

Emotions reimagined

MIROS.AI

Case study

We buy things to express ourselves. Whether driven by intent, imagination, mood or emotions, our needs and desires change constantly. Miros AI provides a personalised e-commerce experience by mirroring shoppers' intent and surfacing the products they have in mind, even when they are unsure how to describe them.

We built the brand's visual identity on imagination and change. One of the most important drivers of the identity are fragments of imagination visualised as shapes. These fragments can be assembled, disassembled, and re-assembled to form new images — whether abstract or precise — to mirror intent, thus having a major part in the brand's storytelling.

The inspiration for the constant flow of emotions and everchanging moods was drawn from mood rings, a piece of jewellery that changes colours according to the ring wearer's mood, resulting in a vivid gradient called Mood Stone. The abstract graphic pattern is an imaginative and dreamlike interpretation of brainwaves, almost as if seen through a surreal filter.

Paired with a systematic grid and clear typography, the result is a flexible brand with a distinctive character that reflects people's emotions and desires, always adjusting accordingly, even if they change in an instant.

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