



Relish Reimagined

A Moodboard for Relish Patisserie

August 2025

The Art of Serving More Than Dessert

A New Content Palette, Baked Fresh.

Curated by M N Fathimath Amaana

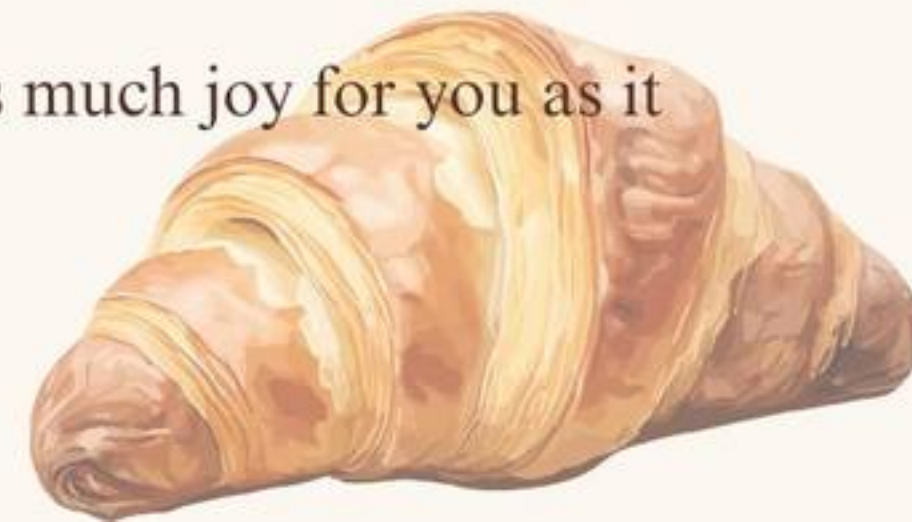
This moodboard is a flavourful blend of inspirations and original directions imagined for Relish Patisserie — something warm, elegant, and gently indulgent.

The visuals here are purely inspirational — curated to reflect a vibe, a mood, a moment.

The final imagery and videos will be crafted in collaboration with professionals — think clean frames, soft light, and DSLR-quality finesse.

This isn't about big production or heavy strategy — it's about celebrating detail, emotion, and the story in between.

I've simply taken a creative leap here — and I hope something in these frames sparks as much joy for you as it did for me while putting it together.





The MOODBOARD

Visual Direction

TONE & MOOD

Warm, cozy, and slow

Calming, inviting, and softly indulgent

Designed for pause, comfort, and moments of still joy

TYPOGRAPHY

Relish Patisserie

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COLOUR PALETTE



IMAGE & TEXTURE

Natural light, soft shadows

Close-up shots of textures, hands, emotions

Clean frames with breathing room

Matte finish over glossy, real over polished



Whipped Stories, Layered Content

A content palette that lingers like the last bite

The Croissant Dip

A weekly ritual — the perfect croissant, slowly dipped into cappuccino, hot chocolate or matcha. Calm, consistent, and satisfying to watch.

People of Relish

Faces behind the flavour — short, heartfelt moments with chefs, founders or team members sharing stories, tips, or favourites.

Behind the Batter

Whisks, laughter, flour on sleeves. These are the quiet, beautiful messes that create the magic — raw, candid, and real.

Curated Combos

Monthly mood-based pairings — like a dark chocolate tart + spiced chai for monsoons. All from existing products, styled anew.

A Gift, From You to You

Aesthetic nudges to romanticize gifting — to others, or yourself. Soft frames, handwritten notes, and thoughtfully packed treats.

