



LIVE LUXE

Luxury Lifestyle Brand Activation

Creative Direction ★ Brand Positioning ★ Omnichannel Experience

A lifestyle-first brand evolution repositioning Thermador for the next generation of luxury buyers.

Reimagining Luxury for the Way People Live

- ★ Thermador sought to evolve beyond product-led marketing
- ★ The goal: attract millennials and next-gen luxury buyers
- ★ Shift perception from “premium appliance” → aspirational lifestyle brand
- ★ Drive showroom traffic, loyalty, and cultural relevance



From Product-Led to Lifestyle-Led

What we observed

- ★ Beautiful product photography already existed
- ★ Branding was consistent, but emotionally distant
- ★ The missing layer was human desire and lifestyle context

Strategic pivot

- ★ Lifestyle before product.
- ★ Aspiration before specification.
- ★ This is where your strategic thinking shows up clearly.



Thermador★[®]

———*For the Way You Live*———

LIVE LUXE

A lifestyle-first positioning that reframed Thermador as an extension of identity, not just a kitchen choice.

Designing Aspiration, Not Ads

Creative Principles

- ★ Human moments over product features
- ★ Fashion-led styling and cinematic lighting
- ★ Luxury through restraint, not excess
- ★ Personalization and aspiration at every touchpoint



Light



Ease



Materiality

Establishing a Lifestyle Mood



Light



Ease



Materiality

- ★ Blue Tones
- ★ Materiality
- ★ Editorial Contrast

Thermador★

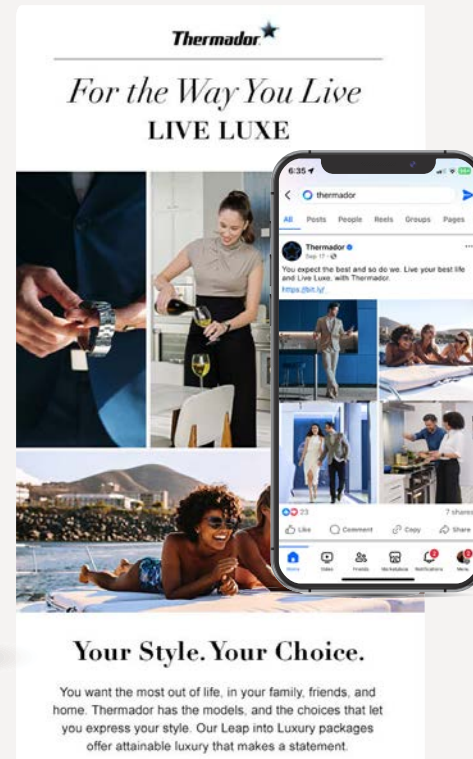
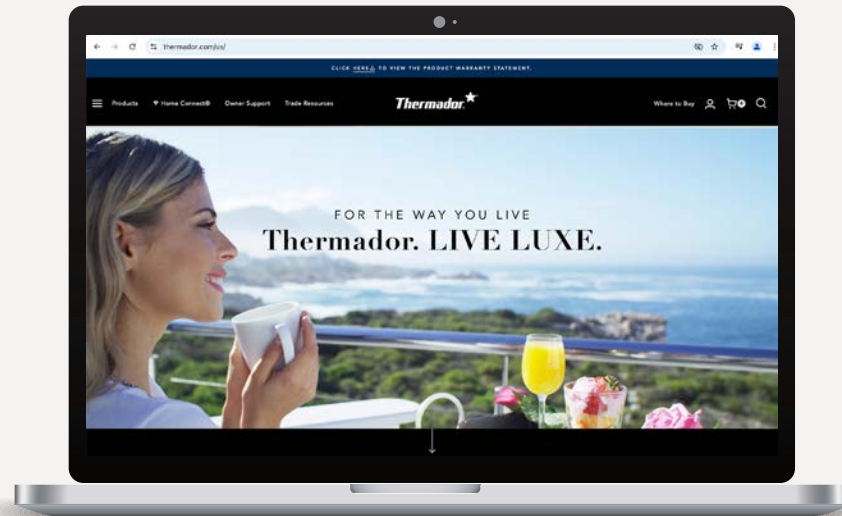
LIVE LUXE

The Luxury Your Crave. At a Price that Satisfies.

Enjoy the luxury of a Thermador kitchen—the ultimate in culinary excellence.

