

APB3002 MAJOR PROJECT -HABIBLING DUBAI-



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Module Code: APB3002

Project Title: HABIBLING DUBAI

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ACKNOWLEDGEMENTS

I would like to express my sincere gratitude to my supervisor Mr.Stephen King for his invaluable guidance and support throughout this project.

No cast members were hurt in the making of this project

INTRODUCTION

This study explores the strategic development of the Dubai Bling Scents & Candles Collection “SCENTS OF BLING”, a merchandise line inspired by the reality TV show Dubai Bling. The research explores how reality TV affects consumer behaviour and purchase choices, specifically when it comes to incorporating high-end branding and accessible product lines.

The study determines important elements influencing the success of entertainment- driven merchandise partnerships by examining successful case studies of such partnerships. The results indicate that while carefully planned packaging and smart retail alliances may help close the gap between exclusivity and mass-market accessibility, using reality TV personalities and stories can improve brand appeal and customer engagement. With its insights into consumer psychology, branding tactics, and market viability, this study offers a thorough framework for creating and promoting high-end home fragrance goods associated with entertainment companies. This study seeks to provide a framework for the effective development, promotion, and retail placement of home fragrance items with an entertainment driven concept.

THEORY

THE RISE OF TV MERCHANDISE AS A BRANDING TOOL

Although television has traditionally served as a medium for brand impact, the rise of reality TV has revolutionised the marketing and consumption of

products. By enabling viewers to buy products directly related to their favourite shows, reality TV marketing goes beyond standard product placement. TV tie-in merchandise turns on-screen characters and stories into tangible commercial items by capitalising on viewers' affinity to them (Grey, 2010).

Aspirational lives and scripted entertainment are blurred by reality TV stars, who use branded things as an extension of who they are.

CONSUMER ENGAGEMENT AND REALITY TV INFLUENCE :

Reality television is distinguished by its ability to develop a sense of connection and relatability between its cast members and its viewers, resulting in substantial consumer engagement. Reality TV personalities, in contrast to fictional characters, are actively involved in social media interactions with their audiences. This ongoing interaction enhances brand trust and purchasing motivation (Hearn & Schoenhoff, 2016). Cast members are observed by viewers utilising, endorsing, or even designing products in real time, which enhances their perceived authenticity.

For instance, reality TV contestants frequently capitalise on their on-screen personas by transitioning into fashion, cosmetics, or lifestyle brand proprietors. By incorporating branding into commonplace storytelling, reality TV has the potential to generate billion- dollar product lines. This was demonstrated by shows such as Keeping Up with the Kardashians, which paved the way for reality TV-driven brands like SKIMS, Kylie

Cosmetics, and KKW Beauty.

QUOTE BASED BRANDING - NOSTALGIA AND EMOTIONAL APPEAL :

An essential feature of the Dubai Bling Scents & Candles Collection is the use of iconic cast lines as product titles. This method improves brand recognition, emotional connection, and word-of-mouth promotion. Analogous to The Real Housewives' use of memorable words for beauty products, statements from Dubai Bling such as “Farha Marha” and “Buy Me a Birkin” will function as product labels, rendering the collection immediately identifiable and easily shared.

Consumers relate memorable quotations to aspirational lifestyles, turning the candle collection a statement piece rather than merely an everyday household product. The emotional branding element implements fan memories and audience engagement, prompting customers to invest in the show's identity.

SOCIAL MEDIA INFLUENCE & DIRECT ENGAGEMENT :

Reality television personalities depend on social media channels such as Instagram, TikTok, and YouTube to sustain their relevance after the show's broadcast. By utilising their extensive internet audiences, cast members may directly impact product sales through exclusive product launches advertised on social media, behind-the-scenes footage showcasing the candle collection and Influencer marketing tactics with personal endorsements. Data from social media engagement

indicate that reality TV personalities surpass traditional celebrities in audience contact, since their supporters perceive them as both approachable and aspirational individuals (Statista, 2023). The Dubai Bling Scents & Candles Collection links product launches with cast-led promotions to guarantee a potent, digitally-focused marketing campaign.

CONTEXT

THE CAST OF DUBAI BLING SEASON 1 - MARKETABLE PERSONAS :

The popularity of Dubai Bling is attributed to its eclectic and charming group, each embodying a unique luxury lifestyle ideal. These personas offer marketing value by catering to diverse customer preferences:

- - **Safa Siddiqui** – Bold fashionista appeals to audiences that value high-fashion, aesthetics, and luxury.
- - **Zeina Khoury** – Business savvy powerhouse attracts driven professionals and affluent clientele.
- - **Ebraheem Al Samadi** – Ultra-luxury entrepreneur represents Dubai's elite market and premium brand partnerships.
- - **Fahad Siddiqui** – Successful businessman who enhances Safa's image while embodying the lifestyle of wealthy Dubai households.
- - **Farhana Bodi** – Influencer targeting a youthful, digitally savvy demographic engaged in beauty,

social media, and lifestyle branding.

- **Danya Mohammed** (Diva Dee) – Socialite and influencer interacts with fashion and beauty enthusiasts in the Middle Eastern market.
- **DJ Bliss** (Marwan Parham Al Awadhi) – Entertainment mogul connects music, nightlife, and luxury branding partnerships.
- **Kris Fade** – Entrepreneur and media figure; well-suited for interacting with enthusiasts of business achievement and media impact.
- **Brianna Fade**– Supporting, fashionable partner embodies premium lifestyle aesthetics and relationship oriented branding.
- **Lojain Omran** – Elegant television host attracts selective audience that appreciates sophistication, elegance, and cultural significance.
- **Loujain Adada** – Stylish widow embodies sophistication, affluence, and exclusivity within the luxury industry.

Each individual improves the branding allure of the candle collection by combining personality traits with scent profiles, enabling buyers to "possess" a fragment of their preferred celebrity's lifestyle.

PRACTICE

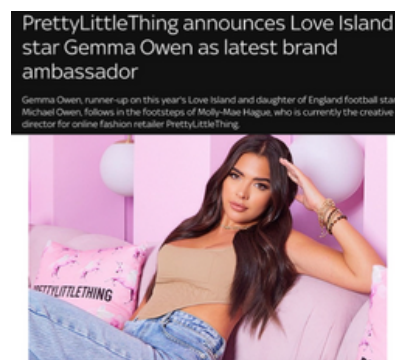
Reality TV merchandise models generally fall under three key strategies:

- **Direct-To-Consumer(DTC)Brand Creation:** Leveraging the trust of their audience, reality personalities establish their own brands (e.g., Kylie Jenner launches Kylie Cosmetics.

