

Lumina Optics

AI Content Strategy for UV-Protected eyewear



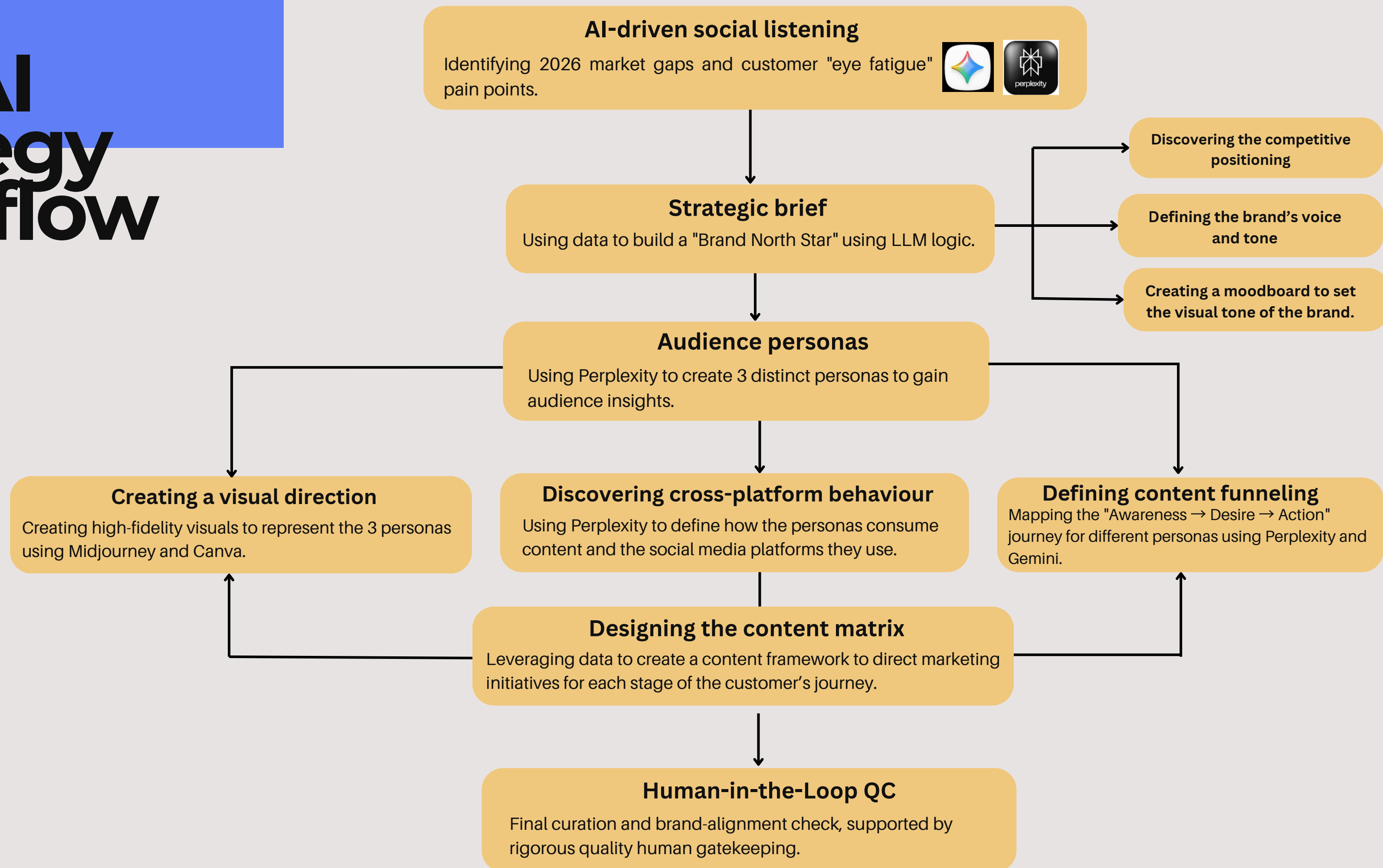
Introduction

Premium eyewear often struggles to explain why they cost \$200+ compared to a cheaper \$20-50 pair.

