



MEET
KARIUKI NDUTA

BASIC
IS A CHOICE. | DECLINE

Nduta Is a Brand Strategist

Okay, now you know... but what does that actually entail?

I begin with the feeling you can't quite name, the quiet picture in your mind of what you want your brand to become.

I listen for the rhythm in your ideas, the emotion beneath the words, the character waiting to take shape. That's the strategist at work: giving your brand a spine, a voice, a sense of self it can grow from.

Then comes the part that moves. The creative direction. This is where the identity steps off the page and into the world, in the way it looks, the way it carries itself, the atmosphere it creates around people.

Strategy gives the brand its truth; creative direction lets that truth be seen, felt, and remembered





YOU BE THE JUDGE

PROJECTS - 001

- *FORTITUDE REBRAND - [CLICK TO VIEW](#)*

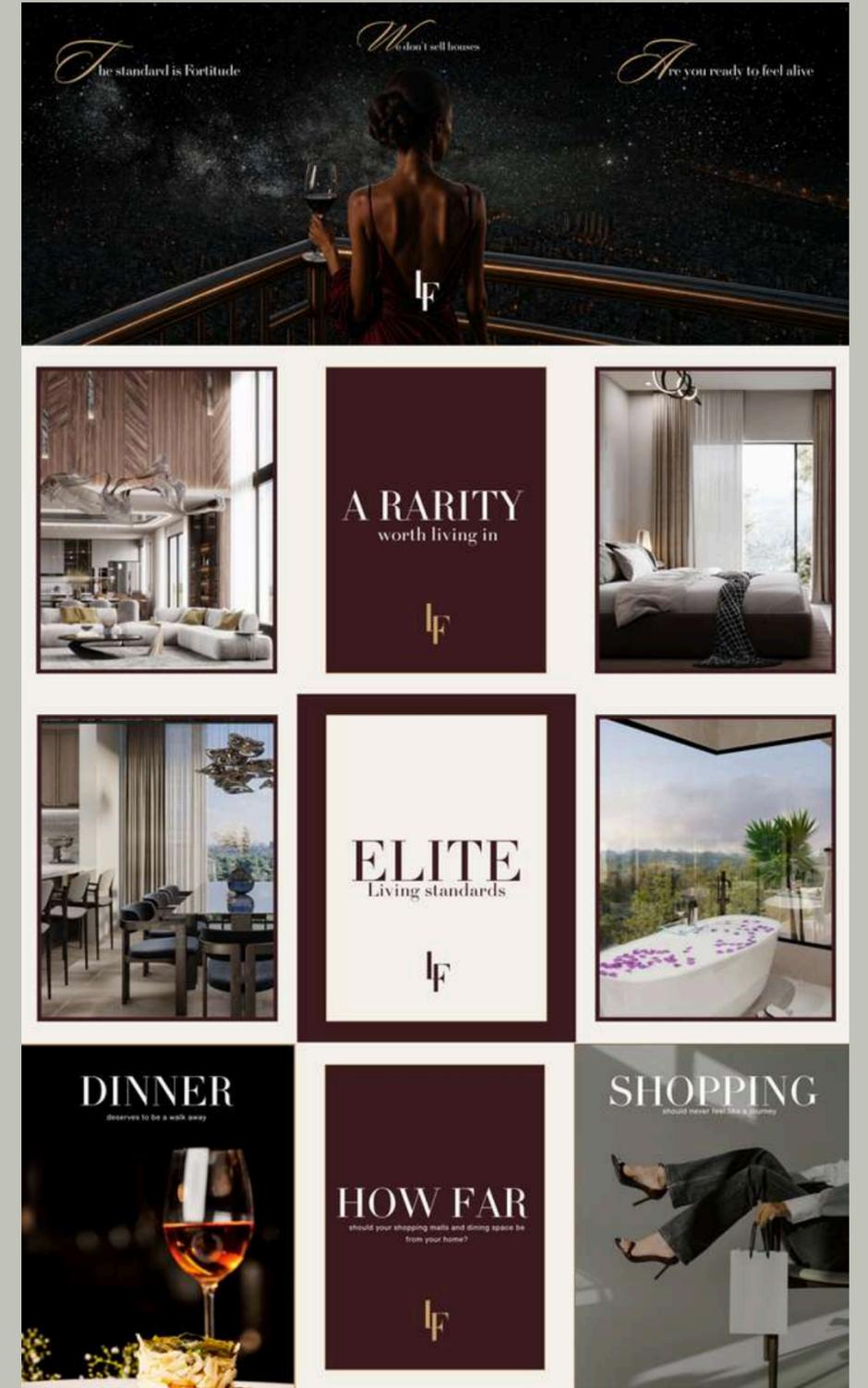


Inspired by the same iconic typeface that defines Vogue, the Fortitude Living logo carries a timeless prestige, a mark that feels both powerful and effortlessly sophisticated.

Its bold lines speak of resilience while its refined curves embody elegance. It is designed to be more than a mark, a symbol that stands alongside the world's most recognized emblems of luxury.

PROJECTS - 001

- *FORTITUDE GRID GUIDELINE - [CLICK TO VIEW](#)*



PROJECTS - 002

- [*KILELE - CLICK TO VIEW*](#)



KILELE BRAND GUIDELINE



KILELE WAS CREATED TO BE IMPOSSIBLE TO IGNORE

Head turning, luxurious, and unapologetically seductive, Kilele lives in the space between tease and temptation.

