

CLUB MARE

Brand Name: Club Mare

Industry: Beach Club & Lifestyle Destination

Location: Monte Carlo, Monaco

Style: Mediterranean glamour, vibrant luxury, endless summer

Meet your client:

Club Mare is an exclusive beach club located on the coastline of Monte Carlo, where Mediterranean elegance meets modern summer living. From long lunches by the water to golden hour cocktails and sunset DJ sets, every experience is designed to capture the spirit of an endless European summer.

Known for its striped loungers, butter yellow umbrellas, fresh seafood, and lively atmosphere, Club Mare is a destination where style, music, and leisure come together. Guests spend their days swimming, socialising, and soaking up the Riviera lifestyle before evenings transition into unforgettable waterfront celebrations.

The brand should feel bold, playful, and effortlessly glamorous, combining vibrant colours with timeless Mediterranean charm. Think sunshine, Aperol spritzes, sea salt, striped towels, and a summer you'll never want to leave.

Brand Keywords:

- Sun-soaked
- Mediterranean
- Playful
- Relaxed
- Effortless

Deliverables (choose any):

- Logo + Wordmark
- Beach club menu or cocktail menu
- Website homepage concept
- Summer campaign concept
- Beach club signage or branded cabana/towel concept

Have fun!