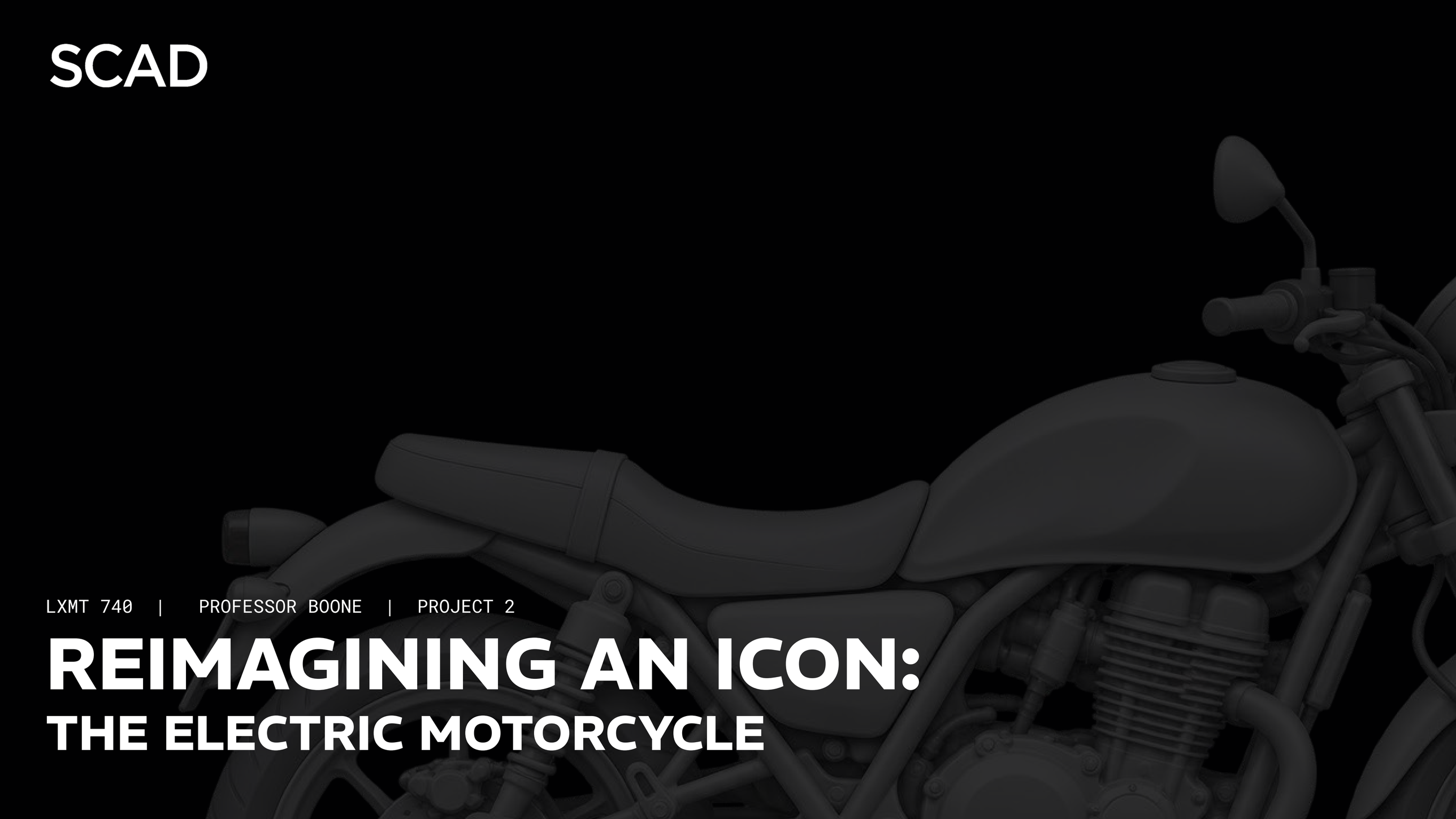
SCAD



LXMT 740 | PROFESSOR BOONE | PROJECT 2

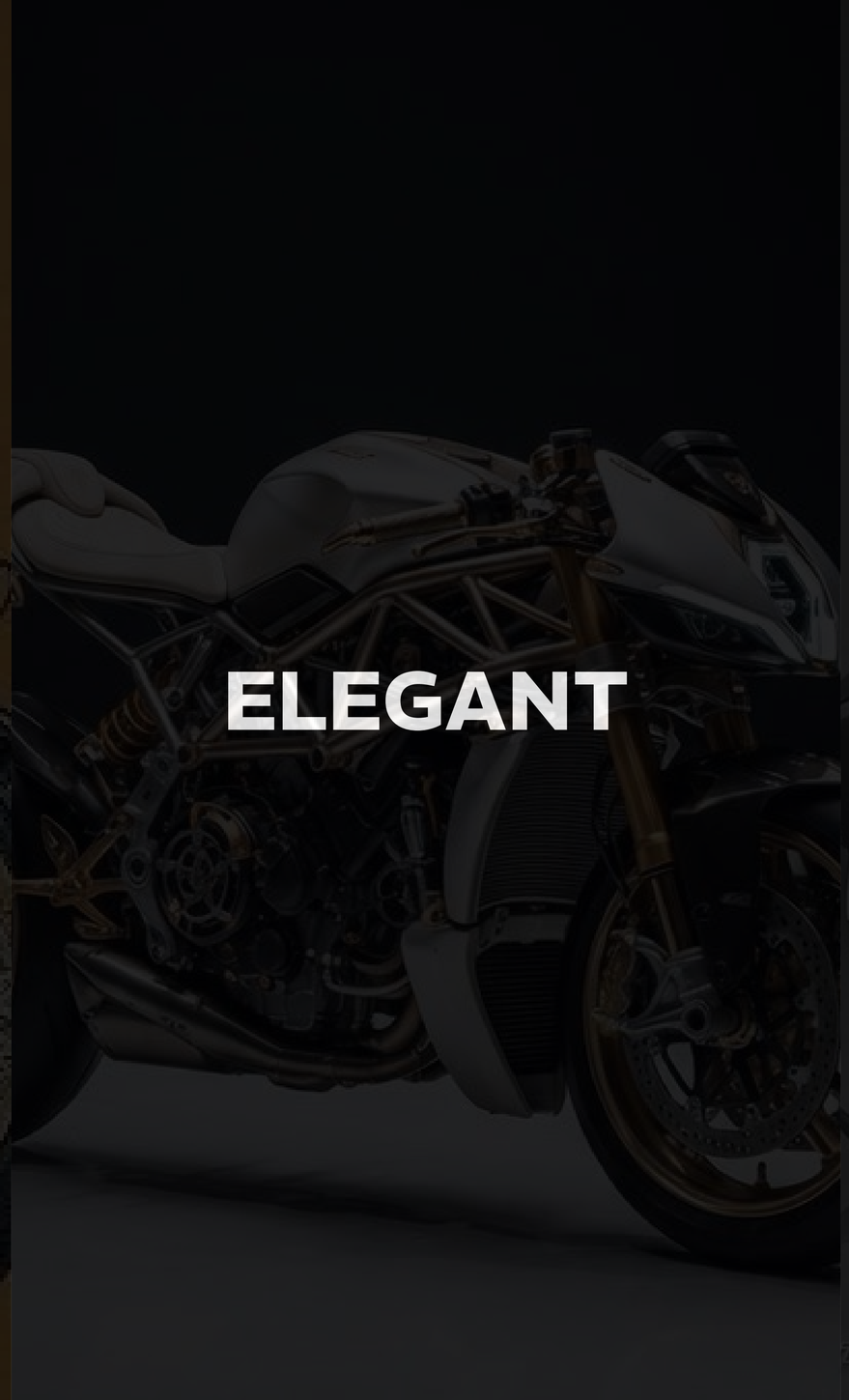
REIMAGINING AN ICON:
THE ELECTRIC MOTORCYCLE

SCAD

KEYWORDS



CLASSIC



ELEGANT



ELECTRIC

SCAD

CENTRAL QUESTION

WHAT HAPPENS TO THAT MYTHOLOGY WHEN THE MOTORCYCLE BECOMES ELECTRIC?

