



# BRAND BOOK

Issue 2023

Preserve  
Create  
Inherit

# Preserve. Create. Inherit.

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ALEXANDRE Creative Brand Book

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## Who are we?

ALEXANDRE Creative is a family workshop of artwork made from recycled and natural materials. We are specialized in the realization of artistic sculptures which represents motorized machines (motorcycle, car, boat, etc.) of an average dimension of 50 cm.

Our brand ALEXANDRE Creative was created in September 2022 by our two co-founders father and son: Isidore and Mike ALEXANDRE.

Our co-founders have chosen to combine their experience as Master Craftsmen and Doctor of Science and Materials Engineering in order to create artistic creations combining craftsmanship and materials technology.

## What is our vision?

Our brand, ALEXANDRE Creative, has a vision to foster preservation, creativity and sharing in our world.

Our artwork made from recycled and natural materials is meant to last, and we want to offer an alternative investment for people who wish to transmit this vision to their next generation.

## What are our values?

All the artistic creations made by our brand ALEXANDRE Creative revolves around our core values which are: To preserve. To create. To inherit.

## What is our mission?

Our mission is a synergy between our vision and our values. The objective of our brand is to offer our ecological and sustainable solution by revalorizing waste into works of art thanks to our artisanal and creative work.

Each of our values leads to one of our missions:

- To preserve is to revalue all types of materials that are considered waste.
- To create is to give new life to recycled materials by transforming them into works of character.
- To inherit is to transmit a work of art in order to convey a story to the following generations.

## What is our positioning?

ALEXANDRE Creative is positioned as an art workshop committed to the preservation of the environment. Our brand aims to become a major ecological actor in the revalorization of waste in artistic creation.

Also, we wish to position ourselves as a precursor in the use of Web 3.0 to ensure the authenticity of our artwork through NFTs technology.

## What defines us?

ALEXANDRE Creative is first and foremost a symbiosis between artisanal know-how and a scientific knowledge of the behavior and structure of materials.

In each of ALEXANDRE Creative's works, our brand pays particular attention to the details of its creations and the choice of materials.

Our brand wishes to address its creations to all those who are passionate about motorized vehicles, but also to those who wish to acquire a work brimming with passion and commitment.

ALEXANDRE Creative promises to preserve, to create and to transmit (to inherit) works of character, works that carry a story, our story.

# Our ecosystem

Our brand ALEXANDRE Creative is a place of creativity and sharing and this is reflected in the construction of our ecosystem.

The ecosystem of our brand ALEXANDRE Creative is articulated around 3 axes:



**ALEXANDRE Creative Workshop** is the workshop where we create and sell our unique works of art in recycled and natural materials. The workshop is the heart of our brand's activity. All our works are made in accordance with our 3 precepts: Preserve. Create. Inherit.



**ALEXANDRE Creative Certificate** uses Web 3.0 technology to issue unique certificates of authenticity for our artworks on the blockchain. These digital objects are called NFTs (Non-Fungible Token).



**ALEXANDRE Creative Store** is the official store for our brand's merchandise. All the visuals on the products (clothes and accessories) are created from our unique artwork.



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