

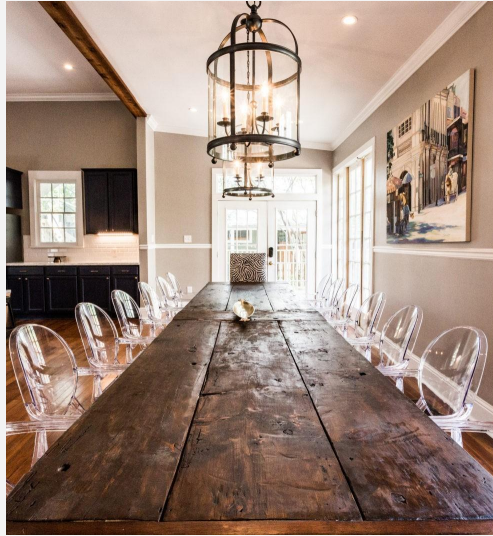
A photograph of a modern outdoor pool area. The pool is rectangular with a light blue tile border. To the left, there are several lounge chairs with blue cushions. In the foreground, two white plastic chairs and a blue table are positioned near the pool. To the right, there is a white bar with a wooden wall and a grill. The background features a concrete wall, palm trees, and a clear blue sky.

THE HEIRLOOM PROJECT

Creating a memorable experience
for the luxury traveler.

By Mary Sanders

ABOUT THE COMPANY



HEIRLOOM

Our goal is for each Heirloom stay to be a **unique travel experience** in and of itself. We believe that our luxury rentals facilitate the kinds of **memories** that ultimately **make travel worth it**: cooking a meal in the chef's kitchen. Kicking back on the patio with friends. Gathering together for a family movie night.

TARGET AUDIENCE



01.

Bio

Chris Hillsman
Age: 37
120k

02.

Occupation

Architect at firm
based in New York.

03.

Locations

New York
California
New Orleans
Savannah

04.

Brands

Burberry
Apple
Tesla
Harvey Nichols


05.

Hobbies

Likes to drink at local
vineyards

Takes cooking classes at
the culinary school on his
free time

Likes to find local hidden
gems while on business
trips



“When we look back on our own trips,
these are the things that we remember
most vividly. More importantly, these are
the moments we want you to remember.”

—DAN GLASER



**REMEMBER THE WAY
YOU STAY**

01

Create a luxurious welcome box for the vacation rental locations of Heirloom.

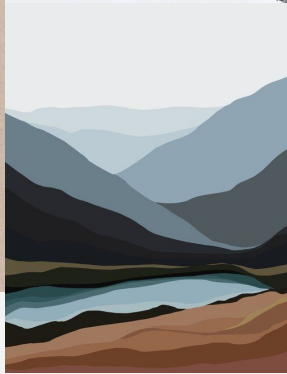
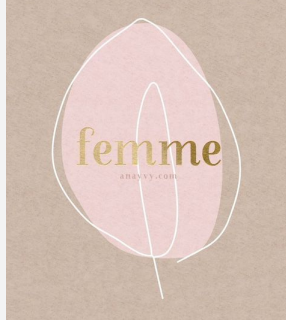
02

Promote local businesses by incorporating its products in the welcome box.



PROJECT OBJECTIVES

PROJECT MOOD BOARD



TYPE & COLOR

DESIGN



At Heirloom, we go out of our way to make sure everything is locally sourced and matches the historical nature of each space.

PACKAGING

A photograph of a person sitting on a wooden bench in a park, looking away from the camera. The scene is dominated by a massive, ancient tree with thick, gnarled branches and dense Spanish moss hanging from its canopy. The ground is covered in fallen leaves and grass. In the background, another person is visible walking on a path. The word "PACKAGING" is overlaid in large, white, bold, sans-serif capital letters in the center of the image.



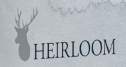


Vacation just got better

Heirloom stay to be a unique travel experience in and of itself. Luxury rentals facilitate the kinds of memories that ultimately make a meal in the chef's kitchen. Kicking back on the patio with the kids. Gathering together for a family movie night.

In our own trips, these are the things that we remember most fondly. These are the moments we want you to remember.

Check out our blog for our recommendations for local drinks and cuisine!



Remember the way you stay



Here is a gift from the Heirloom family, we hope you enjoy your stay!

Welcome to New Orleans



We hope that you enjoy your time here in one of our favorite cities!

Please let us know if there is anything we can do to make your stay here more comfortable. Feel free to contact us at (504) 507-0523 or by email info@stayloom.com.





MERCHANDISE







Enjoy a
glass on us!



JOEL GOTT

815

Cabernet Sauvignon

CALIFORNIA



HEIRLOOM

GLASS AND BOTTLE IS NOT TO BE REUSED.
SAFE DISPOSAL IS YOUR RESPONSIBILITY.



*Taste some of the famous
sweets of New Orleans*

Aunt Sally's Creamy Pralines



A photograph of a balcony with a table and chairs, a window, and a plant. The balcony has a white railing and a white pillar. The wall is light-colored with horizontal siding. A window with a white frame is on the right. A large green plant is in the foreground on the right. A table with a black pedestal and a white top is in the center. Two chairs with a black and white polka-dot pattern are on either side of the table. On the table are two glasses of orange juice with strawberries, a bowl of fruit, and two plates. A black lantern-style light fixture is on the wall to the left. A black basket is on the railing to the left. The word "THANKS" is written in large white letters across the top. Below it, the text "Does anyone have any questions?" is written in a smaller white font.

THANKS

Does anyone have any questions?