MYTHOLOGY

SCAD
MYTHOLOGY



MYTHOLOGY

SCAD

INITIAL RESEARCH

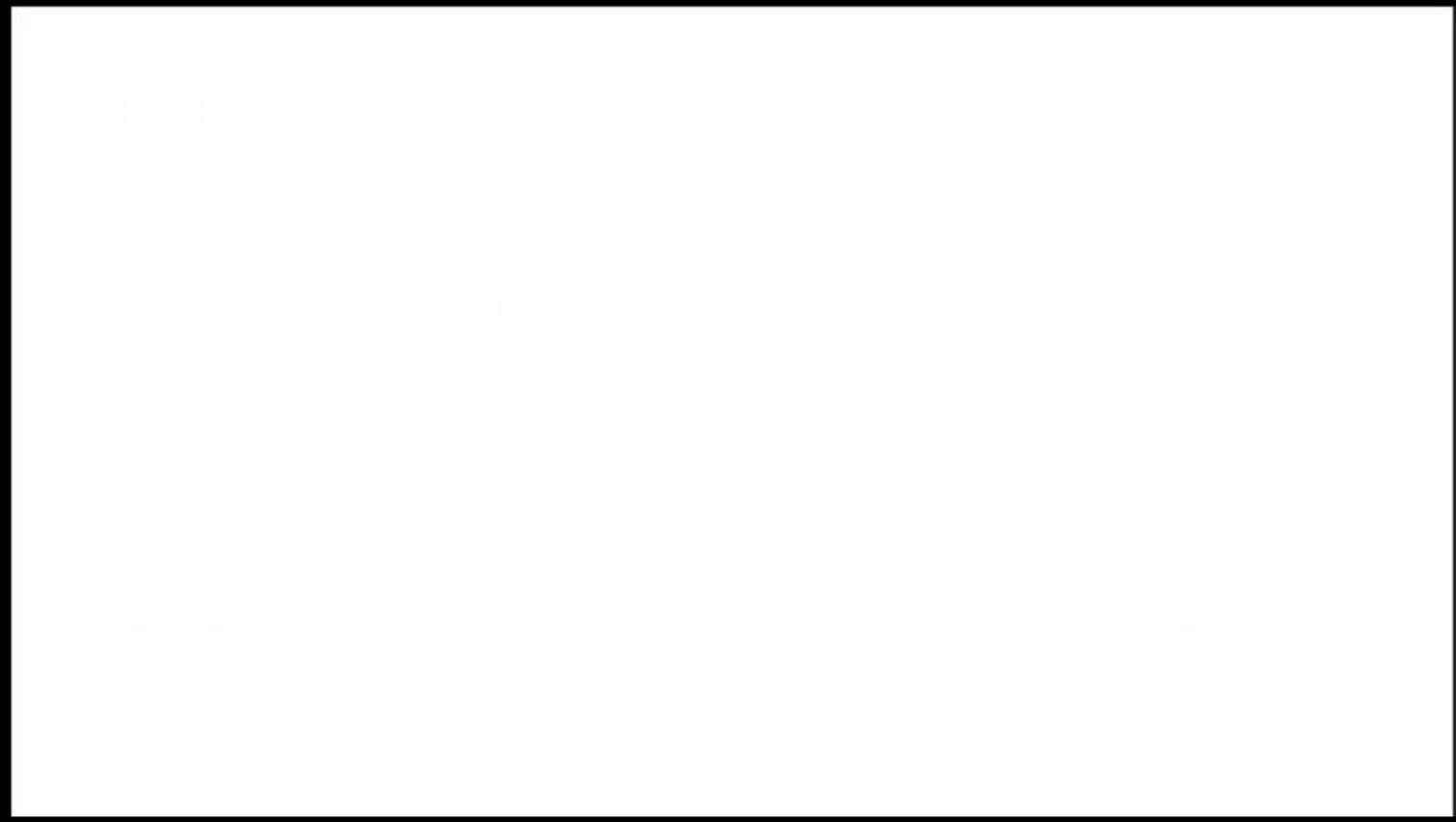
Explored Vintage Motorcycles To Establish Our Brand’s Region, Aesthetic, And Target Customer Persona.

European Influence
Drew Inspiration From European Motorcycle Culture, Emphasizing Heritage, Craftsmanship, And Timeless Design.

Greek Mythology
Chose Greek Mythology As The Foundation Of Our Narrative Because Of Its Relevance In Today’s Cultural Zeitgeist.

Pop Culture Inspiration
Referenced The Odyssey, Hadestown: The Musical, And If I Go They Miss Me As Examples Of Greek Mythology’s Influence On Contemporary Culture.

Masculine Identity
Continued Researching Greek Mythology To Find A Name That Better Aligned With Our Motorcycle’s Masculine Positioning.



SCAD
INCLUSIVE RIDE

Motorcycle Culture Is Evolving.
Our Direction Welcomes All Genders.

19%

Of US Motorcycle Owners Were Women In 2018.
81% Were Men.

22–26%

Of Younger-Generation Riders Were Women.

A Gender-Neutral Motorcycle.
A Campaign For All Genders.



