



maia

maia

maia

maia

maia

maia

#6c3b97

confused purple

#a7cf38

envious green

#fff6ee

**in-between
off-white**

#ed1964

panic pink

#3d4142

uncertain grey

#1f2556

overthinking blue

Logo typeface

Campaign Serif

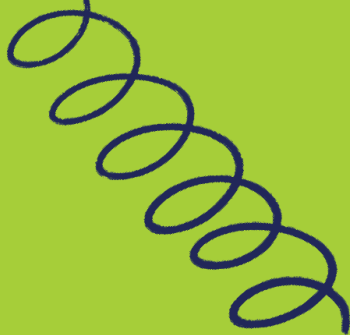
Aa

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SsTtUuVvXxYyZz

0123456789!@#\$%^&*()



Secondary typeface

Chalk Board

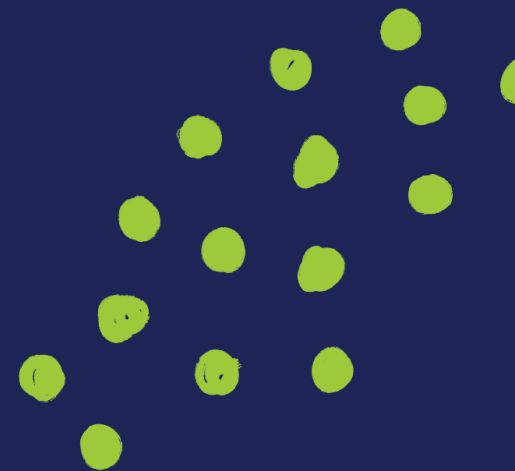
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