By using different AI tools, my goal is to build a Content Strategy informed by a Brand Strategy for "**Lumina Optics**," a premium, tech-infused lifestyle eyewear brand that spans both sunglasses and specialized optical frames. The brand specializes in advanced UV and Blue Light protection with a high-fashion aesthetic, merging the worlds of clinical eye health, modern digital life, and high-fashion streetwear.



The AI strategy workflow

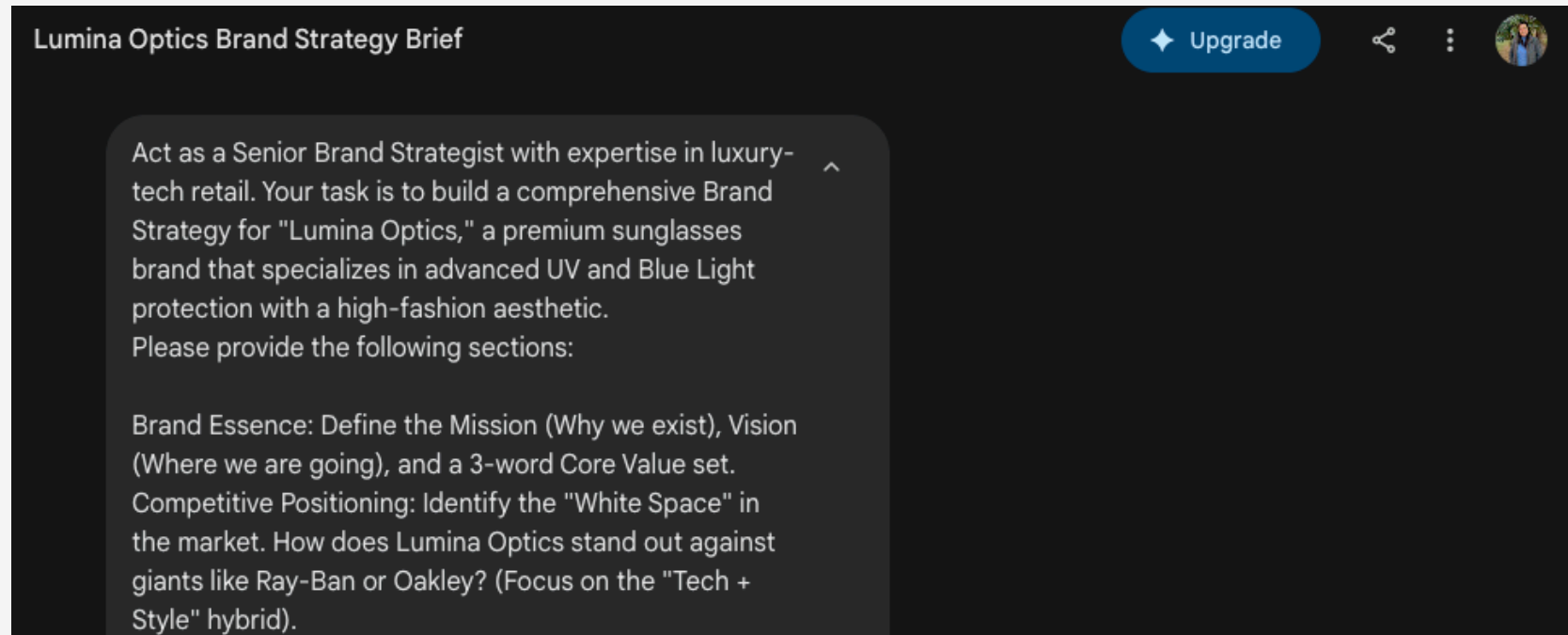


The Strategic Foundation: AI Augmented Brand North Star

Methodology: Used **Gemini** to cross-reference luxury eyewear market gaps with consumer eye-health data to extract a unique brand positioning.



Prompt



Output

◆ **Brand Strategic Brief: Lumina Optics**

Prepared by: Senior Brand Strategy Lead

Date: May 13, 2026

Subject: Brand Identity & Market Positioning Framework

1. Brand Essence

Lumina Optics is not just an eyewear company; it is a bio-technical lifestyle brand. We operate at the intersection of ocular health and high-end couture.