HERITAGE
+
CULTURAL NARRATIVE

LUXURY CONSUMER
+
POSITIONING

PRODUCT VISUAL
LANGUAGE

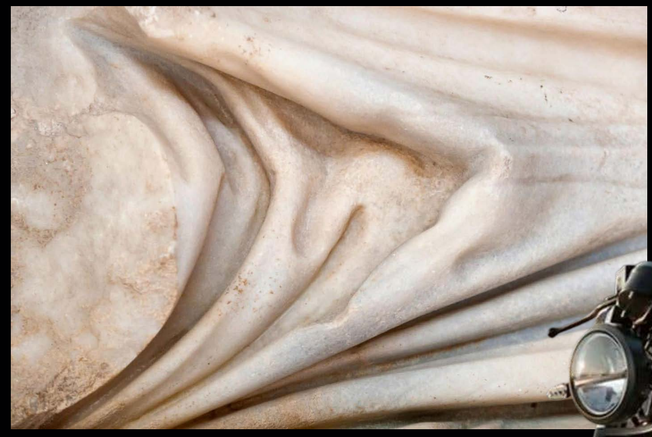
BRAND IDENTITY
+
CAMPAIGN

EXPERIENCE
+
DIGITAL ECOSYSTEM


TRIUMPH





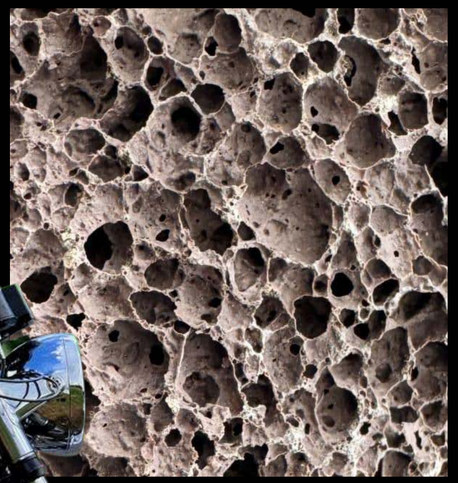













BIKE EXIF





MOTO GUZZI

HERITAGE & CULTURAL NARRATIVE

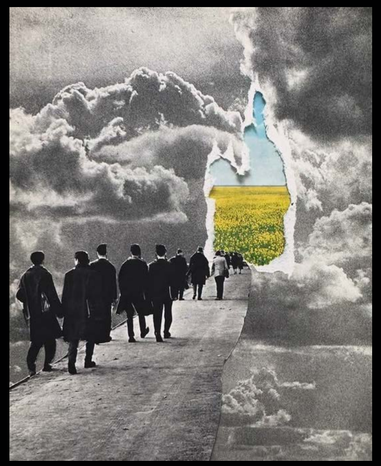
CONCERNS

The Evidence: The UK’s National Climate Information Centre Reports That Four Of The Last Five Years Ranked Among The Hottest On Record, With Further Warming Expected.
The Fear: Our Black-And-White Images Of Smokestacks, Landfills, Storms And Drought Show The Future We Worry About.
The Generation: 73% Of Gen Z Report Extreme Worry About Environmental Harm (GlobeScan And BBGM).

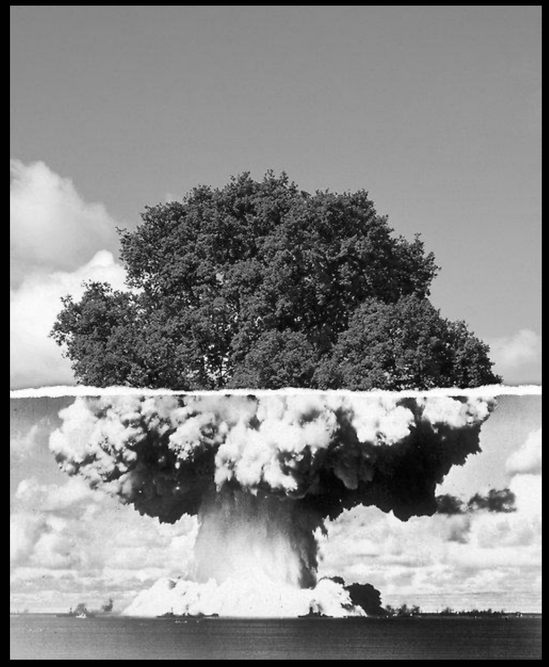
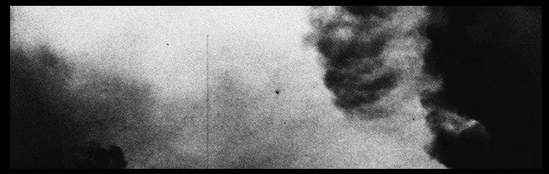