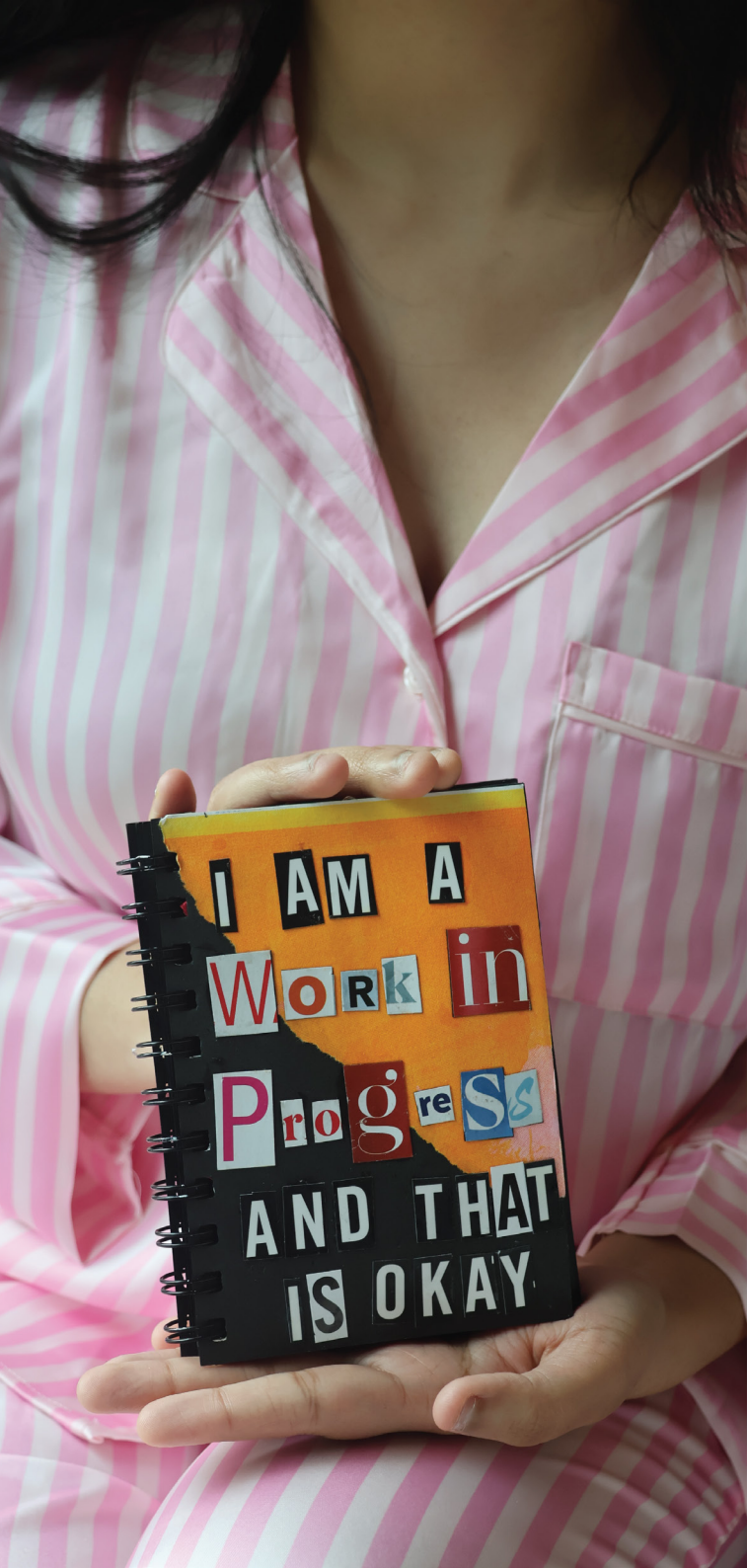
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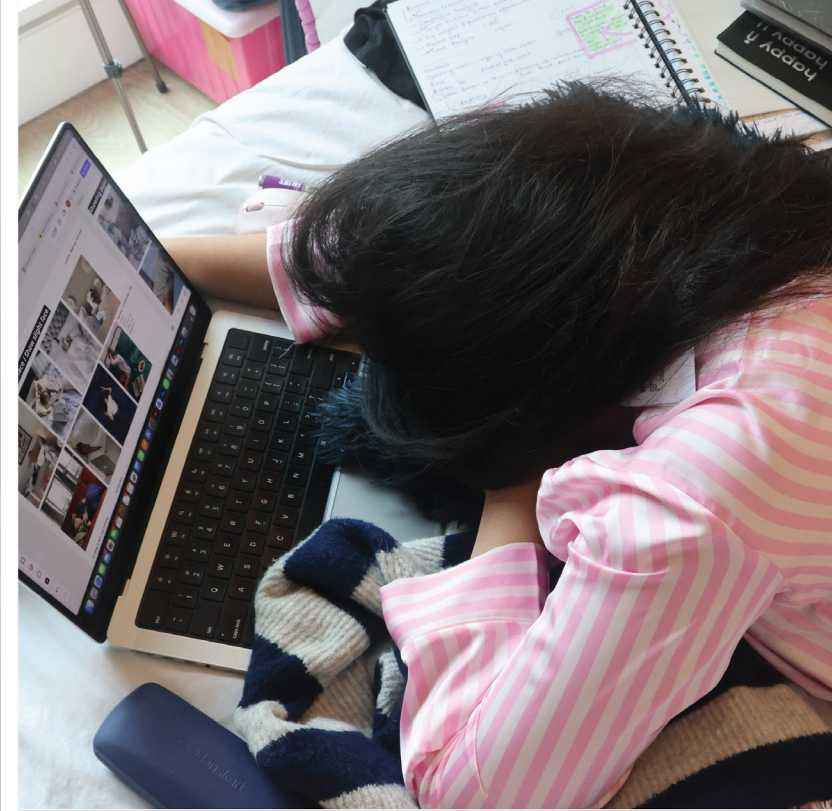
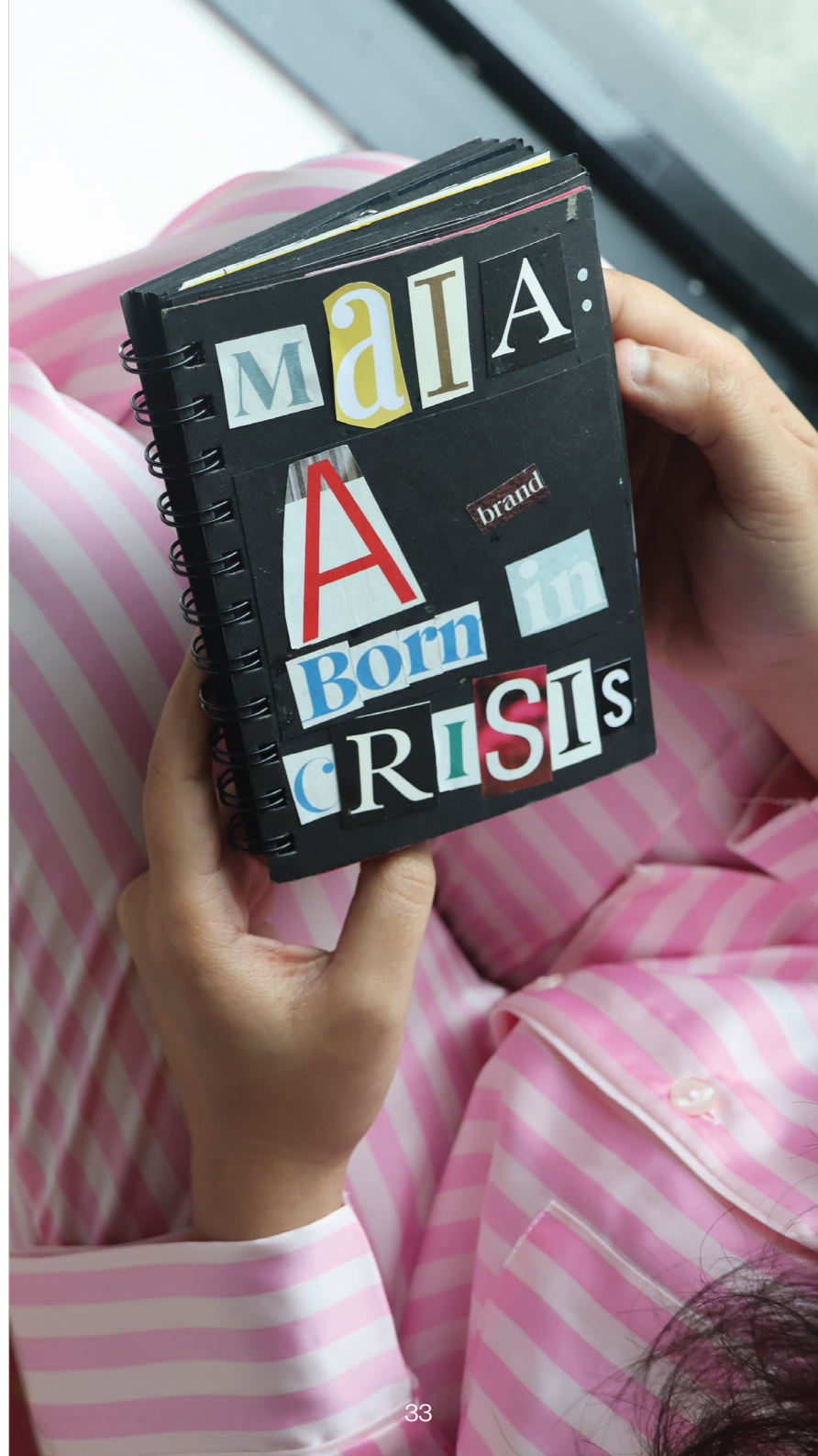
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SsTtUuVvXxYyZz

