

# THE STUDIO DROP.

SEPTEMBER 2025

BACK TO STUDIO.  
NOT BACK TO CHAOS.

“ **Back to business** : what the most agile brands are shifting this season.”

creMe



*The Studio Drop* —  
A monthly editorial review curated by  
**CREME STUDIO** — A French Creative Studio.

ISSUE NO. 1 — LAUNCH EDITION



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**SKIMS**  
**SKIMS**  
**SKIMS**

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What's rising, what's fading?

 **Suum Studio**



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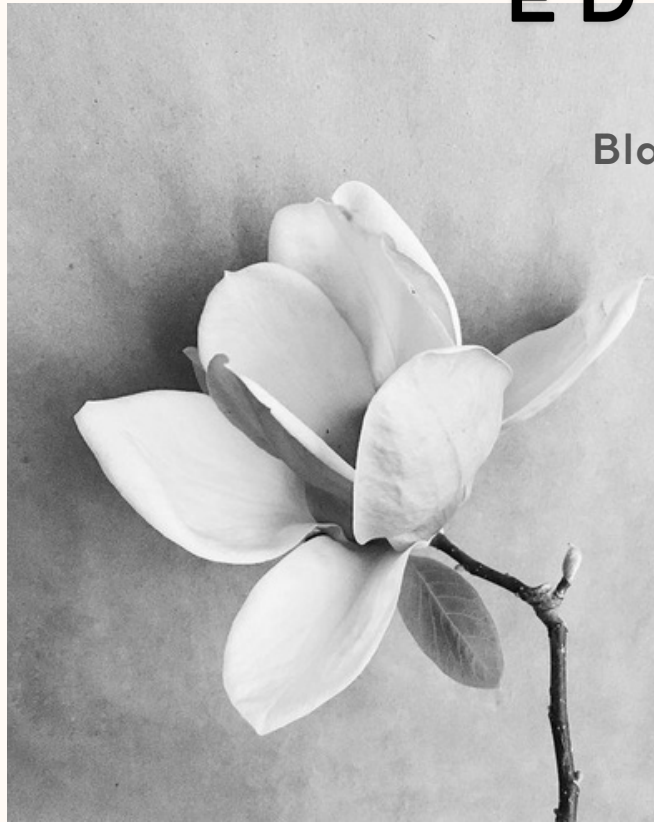
### STUDIO GIFT.

This month's bonus → **Free Mini e-Book** :  
"The Soul of a Brand" – 10 key pillars to build a  
solid & memorable universe



# EDITO.

Bla *Bla* Bla.



**September sets  
the tone.**

**Between ambient chaos  
and a craving for clarity,**

**the most grounded brands  
don't shout ...  
they align.**

***Here's what deserves  
your attention.***

# 01

## BRAND PULSE.

This month's hot take decoded.



*Not LinkedIn-friendly. Just the truth.*



### 01. IS AI KILLING AUTHENTIC CONTENT?

From automated filters to mass-generated captions, AI is reshaping how we create. What used to feel handcrafted now looks... predictable.

But AI can also free time, sharpen ideas, elevate a vision. It's all in how you use it.

As publishing speeds up for everyone, the real challenge for brands is to re-inject soul, feeling, and intention.

Because in the noise, what sticks... is what feels true.



### 02. COMMERCIAL INFLUENCE: THE NEW RULE THAT CHANGES THE GAME

Since 2024, a new law strictly regulates brand partnerships with content creators.

Mandatory disclosures, banned product placements without approval, and legal accountability — the rules just changed.

Goal: protect consumers.

Result: brands and creators now need to double down on clarity, transparency... and strategy.

Influence is a tougher, but more credible playground. Adapt, or fade.



### 03. THREADS: THE QUIET RISE OF X'S RIVAL

Launched in the shadow of Twitter (now X), Threads almost vanished. But over the past months, Meta refined its vision.