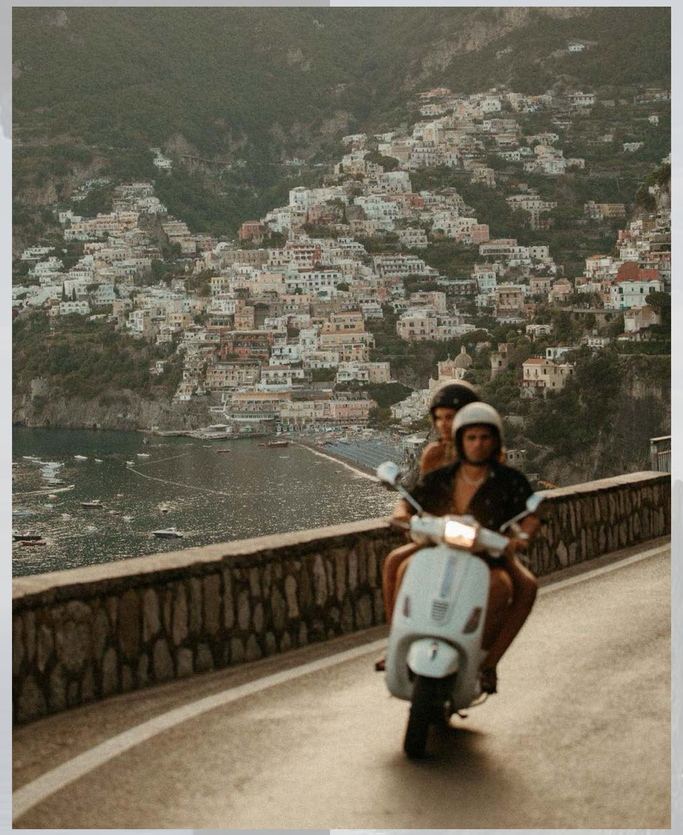




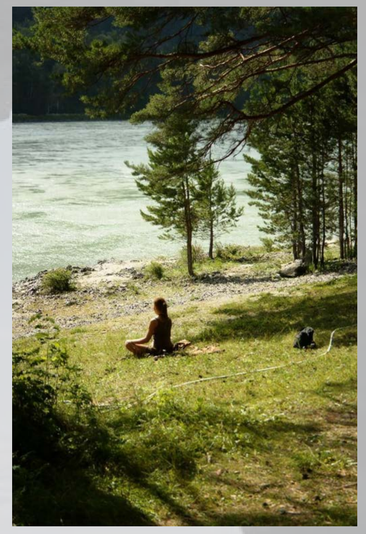



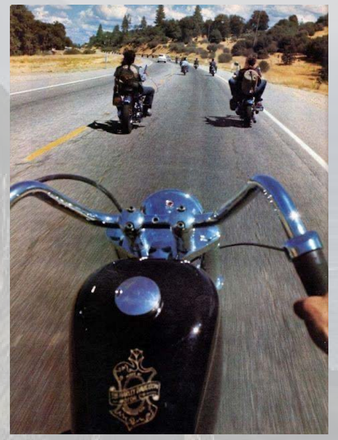
HERITAGE & CULTURAL NARRATIVE







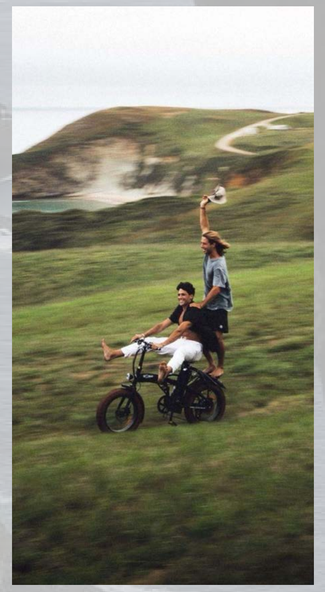




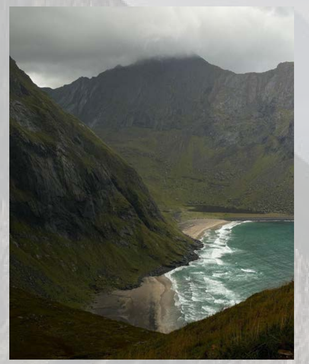
HOPE

The Few Touches Of Color And The Flowers In The Board Point To The Restoration In Our Film, Where A Golden Bee Revives The Coastline.