- **Mission (Why we exist):** To preserve the wearer's vision and cognitive energy through world-class filtration technology without compromising on personal style.
- **Vision (Where we are going):** To become the global standard for "Smart-Luxe" eyewear, where protective technology is as invisible and essential as the craftsmanship itself.
- **Core Values:** Precision. Vitality. Elegance.

2. Competitive Positioning

The "White Space" for Lumina Optics lies in the **Active Professional** segment—a group currently forced to choose between "Athletic/Tactical" tech (Oakley) or "Legacy/Lifestyle" fashion (Ray-Ban).

Feature	Ray-Ban / Luxury Brands	Oakley / Performance Brands	Lumina Optics Brands
Primary Focus	Heritage & Aesthetics	Impact & Sport Performance	Bio-Protection & Fashion
Tech Utility	Basic UV / Polarization	High-contrast sport lenses	Advanced HEV (Blue Light) + UV400
Context	Social / Leisure	Sport / Outdoor	The Digital-Physi Hybrid Life

Brand identity brief

The brand's essence



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Mission

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The competitive positioning

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The Lumina Advantage: We solve the "Modern Fatigue" problem. While competitors focus on how you look to others, we focus on how the world looks to you, ensuring your eyes remain rested from the boardroom to the beach.

Brand voice & tone

Brand voice

Refined, intelligent, and quietly confident.

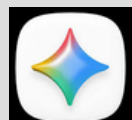
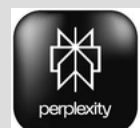
Lumina Optics speaks like a modern luxury brand with technical credibility and editorial polish.

Tone

- Confident, not loud.
- Sophisticated, not stiff.
- Warm, not overly casual.
- Clear, not technical.
- Aspirational, not distant.

Generated using

Perplexity and Gemini



Language we use	Language we avoid
<ul style="list-style-type: none">• Designed for light, made for life.• Protection, perfected.• Luxury that performs.• For every screen, every street, every sunlit moment.	<ul style="list-style-type: none">• Overly sporty or clinical wording.• Buzzwords like revolutionary or game-changing.• Casual slang or playful marketing language.• Long technical descriptions unless needed for proof points.

Ref: [Botika](#), [Luxeo](#), [Luxury Briefing](#) and [Felix and Friends](#)

Setting the mood



Objective: Translating abstract brand values into a concrete, repeatable visual style guide.

The AI Execution: Engineered a complex multi-quadrant mega-prompt for **Midjourney and Canva** on **Gemini** to create a no-photoshoot lock-in lighting (cinematic, high-contrast), product textures (polarized glass, brushed titanium), and human persona framing in a single, unified image.

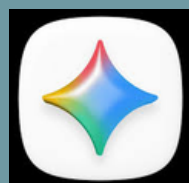
The value: Creating an aesthetic anchor as a master reference for all future AI generations (social media posts, web design, ad creative), reducing image iteration time by 80% and ensuring total brand consistency.

Prompt: A professional 4k brand moodboard grid for "Lumina Optics" premium tech-eyewear. The image should feature a clean, minimalist layout divided into 4 cohesive quadrants on a textured light grey concrete background.

- **Top-Left Quadrant:** A high-end editorial portrait of a sophisticated modern professional wearing sleek, thin-frame dark aviator sunglasses with subtle blue polarized lens reflections, sharp jawline, cinematic lighting, shallow depth of field.
- **Top-Right Quadrant:** A close-up macro shot of a premium polarized lens cleanly reflecting a sharp, neon cobalt blue digital light waveform.
- **Bottom-Left Quadrant:** A minimalist aesthetic flat-lay of sunglasses resting on a dark slate block next to a modern laptop.
- **Bottom-Right Quadrant:** A professional luxury color swatch grid featuring Deep Obsidian Black, Electric Cobalt Blue, Frosted Silver, and Polarized Teal blocks with clean typography labeling hex codes.