Less polarizing, more community-driven, focused on "positive" content — Threads is slowly winning over creators tired of X's toxic algorithm.

Is it just a trend?

Or the start of a new, softer conversation era?

Far from the buzz, the platform is carving out its space. And it might just find an unexpected role in branding.

# 02

## BEHIND THE BRAND.

Brand that's winning this season: **SKIMS**

*Silence. Strategy. Desir.*

**SKIMS**  
**SKIMS**  
**SKIMS**  
**SKIMS**

### Why it works.



SKIMS isn't just a lingerie brand. It's a masterclass in soft power.

With its neutral aesthetic, inclusive body storytelling, and expert media rhythm, the brand has redefined what we now call "desirable basics."

No loud logos, no campaign overload ... just pixel-perfect coherence, well-timed drops, and a close-knit link with its community.

SKIMS doesn't sell underwear. It sells a version of yourself you actually want to live in.

**Is it marketing?**  
**No. It's branding.**  
**And it's brilliant.**

#### What we love :

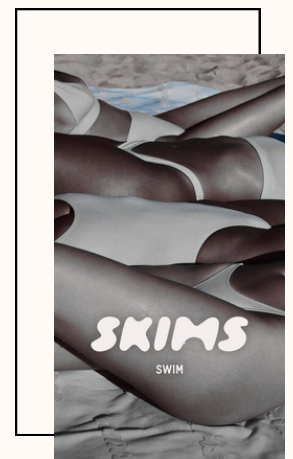
- A timeless aesthetic.

#### What we notice :

- A masked scarcity strategy.

#### What we take away :

- Normal can become iconic ... if it's well designed.



# 03

## THE RADAR.

Branding trends this season:  
What's rising, what's fading,  
and what's ... bluffing.

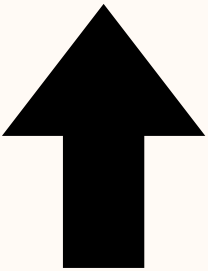


*The hype.*

*The trap.*

*The truth.*

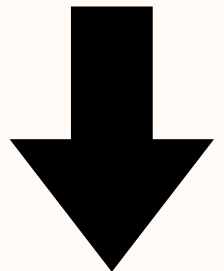
### ON THE RISE :



- **Slow branding** : Do less, but better. Softer strategies, deeper storytelling.
- **Premium handwritten fonts** : For a touch of controlled emotion.
- **Tone-on-tone palettes** : Neutral becomes strategic.

### ON THE DECLINE :

- **Generic clean logos** : Ultra-minimalism fades into invisibility.
- **Copy-paste Canva identities** : Too much resemblance, no impact.
- **"Chic but empty" brand voice** : The over-sanitized LinkedIn tone wears thin.