0123456789!@#\$%^&*()















Tone of voice & Brand campaign - “with you”

Maia speaks with warmth, relatability, and emotional awareness, embracing vulnerability to connect authentically with young adults. The “with you” campaign brings this to life, positioning Maia not just as a pyjama brand but as a companion through the full range of emotions, chaos, clutter, joy, and frustration of early adulthood.







maia
with you. in your laundry pile




maia

with you, in the slump



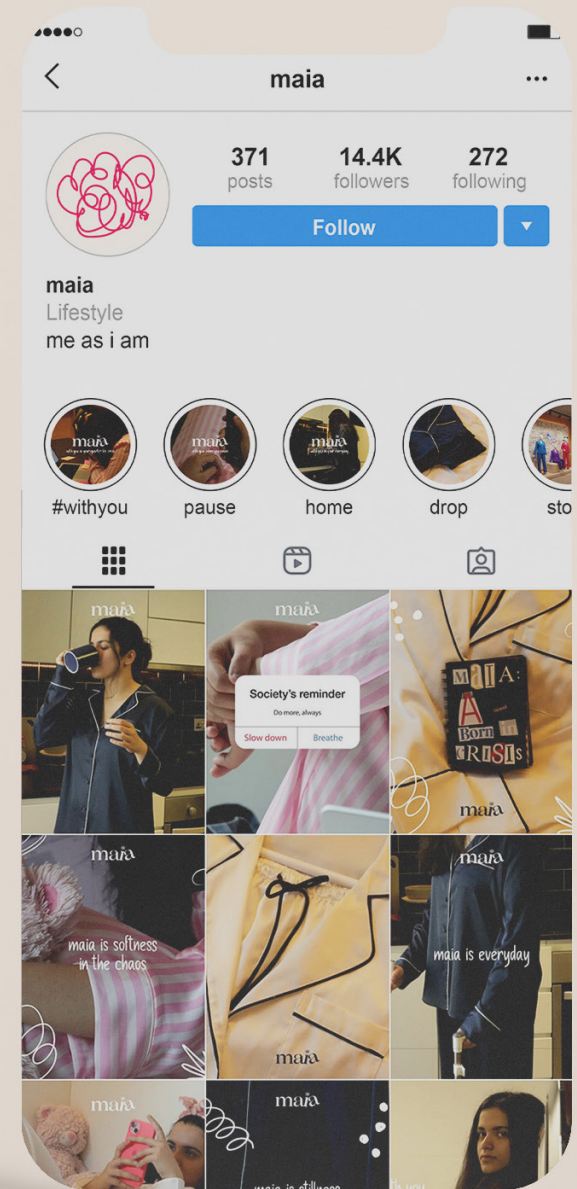
