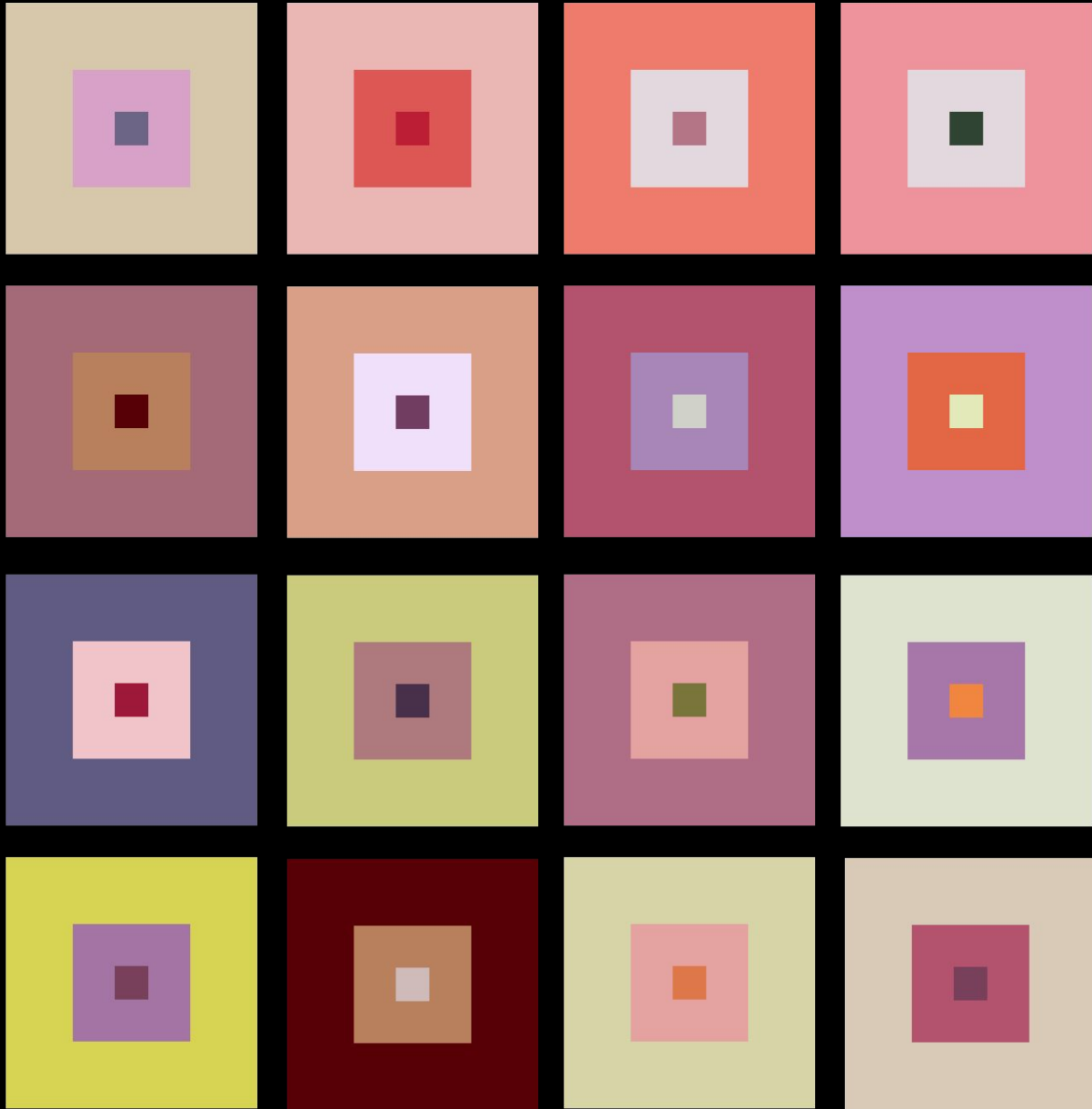
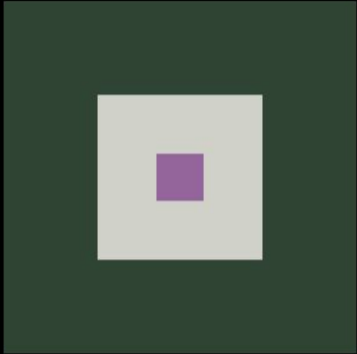