- **RetailPartnerships:** Exclusive collections that are introduced to the market through partnerships between established retailers and television personalities (e.g., Love Island x Pretty Little Thing).
- **Limited-Edition Licensing:** Shows frequently collaborate with brands to produce limited-time collections, which are frequently associated with the release of new seasons or special episodes (Selling Sunset x DSW).

CASE STUDIES :

LOVE ISLAND x PRETTY LITTLE THING :
Fast Fashion Meets Reality TV



The Love Island collaboration with PrettyLittleThing (PLT) is among the most successful reality TV product collaborations. Upon leaving the program, contestants are given lucrative partnerships with fashion brands, and they gain enormous fan bases while on the show. In order to enable fans to imitate the style of their favourite cast member, PLT curates collections that are influenced by the candidates appearances and on-screen attire.

Key Lessons for Dubai Bling Candles:
Celebrity-Based Promotion: On social media, Dubai Bling's cast members may act as brand ambassadors, promoting their customised candles.

Reality TV's Impact on Trends: Due to Dubai Bling's upscale style, its candle branding ought to complement aspirational interior design fads.

SELLING SUNSET x DSW : Luxury Aesthetic Meets Affordable Pricing

CELEBRITY NEWS
Chrisell Stause Shares Style Secrets at Her DSW Celebration, Jokes She's the Carrie Bradshaw of 'Selling Sunset' (Exclusive)



Selling Sunset, a popular Netflix series that features affluence, glitz and expensive real estate, collaborated with Designer Shoe Warehouse (DSW) to produce a carefully chosen shoe collection that reflects the cast's opulent yet approachable sense of style. Similar to how Dubai Bling candles will provide premium branding at a mass market price point, the line gave fans access to reasonable priced luxury.

Key Lessons for Dubai Bling Candles:

Aspirational Luxury Positioning: This approach is ideal for a luxury home fragrance collection as Selling Sunset

and Dubai Bling both tell stories of lavish lifestyles.

- **Retail collaborations:** Dubai Bling candles may strike a balance between exclusivity and affordability through retail collaborations like Sephora and H&M Home, just how DSW made high-end footwear widely accessible.

LUXURY BRANDING IN HOME FRAGRANCE

Luxury branding in the home fragrance market relies on exclusivity, sophistication, and premium craftsmanship. High-end candle brands such as Jo Malone, Diptyque, and Cire Trudon have set industry standards by prioritizing high-quality wax blends, premium fragrance oils, and artisanal craftsmanship. These brands also emphasize heritage and storytelling, adding perceived value beyond the product itself. For the Dubai Bling Scents & Candles Collection, luxury branding is embedded in the product's sensory appeal, narrative, and aesthetic design. The candles embody opulence and exclusivity by utilizing high-end packaging, distinctive branding elements, and premium fragrance notes. The use of celebrity association and cultural significance further enhances its desirability among consumers seeking aspirational lifestyle products.

PACKAGING AND VISUAL IDENTITY

A premium home fragrance product's packaging has a significant impact on how customers view it and how devoted they are to the brand. The sleek, upscale design of the Dubai Bling Scents & Candles Collection captures the opulence and extravagance of Dubai's luxury market. The candles will be presented in matte black glass jars featuring Arabic calligraphy coated with gold foil, adding to the sense of sophistication and cultural elegance. The strong yet simple design will provide a classic look that satisfies contemporary luxury requirements. The polished metal finish on each candle lid will provide a tactile aspect of indulgence, and the thick, textured paper used to make the candle boxes will have a soft-touch effect that will improve the unpacking experience.

The packaging will be essential in terms of sustainability and utility in addition to appearance considering the candle jars are reusable. Customers will be encouraged to use them as ornamental storage containers, which is in line with their rising desire for luxury goods that are environmentally friendly. Customers may quickly distinguish smells without opening the container because to the packaging design's subtle aroma cues, which include a small gold logo that indicates the fragrance family (floral, woody, oriental, and fresh). The Dubai Bling candle line is certain to stand out

on store shelves due these well-considered design decisions, which also preserve a unified, upscale aesthetic that complements aspirational home décor trends.

LOGO AND BRANDING STRATEGY

Strong brand awareness in the high-end home fragrance industry is ensured by the Dubai Bling Scents & Candles Collection's logo and branding strategy, which are intended to convey both luxury and cultural authenticity. The monogram-style logos in the design will combine Arabic calligraphy with modern typography to represent the combination of regional tradition and contemporary beauty. The box will be immediately recognisable because of the gold foil embossing, which will further enhance a sense of elegance and refinement. In order to fit in with Dubai Bling's affluent lifestyle, the brand identity will continue to have a striking yet simple look. Each candle will have a famous quotation from the show, delicately incorporated into the design using gold or silver foiling, to foster a stronger emotional bond with customers and guarantee a cohesive and unforgettable luxury experience, the overall branding will be the same across influencer partnerships, digital marketing, social media, and retail packaging.

EXPERIENTIAL MARKETING – POP UP STORES & EVENTS :

Luxury branding relies on experiential marketing to provide customers a memorable experience. The Dubai Bling Scents & Candles Collection will use pop-up stores and interactive retail experiences to engage customers, increase exclusivity, and increase product demand. The pop-ups will be carefully placed at malls, and high-end department shops to reach rich and ambitious consumers. Customers may try Dubai Bling cast member-inspired candles at scent-testing booths. Exclusive limited-edition product drops will heighten demand, reinforcing the brand's positioning as an aspirational lifestyle product (Pine & Gilmore, 1999). These events' exclusivity will boost brand attractiveness and spontaneous purchases.

The reach of these events will be increased by integrating digital and social media in addition to physical involvement. In order to further authenticate the brand and increase customer confidence, Dubai Bling cast members will take part in influencer partnerships, VIP launch events, and live product demos. Social media platforms, particularly Instagram and TikTok, will be leveraged through behind-the-scenes event coverage, interactive Instagram live shopping, and influencer-generated content, ensuring that online audiences can participate in the experience virtually (Honman & Novak, 2018).

