

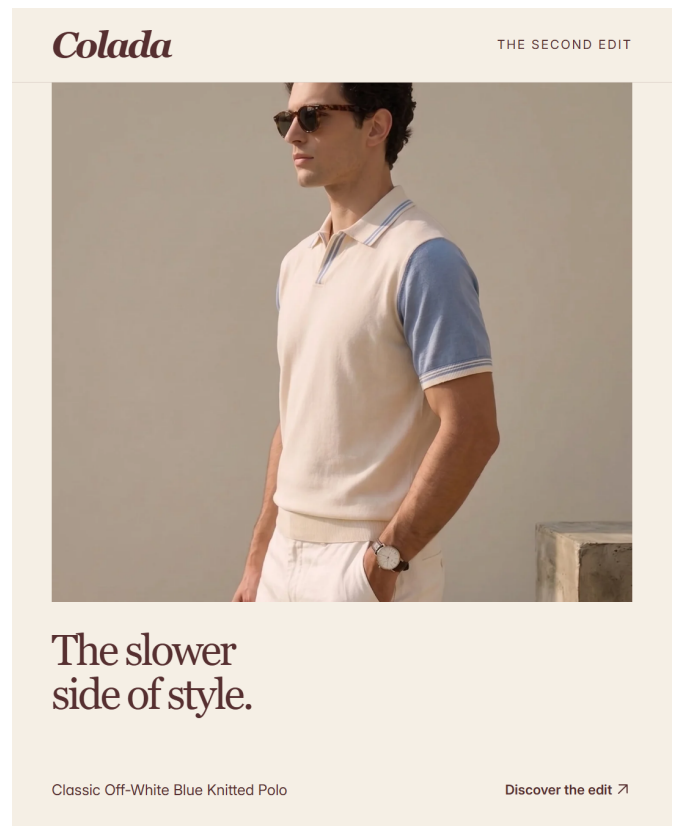
An off-duty mood with an unmistakable product.

A restrained lifestyle direction for two knitted polos, built around the real waterside and architectural images from Colada's product pages.

New creative concepts. Real products, brand-sourced imagery.



01 / Maroon Knitted Raglan Polo



02 / Classic Off-White Blue Knitted Polo

The design decisions

1. Use the brand's actual imagery; retain the polo's colour blocking and neckline.
2. Pair a warm paper tone with a deep maroon typographic accent.
3. Limit the frame to one headline, one named product and a clear collection destination.

From product to a useful test.

The starting point

The selected product imagery already connects the polo silhouettes to a relaxed outdoor setting. The maroon and off-white/blue colourways offer a natural pair for a small creative series.

The hypothesis

Keeping the lifestyle setting while reducing copy may make the product and mood easier to absorb. Compare mood-led and product-name-led openings.

Proposed measurement plan

1. Compare the two colourways within equivalent creative formats.
2. Track landing-page views and product engagement; distinguish attention from purchase intent.
3. Test the headline against a plain product-name control before declaring a preferred direction.

No campaign was run as part of this study. The plan describes what to compare; it does not report historical performance.

Product sources

Maroon Knitted Raglan Polo

colada.in - product page checked 05 September 2026

Classic Off-White Blue Knitted Polo

colada.in - product page checked 05 September 2026

Methodology notes

The brand supplied the source product imagery on its public store. Glimmio composed the layouts and wrote new creative copy for this editorial study. Product appearance is preserved; source imagery may include photography, renders or composites.

This is a newly designed editorial series. No sales lift, seasonal stock claim or historic campaign result is attached to it.