You're living your best life. And now it's time to enjoy your success by owning the ultimate in culinary luxury—a Thermador kitchen. With the wide selection of styles to fit your lifestyle backed by our reputation for exceptional craftsmanship, it's easier than ever to Live Luxe.

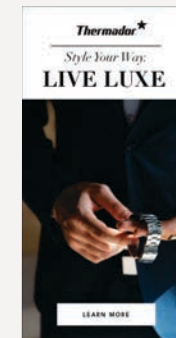
Live Luxe Across Touchpoints



Cut to a woman being fitted in a designer gown. A blue star pattern adorns the fabric.



Match cut to blue flames igniting on Thermador star burner. We're up close, so it's more abstract design than actual burner.



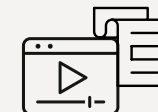
website
(video-led hero experience)



*email
storytelling*



social
(organic + paid)



*video
storyboarding*



*digital &
programmatic*

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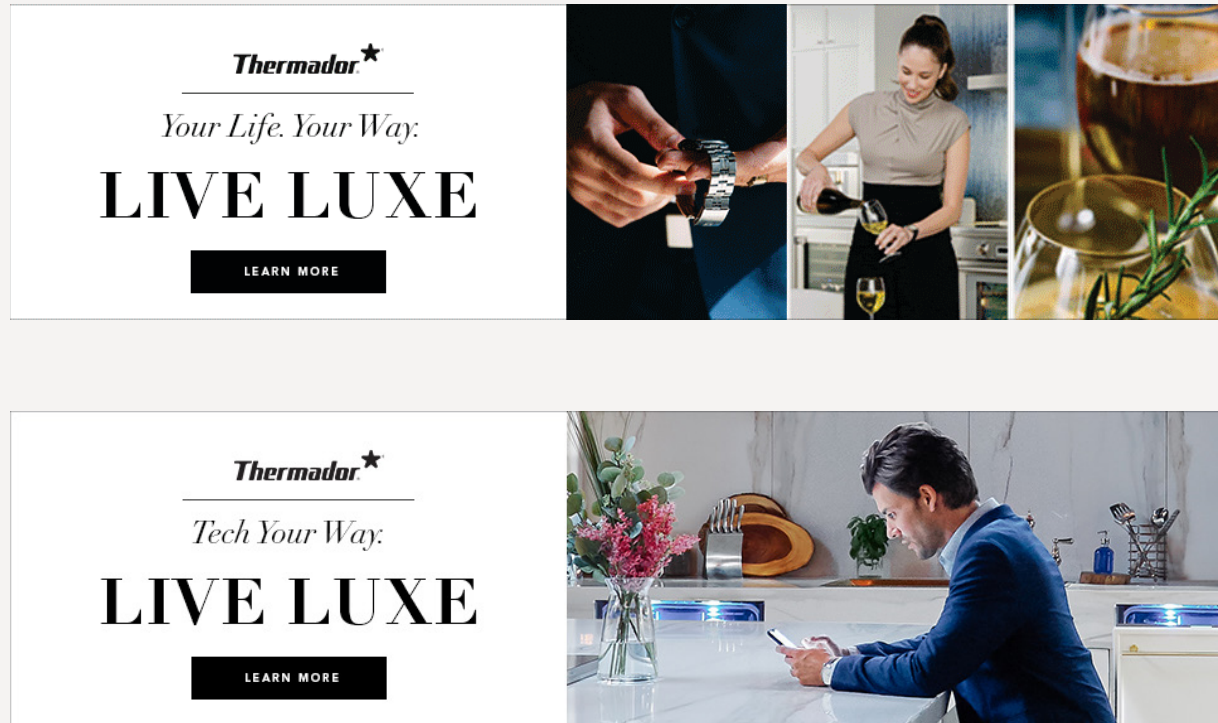
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[Leap Into Luxury](#)

[Inspirational Design](#)



Digital & Programmatic



- ★ Reach new audiences across top-tier lifestyle and culinary publishers
- ★ Programmatic banners optimize towards audience response
- ★ Desktop and mobile responsively designed

Email Experience

Your Style. Your Choice.

You know what you like. In your style, in your relationships, and in the way you live. For you, it's only the best. Our Leap Into Luxury packages offer attainable luxury that makes a statement. So you can live your best life.