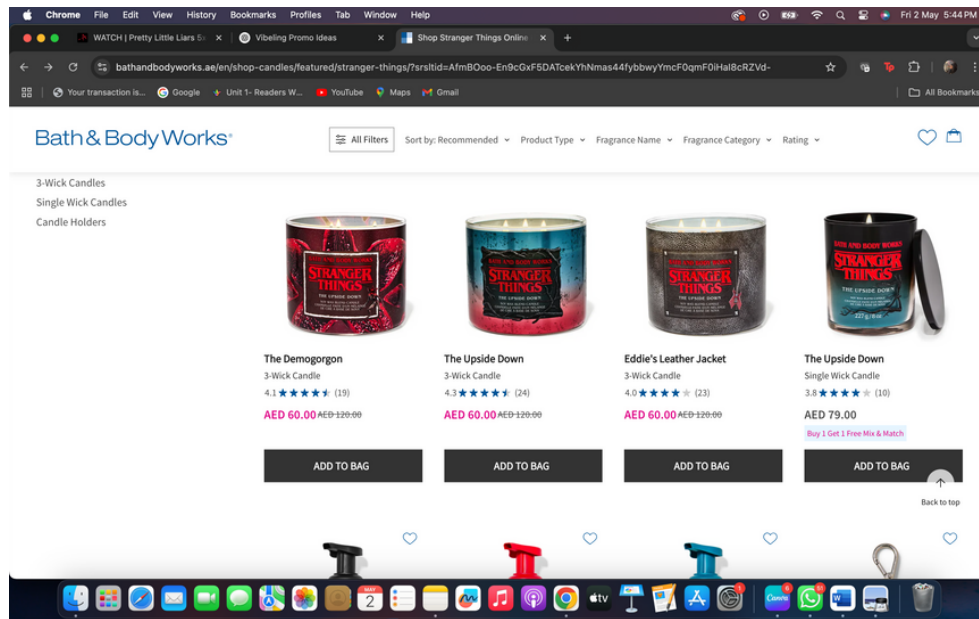
The Dubai Bling candle collection will establish itself as a high-end product and a must-have pop culture lifestyle item by combining luxury retail, exclusive in person events, and digital engagement. This will strengthen its exclusivity and appeal to customers.

CONCLUSION

By blending premium aesthetics, reality TV branding, and consumer involvement, the Dubai Bling Scents & Candles Collection showcases how entertainment-driven items may succeed in retail. This line uses pop culture, celebrity influence, and social media to portray itself as a luxury lifestyle item. The study showed that quote-based branding, immersive retail settings, and exclusivity-driven marketing may boost product appeal. Case studies like Selling Sunset x DSW and Love Island x PrettyLittleThing show that reality TV items with mass-market accessibility and premium branding are commercially viable. This collection must blend accessibility and exclusivity to build brand loyalty and maintain a premium market position as consumer buying patterns evolve.

CREATIVE PROJECT

As per my creative project, most of my focus and effort will primarily go on crafting realistic product mockups, packaging designs, and brand visuals. Utilising Adobe Photoshop, Illustrator, and Canva, I will simulate a complete product launch. Although I won't be producing physical items, I will showcase the brand through a comprehensive brand book and PR kit, illustrating how HABIBLING DUBAI will be introduced to the market.



Example : A collaboration of
Bath & Body Works x Stranger Things

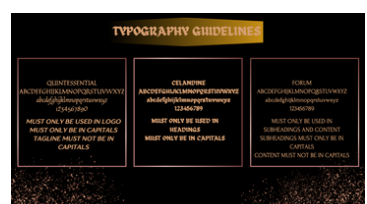
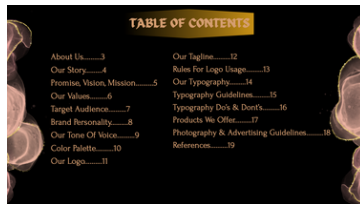
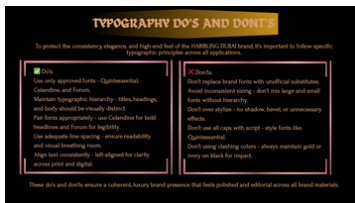
OUTPUT 1 - THE BRANDBOOK