**A
WEBSITE
INSPIRED
BY
A FIG**



CHOSEN COLOR PALETTES



The fig is the edible fruit of *Ficus carica*, a species of small tree

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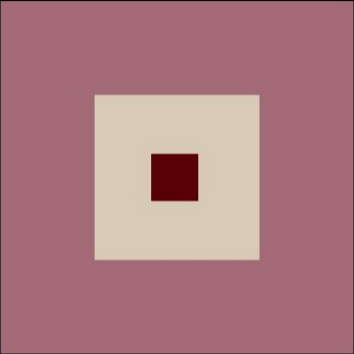
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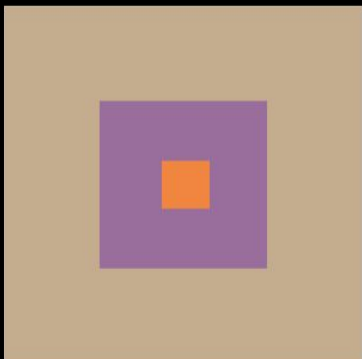
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THE CHOSEN ONE



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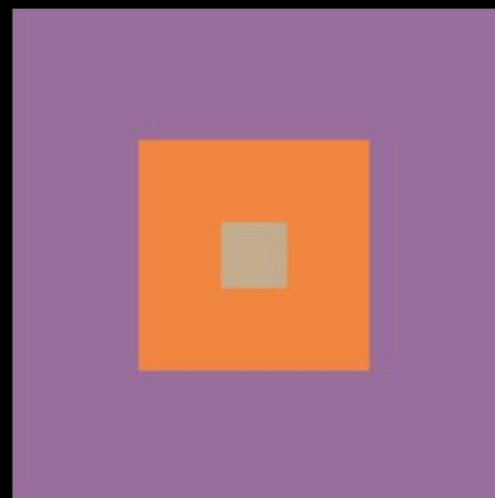