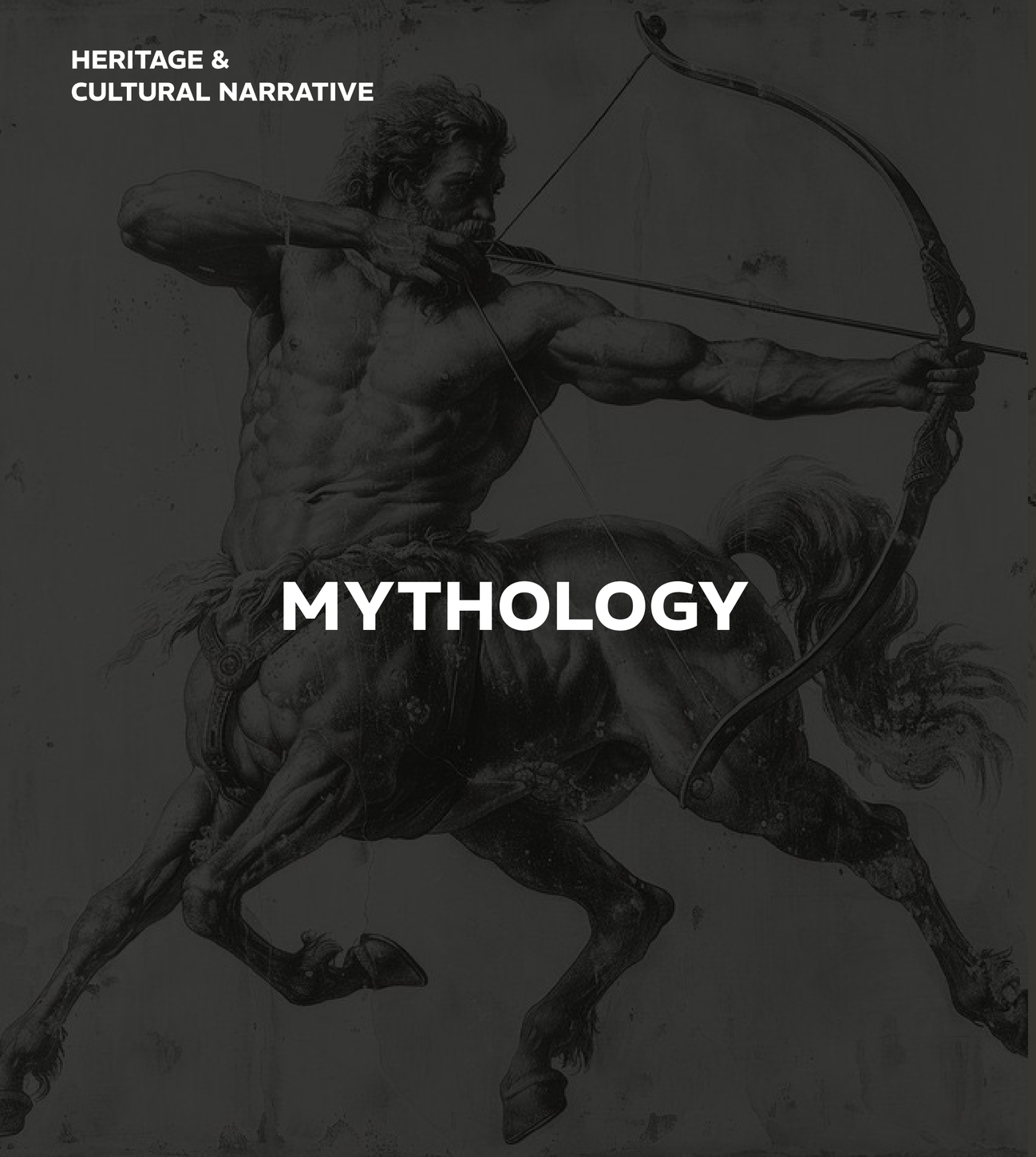
HERITAGE & CULTURAL NARRATIVE



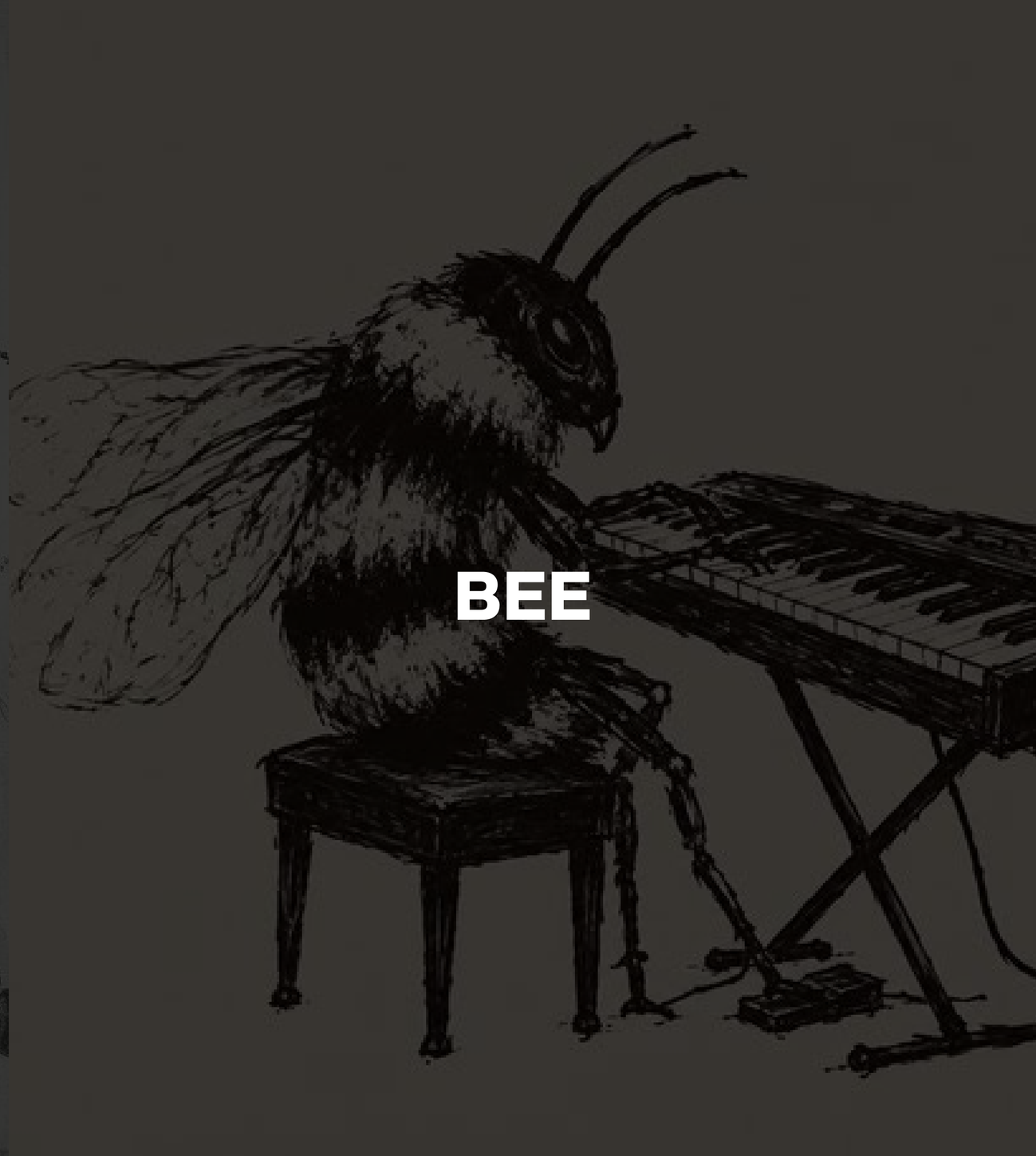
THE BEE

Purpose: UK Pollinators Have Declined By An Average Of 18% Since 1970 (State Of Nature, 2023), So Our Film’s Golden Bee Restores A Polluted Coastline.
Pride: The Bee Is SCAD’s Mascot, A Symbol Of Hope And Defying Expectations.

