CASE STUDY · BRAND WE BUILT

KURA TIMELESS LUXURY

Launching an e-commerce brand from *zero.*

KURA is our own jewelry brand: created, launched and scaled on the same systems we install for clients.

BRAND	INDUSTRY	SCOPE	PERIOD
KURA (our own brand)	**E-commerce · Jewelry**	**Brand, e-commerce, operations & Meta Ads**	**Aug 2025 – present**

8×
average monthly revenue vs. launch month

0 → 28K
Instagram followers

10.1M
ad impressions

The challenge

Launch a new jewelry brand from zero: no audience, no store, no customers and no systems.

The goal was to grow fast without the business depending on one person for every order.

What we did

Brand & store
Brand identity and an e-commerce store, with Instagram as the main sales channel.

Launch playbook
Every collection runs on a playbook: 7 workstreams across 7 phases, from 14 days before launch to a week after.

Internal tools
An admin, an order tool and a central hub that a customer service hire uses every day to manage 943 pieces across 123 models.

Paid media
Meta Ads focused on Instagram: US$7.5K in ad spend and 10.1M impressions.

Automation
Instagram comment-to-DM automation and email flows for welcome, abandoned cart and post-purchase.

Results

- **8× average monthly revenue compared with the launch month**
- **From 0 to 28K Instagram followers in 15 months**
- **Day-to-day operations delegated to a team, run on documented systems**

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