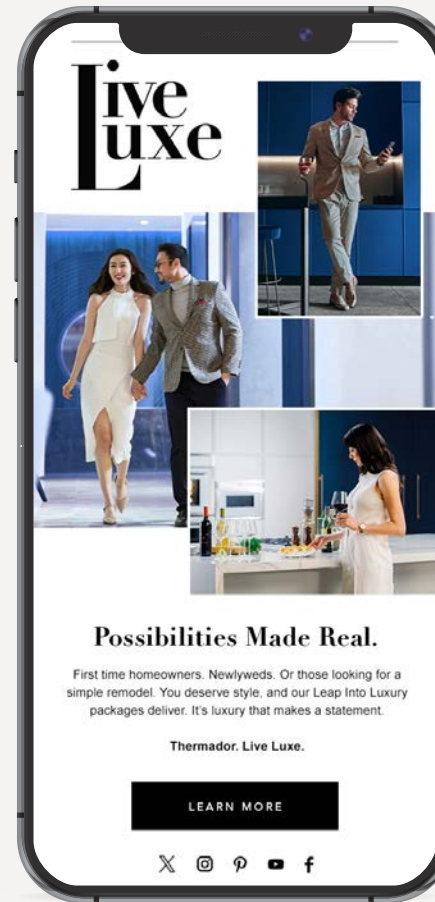
Thermador. Live Luxe.

LEARN MORE



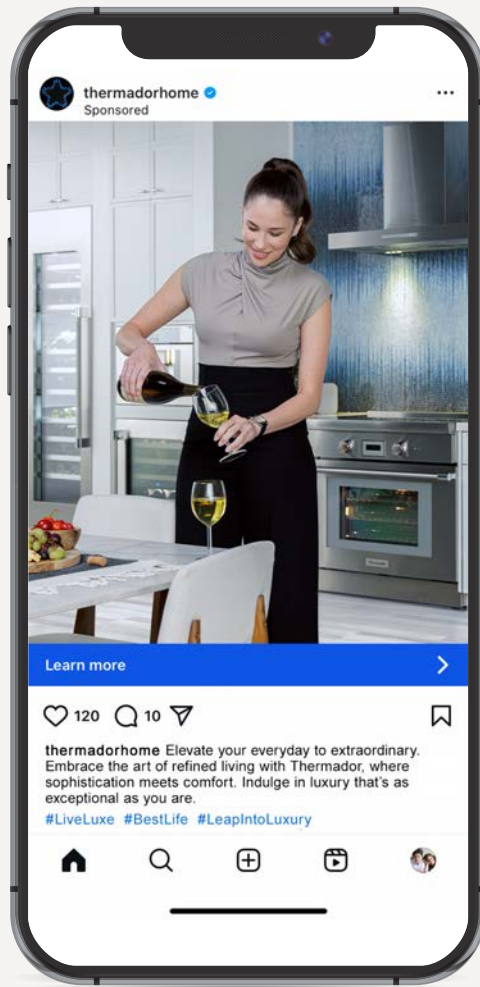
© 2024 Thermador | BSH Home Appliances Corporation
1901 Main Street, Suite 600 Irvine, CA 92614

[UNSUBSCRIBE](#)



- ★ Connected to elevated lifestyle campaign
- ★ Storytelling-focused copy and luxury visual design
- ★ Personalized to user engagement (web visits, product interest)

Social Expression



- ★ Sophisticated storytelling and product association
- ★ Views and engagements optimized through web promotions
- ★ Paid support amplifies personalization and targeting

Campaign Concept Development

Extending Live Luxe into Scalable Campaign Narratives

To extend Live Luxe beyond a single campaign moment, we explored multiple concept territories rooted in Thermador's legacy of innovation, aspiration, and performance, each designed to scale across digital, social, and retail environments.

The Core Idea

A modern expression of Thermador's innovation, confidence, and aspiration.

- ★ 100 years of innovation
- ★ Star Power — Reach for the STAR*
- ★ Having the best, so you can be your best

Campaign Expressions

- ★ Design That Makes You Shine.
- ★ Endless Possibilities.
- ★ If You Can Dream It. We Can Do It.
- ★ Possibilities... Made Real.

Why It Worked

- ★ Allowed multiple tones without fragmenting the brand
 - ★ Maintained luxury restraint while scaling across formats
 - ★ Balanced product credibility with human aspiration
-

Campaign Expressions — Reach for the STAR★

Concept development and creative direction under the Live Luxe brand platform.



Campaign Expressions

Extending Live Luxe into Scalable Campaign Narratives

Design That Makes You Shine.