HABIBLING دابی



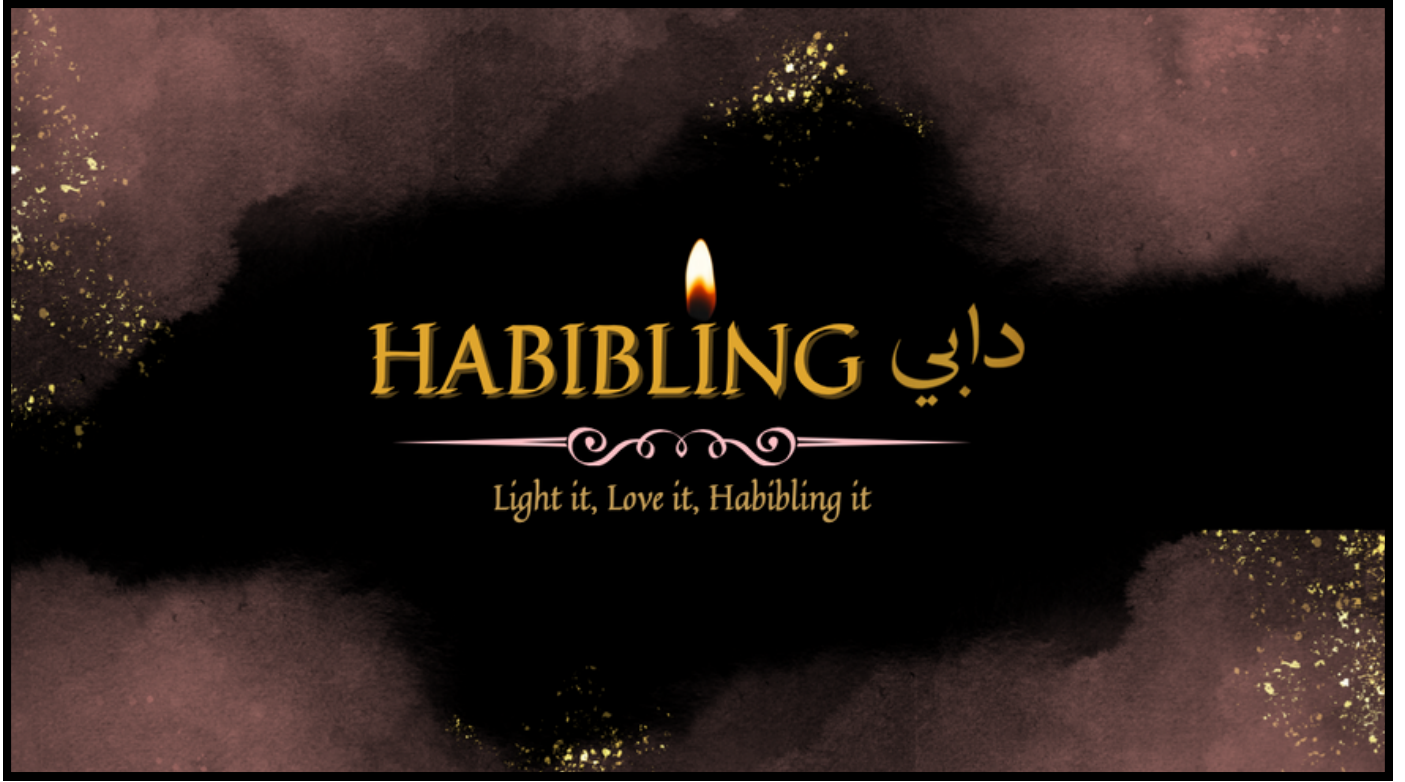
Light it, Love it, Habibling it

OVERVIEW

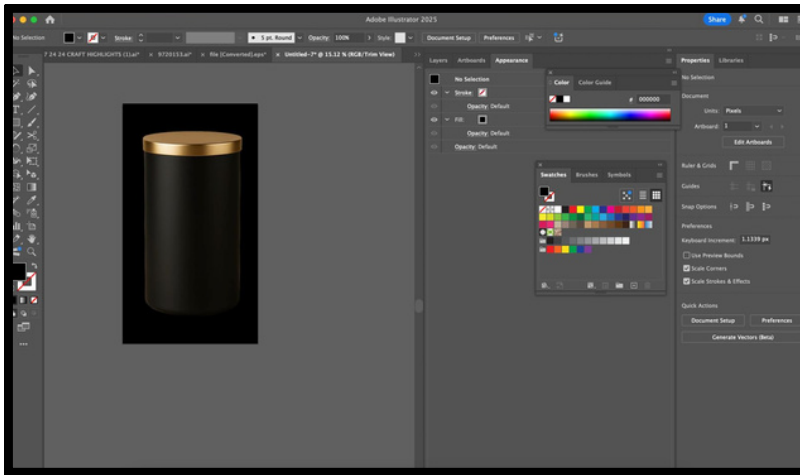


I used canva to create a 19 page brand book incorporating all the main aspects from about us to our product guidelines.

[LINK TO BRANDBOOK](#)

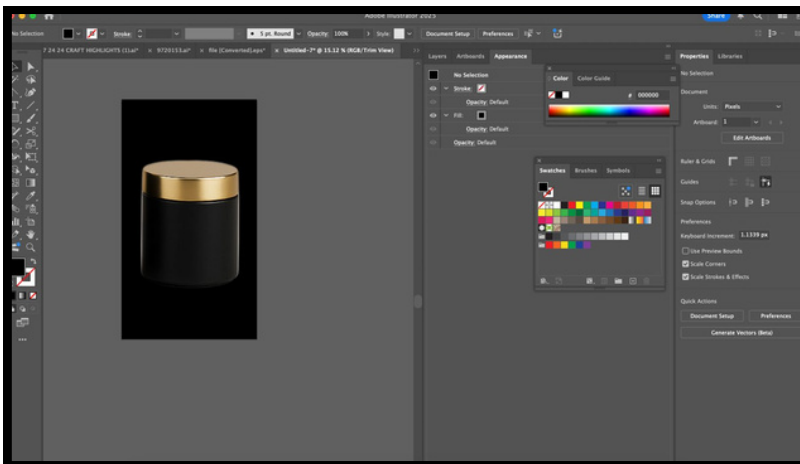
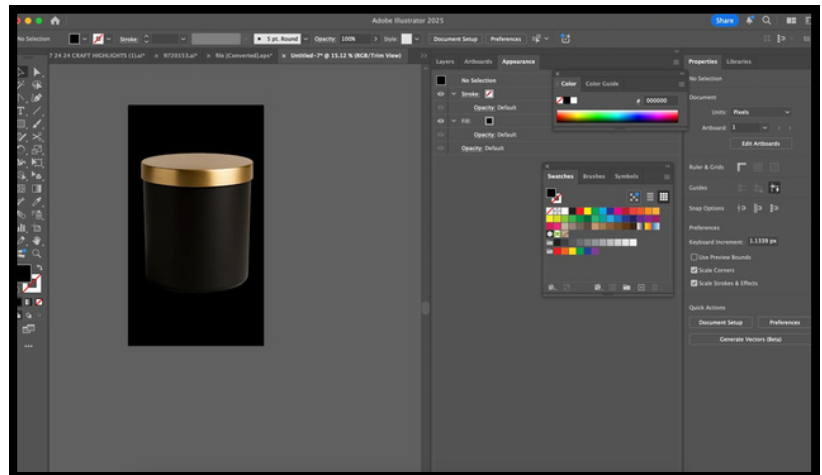


The main page of the brand book was designed using Canva. I developed the logo and selected the font colors and incorporated a flame icon sourced from Pinterest into the design. The background was also created using Canva.