HERITAGE &
CULTURAL NARRATIVE



MYTHOLOGY



BEE

THE CULTURAL NARRATIVE

Mythology And The Bee Inspire A Story Of Connection And Renewal. Paired With The Freedom, Craftsmanship, And Individuality Of Motorcycle Heritage, These Ideas Shape Our Vision Of An Electric Riding Culture That Welcomes All Genders.

CUSTOMER PERSONA

ADRIAN

ABOUT

Age 22-50

High Disposable Income

120K–550K

LIFESTYLE & PERSONALITY

Ambitious And Career-Driven, With A Work-Hard, Play-Hard Attitude. Well Groomed, Eccentric, And Sometimes Socially Reserved. Wears Suits Without Ties And Expresses Himself Through Fashion, Art, And Distinctive Objects.

BRANDS

Y-3

ZARA

AP
AUDEMARS PIGUET
Le maître de l'horlogerie depuis 1875

ARMANI

CULTURAL REFERENCES

Art & Culture: Art Basel, Contemporary Art
Motorcycle Inspiration: Triumph Bonneville
Style Icons: James Dean, Steve McQueen, Marlon Brando, Bob Dylan, David Beckham

MOTIVATIONS

To Express Success And Individuality Through Considered Purchases. He Seeks Passion Beyond Work, Values Cultural Relevance, And Wants A Motorcycle That Makes A Statement.

CORE NEEDS

A Luxury Electric Motorcycle With A Classic Silhouette, Distinctive Design, And Contemporary Technology. A Brand Whose Story And Aesthetic Reflect His Taste And Ambition.

PURCHASE BARRIERS

Generic Styling, Superficial Branding, And Technology That Compromises The Classic Motorcycle Aesthetic. He Needs Confidence In Product Quality, Ownership Support, And The Value Of A Premium Purchase.



"I WORK HARD FOR THE FREEDOM TO CHOOSE. WHAT I RIDE SHOULD FEEL LIKE ME."

CUSTOMER PERSONA

ADRIANA

ABOUT

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120K–550K

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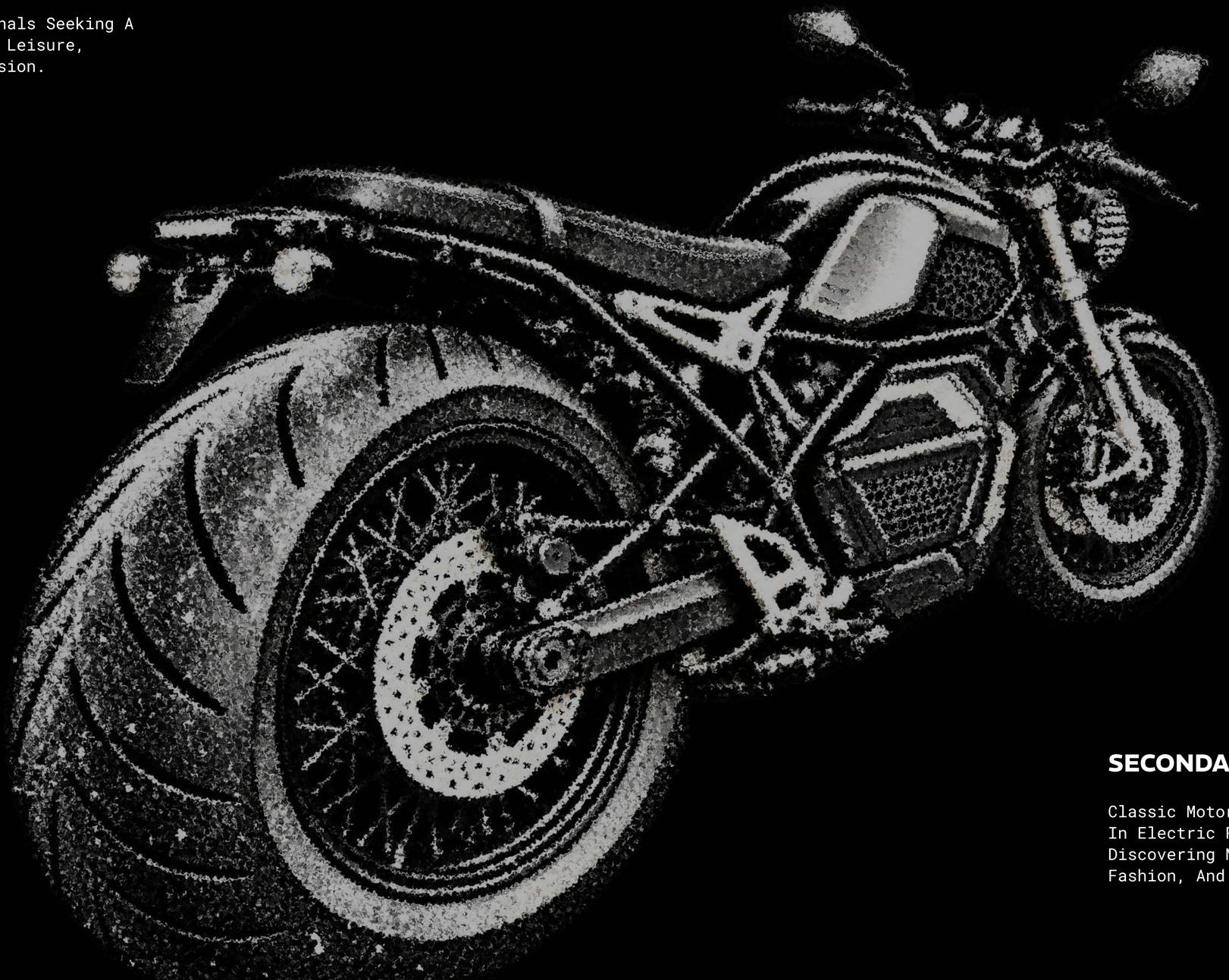
PURCHASE BARRIERS