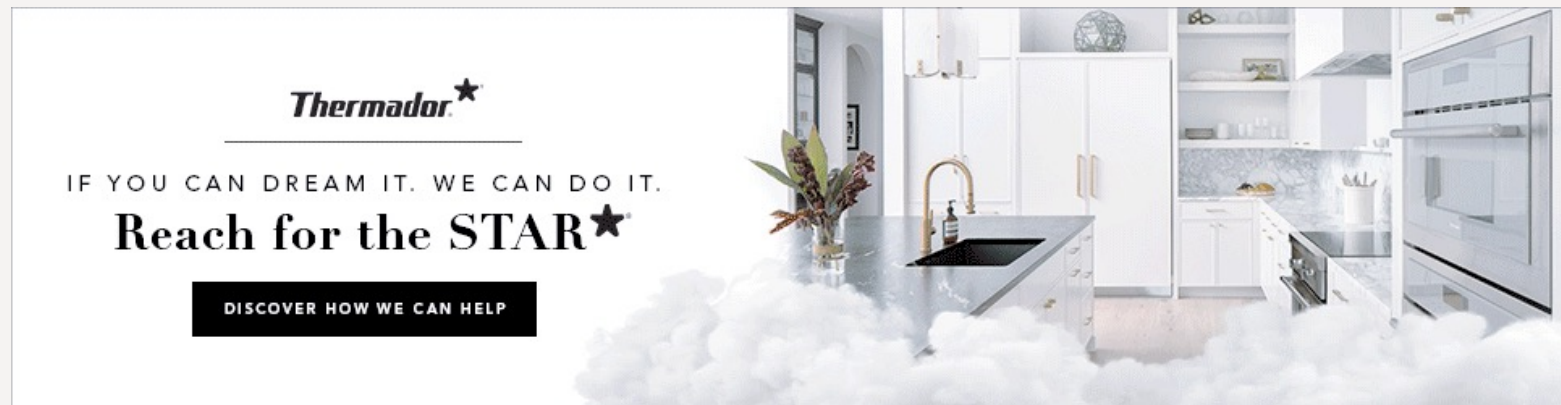
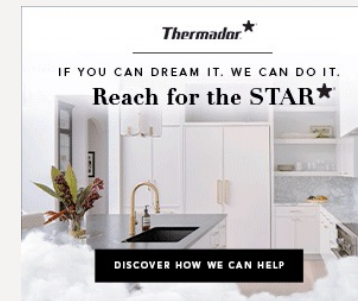
Concept development and creative direction under the Live Luxe brand platform.

Key Art based on pre-shot photography assets.

Campaign Expressions

Extending Live Luxe into Scalable Campaign Narratives

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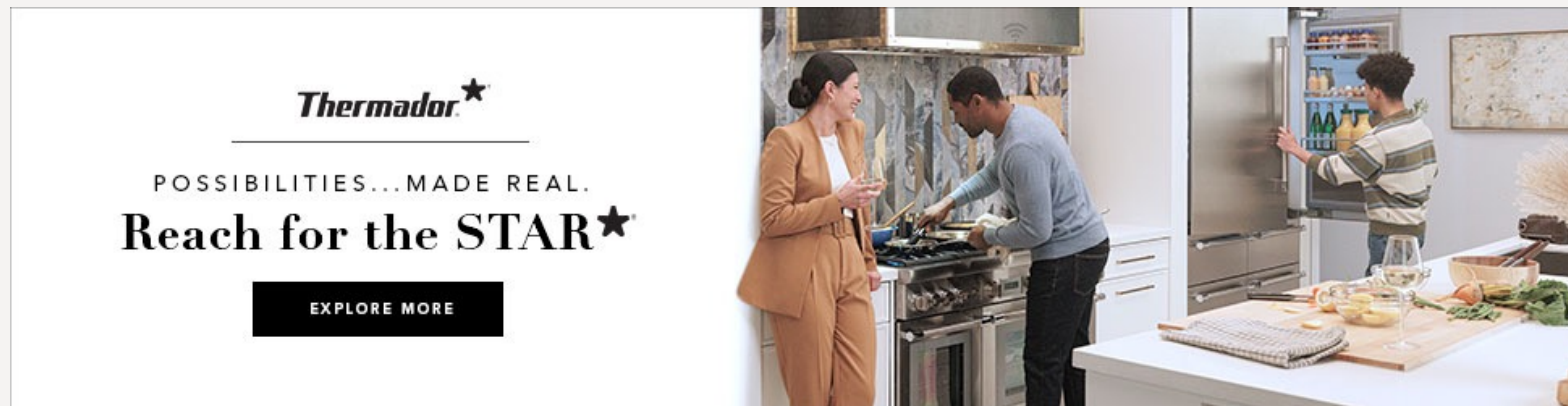
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Possibilities... Made Real.