High-fashion aesthetic, hyper-realistic, studio lighting, studio photography, commercial product design layout, zero grain, 8k resolution --ar 16:9 --style raw

AI tools



Gemini



Midjourney



Canva

Creating audience personas



AI tool: Perplexity

Prompt:

Act as a Senior Brand Strategist with expertise in luxury-tech retail. Your task is to build a comprehensive Brand Strategy for "Lumina Optics," a premium sunglasses brand that specializes in advanced UV and Blue Light protection with a high-fashion aesthetic. The Persona Profile: Define 3 target audience personas. Include their name, age, job, "Daily Eye-Strain Points," and "Aspirational Lifestyle."

AI for visuals: Midjourney

Persona	Age	Job	Daily Eye-Strain Points	Aspirational Lifestyle
Maya Chen	29	Brand strategist at a creative agency	Long hours on laptops, constant Slack and email switching, bright office lighting, screen fatigue during late-night work	A highly curated city life with gallery openings, luxury travel, and a wardrobe that signals effortless taste
Daniel Reed	38	Founding product manager at a tech startup	Back-to-back video calls, outdoor commuting, glare from multiple screens, dry and tired eyes by evening	A sharp, high-performing lifestyle with premium basics, minimal design, and status pieces that still feel practical
Sofia Laurent	45	Fashion consultant and boutique owner	Frequent travel, mobile device use on the move, sun exposure between appointments, eye fatigue from constant visual attention	An elevated global lifestyle with front-row fashion presence, quiet luxury, and accessories that communicate discernment

The audience



The Creative Strategist

Maya Chen | Age: 29

- Visionary, curated & inspired
- Long hours on laptops, constant switching between Slack and email, bright office lighting, and screen fatigue.



The Product Leader

Daniel Reed | Age: 38

- Analytical, decisive & future-focused
- Back-to-back video calls, outdoor commutes, glare from multiple screens, and dry and tired eyes by evening.



The Style Authority

Sofia Laurent | Age: 45

- Refined, influential & authoritative
- Frequent traveller, uses mobile device on the move, sun exposure between appointments & experiences eye fatigue.

Cross-platform channel map



Tool: Perplexity



Prompt:

Based on the personas generated, map out exactly where they hang out and what content formats they consume.