### TO WATCH :

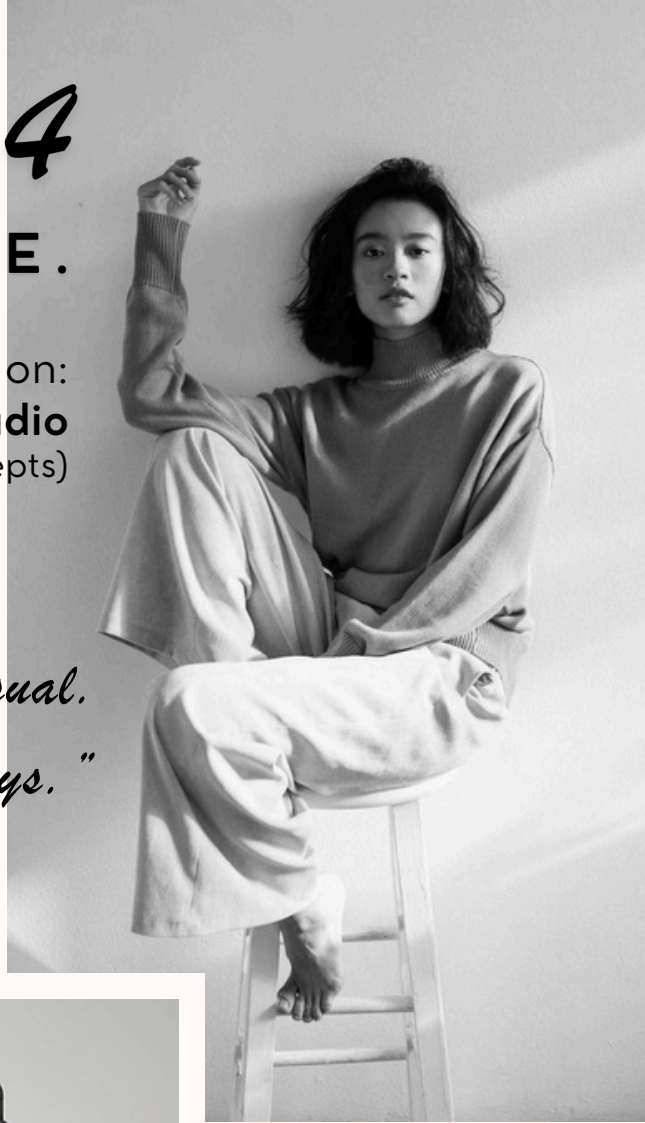
- **AI-generated design** : Tool or threat to originality?
- **Bundles everywhere** : Effective... but quickly overused.
- **Soft 3D aesthetic** : Hyper trendy, but already overexposed.

04

## STUDIO VOICE.

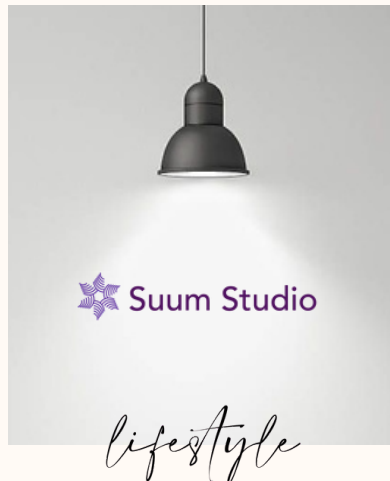
This season, spotlight on:  
**Sofia Ghavami** — founder of **SUUM Studio**  
(Creator of timeless & culturally rooted visual concepts)

*"I don't believe in the perfect visual.  
I believe in the one that stays."*



### Her vision.

Beauty alone isn't enough. At **SUUM**, visuals carry meaning. No fluff. No empty trends. What matters is what leaves a mark.



### Her process.

Creating in silence.  
Chasing purity.  
Drawing from cultures, not fads.  
Every project begins with intention.

#### What she wants to convey

A well-crafted visual leaves a trace. It's graphic memory, not just hype.

#### What we love

- Precision with soul
- Editorial elegance
- A universe that thinks as deeply as it creates

## IDENTITY TEST.

**Interactive quiz:** What's your brand vibe this season ?

*Clarity.*

*Identity.*

*Positioning.*



Every September, brands rethink their positioning.

### **And you, where do you stand ?**

This quiz helps you identify the strategic energy driving your brand right now.



### **The test is online.**

Just **6 questions** to uncover your dominant profile, and the keys to help your brand shine.

### How to take the test:

1 → Scan the QR code or click [\[here\]](#) to start the quiz.

2 → Discover your profile:



#### ◆ **The Visionary**

She draws a clear path. She thinks strategy before trends.



#### ◆ **The Magnetic One**

She attracts naturally. She leads with intuition, not pressure.



#### ◆ **The Quiet One**

She works in silence. But her aesthetic says it all.



