

MIETTE

Brand Name: Miette

Industry: Artisan Bakery & Patisserie

Location: Paris, France

Style: Parisian charm, nostalgic elegance, artisanal warmth

Meet your client:

Miette is a charming artisan bakery nestled along the streets of Paris, bringing a fresh perspective to traditional French baking. Specialising in freshly baked sourdough, buttery croissants, delicate pastries, and seasonal sweet treats, Miette celebrates the simple pleasure of something made with care.

Inspired by the timeless charm of Parisian neighbourhood bakeries, the brand blends nostalgic details with a fresh, contemporary feel. Think scalloped awnings, handwritten typography, warm cream interiors, wicker baskets filled with freshly baked bread, and beautifully wrapped pastries.

Miette should feel warm, inviting, and effortlessly charming, balancing traditional French craftsmanship with a playful, modern personality. A neighbourhood favourite that feels both familiar and beautifully considered.

Brand Keywords:

- Parisian
- Nostalgic
- Artisanal
- Charming
- Timeless

Deliverables (choose any):

- Logo + Submark
- Pastry boxes, bread bags or wrapping paper
- Coffee cups or branded takeaway packaging
- Website homepage concept
- Bakery storefront signage or interior concept



Have fun!