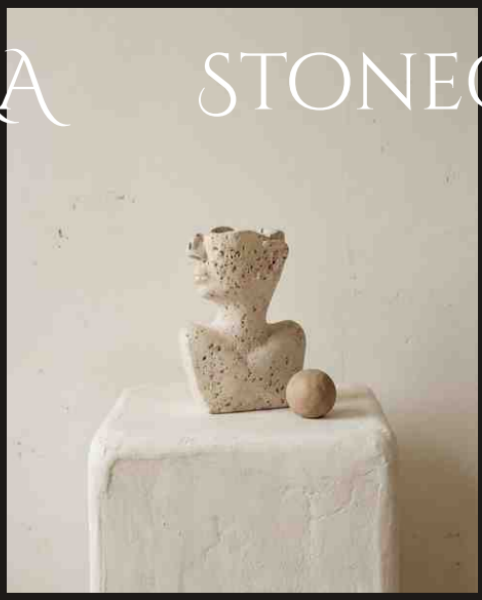
PRODUCT VISUALS, INSTAGRAM CONTENT, WEBSITE IMAGERY, SOCIAL MEDIA CHARACTER DIRECTION, AI-GENERATED CAMPAIGN VISUALS.

2025 – 2026

VELORA STONECRAFT



AI-DRIVEN VISUAL EXPLORATION FOR A LUXURY NATURAL-STONE OBJECT BRAND.

THIS PROJECT EXPLORES HOW AI-GENERATED IMAGERY CAN TRANSFORM PRODUCT PRESENTATION, FROM MINIMAL STUDIO VISUALS TO EDITORIAL INTERIOR SCENES AND DIGITAL CAMPAIGN CONTENT.

SOURCE OBJECTS

THE PROJECT BEGINS WITH A CURATED SELECTION OF CORE STONE OBJECTS.

THESE SOURCE PIECES BECAME THE VISUAL FOUNDATION FOR A SERIES OF AI-GENERATED BRAND, PRODUCT, AND CAMPAIGN EXPLORATIONS.

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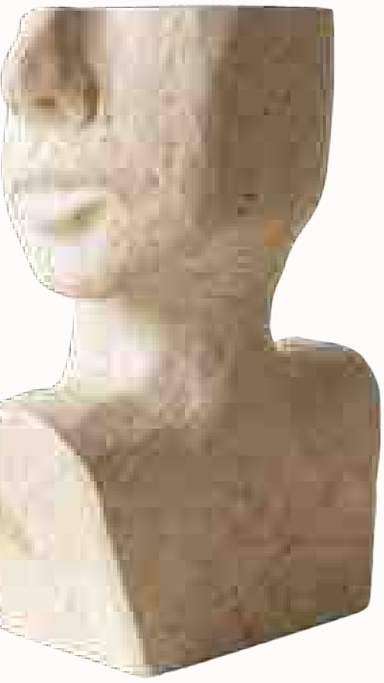
WEBSITE VISUALS



A SERIES OF AI-GENERATED PRODUCT VISUALS
DESIGNED FOR WEBSITE PRESENTATION AND DIGITAL BRAND STORYTELLING.

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INSTAGRAM PRODUCT VISUALS

STYLE 01

A FIRST INSTAGRAM CONTENT STYLE DESIGNED TO PRESENT EACH PRODUCT THROUGH MULTIPLE ANGLES, NATURAL SETTINGS, AND LIFESTYLE-INSPIRED COMPOSITIONS.

STYLE 01

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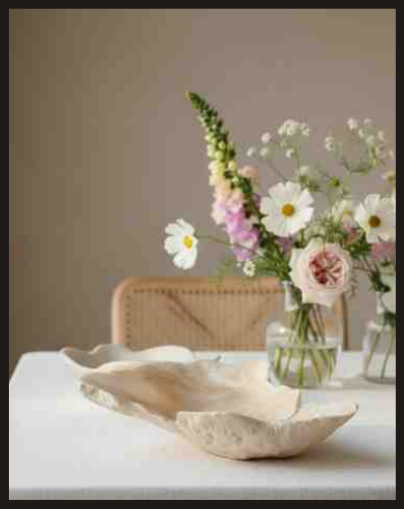

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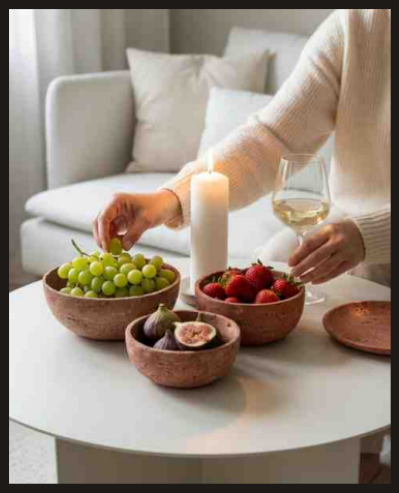
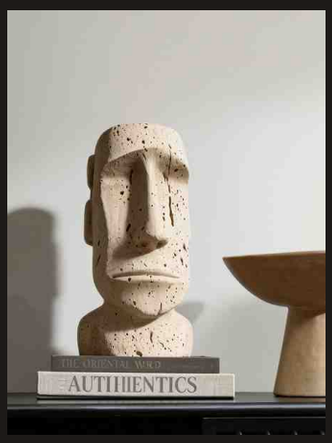


[012]

THIS IS ONE OF THE VISUAL STYLES DEVELOPED FOR INSTAGRAM, FOCUSING ON MULTI-ANGLE PRODUCT PRESENTATION AND LIFESTYLE-BASED STORYTELLING.