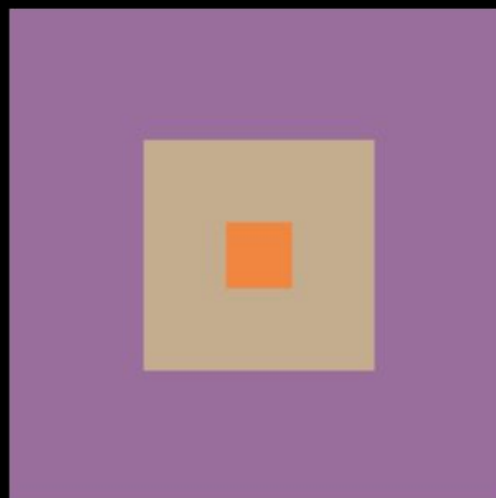
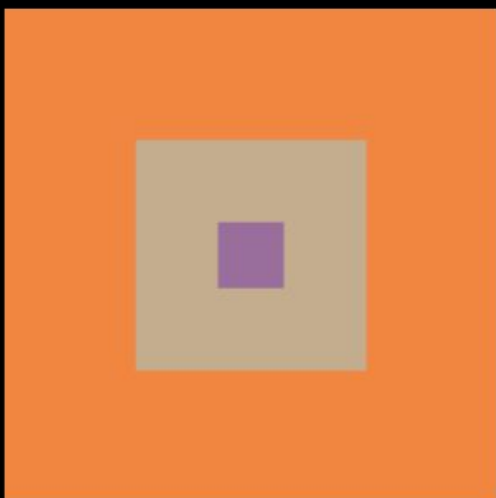
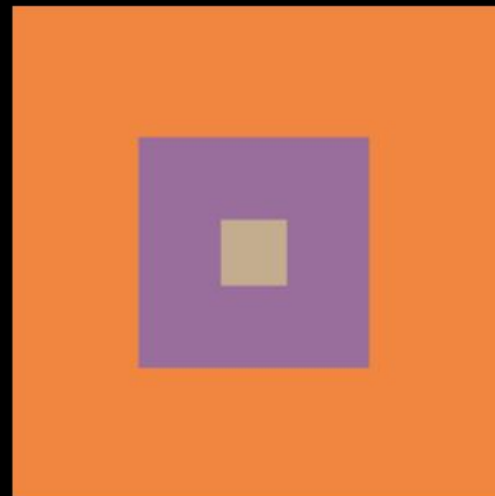
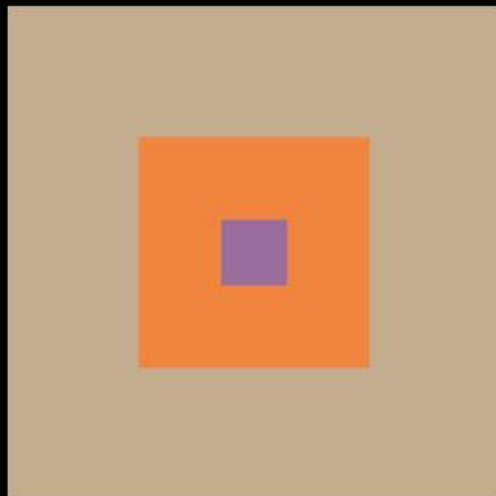
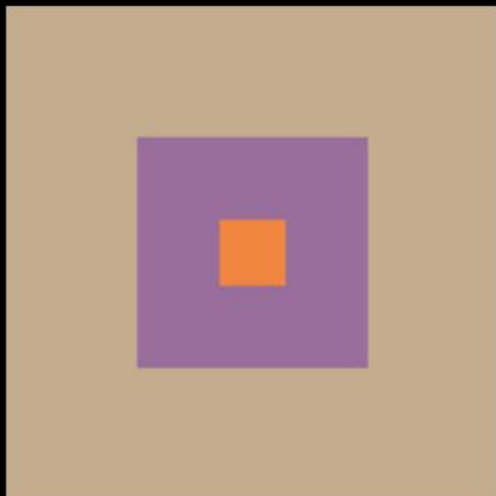
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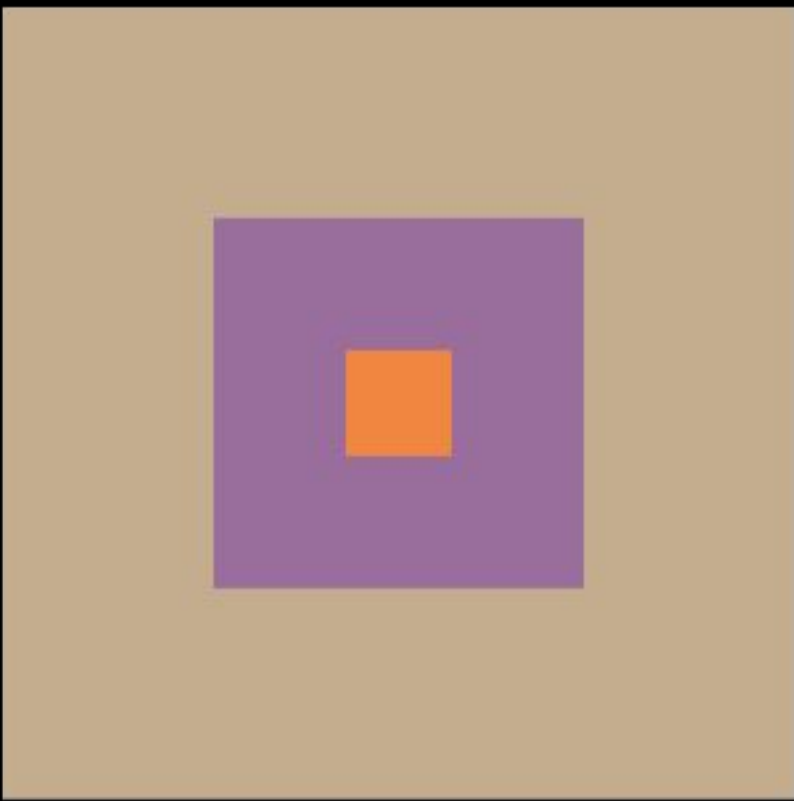
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PURPLE

luxury royalty nobility spirituality mysticism creativity elegance calmness femininity playful