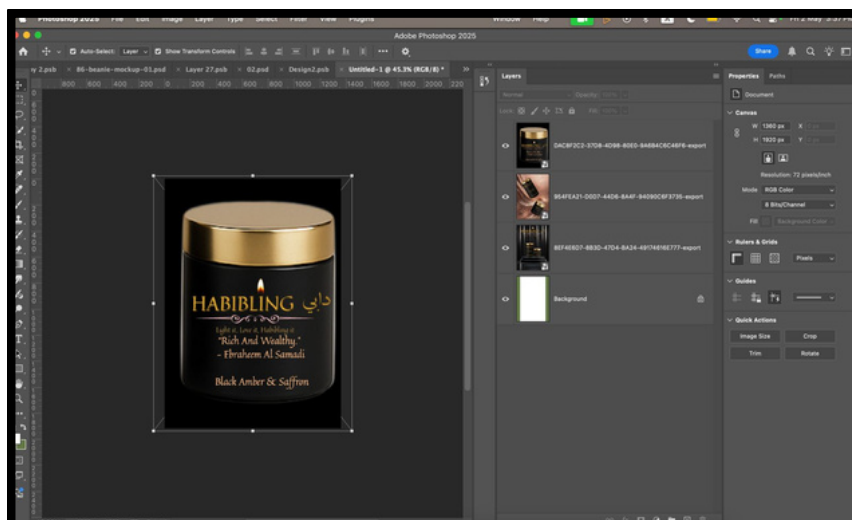
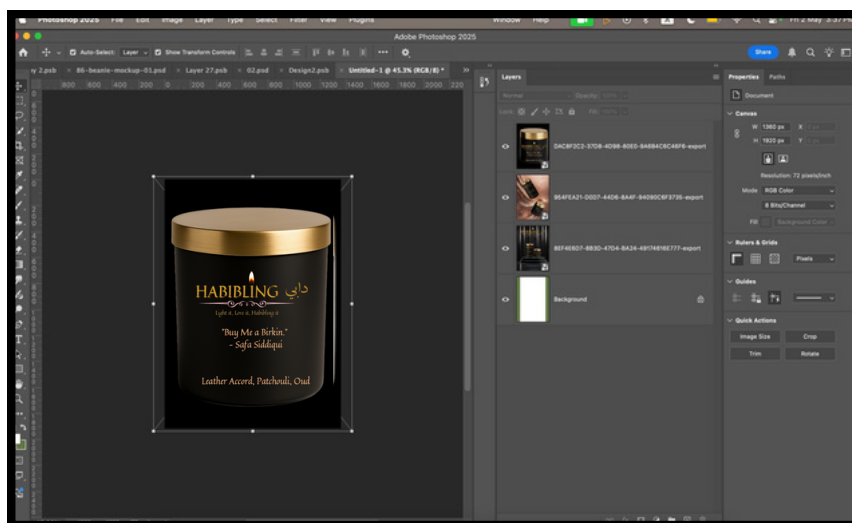
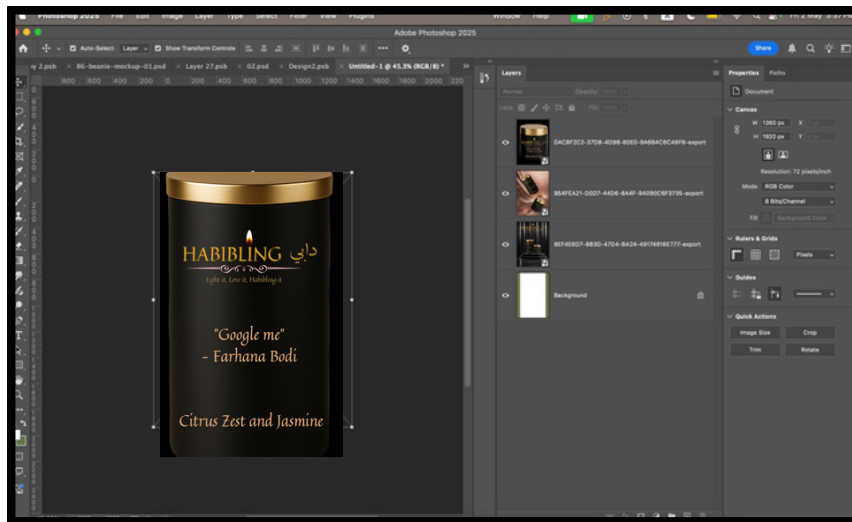
Long Form

Standard



Mini

Adobe Illustrator was used to develop the candle designs. I created 3 different sizes of candles and incorporated the gold and matte black as part of one of the brand colors.

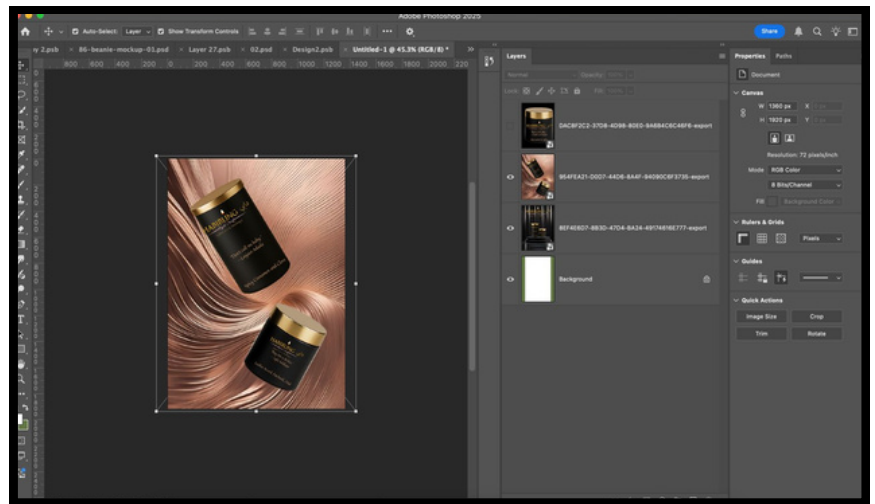


Post finalising the candle design. adobe photoshop was used to enhance the texture of the candles add text on.



As a result of the final designs the products slide was developed and incorporated in the brand book.

Background for this photography/ad image was sourced from pinterest. Then i used adobe photoshop to enhance the background color, place the candles and incorporate the text.



Background for this image was also taken from pinterest. Placement and text of the candle was done on canva.

PHOTOGRAPHY AND ADVERTISING GUIDELINES

To effectively convey the HABIBLING DUBAI identity, our photography and advertising strategy should embody luxury, drama, and a striking personality.

- **Mood & Lighting:** Emphasize soft, warm-toned lighting with a candlelight-inspired glow. Subtle shadows are essential to create depth and ambience.
- **Backgrounds:** Utilize black, deep amber, or champagne gold backdrops for product images. Textures such as velvet, marble, or satin will elevate the luxurious feel.
- **Props & Styling:** Include gold, rose gold, accents, mirrored trays, crystal glassware, or elements of Arabic calligraphy. Candles should take center stage in the composition.
- **Angles:** Prioritise close-up shots that showcase the wax texture, packaging details, and flame. Present the product in real-life settings like vanity tables, coffee tables, or event displays.



As a result of both the images above, i developed the photography and advertising guidelines slide in the brand book.

OUTPUT 2 - THE PR KIT



The cover page for the PR kit was designed using Canva. I sourced the background from Pinterest to evoke a luxurious and aesthetically pleasing ambiance. I used canva to place the candles.

OVERVIEW



HABIBLING داي

Light it, Love it, Habibling it

PRESS RELEASE

FOR IMMEDIATE RELEASE

FROM REALITY TV TO REAL LIFE LUXURY

Introducing HABIBLING DUBAI, the official luxury candle collection inspired by the Netflix series Dubai Bling. This unique collection captures the drama and opulence of the show with evocative names such as "I Am The Company" and "Boy Me a Birkin," each designed to transport you into the glamorous world of Dubai Bling. The candles are housed in sleek matte black containers adorned with gold accents, making them not just non-burnable but coveted collectibles that elevate any space.

Crafted with premium wax and infused with high-quality essential oils, these candles offer custom scents that reflect bold personalities and cultural identity. Each fragrance is carefully curated to tell a story, adding to the luxurious experience. The initial launch includes a variety of sizes to suit different preferences, from full-size options to charming mini tins, with plans for limited-edition releases in future seasons. These will be available at exclusive pop-up events and the official website, ensuring that fans can easily access this piece of luxury.

Full-size, long-form, and small tins are available in the inaugural drop, with limited-edition releases promised in future Dubai Bling seasons. The collection is accessible at exclusive pop-up events and the official website, with retail collaborations.

YOU CAN NOW MAKE YOUR HOME SMELL LIKE DRAMA AND BURN LIKE BLING!

Media Contact: Tanya Reddy
PR Manager - HABIBLING DUBAI
Email: gavitanya@gmail.com
Phone: +971 51 103 5667

BRAND BIO

HABIBLING DUBAI is the exclusive candle collection inspired by the Netflix reality phenomenon Dubai Bling — a series celebrated for its lavish lifestyle, vibrant personalities, and memorable quotes. However, this isn't merely another celebrity-themed line. HABIBLING stands as a statement brand that embodies Middle Eastern luxury, pop culture enthusiasm, and fearless self-expression.

Designed to encapsulate the essence of the show's most memorable moments, HABIBLING transforms iconic quotes from cast members into luxurious scented candles. Each candle represents more than just a fragrance — it evokes a mood, a cherished memory, and a spotlight moment. Whether it's "Boy Me a Birkin," "Talha Marha," or "Google Me," each scent carries a narrative, and every jar pays homage to the glamour and boldness of Dubai Bling.

Our brand thrives at the crossroads of culture, fragrance, and fandom. From premium wax blends to gold-accented packaging and sophisticated design, every HABIBLING product is meticulously crafted to be indulgent and Instagram-worthy. We celebrate both regional heritage and global appeal, creating offerings that resonate with Arab youth and international influencers alike.

We prioritize cultural pride, boldness in expression, the influence of pop culture, unwavering quality, and emotional connections. These core values ensure that HABIBLING DUBAI is more than just a brand; it represents an experience, a vibe, and a celebration of style and culture.

SPEECH

Warm welcome to everyone,

Thank you for joining me tonight as I proudly introduce something that truly resonates with me — the HABIBLING DUBAI candle collection. This project is a delightful blend of glamour, boldness, and a sprinkle of reality TV magic.

If you've ever found yourself binge-watching Dubai Bling and thought, "I want that vibe in my life," then this collection is for you. We've captured the sass, style, and unforgettable moments from the show and transformed them into candles you can actually light. HABIBLING DUBAI is the first official scented candle line inspired by the viral quotes and personalities from Dubai Bling. Each candle serves as a tribute not only to the cast but also to the culture, drama, and devoted fans.

Imagine candles like "Boy Me a Birkin," "Google Me," and "Talha Marha" — iconic moments turned into luxurious home essentials. However, HABIBLING is more than just visually appealing — through we assure you, the matte black and gold packaging will look stunning on your shelf. This brand focuses on emotional storytelling. It's about scent memories, embracing your identity, and claiming your space. It's about lighting a candle that embodies a sense of empowerment.

Every detail of the brand, from the fonts we selected to the flame symbol in the "H" of HABIBLING, conveys a narrative — a narrative of glamour, heritage, and aspiration. This story is rooted in the UAE but designed to resonate globally. This launch marks just the beginning. We are eager to collaborate, expand, and continue creating products that connect people through scent, culture, and personality.

So tonight, we invite you to light it, love it, and HABIBLING it!

Thank you — and be sure to pick your favorite quote.

PITCH

Luxury. Culture. Pop. Drama. Lil.

HABIBLING DUBAI is more than a scented candle brand — it's a luxury lifestyle product born at the crossroads of reality TV and regional identity. We are the official candle collection inspired by the iconic Netflix reality series Dubai Bling. Our concept is simple yet unforgettable: take the show's most viral quotes and unforgettable cast moments, turn them into premium, quote-driven scented candles. Each candle is named after a signature line from the series — "Talha Marha," "Boy Me a Birkin," "Google Me" — and crafted to reflect the energy, attitude, and story behind it.

This isn't just a merch drop — it's an experience. We combine high-end fragrance blends, matte black jars, gold detailing, and collector-worthy packaging with culturally rooted storytelling. Our branding draws from Arabic calligraphy, Middle Eastern warmth, and global luxury codes — all delivered in a product that's both giftable and personal.

We're targeting a style-conscious, Gen Z and Millennial audience — social-media-savvy fans who want their home decor to reflect their personality and pop culture interests. HABIBLING DUBAI candles are designed to be Instagrammable, collectible, and statement-making.

The brand is launching through exclusive pop-ups, influencer gifting, and digital campaigns with the goal of expanding into retail and hospitality spaces in the UAE and globally.

HABIBLING DUBAI is scent, but with sass. Homeware, but make it main character. It's a brand that doesn't just light rooms — it lights identities. We're not just selling candles. We're selling a lifestyle that smells like drama and looks like bling.

MEDIA LIST

WOMAN Emirates Women	BAZAAR Harper's Bazaar Arabia	SAVOUR Savour Fair
GQ GQ Middle East	COSMOPOLITAN Cosmopolitan Middle East	THE NATIONAL The National - Arts & Lifestyle
NETFLIX Netflix Mena	POPSUGAR Arab News Lifestyle	ARABNEWS PopSugar Me
karen Wazen	Huda Kattan	Maya Ahmad
Taim Al Falasi	Noha Nabil	