#### ◆ **The Bold One**

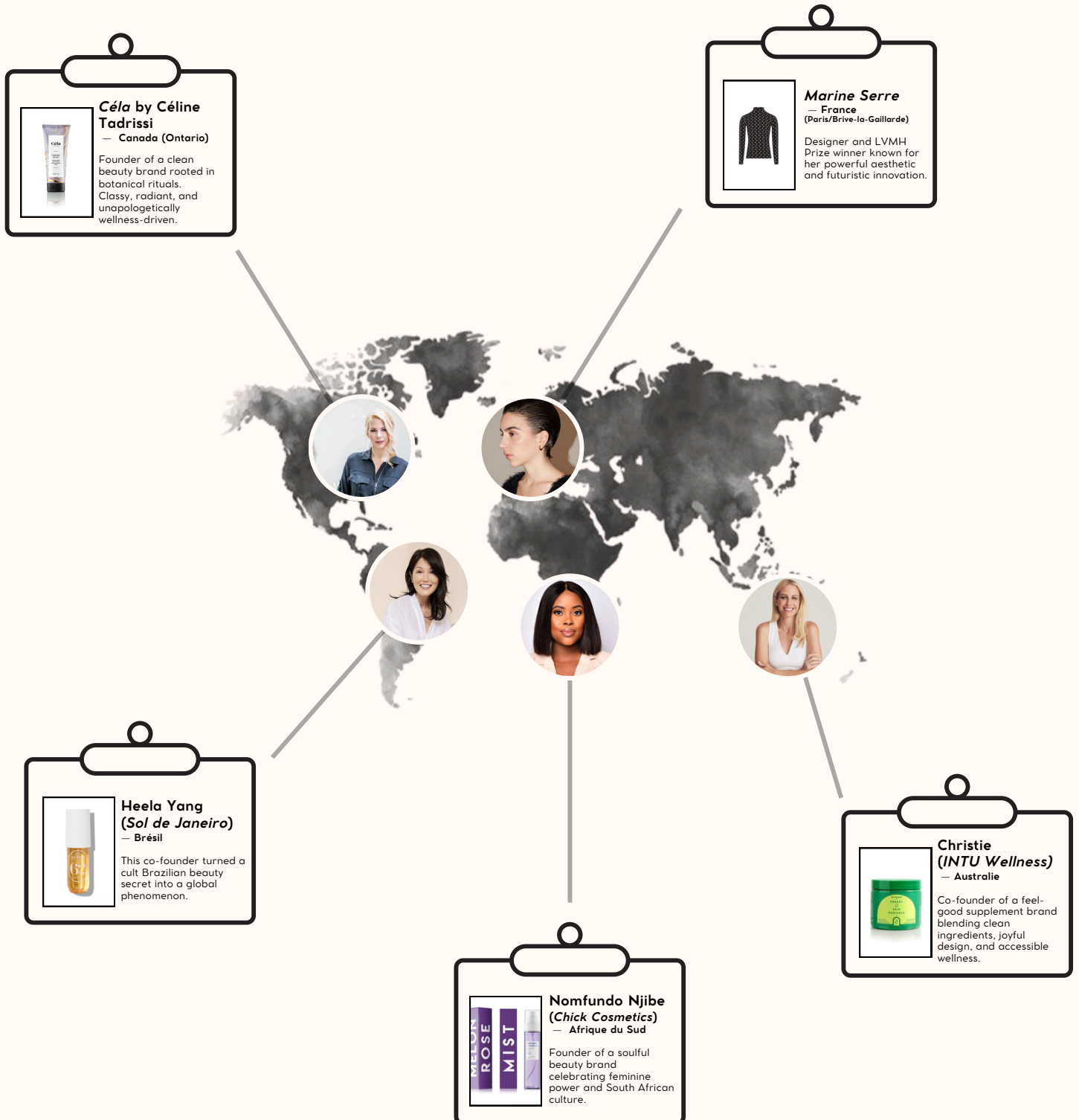
She breaks the rules. She creates the impact, not the copy.

# 06

## THE MAP DROP.

5 inspiring female founders to follow this month

*The world is led by women with vision.*



# 07

## NEXT NOW.

Is Instagram killing brand creativity ?