maia

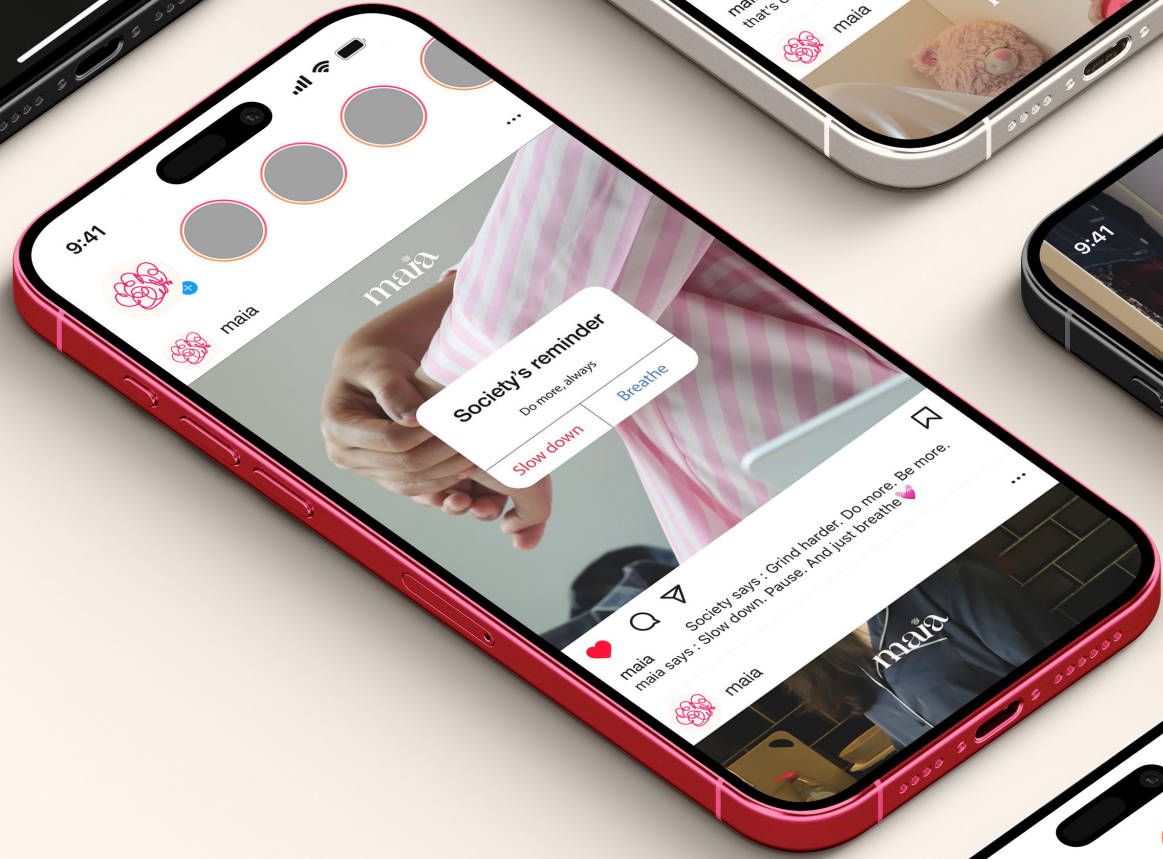
with you. when milk counts as dinner

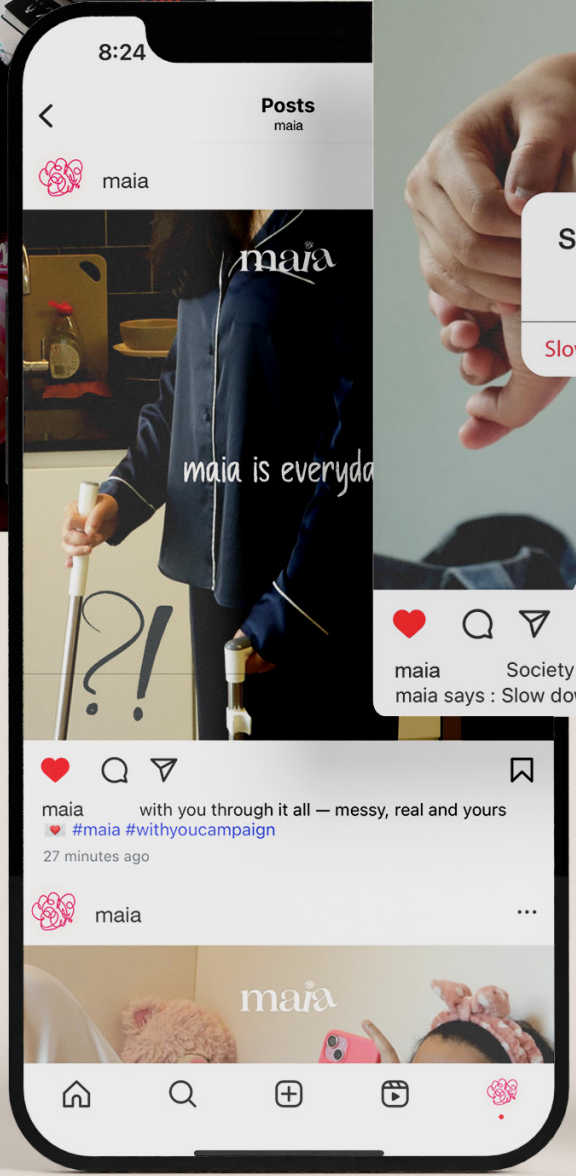
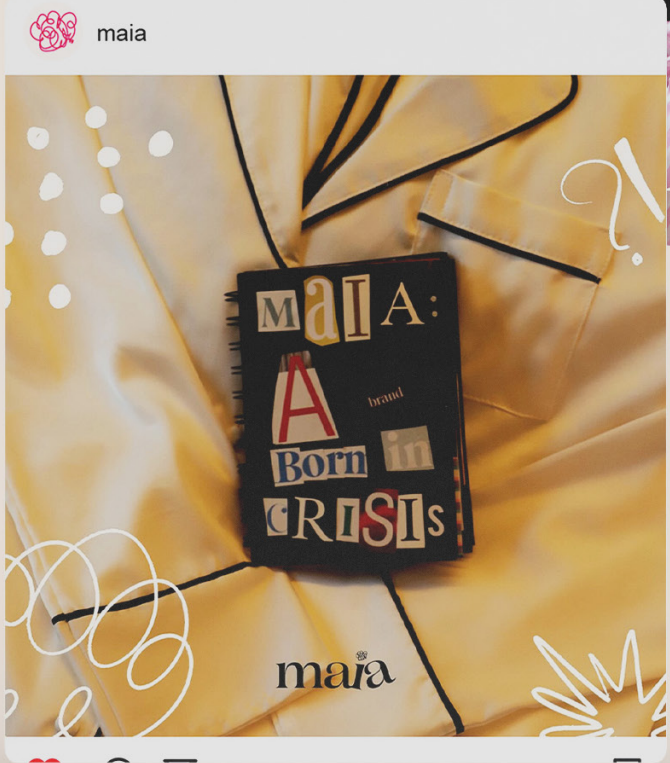
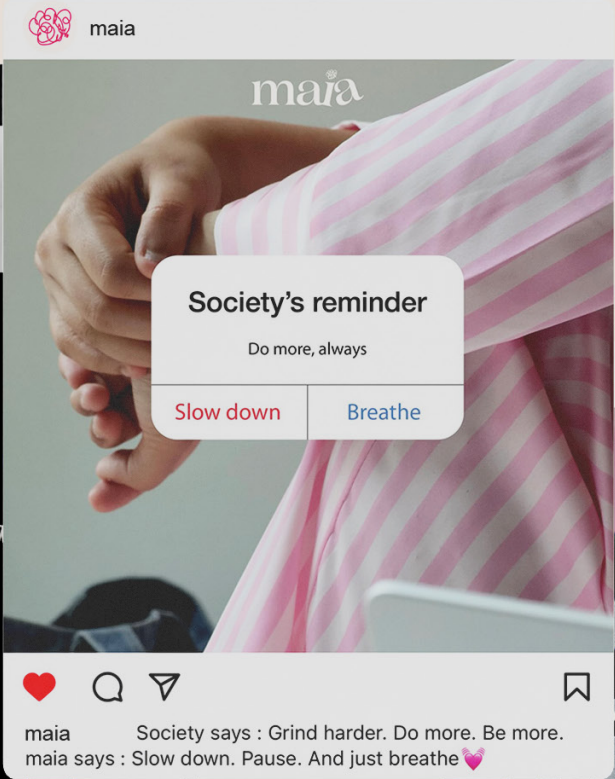
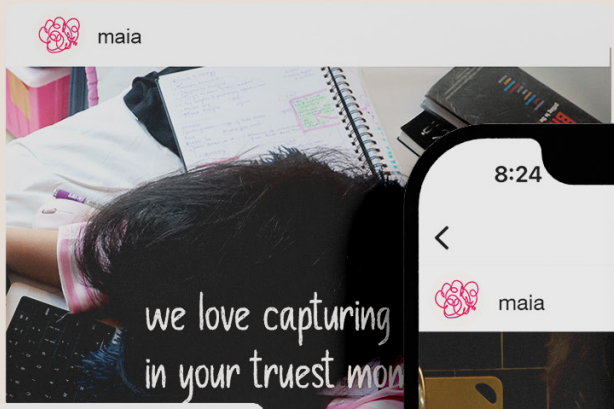


