

CM STUDIO

BOUTIQUE CREATIVE STUDIO SPECIALISING IN CREATIVE DIRECTION, DESIGN AND PRODUCTION
FOR FASHION AND BEAUTY.

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CONTACT US

CM Studio partners with fragrance and beauty brands, shaping clear visual worlds across content, design and branding. Through striking imagery and motion, we give scent a visual language, supported by strategy and thoughtful production to deliver consistent, high impact work. Brands engage us to lead projects from first idea to final delivery or to elevate a focused brief with precision and creative clarity.



2. Industry Insight

Fragrance must be felt visually. It relies on atmosphere, emotion and mood rather than literal storytelling.

CM Studio specialises in translating these sensory qualities into a cohesive visual language that works across campaigns, paid assets, organic content and retail communication.

We ensure every asset speaks the same visual language so audiences recognise the brand instantly and feel connected to the world behind the scent.

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3. What We Support

Most fragrance brands face similar pressures. Limited content variety, inconsistent tone, slow production cycles and the need for high performing assets across many channels.

CM Studio solves these challenges with a structured content system that delivers consistency, clarity and volume without compromising artistry. We maintain a strong creative vision while supporting the fast pace of digital communication.



4. Our Creative Approach

Our approach blends strategic thinking with refined imagery and motion. First, we define the visual world that sits behind the fragrance identity.

Next, we explore tactile materials, colour, light and composition to express the personality of the scent.

Finally, we build a repeatable system for monthly content so the brand always has assets that feel elevated, recognisable and aligned with the overall narrative.

We offer three structured tiers designed to support different levels of output. Each tier maintains the same creative quality while providing flexibility to match budget and content needs.

Tiers typically include hero stills, supporting stills, short motion clips, texture studies and social content variations.

The aim is to create a consistent monthly flow of refined visuals that evolve with the brand.

Tier 1 – Content Foundations

£2,700 to £3,000 per month

Designed for small boutique fragrance brands that need consistent content, early stage structure, and a clear visual voice without full studio production.

What is included:

- Strategy and Planning
- Monthly content calendar
- One content pillar (theme) per month, such as a hero product or brand story
- Light optimisation guidance

Content Creation

- Eight assets per month
- Mix of photography and simple motion
- Minimal set styling using existing brand aesthetic
- Clean, cohesive visual treatment

Copywriting

- Captions and hashtags for all posts

Performance Support

- Light engagement support at posting time
- Basic monthly insights report

Ideal for: brands building consistency, rhythm, and foundation.

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Tier 2 – Growth & Storytelling

£5,000 to £6,000 per month

A strong content and creative partnership for brands ready to scale storytelling, elevate visuals, and structure their social output more strategically.

What is included:

- Strategy and Storytelling
- Monthly editorial calendar
- Two to three content pillars such as brand world, ingredients, lifestyle, or collection focus
- Alignment with seasonal or campaign moments
- Posting strategy informed by audience behaviour

Content Creation

- Twelve to sixteen assets per month
- Mix of photography, short form video, and reels
- Light set design and prop styling
- Consistent aesthetic direction across all formats
- Copywriting and Micro Scripts
- Captions and hashtags
- Short scripts for reels or stories

Community and Performance

- Light weekly community management
- Monthly analytics, insights, and optimisation roadmap

Ideal for: brands looking for story depth, strong visuals, and social momentum.

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Tier 3 – Full Studio Creative Partnership

£8,000 to £10,000 per month

A comprehensive, high touch creative partnership for brands ready to invest in elevated production and consistent campaign-level storytelling.

What is included:

Creative Direction and Strategy

- Full content system and brand narrative structure
- Seasonal campaign planning
- Creative direction and art direction across all content

Content Creation

- Twenty or more assets per month
- Still life, model, and motion content
- Full set design and bespoke prop styling
- Monthly or quarterly shoots in studio or on location

Copy, Scripts, and Storytelling

- Captions, scripts, and storyboards
- Direction for talent, movement, framing, and lighting

Community and Performance

- Weekly community management
- Comprehensive analytics and performance reviews

Usage Rights

- Digital usage included
- Additional campaign, paid, or print usage available

Ideal for: brands looking for an external creative team to support all content and campaign moments.

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6. Optional Add Ons

Brands can expand their tier with additional motion, advanced editing, newsletters, campaign concepts, product pages, website updates or seasonal assets.

Add ons allow you to scale your content library without committing to a new tier and keep your visual world fresh throughout the year.

www.cmstudio.uk

7. What You Receive Each Month

Each month we plan, create, organise and publish your content.

You receive a structured content calendar, a planned shoot, edited stills and motion, and ready to post formats for each platform.

We schedule and post on your channels, manage the assets in organised folders with clear naming, and provide guidance on where and how each piece of content should be used for maximum impact across organic, paid and retail touchpoints.



[check full project](#)



8. Production Workflow

Our workflow is designed to be smooth and efficient. You approve the creative direction.

We prepare the shoot, manage production and deliver assets ready to use.

Communication remains clear at each step so the process feels organised and predictable. This ensures you receive high quality work with minimal internal lift.

We present a curated selection of work relevant to the fragrance and beauty industry. Each example demonstrates our capability in creative direction, refined set design, atmospheric lighting, premium product styling and sensory storytelling. The aim is to show how we translate brand identity into compelling visual content that stands out in a competitive landscape.

This body of work was commissioned by **Rakes Sense**, a biannual publication focused on the luxury fragrance world. The series translates each fragrance into a visual journey, where every composition distils the notes, mood and character of the scent into symbolic cues that guide the viewer through an imagined landscape. The images become portals, inviting an instinctive and emotional connection to the fragrance before it is even experienced.

[check full project](#)



We crafted and produced a full visual series for **Eredi Zucca**, bringing the brand's heritage and creative ambition into a contemporary fragrance narrative. Our role spanned creative direction, art direction and set design, building distinct worlds for each scent through objects, symbols and crafted atmospheres. The result is a cohesive body of imagery that bridges tradition with modernity, shaping a strong visual identity for the collection and elevating the brand's presence across campaign and retail touchpoints.

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10. Timeline

- Week of
Dec. 8
Concept Definition
- Week of
Dec. 15
Production & Shooting
- Week of
Jan .06
Post Production and Delivery

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11. Team and Leadership

CM Studio is led by Carolina Mizrahi, creative director, photographer and set designer.

With extensive experience in luxury beauty, fashion and fragrance, Carolina oversees the creative vision while collaborating with a trusted network of specialists across production, retouching, styling and motion.

This ensures each project benefits from consistent direction and high level execution.



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12. Selected Clients

ACROSS THE INDUSTRIES OF FASHION, BEAUTY
& LIFESTYLE

PRADA

EDITIONS DE PARFUMS
FREDERIC MALLE

PHILIPS



marie claire



PENHALIGON'S
EST. LONDON 1870

LANCÔME
PARIS


SWAROVSKI

DOLCE & GABBANA

LUSH



We take pride in shaping the visual stories of the brands we collaborate with and look forward to forging many more meaningful partnerships.



VOGUE



ASOS



13. Next Steps

Should this work speak to your brand's vision, we can proceed with an initial conversation to define intent and shape the creative framework together.

We then build a detailed proposal outlining concept, production and timelines to move smoothly into development.

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14. Contact

LONDON/WORLDWIDE

PROJECT ENQUIRIES:

hello@cmstudio.uk

CONNECT WITH US:

[Instagram](#)

[Linkedin](#)

WEBSITE:

cmstudio.uk

Thank you!

