capsule of expressive prints — for the woman whose style speaks for itself.



Gold Shimmer Waves



Fall Vibes



Geometric Tulle



Sunset Breeze



Lilac Geometric

The pieces underneath.

Quietly thoughtful foundations — shape, secure fit and effortless ease for every turban.



Essential Volumizer

A smooth, natural shape for every day.

\$38



Essential Volumizer Plus+

Sculpted volume for a fuller silhouette.

\$42



Non-Slip Velvet Headband

Keeps wraps in place all day — no slipping.

\$25

One face. The whole catalog.

Because the cast is consistent, a single model can carry an entire line — every style, every print, perfectly matched across the shoot.



AISYAH · SIX STYLES, ONE COHESIVE SHOOT

One Layelle, every kind of day.

From the studio to the dinner table to the boarding gate — a single soft wrap, placed into a world of real moments.



Yoga studio



Market date



Airport gate



Pottery class



Home garden



Coffee run

A brand world, not just a catalog.



MEET THE FOUNDER

Talk it through with Diana

CONSIDERED PACKAGING



Arrives



Reveals



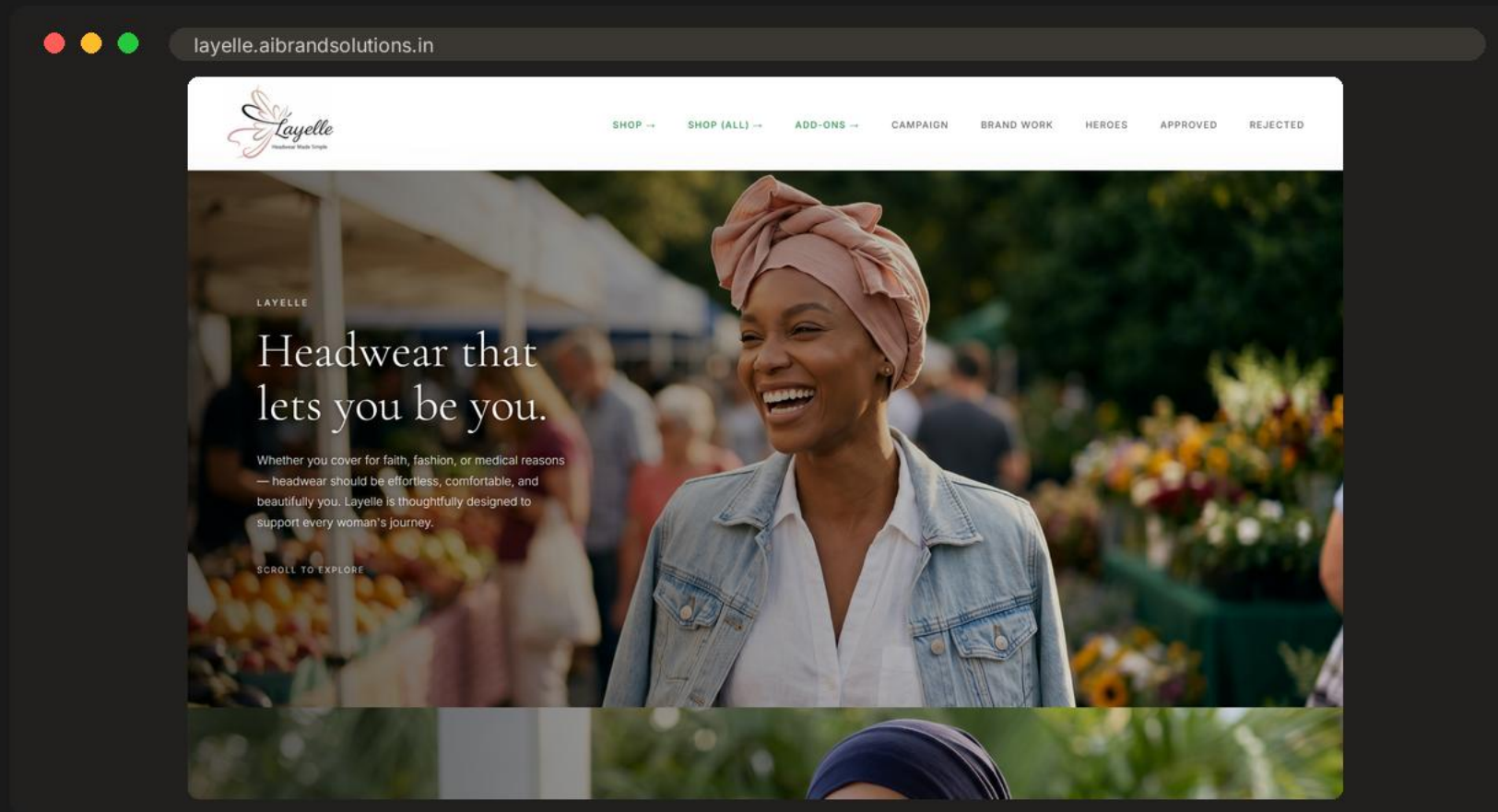
Travels

HERITAGE



Selected by San Francisco's de Young Museum for its 2018 Contemporary Muslim Fashions exhibit — woven into the brand's story.

Designed and built,
end to end.



PAGES SHIPPED

- 01 Landing campaign
- 02 Shop — all SKUs
- 03 Product detail
- 04 Add-ons
- 05 Expressions in Print
- 06 Founder consultation
- 07 Brochure suite

14 · LIVE

However you wear it, it's live.

From a folder of reference photos to a complete brand — model portfolio, collection, copy, campaign and storefront.

60+
catalog shots

15
model faces

2
constructions

1
brand, end to end

layelle.com

AI BRAND SOLUTIONS

Brand systems, built for the internet.

aibrandsolutions.in

Design & build for Layelle · layelle.com