BRAND STRATEGY

CIGAR LOUNGE

CONCEPT



INSPIRATION

Castro is a storytelling anchor ties directly to Cuba, the birthplace of the world’s most prestigious cigars.

Our lounge is a curated lifestyle escape, blending timeless Havana spirit with modern elegance. Dark wood, leather seating, and golden accents create a photogenic, indulgent atmosphere. Designed for executives and lifestyle seekers.

CASTRO - CIGAR LOUNGE

VITOLA

FUMUS

BRAND NAME SUGGESTIONS

DOMUS

IGNIS

NOCTIS

BRAND NAMES MEANING

CASTRO

Castro is a storytelling anchor ties directly to Cuba, the birthplace of the world's most prestigious cigars.

HABANOS

Inspired by the Cuban origins of premium cigars, symbolising the heritage, craftsmanship, and timeless ritual of cigar culture.

IGNIS

Ignis is a fire in latin; evokes the flame that lights a cigar, symbolizing passion, warmth, and Havana's sultry evenings.

VITOLA

The technical term for cigar sizes. Instantly authentic, appealing to connoisseurs.

DOMUS

Domus is house in latin which suggests exclusivity and belonging, positioning the lounge as a private retreat for connoisseurs.

NOCTIS

Noctis means night in Latin and it captures the allure of Havana nights, aligning with the lounge's evening ambiance and dark wood interiors

INTERIOR DESIGN

SPIRIT OF EXPLORATION

Rich brown wood paneling and refined detailing set a warm, distinguished tone. Sailing motifs and marquetry world maps introduce a spirit of exploration and heritage. An atmosphere shaped for discerning guests.







TARGET MARKET

1

CIGAR CONNOISSEURS

2

THE COLLECTORS

3

BRITISH EXPATRIATES

A LEGACY DEFINED