maia

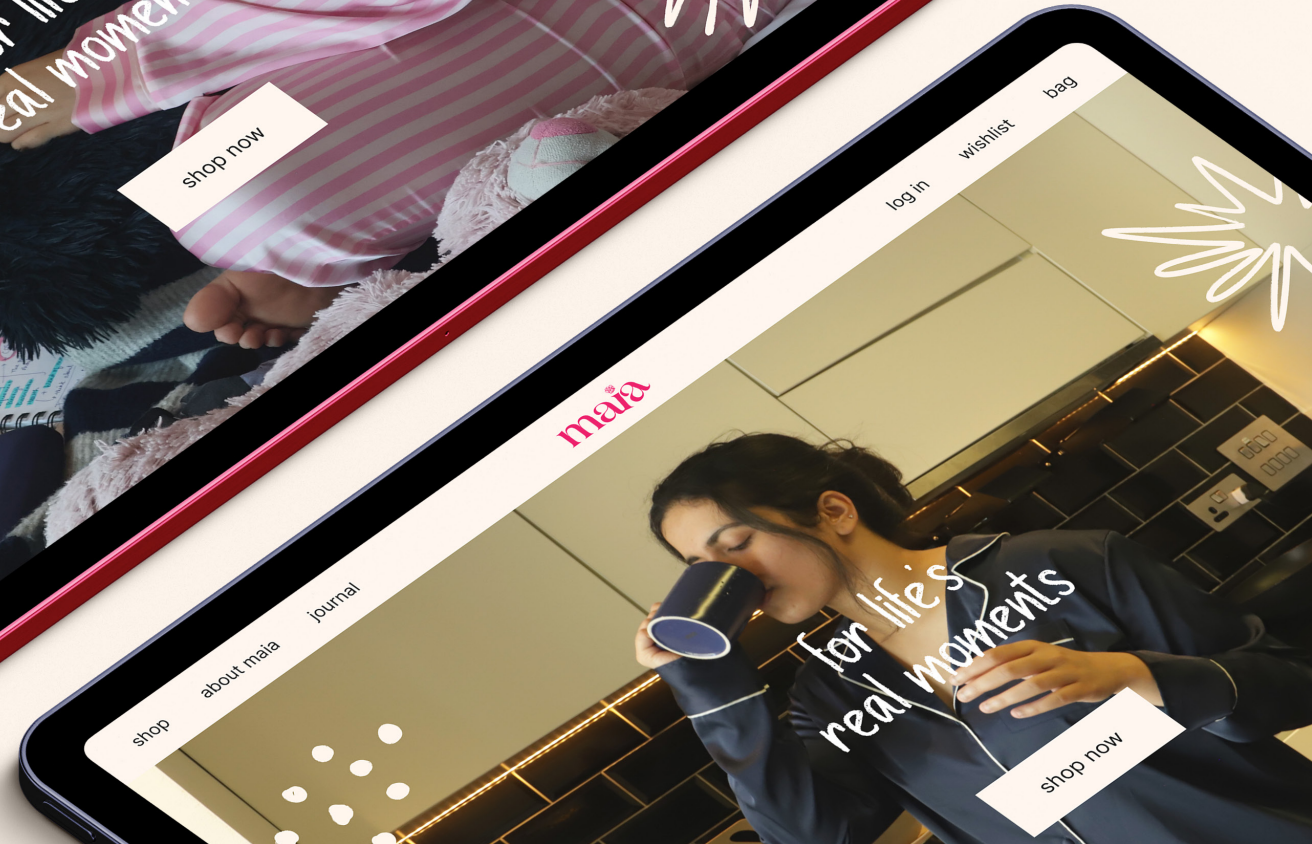
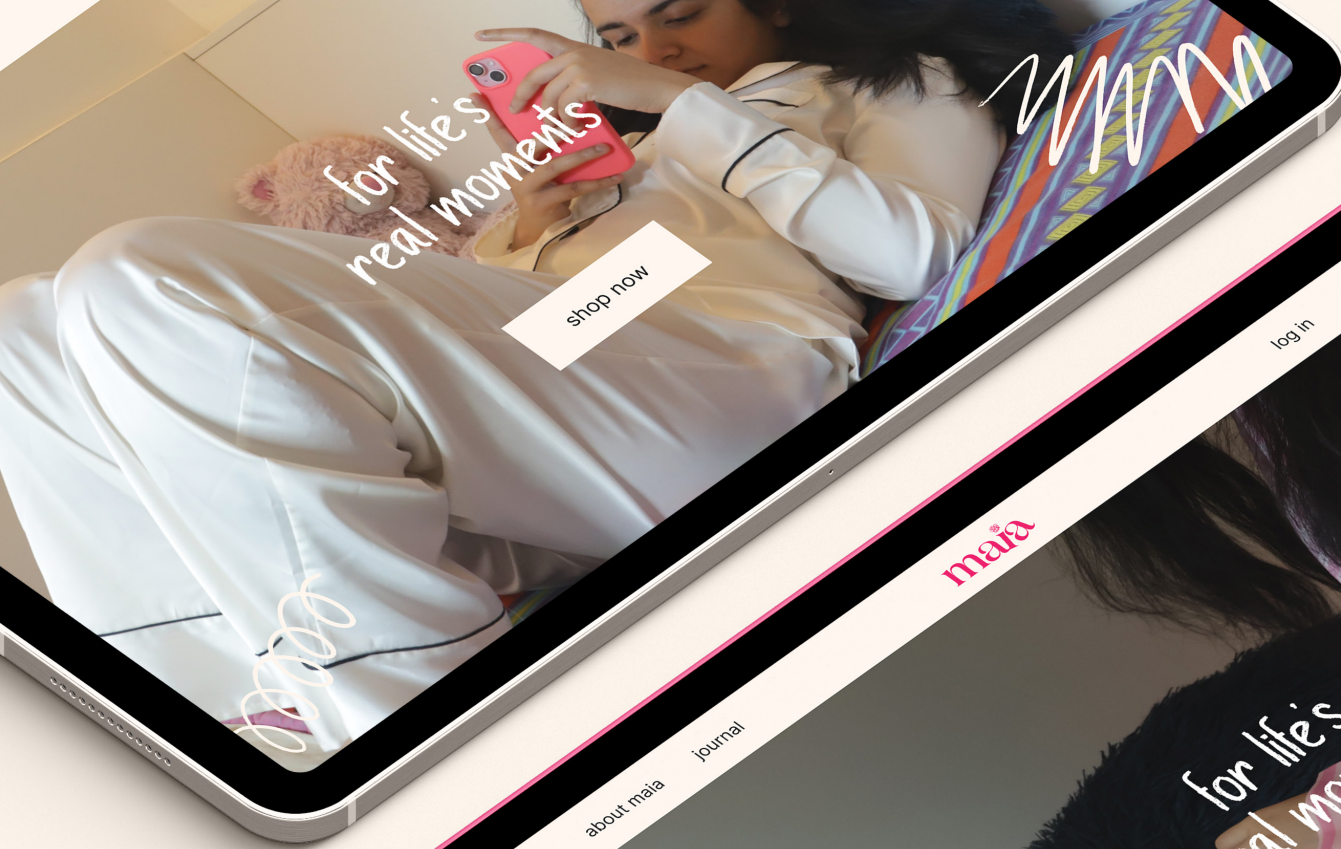
with you. in your late starts