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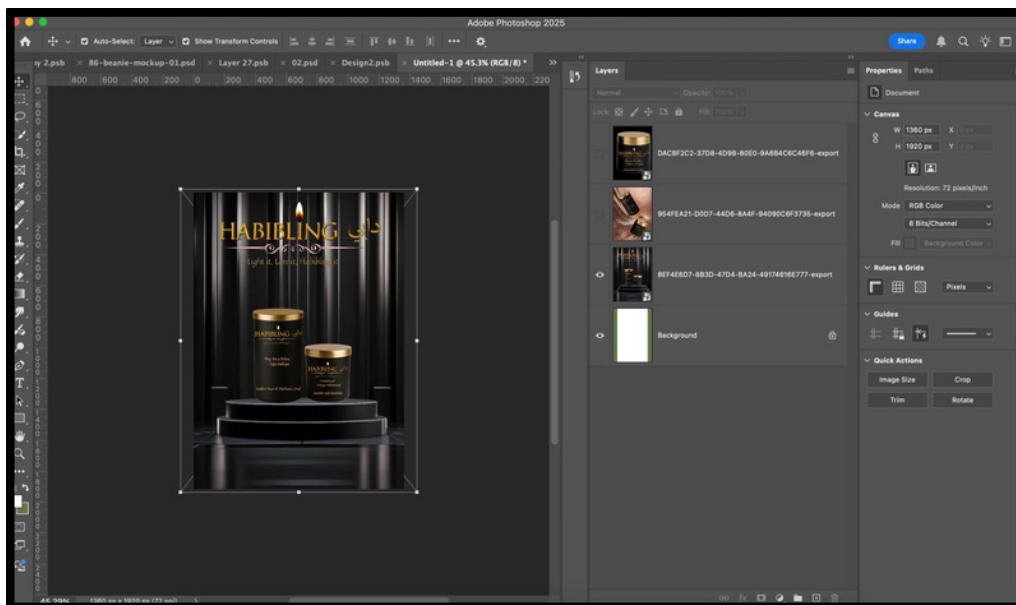
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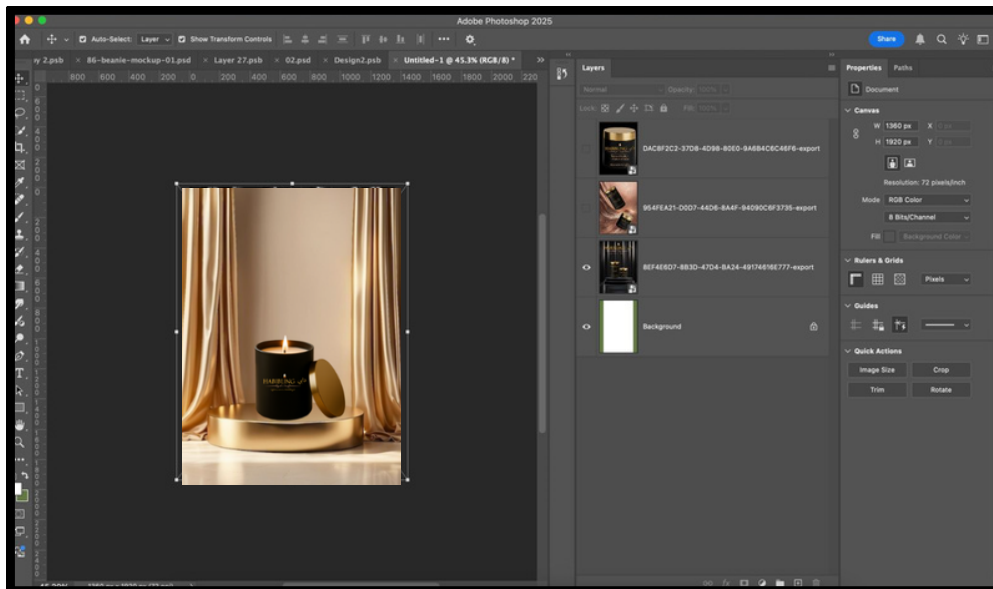
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I created a five page public relations kit that included essential components which were, a press release, brand biography, speech, pitch, and media list. I used Canva to design the slides.

[LINK TO PR KIT](#)





I sourced the background for this image from pinterest. I then used adobe photoshop to enhance the depth of the background color along with placing the candle text.



As a result of the final design i developed the press release page and incorporated it in the PR Kit.

MEDIA LIST



Emirates Women



Harper's Bazaar Arabia



Savoir flair



GQ Middle East



Cosmopolitan Middle East



The National -
Arts & Lifestyle



Netflix Mena



Arab News Lifestyle



PopSugar Me



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The media list page was created on canva. All the images were sourced from either google or directly from the brand/influencer websites.

REFLECTION

The project was presented a demanding but creatively interesting opportunity. I knew I wanted to create something culturally relevant, visually striking, and grounded in narrative when I was given the task of developing a research-based, practice-led project related to media and branding. This reflection's goal is to evaluate critically how my academic, professional, and personal abilities changed throughout the course of the project while using theoretical knowledge and practical experience. In addition to responding to a brief, I wanted to produce a work that showcased my creative ability and reflected my academic knowledge.

I wanted to investigate the relationship between cultural identity and global branding, so I chose merchandise collection for Dubai Bling, a Netflix reality series that combines luxury, Middle Eastern identity, and contemporary entertainment culture. This decision influenced my project's whole course. Inspired by famous statements from the program, I created a line of branded scented candles called HABIBLING DUBAI that combines pop culture, Arab luxury, and fragrance-based storytelling. I set out to combine my own cultural pride with a high-end product that would appeal to both domestic and international consumers. A 2000-word academic research study, a 1500-word brand book presentation, and a 2000-word public relations kit

kit comprised the project's three main parts. Over the course of this project, I was able to develop as a strategic and creative professional because each of these areas called for different skill sets and ways of thinking.

BASIC OBSERVATIONS

The assignment's most academic, well-organised, and research-intensive section was the literature review, which came first. At first, I found it difficult to relate academic theory to a product as entertainment-inspired and emotionally charged as a line of scented candles. But I soon discovered that there are many areas of academic discussion about the relationship between branding and reality television. Brands may interact with a wide and highly engaged audience through reality TV series, like Dubai Bling.

In order to comprehend how shows like Dubai Bling might penetrate consumer markets, I investigated hypotheses pertaining to pop cultural impact, reality television fandom, and TV tie-in items. This involved looking at theories such as Henry Jenkins' idea of participatory culture, which holds that audiences interact with media goods in ways other than just watching them, and how companies might profit from this interaction. I also looked at case studies of profitable product partnerships, such as Love Island x PrettyLittleThing, Selling Sunset x DSW etc which offered practical examples and tactical ideas.

These case studies helped me develop the concept for HABIBLING DUBAI by providing priceless insights into how pop culture and television tie-ins may pique consumers' interest in culturally significant items.

Consumer behaviour and purchase reasons were explored as well in the research report, with a focus on Gen Z and millennial audiences. These revelations gave me a better understanding of how consumers express their personality, culture, and mood through premium lifestyle products all important factors to take into account when creating a brand like HABIBLING. I learnt that candles, which are frequently thought of as luxury and lifestyle items, may express one's beliefs, feelings, and desired way of life all of which are consistent with Dubai Bling's themes. I also looked into the fundamentals of luxury branding, examining how aspirational yet reasonably priced goods like candles may incorporate exclusivity, narrative, and upscale aesthetics. This literature study forced me to combine creativity with theory. I intended to use the previous information to support every brand choice I would make in the future, not merely to summarise it. Through this activity, I learnt how to incorporate critical thinking into creative creation and to base a brand's narrative on audience psychology, cultural trends, and actual statistics.