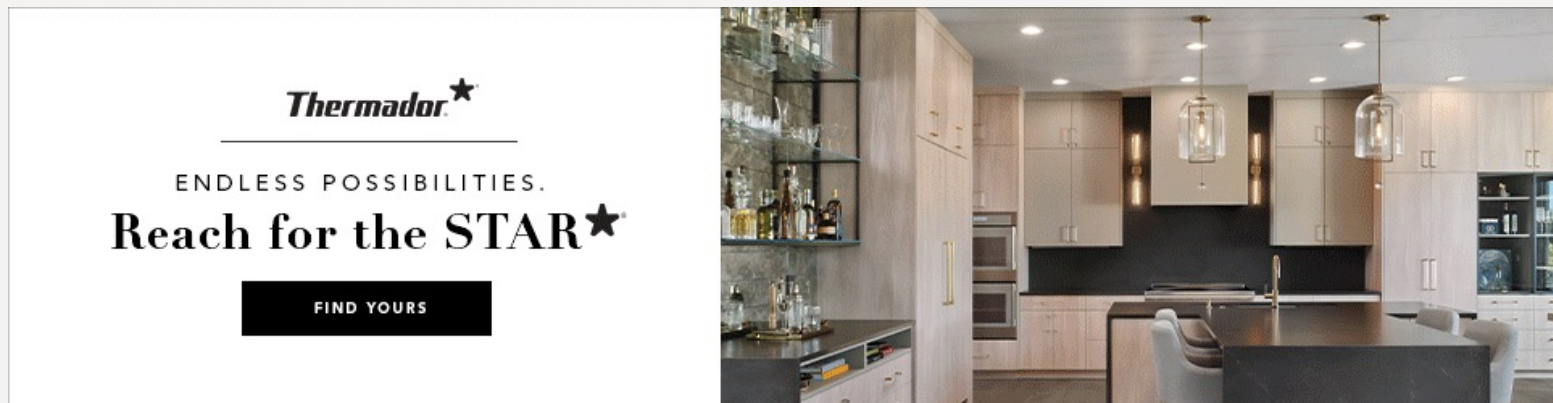
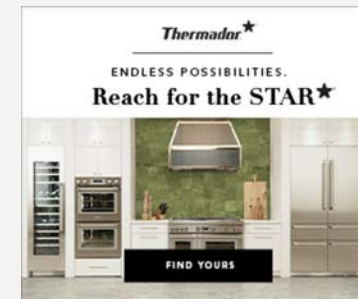
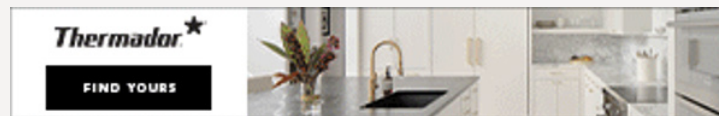
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Campaign Expressions

Extending Live Luxe into Scalable Campaign Narratives

Endless Possibilities.



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My Role

Campaign Development

- ★ Co-developed campaign concepts under the Live Luxe platform
- ★ Shaped narrative territories and headline directions
- ★ Led visual interpretation and systemization across formats
- ★ Partnered with copy and strategy to ensure brand cohesion



Concept development and creative direction under the Live Luxe brand platform.

Results & Impact

Elevating Brand Perception

- ★ Elevated perception of Thermador as a luxury lifestyle brand
- ★ Increased relevance with millennial and next-gen audiences
- ★ Strengthened brand affinity across digital and online experiences

brand lift | awareness | affinity | cultural relevance



My Role

Creative Direction & Leadership

- ★ Led brand positioning and creative vision
- ★ Drove innovation and offered strategic counsel
- ★ Oversaw omnichannel execution across digital, social, email, and web landing/integration
- ★ Partnered cross-functionally to ensure consistency and craft at scale

creative vision | art direction | omnichannel oversight
cross-functional collaboration



Diana Bañuelos — Creative Director, Creative Productions Integrated Marketing Agency