[013]



[014]

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STYLE 02

PRODUCT USE CASES

EXPLORING DIFFERENT USE CASES OF A SINGLE PRODUCT ACROSS DECORATIVE, FUNCTIONAL, AND LIFESTYLE SETTINGS.

STYLE 02

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THIS VISUAL STYLE EXPLORES DIFFERENT USE CASES OF A SINGLE PRODUCT, SHOWING HOW IT CAN SHIFT BETWEEN DECORATIVE, FUNCTIONAL, AND LIFESTYLE CONTEXTS.

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SCULPTURAL STONE PIECES

AI-GENERATED VISUALS CREATED FOR THE BRAND'S SCULPTURAL STONE PIECES, PRESENTED WITHIN REFINED ARCHITECTURAL SETTINGS.

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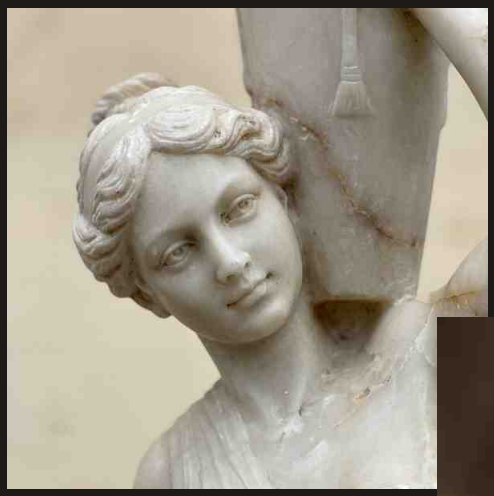
MATERIAL DETAILS



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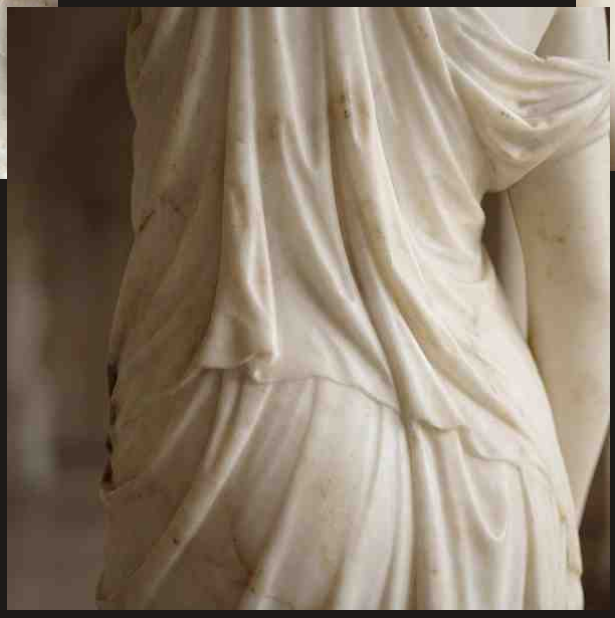

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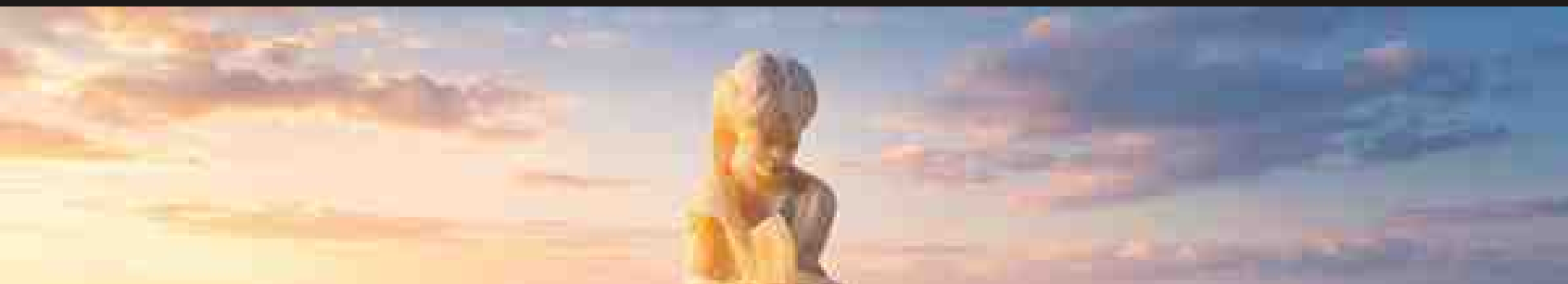

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SOCIAL MEDIA CHARACTER

A DEDICATED SOCIAL MEDIA CHARACTER WAS CREATED TO PRESENT THE BRAND'S PRODUCTS

THROUGH NATURAL, LIFESTYLE-ORIENTED SCENES AND BRING A MORE HUMAN PRESENCE TO THE VISUAL CONTENT.

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