

Our Take on Darjeeling Express



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This is not a client rebrand or
commissioned project.
It's a passion-led creative
exploration inspired by a
story we admire.



Why This Concept?

We chose Darjeeling Express because it's more than just a restaurant it's a story that moved us.

A story of resilience, community, and purpose. The food is phenomenal, the concept even better, and the woman behind it all, Asma Khan, has created something truly meaningful.

Her story deserves to be told through a fresh lens ours.



Key Insights That Shaped Our Thinking

Through research and immersion, several powerful themes emerged that guided our creative direction:

Carving a New Path:

From law to ladles, Asma's journey from outsider to industry leader is one of self-belief, grit, and breaking the mold, proving that passion can rewrite the rules.

Empowerment through Sisterhood:

An all-women kitchen team, many self-taught, crafting meals with heart and heritage.

Giving Back, Always:

From sharing her space with refugee chefs to founding the Second Daughters Fund, Asma's vision is about uplifting others.



Key Insights That Shaped Our Thinking

Daawat-Style Dining:

Inspired by Indian feasting traditions, where food is shared, plates are passed, and stories are exchanged.

It's less about courses and more about connection, where the table feels like home.



Cutting Through the Noise:

It's not about hype or luxury, just authentic food served with purpose.

Rooted in Nostalgia:

Menus reflect childhood memories, family recipes, and soul food that feels like home.

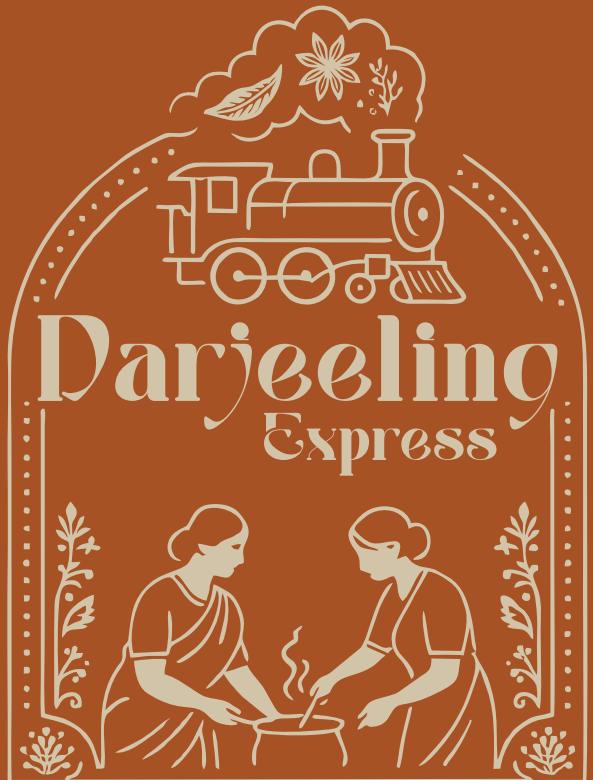


Creative Direction

Visual Identity:

- **Logo:** Should blend heritage with elegance drawing inspiration from train journeys, shared tables, and the nostalgia of handwritten recipe notes.
- **Color Palette:**
 - A regal yet inviting combination that evokes both sophistication and warmth.
 - A modern, earthy warmth that feels grounded and welcoming.
 - A timeless elegance with a touch of luxury, rooted in heritage.
- **Typography:** A blend of timeless elegance and contemporary simplicity, striking a harmonious balance between tradition and modernity.





Where Every Meal Tells a Story

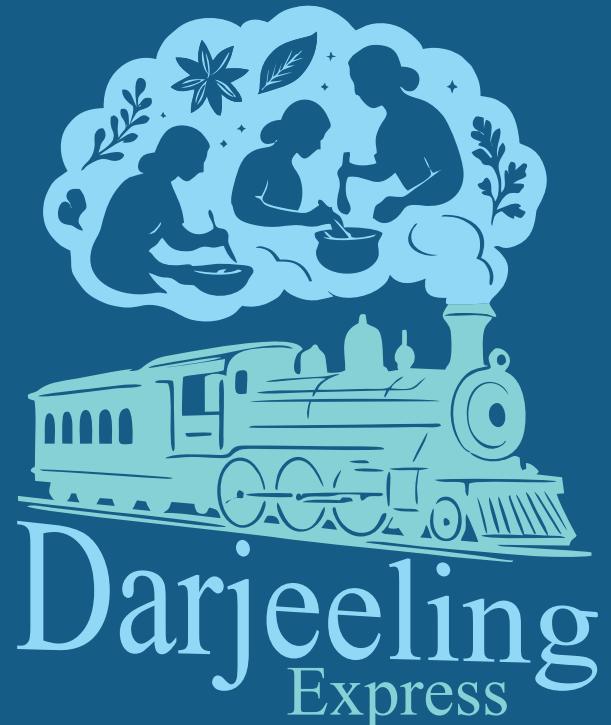




Darjeeling Express

Where Every Meal Tells a Story.





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Photography & Visuals

- Focus on genuine moments:
shared meals, the women behind the kitchen, and
the textures of Indian culinary culture.
- Shot in soft, natural light to reflect the warmth of a home.
- Every design touch point should feel like an invitation:
“Welcome home.”



Thank You..!



Let's work together!

Get in touch via the email below:
business@leo9advt.com

