

ISSUE NO. 2 – SIGNATURE EDITION

THE STUDIO DROP.

OCTOBER 2025

FALL INTO STRATEGY.

“Why fall 2025 is the
season of change for
the world’s most
agile brands.”

crelle
STUDIO



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



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What's bluffing

icone.
AFRO HAIR STUDIO



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NEXT NOW.

Is **TikTok** shaping the future of brands?

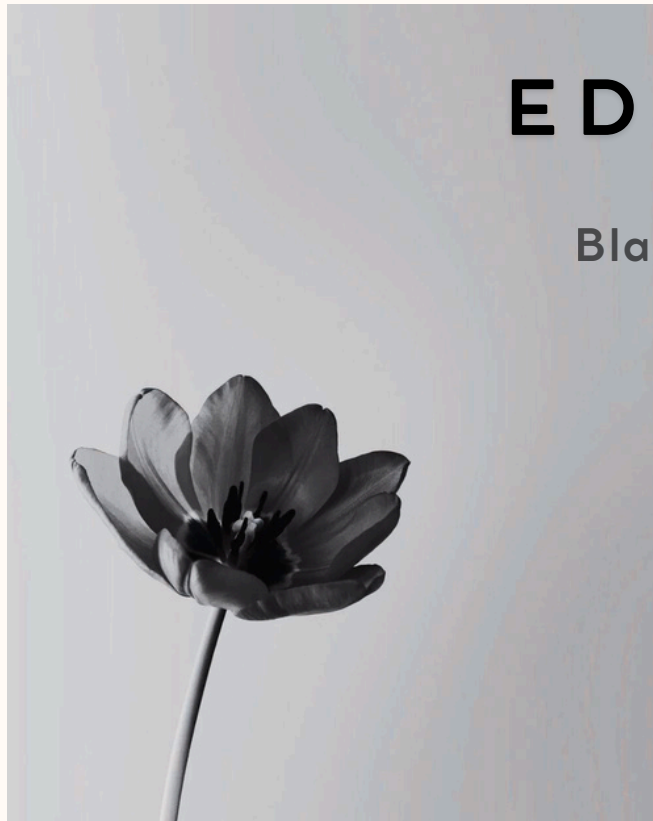


08

STUDIO GIFT.

This month's bonus → **The Essential
Entrepreneur Checklist** *(free download)*





EDITO.

Bla Bla Bla.

October confirms the shift.

**Between constant noise and the
need for meaning,
brands are not just chasing trends ...
they are building relevance.**

**This season, CREME STUDIO opens
a new chapter
with La Revue:
a daily pulse of what moves,
changes, inspires.**

Here's what matters now.

01

LA REVUE RECAP.

3 highlights that defined September 2025.

02. RHODE X SEPHORA

Hailey Bieber's brand set a record-breaking launch. Fastest-selling entry ever in Sephora's history.



01. LOUIS VUITTON BEAUTY

The house enters beauty with a bold move. Luxury codes, makeup storytelling, global buzz.



03. META X RAY-BAN DISPLAY

Tech meets lifestyle: connected glasses hit the market. A glimpse into the future of everyday brand experience.

 **Follow @larevue.ai for daily updates.**

02

BEHIND THE BRAND.

Brand that's winning this month: **LV Beauty**

Luxury. Power. Beauty.

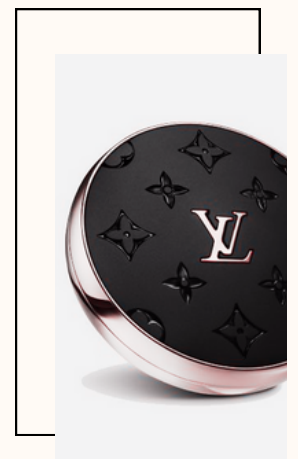
Why it works.

Because Vuitton doesn't enter a market, it owns it. By extending its luxury codes into beauty, the Maison signals that prestige today is not only worn, but worn on the skin.

It's not just a launch, it's a statement of dominance.

What we learn.

When heritage brands expand, it's never about products. It's about power. The move proves that beauty has become the natural territory for any brand that claims cultural influence.



THE RADAR.

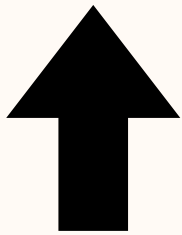
*What's rising, what's fading,
and what's ... bluffing.*



The hype.

The trap.

The truth.

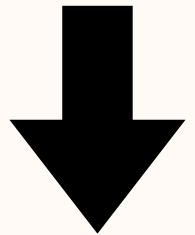


ON THE RISE.

- **Wellness luxury crossovers** → beauty brands launching supplements, supplements going luxury.
- **AI-driven campaigns** → brands experimenting with AI for creativity, not just automation.
- **Quiet luxury branding** → minimalism still dominates, but in softer, more soulful tones.

ON THE DECLINE.

- **Mass influencer drops** → over-saturation, audiences tired of copy-paste collabs.
- **Overly polished content** → raw, authentic formats are taking over curated perfection.
- **One-size-fits-all launches** → brands failing without niche resonance.



THE BLUFF.

- **“Sustainability” as a buzzword** → many brands still use it as surface marketing without deep proof.
- **Metaverse hype** → fading fast, replaced by more tangible tech (AR, AI, wearables).