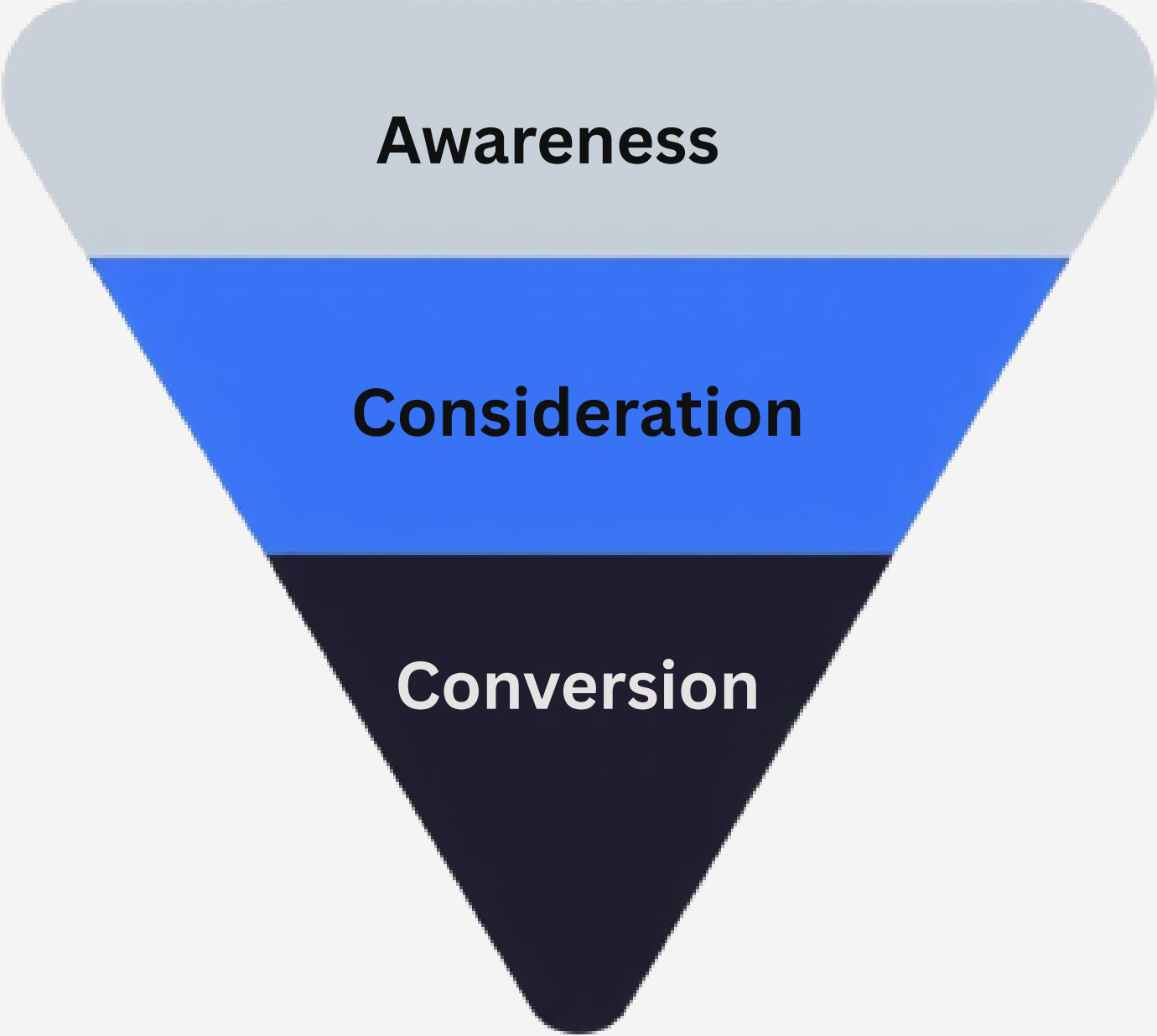
Persona	Primary social hangouts	Secondary social hangouts	Content formats they use	Ideal content formats to use
Maya Chen	Instagram, LinkedIn	YouTube, Pinterest	Reels, brand storytelling videos, carousels, moodboards, lookbooks, styling (how-to) clips, founder stories.	Fashion-forward visuals, brand storytelling, "how to style" videos, saveable lookbooks
Daniel Reed	LinkedIn, YouTube	X, Reddit	Product explainers, comparison videos, performance-led carousels, expert posts.	Innovation stories, lens tech breakdowns, minimalist product demos, credibility-driven content.
Sofia Laurent	Instagram, LinkedIn	Pinterest, review-led platforms	Luxury campaign imagery, behind-the-scenes craftsmanship, short-form editorial video, premium product pages.	High-gloss visuals, craftsmanship content, luxury positioning, polished launch films.

Note:

The strongest overlap across all 3 personas is **Instagram for discovery**, **LinkedIn for credibility**, and **YouTube for proof**. That makes Lumina Optics a brand that should look premium first, educate second, and convert through trust.

Mapping the AI customer journey

	Awareness	Consideration	Conversion
The customer's state	Doesn't know Lumina Optics exists, but suffers from dry eyes, screen fatigue, or wants stylish eyewear.	Knows the brand now, but is weighing options. They are wondering, "Why should I spend money on Lumina instead of cheap Amazon sunglasses?"	Ready to buy, but needs that final psychological push to pull out their credit card.
The AI Content asset	An Instagram Reel/TikTok video script detailing "3 Hidden Signs of Digital Eye Strain."	An interactive carousel or an email newsletter breakdown comparing cheap plastic lenses vs. Lumina's polarized, lightweight titanium tech.	High-converting, direct-response ad copy focused on a "Risk-Free 30-Day Screen Test" or an unboxing video script for an influencer partnership.
Strategic approach	Use AI to script high-hook, educational short-form video content engineered to capture algorithmic attention and build a cold audience base.	Leverage LLMs to convert complex optical science into highly digestible, high-trust consumer education infographics, positioning Lumina as the ultimate authority.	Use predictive text modeling to generate optimized, emotionally urgent ad copy variant testing (A/B testing preparation) to minimize customer acquisition costs.