### Instagram: a launchpad or a creative trap?

The platform offers global visibility ... but at the cost of chasing algorithms that make brands look the same.

#### The real challenge?

Create to be seen, or  
create to be true to yourself.



#### 1 → What we're seeing

- Short formats and viral trends are shaping the rules.
- Brands are playing it safe with visuals.

#### 2 → What's threatening creativity

- A wave of aesthetic sameness.
- Strategies driven by virality, not by vision.

#### 3 → What could save it

- Telling real stories instead of following trends.
- Creating outside social media, and channeling that energy back into Instagram.
- Taking creative risks, even if the algorithm doesn't clap back right away.

BE ORIGINAL

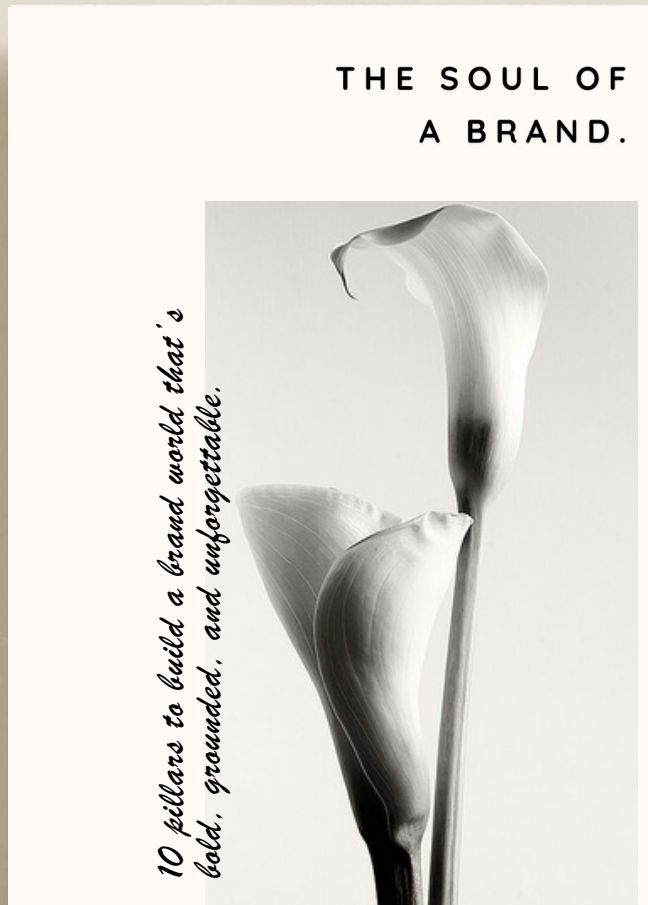
# 08

## STUDIO GIFT.

This month's bonus → **Free Mini E-book**  
"The Soul of a Brand" — 10 core pillars to build a  
strong and memorable universe.  
**Download. Read. Act.**



*Your gift of the month.*



**Inside:**

Discover the 10 essential building blocks to craft a brand that's clear, aligned, and unforgettable.

A short and sharp mini-guide you can apply starting today.

**DOWNLOAD  
NOW**

(Exclusively gifted to this month's readers of THE STUDIO DROP.)





# THE STUDIO CONNECT.



EXPLORE  
CREME STUDIO

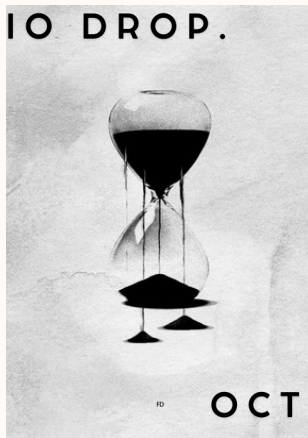
WORK WITH US.

*Stay inspired!*



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COMING NEXT  
STUDIO DROP.