ORANGE

energy warmth enthusiasm vibrancy joy inspiration passion

COLOR OF THE SAND

natural earthy vibe warmth relaxation calmness

The color of sand is also often associated with the beach and the ocean, which can evoke a sense of freedom, adventure, and serenity.

**SKINCARE
BRAND**

SKIN
CARE
BRAND

VERBS

CARE
TOUCH
APPLY
SMELL
FEEL
SENSE
GENTLE
PROTECT
BOOST
NOURISH
GLOW

FEELINGS

SELF-LOVE
HAPPINESS
RELIEF
CALMNESS
EXCITEMENT
BLISS

RELEVANT CONCEPTS

MORING ROUTINE
NIGHT ROUTINE
CLEANSING
PURE
APPEALING
SMART
CONVENIENT
VEGAN
CRUELTY FREE

ABSTRACT CONCEPTS

COLORS
SUMMER
WINTER
PLAYFULL
RITUAL
CEREMONY

**THE
NAME**

happy + face = HAPE

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SONA**

PERSONA LOCAL  STATEMENT/QUOTE “ ” Name ΔΙΩΝΗ ΚΑΡΥΩΤΗ Age 23 SALES ACCOUNT Occupation MANAGER Location ATHENS, GREECE Status IN A RELATIONSHIP BIO MUSIC DOGS SEX	PERSONALITY Extrovert Introvert Sensing Intuition Thinking Feeling Passive Active WHAT MAKES ME GET INVOLVED Incentive Fear Achievement Power Social FAV BRANDS/APPS/INFLUENCERS THE ORDINARY SKINCARE ZADIG ET VOLTAIRE DUA LIPA INSTAGRAM SKROUTZ TIK TOK EFOOD LIKNEDIN DEVICES & PLATFORMS LAPTOP WINDOWS IOS DEVICES AIRPODS	TECHNOLOGY EXPERTISE Internet Software Social Networks AR , VR, MR, IoT GOALS ΣΩΣΤΕΣ ΚΑΤΗΓΟΡΙΟΠΟΙΗΣΕΙΣ REVIEWS ΠΡΟΓΡΑΜΜΑ ΕΠΙΒΡΑΒΕΥΣΗΣ	WHERE TO FIND ME Traditional marketing Online ads & email Blogs & Social Media Referrals PAIN POINTS NO INGREDIENTS ΛΕΠΤΟΜΕΡΗΣ ΕΠΕΞΗΓΗΣΗ
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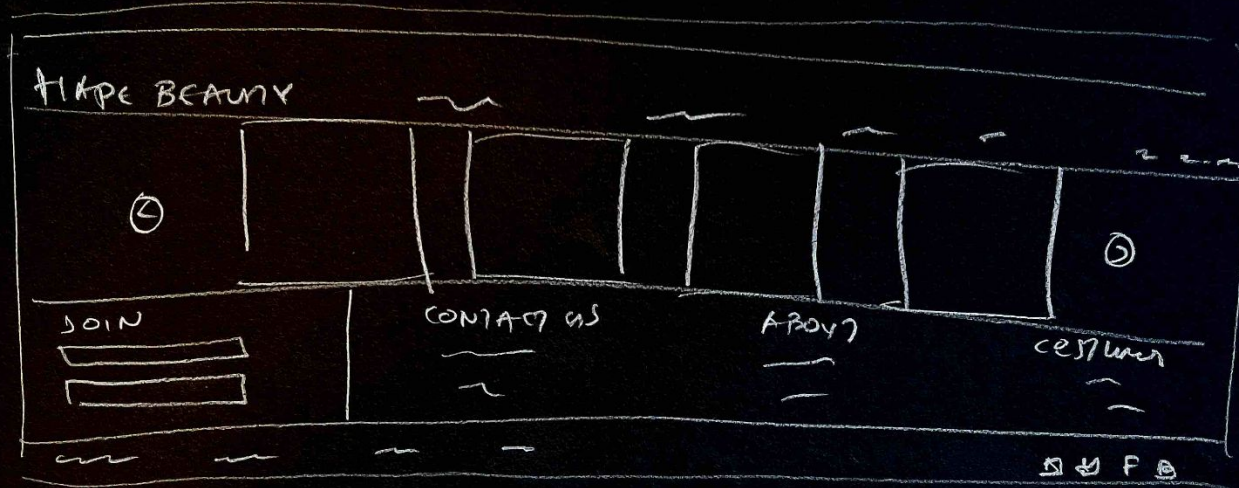
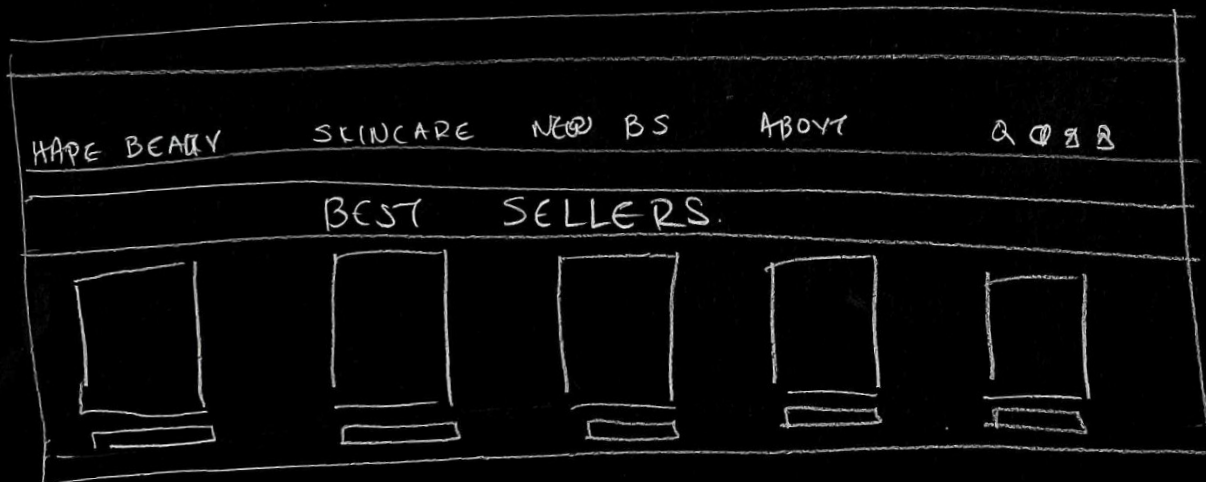
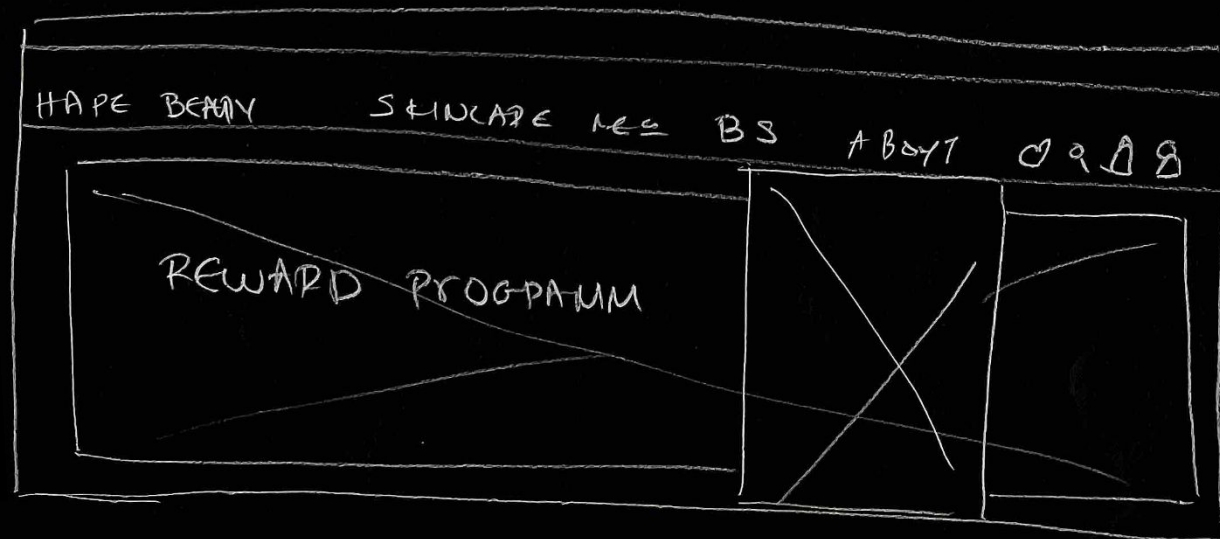
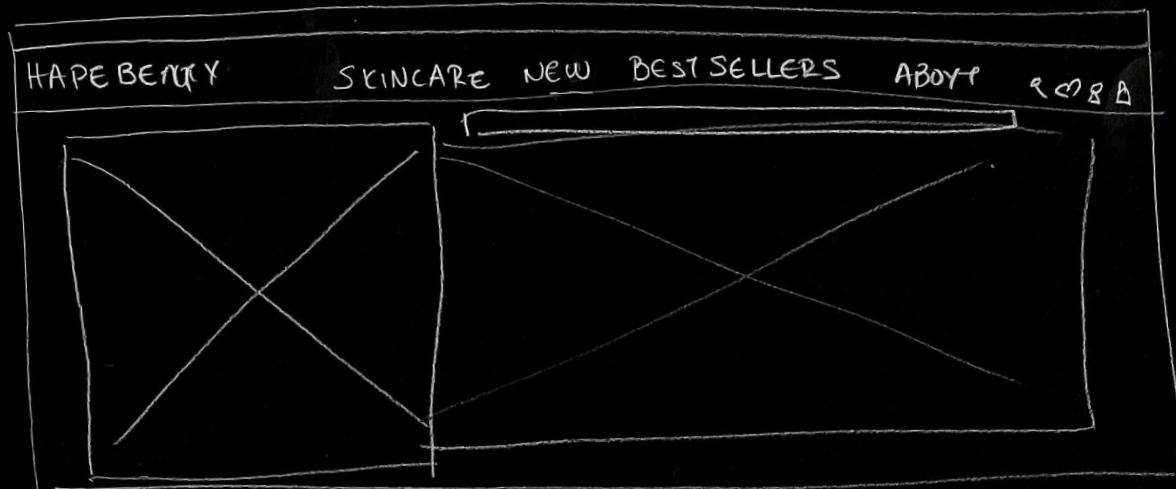
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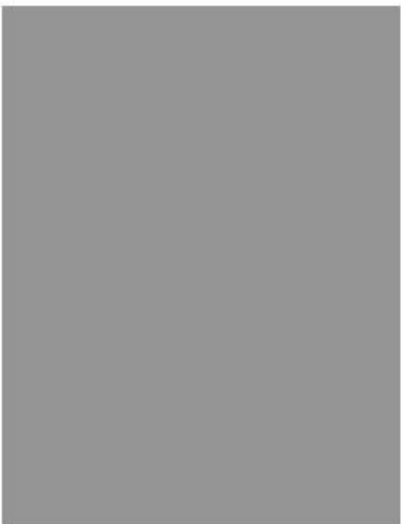


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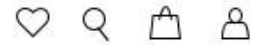
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