***“Trends
come fast.
The Radar
keeps them
in check.”***

04

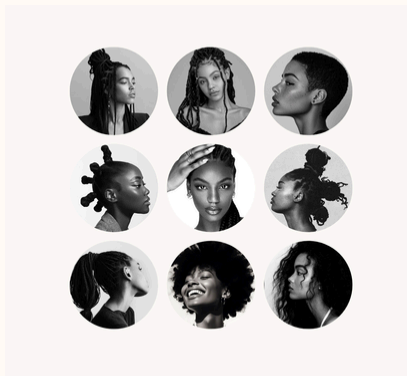
STUDIO VOICE.

This month spotlight:
Niya, founder of **ICÔNE**
Afro Hair Studio

"Heritage is my style code."

Q: ICÔNE is more than a salon. What makes it unique?

A: *Each hairstyle is a signature. We celebrate afro and mixed textures not as trends, but as timeless expressions of identity.*



Q: What does beauty mean to you today?

A: *Beauty is freedom. Freedom to wear your roots with pride, and to reinvent tradition with modern elegance.*

icône.
AFRO HAIR STUDIO

Her vision.
To make every client feel iconic.

A composite image featuring the ICÔNE AFRO HAIR STUDIO logo on the left and a black and white photograph of a woman with a large afro hairstyle, smiling joyfully, on the right. A large, stylized quote mark is positioned at the bottom right of the image.

new

05

BRAND TEST.

Interactive quiz: How well do you really know the brand world?



Test your brand knowledge with our quick **3-question quiz**.

Scan the **QR code**, play, and find out if you're a **Brand Insider**, a **Brand Watcher**... or still a **Brand Explorer**.



Play.

Learn.

Win.

 The quiz is live.

3 questions.

1 result.

Ready to play?

How to take the test:

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

2 → Discover the result:



◆ Brand Insider

You live and breathe brand culture.



◆ Brand Watcher

You're keeping up, almost pro.



◆ Brand Explorer

Stay tuned, La Revue will sharpen your eye.

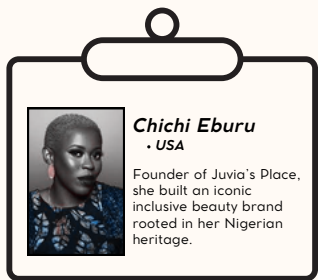
"Think you're a Brand Insider? Share your score with us."

06

THE MAP DROP.

5 Creative Leaders to follow this month

*Vision.
Culture.
Future.*



Chichi Eburu
• USA

Founder of Juvia's Place, she built an iconic inclusive beauty brand rooted in her Nigerian heritage.



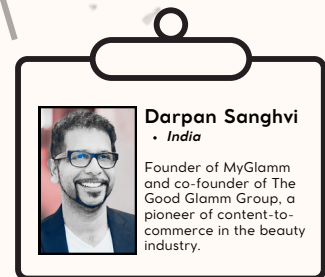
Christina Oster-Daum
• Germany

Co-owner of Cosnova Beauty, she transformed the family business into a global accessible beauty powerhouse.



Babba C Rivera
• Chile

Founder of Ceremonia, she is reinventing Latin American haircare through rituals and native ingredients.



Darpan Sanghvi
• India

Founder of MyGlamm and co-founder of The Good Glamm Group, a pioneer of content-to-commerce in the beauty industry.



Rebecca Enonchong
• Cameroon

Tech entrepreneur, founder of AppsTech, she champions innovation and digital growth across Africa.

07

NEXT NOW.

Is TikTok the new search engine for Gen Z?

TikTok is no longer just entertainment.

For Gen Z, it's becoming the **go-to search tool**: where to shop, what to try, who to trust.

Google is losing ground, as young consumers prefer short, visual, and peer-driven answers over endless links.

Search. Scroll. Shop.

For brands, this shift means one thing: visibility is no longer about ranking on Google, but about **owning culture on TikTok.**

The new battlefield?

Search meets entertainment. Whoever masters TikTok search rules tomorrow's brand discovery.



08

STUDIO GIFT.



This month's bonus:

→ **The Essential Entrepreneur Checklist**

10 non-negotiables every entrepreneur needs to start smart and grow strong.

Your gift of the month.



Inside:

Starting is tough. Don't guess what you need.

We made the list: tools, steps, essentials, so you can focus on building, not guessing.

Download it, use it, tick it off.

DOWNLOAD YOUR CHECKLIST NOW

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





THE STUDIO CONNECT.



EXPLORE
CREME STUDIO

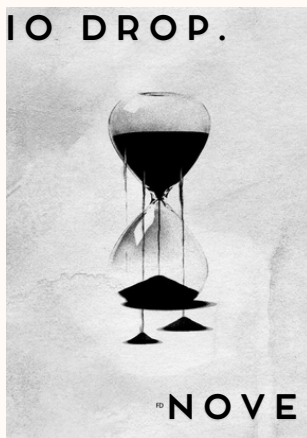
WORK WITH US.

Stay inspired!



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COMING NEXT
STUDIO DROP.



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next issue :

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creMe
STUDIO

Brand with Soul.



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

This edition was created as a reminder that strategy isn't noise: it's clarity.

**Fall into strategy.
Stay focused, stay aligned.**