



Astronea®

Kings of Customisation

A luxury brand specialising in wardrobes, tiles, doors, and partitions, built on 20+ years of expertise, Italian & German materials, and a zero-refusal design record. Right now, their presence is subtle. **We want to make it loud, THE WAY THE BRAND DESERVES.**

01

2026 Content Strategy Planning



“LOUD PROOF”

CORE IDEA:

Astronea goes loud — bold, confident, larger-than-life, matching their “Kings of Customisation” positioning.

But every loud claim is backed by real proof: real designers, real history-based authority, real numbers.

*Social media isn't for selling it's
for storytelling*
*Our job is to **STOP THE SCROLL***



- **Storytelling:** Every post tells a story, not just shows a product.
- **Social Proof:** Real designers, real projects build trust faster than claims [BTS].
- **Curiosity:** Informative question hooks make people stop and stay [History].
- **Consistency:** Showing up loud and often builds recognition.
- **Trends:** Recreating viral videos.
- **Subconscious Validation:** Customers trust Astronea before they look for it, which pulls designers toward us.





Solving It From Both Sides



Customers:

Struggle to find designers who get their vision.



Astronea:

Builds a trusted list of designers who match our brand language.



Why it works:

Collaboration builds profiles, visibility, and real social proof.

QUESTIONS

TO ASK DESIGNERS

01

What's your favourite design you've created for Astronea, and what inspired it?

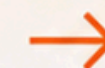
02

What was the biggest challenge you faced on this project? (space size, material issue, tricky layout)

03

Before [Optional] and after photos of project collab with astronea.

BEFORE



AFTER





**Become
the brand
that knows
design
through
curiosity-driven
storytelling.**

**BUILDS TRUST
BEFORE YOU EVER
ASK FOR A SALE.**

1/6

Astronea®

The History of Wardrobes

Luxury wardrobes didn't
get simpler by accident.
Here's what changed,
era by era.

4/6

Mid 1900s

Smart storage
becomes a priority.

- + Added: Sliding doors, efficient use of space
- Missing: Premium materials, personalisation

2/6

1600s

Handcrafted.
Ornate.

- + Added: Hand-carved ornate detailing
- Missing: Built-in storage, space efficiency

5/6

2000s

Modular.
Customisable.

- + Added: Modular systems, custom interiors
- Missing: True personalisation, craftsmanship

3/6

1900s

Function
meets form.

- + Added: Functional compartments
- Missing: Seamless room integration

6/6

Today

Personalised luxury
made for you.

- + Added: Full customisation, premium finishes, smart features

Astronea®
Kings of Customisation



Use as a 6-part reel series • Each slide = 1 reel



01/06

Astronea®

Five moods. One design language.

Explore five distinct
moods, all in one
timeless system.



Bold



Chic



Timeless



Trendy



Yours

02/06

This combo =

Bold.

High contrast,
no apologies.

- + Deep charcoal walls
- + Brass hardware
- + Rich accent
- + Strong attitude

Charcoal

Brass

Forest Green

Espresso

Black Marble

03/06

This combo =

Chic.

Understated,
expensive-looking.

- + Soft ivory walls
- + Matte black accents
- + Clean lines
- + Minimal styling

Soft Ivory

Light Greige

Matte Black

Warm Oak

Linen

04/06

This combo =

Timeless.

Never dates,
always works.

- + Warm neutrals
- + Natural textures
- + Brass detailing
- + Classic & calm

Warm Taupe

Linen

Natural Oak

Brass

Jute

05/06

This combo =

Trendy.

Right now,
right here.

- + Statement wall
- + Bold texture
- + Modern edge
- + On-trend vibe

Deep Green

Olive

Black Marble

Blush

Terracotta

06/06

One Astronea finish.
Five identities.

Which mood
matches your space?



Bold



Chic



Timeless



Trendy



Yours



Comment below
and let us know!

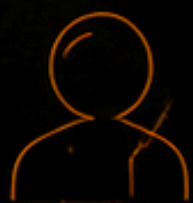
*Convert trust
into buying
intent by being
genuinely
useful.*

inspired by
@katyaklema
on instagram



40FT. ZERO COMPROMISES.

— The Architect Reveal Series



894+

ARCHITECTS.
REAL PROJECTS.
REAL PROOF.



FEATURING

AR. KUNAL MEHTA

Studio KMA

📍 Gurugram, Haryana

Another space,
matched by **Astronea**.
Built with **Studio KMA**.

📺 REEL SERIES.

REAL SPACES. REAL ARCHITECTS. REAL PROOF.



RAW TO REVEAL.
EVERY DETAIL COUNTS.