maia

shop

about maia

journal

log in

wishlist

bag

for life's
real moments

shop now

mava



me as i am



me as i am



mata

m

mata

mata

ma





maia

Here for you when
the world feels loud

me as i am

maia



maia
Breathe, bestie.
The world can wait.
me as i am

maia



maia

maia

maia

maia

maia

For your
real moments

me as i am

m

maia



maia

For the moments you need to just breathe.
Maia's right here with you.
In the pauses, in the not-knowing,
in the messy in-betweens.
We don't have it all figured out either,
and honestly, that's more than okay :)

me as i am



maia



maia

maia

maia

maia

maia

maia

maia

maia



maia

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me as i am

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maia

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and honestly, that's more than okay :)

me as i am

maia

just breathe.



maia
me as i am

maia
me as i am



User journey map

- First encounter
- Curiosity stage
- Brand experience
- Purchase moment
- Product experience

"This feels relatable. It speaks to what I am going through."



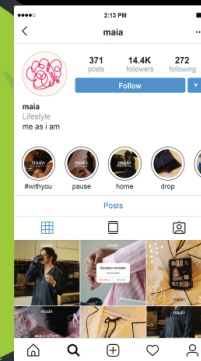
Maia's "with you" brand campaign



"This brand seems to understand me. I want to know more."



Maia's social media



Maia's retail store

"This space feels like I am entering my own journal. It feels like it is made for me."



"Even the box carries meaning. It makes me feel seen."

Maia's packaging



Pyjamas

"These give me comfort in the chaos."