Menu Muse

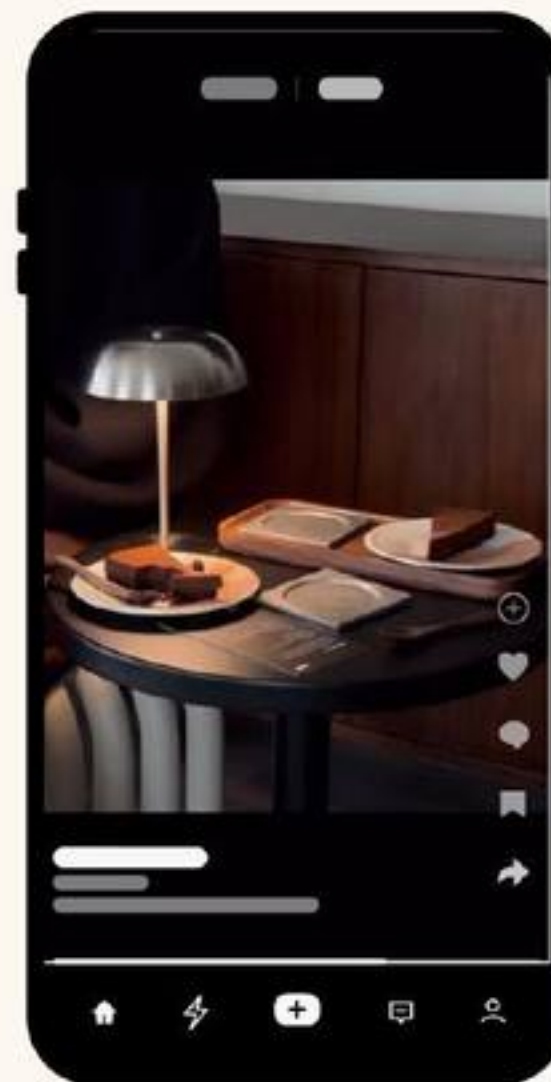
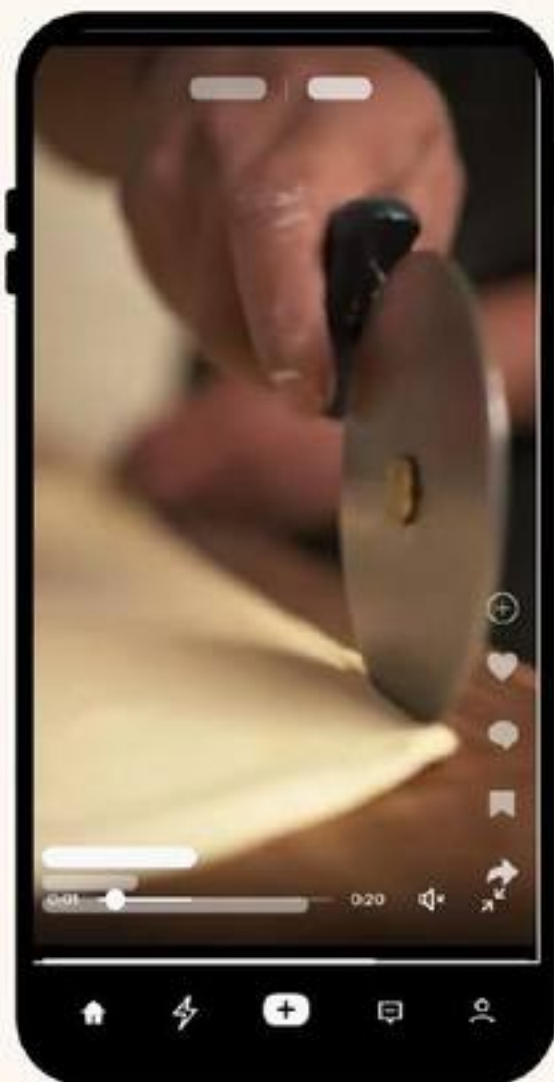
An ode to every item on the menu — each with a character, a palette, a story of its own. Minimal frames, maximal emotion.

Corners of Relish

Capturing the quiet: someone journaling in a corner seat, doodling, daydreaming. Because cafés aren't just for eating — they're for being.

Mock It Till You Bake It

Preview Platter





BONUS SLIDE

Relish Patisserie, the Onam Edit

A soft, celebratory detour into how Relish can gently nod to the spirit of Onam.

- Floral Tablescapes

A setting that speaks celebration in every petal.

- A Mini Menu

Familiar flavours. Unexpected forms.

- The Quiet Onam

A pause. A table. A festival, gently felt.

- Payasam, Reimagined

Tradition, folded into something flaky and sweet.

- Letters to Home

For the ones who carry Onam in their memories.

Here's to New Stories, Served Fresh.

Thank you for taking the time to explore this curation.

If something sparked your interest, I'd love to explore it further — together.

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