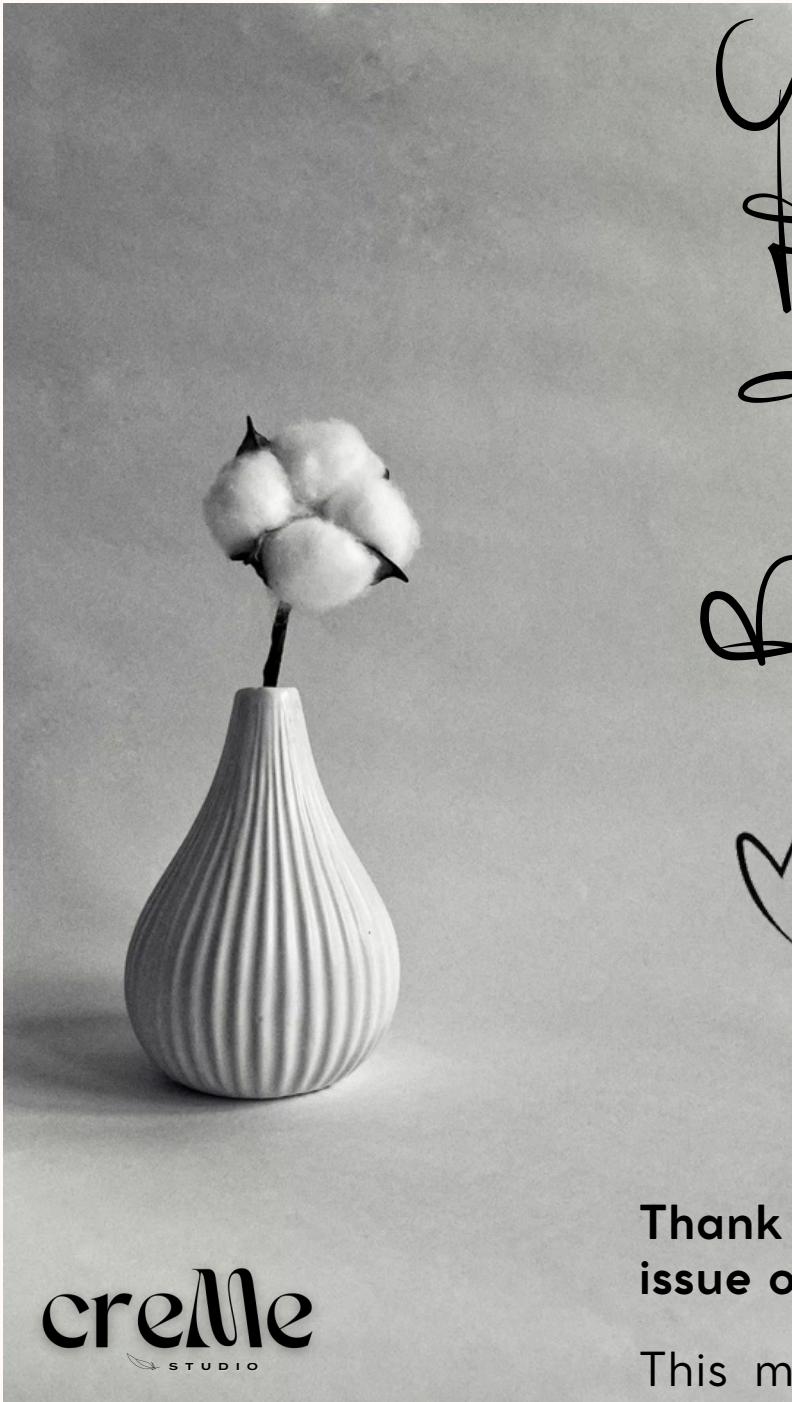
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Brand with Soul.  
♡

Thank you for reading this issue of **THE STUDIO DROP**.

This magazine was designed as a creative bubble, where strategy meets aesthetics.

**Keep creating for yourself, not for the algorithm.**