ADDITIONAL INFORMATION

After establishing the theoretical framework, I proceeded to the assignment's most creative component, and the first output of my project which was the brand book presentation. I had to completely redesign HABIBLING DUBAI at this phase, including the brand name, logo, packaging, colour scheme, typography, voice, personality, and product line. I began by creating the identity for the brand. I wanted the name to be humorous, bold, and inspired by the area. After several attempts, I came up with the term "HABIBLING," which is a combination of the words "Habibi" and "Bling." The tone I wanted was instantly conveyed by the name: light-hearted, unrepentant, and based on ethnic pride. I could use the call-and-response excitement that the slogan, "Light it, love it, HABIBLING it," added to packaging, store displays, and social media.

A lot of attention was paid to the brand's visual development. I designed a logo with Arabic calligraphy and gold text, and I included a little flame above the "i" in HABIBLING to represent warmth and individuality. Matte black, gold, champagne, and deep amber served as the foundation for the colour scheme; these hues were picked not just for their beauty but also for their ability to convey refinement, wealth, and cultural diversity. Typography was also given considerable thought. To add a touch of sophistication and femininity, I used Quintessential for the slogan and logo. To ensure readability and editorial power, I used Forum for the body text and Celandine for the headers.

Every slide in the brand book, including "Our Story," "Our Promise," "Our Values," and "Tone of Voice," was purposefully created by me. I also included thorough sections on how to use the logo, standards for typography, and best practices for product photography. Every component worked together to create a unified brand that was both strategic and profitable in addition to seeming daring and fashionable.

REVISITING

Aligning the brand identity with the cultural expectations of the Dubai Bling audience was one of the biggest hurdles I encountered, as I realised when I looked back on the process. At first, I concentrated on premium aesthetics, but I quickly saw that I needed to mix cultural significance with global appeal. After considering the comments and my personal design preferences, I saw a chance to include more profound cultural components into the branding. For example, I had first chosen a simple, elegant style that I believed would appeal to everyone. But I came to see that the show's audacious and passionate style called for a livelier, more culturally relevant approach. As a result, I changed some of the visual components, like as the font and colour schemes, to strengthen the bond between the brand and its intended market.

I also admitted that I hadn't given the brand's emotional component enough thought when I was going over the creation process.

Although luxury and aesthetic appeal were prioritised, I came to the conclusion that HABIBLING needed to engage customers on a more profound emotional level. Through both aesthetics and the lifestyle it embodied, the brand's narrative had to express the goals of its target market. I changed the brand's story to emphasise cultural pride, pleasure, and daring self-expression by emphasising the aspirational aspects of the Dubai Bling series, such as the extravagant lifestyle and larger-than-life personalities of its protagonists. This shift in strategy improved the brand's narrative, strengthened its bond with viewers, and brought it even closer to the show's core values. In the end, this revision pushed me to make more deliberate design choices based on emotional resonance rather than just visual appeal, which I think will be crucial in future projects. It also made me see the significance of narrative in branding.

STANDING BACK & TESTING IDEAS

Making product designs and mockups was one of the most fulfilling parts of this process. I created mockups that mirrored actual retail execution and developed three candle sizes: normal, long-form, and tiny. Additionally, I produced advertising images that were all based on the primary colour scheme of the brand. The concept was visually brought to life by these mockups, which also gave me the confidence to view the brand as a genuine consumer product rather than merely a university assignment.

In the brand book, I looked at experiential marketing and included ideas for influencer events and pop-up stores to increase brand awareness. This feature made me consider HABIBLING's potential in the actual world more comprehensively, considering it as a cultural phenomenon as well as a product.

Additionally, I looked into influencer collaborations and audience-relevant digital marketing techniques. Because Dubai Bling is so well-liked by Gen Z and millennials, I realised that influencers may be crucial to the product's growth. In order to increase brand recognition and authenticity, I created influencer marketing campaigns on sites like Instagram and TikTok. The influencer collaborations would take advantage of Dubai Bling's cultural resonance as well as the aspirational lifestyle linked to high-end scented candles.

MOVING ON: LEARNING AND FUTURE STEPS

My attention turned to the PR kit while I worked on the final deliverables and my second output which required a shift in viewpoint. I had to change my perspective from design mindset to a communication strategy. I was able to practise creating a consistent brand voice by writing the press release, bio, speech, pitch and media list. It was a unique experience, and I enjoyed turning my imaginative concepts into a structured plan for public involvement.

I intend to approach next creative endeavours with a deeper comprehension of the significance of cultural distinctiveness and global appeal in the production of branded goods. I've gained a thorough understanding of how to incorporate research into design, but I also understand how crucial ongoing feedback and practical testing are to the success of brand strategy. I have gained useful skills in communication, design, and critical thinking from this work that I will use in my future professional endeavours. I also came to see how important it is to develop a brand that appeals to international markets while feeling true to its cultural origins. My knowledge of how to modify tactics and goods for various audience groups has improved as a result of this project.

PERSONAL GROWTH & INSIGHTS

When I look back on the entire project, I see that it forced me to cultivate a strategic and introspective approach in addition to testing my creative ability. The level of detail needed to transform an intellectual idea into a concrete, marketable product occasionally left me feeling overpowered. But getting beyond these emotions and overseeing the project was really fulfilling since it gave me a personal look at how a creative idea can become a successful business.

HABIBLING DUBAI began as an idea and developed into a fully functional brand with a distinct voice, personality, and marketing plan.

I developed my writing, branding, critical thinking, and design abilities during this process. Additionally, I gained knowledge about how to transform a culturally unique media property into a worldwide consumer good—a task that required careful planning, meticulous attention to detail, and innovative innovation.

Because this job required me to think like a strategy, create like a creative, and write like a communicator, it made me realise how important variety is in creative work. Knowing that I can strike a balance between creative direction, strategic thinking, and audience engagement has made me feel more equipped to take on a variety of difficulties in my professional field. I gained the confidence to combine several facets of branding, from visual identity to communication tactics, into a single coherent story as a result of the process, which also reaffirmed the need of cross-disciplinary thinking.

LONG TERM CAREER DEVELOPMENT

Looking ahead In my professional life, I consider this endeavour as a turning point. I am eager to advance in the professional field and keep honing my abilities. My comprehension of how branding tactics, cultural background, and customer insights may influence a product's success has grown as a result of this project. As I move into a position where I can integrate strategy, creative, and marketing to create powerful brands, I can't wait to put this knowledge to use in my future career. My approach to brand creation, consumer interaction, and cultural sensitivity in the constantly changing marketing landscape will be guided by the lessons I've learnt from HABIBLING DUBAI.

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