FOLLOW FOR MORE
REVEALS LIKE THIS.





PILLAR 1

EDUCATE

Builds trust.
Creates value.

25%



PILLAR 2

INSPIRE

Builds aspiration.
Drives dreams.

20%



PILLAR 3

TRENDY

Rides trends.
Gets discovered.
Sparks engagement.

30%



PILLAR 4

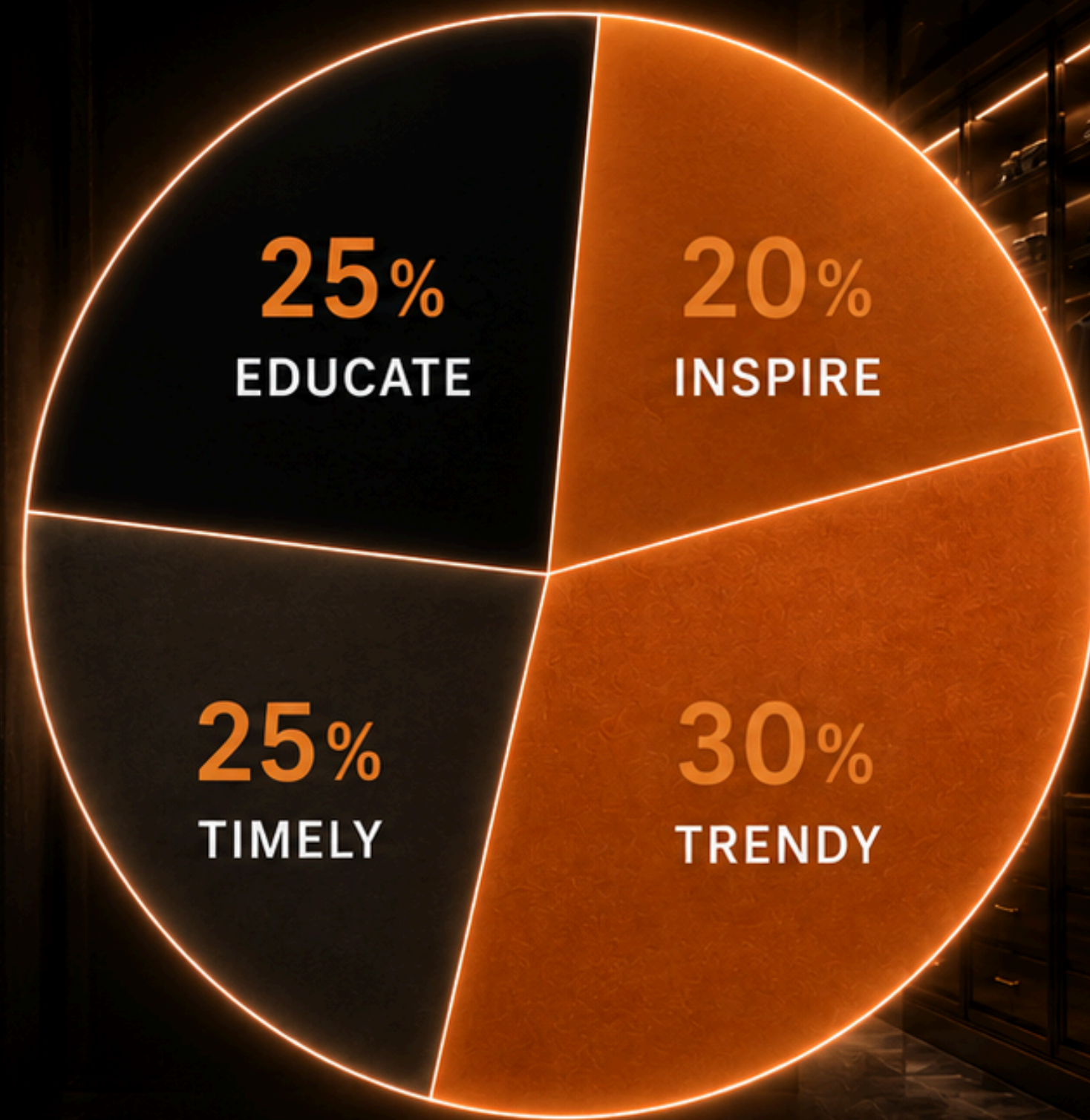
TIMELY

Capitalizes on the now.
Stays relevant.
Keeps the momentum.

25%

WHAT ARE WE POSTING?

A balanced mix that builds today & lasts tomorrow.



ASTRONEA CONTENT STRATEGY

Grateful for the opportunity to work with Ryan and the Leap Company team.

Looking forward to bringing this to life.