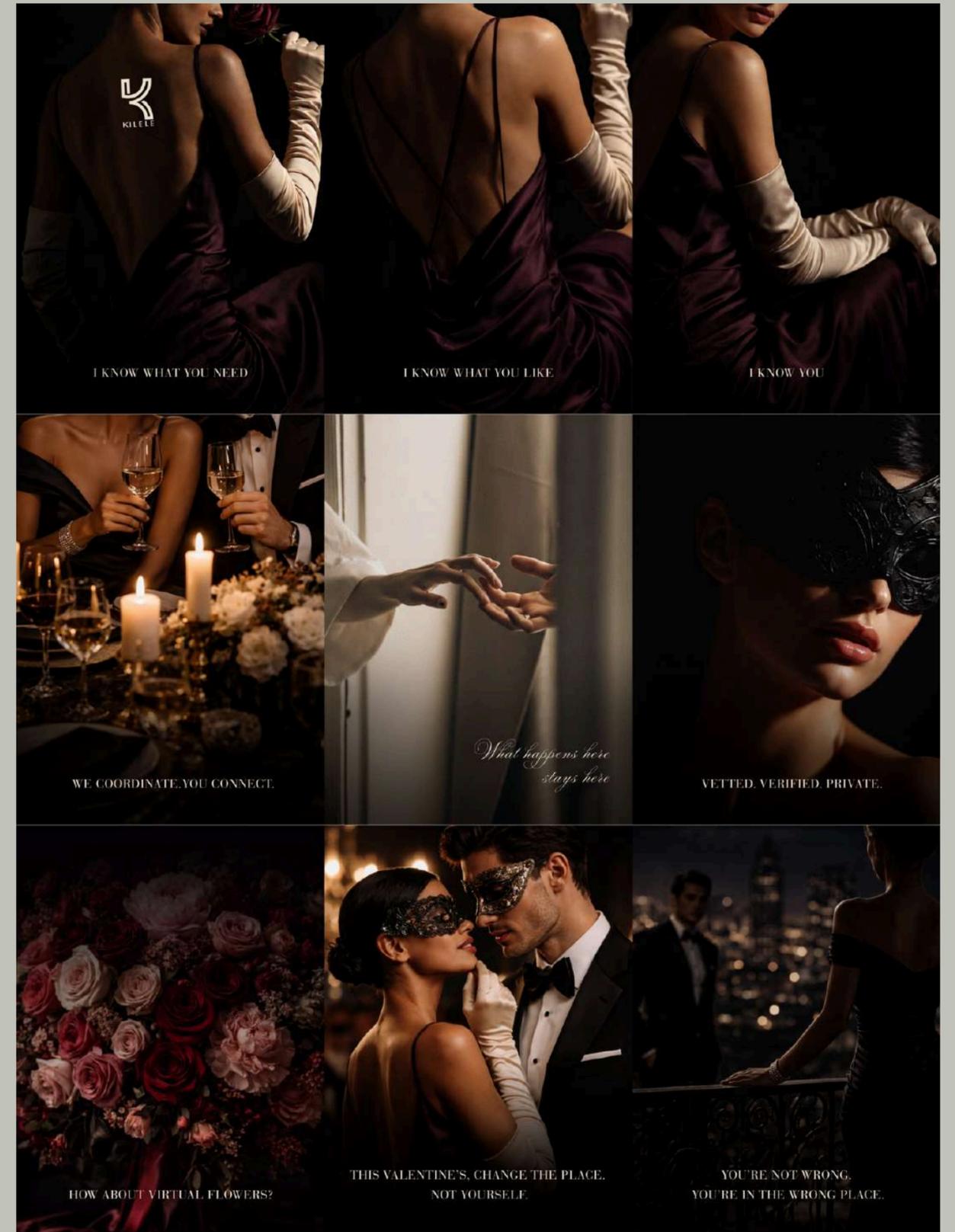
Its rich, after dark hues, refined type, and confident mark move together like a slow dance, each detail chosen to stir desire, spark curiosity, and leave just enough unsaid.

Kilele is for those who know that the most powerful moments are not loud. They linger, they draw you in, and they make you lean a little closer.



PROJECTS - 002

- [KILELE GRID GUIDELINE - CLICK TO VIEW](#)



PROJECTS - 003

- *CARYNE & DWAYNE REBRAND* - [CLICK TO VIEW](#)

CARYNE & DWAYNE

BRAND REVAMP



Everything about Caryne & Dwayne speaks to sustainability, grounded elegance, and timeless sophistication.

This brand revamp goes beyond color and logo; it is a complete rearticulation of essence.

Every visual and tonal choice has been refined to feel deliberate, calm, and quietly confident.

The earthy palette, minimal typography, and tactile feel of the design all work in harmony to evoke a sense of balance and modern luxury.

Nothing is loud, yet everything speaks.

THIS IS CARYNE & DWAYNE: SUSTAINABLE AT ITS CORE, INTENTIONAL IN ITS EXPRESSION, AND TIMELESS IN ITS PRESENCE.

PROJECTS - 004

- *TAJ GEMS REBRAND PROPOSAL - [CLICK TO VIEW](#)*



Taj pieces are made to steal breaths—luxé, original, elite.

This rebrand ensures the brand itself carries that same power.

At a glance, it reveals who Taj is and who it belongs to.

More than jewellery, it becomes desire itself, an experience of rare beauty, designed to linger long after the first encounter.

PROJECTS - 004

- *TAJ GEMS PHOTOGRAPHY MOOD BOARD PROPOSAL - [CLICK TO VIEW](#)*

TAJ
GEMS & JEWELLERS





You've seen it.
Your move.