The content matrix



TOFU asset - Awareness

MOFU asset - Consideration

BOFU asset - Conversion

“Your sunglasses should do more than complete the look — they should protect it.”
 In a world of screens, sun, and nonstop movement, Lumina Optics gives you elevated style with advanced UV and blue light protection. Designed for the moments you live in, and the way you want to be seen.

“You’ve already noticed the style — now discover what makes it smarter.”
 Lumina Optics blends elevated design with advanced UV and blue light protection, so you don’t have to choose between looking refined and feeling protected.

“The pair you keep reaching for — because it looks better and performs better.”
 Lumina Optics delivers the premium finish, all-day comfort, and eye protection that make it the clear upgrade from traditional eyewear.

Hook: “Your sunglasses should do more than complete the look.”
Pain point: Modern eye strain and style pressure.
Brand role: Premium, protective, aspirational.

Hook: “Luxury is beautiful. Lumina makes it intelligent.”
Pain point: Need proof that Lumina is the smarter solution.
Brand role: Be a trusted educator and expert guide, help audiences compare options and build confidence.

Hook: “Not just a better look — a better choice.”
Pain point: Close to buying, but need final reassurance that this is the right premium choice.”
Brand role: Be the closer and conversion driver, using social proof, product details, and show why Lumina Optics is the better upgrade over traditional brands.

Guardrails & Human-in-the-loop

Algorithmic guardrails	Human-in-the-loop (HITL) curation
<p>Visual control</p> <ul style="list-style-type: none"> Restricting and maintaining specific styles in Midjourney to maintain the high-end "Quiet Luxury" aesthetic in the images and for the moodboard. Parameters used: no neon, sports-apparel, generic fashion, low-contrast, or heavily edited image generation 	<p>Fact checking</p> <p>Reviewing all AI-generated optical science and UV/Blue-light data claims against actual clinical health standards.</p>
<p>Content/copywriting control</p> <ul style="list-style-type: none"> Prompting the LLM (Gemini/Perplexity) with a list of phrases to avoid generic corporate AI jargon. Words avoided: Revolutionary, game-changer, next-level, tap into, delve, more than just. 	<p>Emotional resonance</p> <p>Manually adjust the rhythm, pacing, voice, tone and human empathy of the AI-generated ad copy.</p> <p><i>Scanning the AI output with the lens that AI writes logically but humans write emotionally.</i></p>
<p>Research guardrails</p> <ul style="list-style-type: none"> Ensuring that the AI's research is based on 2026's optical health data. Reveiwng that the messaging is aligned with the Brand's concept and identity 	<p>Visual curation</p> <p>Selecting the absolute best visual variants from generation batches, using Midjourney and Canva, fix minor product anomalies, and finalizing the layout composition in Canva.</p>



Operational impact: AI acts as the production engine, accelerating output speed by 80%. The strategist acts as the editor and gatekeeper, ensuring 100% brand safety, factual accuracy, and cultural alignment.

Conclusion

The goal of this case study is to use a tech-luxury eyewear brand, Lumina Optics, to demonstrate a dynamic, platform-agnostic content framework.

By creating a multi-tool pipeline that uses Perplexity for data synthesis, Gemini for brand architecture, and Midjourney and Canva for visual DNA encoding, this workflow reduces traditional creative timelines while maintaining complete brand consistency. The result is a scalable marketing engine that can be deployed across countless verticals.

The process demonstrated here is also supported by rigorous human quality gatekeeping, ensuring absolute brand safety, factual accuracy, and emotional resonance. The result is a highly efficient, scalable marketing engine ready to deploy across infinite verticals

The future of branding isn't about replacing human creativity with AI—it's about using AI engines to scale human strategy at unprecedented speeds



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**THANK YOU
VERY MUCH!**

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AI CONTENT STRATEGY