

CONTENT STRATEGY 2026

Certainly. Below is an explanation **per Signature Series**, outlining **what it is, when to use it, what content fits, and how it supports brand building and sales**. The overarching goal is recognition, consistency, and positioning yourselves as **curators**, not just a shop.

Content (3 pillars)

1. TREASUR HUNTER selects

What it is

Your curatorial signature. This is not a product post, but a **deliberate selection** that expresses what you stand for.

When to use it

- New arrivals
- New collections or finds
- High-value objects
- Pieces that define the brand

What to show

- 1–3 objects
- Detail shots (material, patina, texture)
- Context: why these choices align with your vision

How to present it

- Calm, editorial
- Less explanation, more authority and unique
- No sales pressure; availability can be mentioned subtly

Positioning

┆ "We select. You trust."

2. Boutique Notes

What it is

A behind-the-scenes glimpse. It makes the boutique feel **alive and human**, without compromising its premium feel.

When to use it

- Daily or weekly updates
- New in-store placements
- Small styling changes
- Observations or inspiration moments

What to show

- Styling moments
- Interior views of the shop
- Object combinations
- Subtle storytelling

How to present it

- Soft, personal tone
- Short captions
- Less perfection, more atmosphere

Positioning

| “This is where it happens. A living, working space.”

3. Object of the Week

What it is

One object in full focus. Ideal for **driving sales while maintaining aesthetics**.

When to use it

- Slow-moving items
- Iconic pieces

- Limited availability
- Objects with a strong story

What to show

- The object in different settings
- Detail and full shots
- Dimensions and origin (kept concise)

How to present it

- Calm confidence
- Functional yet elegant
- Clear status: *available / on hold / to order*

Positioning

| "This object deserves attention."

4. The Final Layer

What it is

The bridge between **boutique and studio**. This series shows how objects complete a space.

When to use it

- Styling projects
- Hospitality environments
- Villas, boutiques, restaurants
- Before/after moments

What to show

- Objects in context
- Styling details
- The impact on the space

How to present it

- Educational yet aesthetic

- Focus on feeling and effect
- Less product, more outcome

Positioning

“We don’t just supply objects — we complete spaces.”

5. The Edit

What it is

A team/customer/partner favorite. This builds **trust and character** without feeling sales-driven. Objects, styling, project, villa etc.

When to use it

- On a recurring basis (e.g. once a week)
- To give the team visibility
- To show decision-making

What to show

- The object with a short explanation
- Why it works in an interior
- A styling or placement tip

How to present it

- Professional, warm
- Short copy, clear preference

Positioning

“Our choices are intentional — and personal.”

How to use this strategically (important)

1. Not everything at once

Choose **2–3 core series**:

- 1 curatorial (TREASR HUNTER selects)

- 1 commercial (Object of the Week)
- 1 connective (The Final Touch or Boutique Notes)

2. Repetition equals luxury

Luxury lives in **consistency**, not variety.

Each series should have:

- A consistent tone of voice
- A recognizable visual style
- A fixed rhythm (e.g. every Thursday)

3. From object → space → service

These series naturally lead clients to think:

“If they select and place objects like this, I want them to do my space too.”

Pillars:

1. TREASR HUNTER. Selects
2. Boutique. Notes
3. Object. Of the week
4. The final Layer.