Generic Styling, Superficial Branding, And Technology That Compromises The Classic Motorcycle Aesthetic. He Needs Confidence In Product Quality, Ownership Support, And The Value Of A Premium Purchase.



PRIMARY AUDIENCE

Design-Conscious Professionals Seeking A Distinctive Motorcycle For Leisure, Lifestyle, And Self-Expression.



SECONDARY AUDIENCE

Classic Motorcycle Enthusiasts Interested In Electric Riding, And Luxury Consumers Discovering Motorcycling Through Design, Fashion, And Culture.

TARGET CUSTOMER

HERITAGE & TRADITION

ROYAL ENFIELD

MOTO GUZZI

Indian MOTORCYCLE

TRIUMPH

MOTOR HARLEY-DAVIDSON CLOTHES

ARCH MOTORCYCLE COMPANY



BROAD MARKET APPEAL

EXCLUSIVITY & LUXURY

DUCATI

BMW

MAEVING CHARGE ON

verge

BRAND POSITIONING

INNOVATION & PROGRESS

“OLD SOUL, NEW ENERGY”

Reimagines The Timeless Spirit Of Classic Motorcycling Through Contemporary Electric Innovation. Rooted In Heritage, Craftsmanship, And Rebellion, The Brand Preserves The Iconic Motorcycle Silhouette While Introducing A Faster, More Sustainable Riding Experience.

COMPETITOR

MOTORRAD
R 12 NINET



CORE APPEAL

Heritage Roadster Styling, Boxer-Engine Character, And Extensive Personalization Options.

RELEVANCE TO THE BRAND

A Benchmark For Premium Detailing, Customization, And Individual Expression.

Proposed Position Combines Classic Motorcycle Silhouettes With Electric Technology And A Luxury Identity Shaped By Mythology, Art, And Contemporary Fashion.Its Distinction Will Depend On How Convincingly The Product Design, Materials, And Ownership Experience Deliver That Promise.

COMPETITOR

TRIUMPH

BONNEVILLE T120



CORE APPEAL

Classic British Styling, Motorcycle Heritage,
And Timeless Proportions.

RELEVANCE TO THE BRAND

A Benchmark For Classic Silhouette, Cultural Identity,
And Emotional Appeal.

Proposed Position Combines Classic Motorcycle Silhouettes With Electric Technology And A Luxury Identity Shaped By Mythology, Art, And Contemporary Fashion.Its Distinction Will Depend On How Convincingly The Product Design, Materials, And Ownership Experience Deliver That Promise.

COMPETITOR

SCOUT BOBBER SIXTY



CORE APPEAL

American Cruiser Heritage, A Low Stance, And Stripped-Back, Blacked-Out Styling.

RELEVANCE TO THE BRAND

A Reference For Muscular Presence, Individuality, And Rebellious Character.

Proposed Position Combines Classic Motorcycle Silhouettes With Electric Technology And A Luxury Identity Shaped By Mythology, Art, And Contemporary Fashion.Its Distinction Will Depend On How Convincingly The Product Design, Materials, And Ownership Experience Deliver That Promise.

COMPETITOR

MOTO GUZZI

V7 STONE



CORE APPEAL

Italian Character, Minimalist Styling, And A Distinctive Transverse V-Twin Engine.

RELEVANCE TO THE BRAND

A Reference For Understated Design And A Recognizable Mechanical Identity.

Proposed Position Combines Classic Motorcycle Silhouettes With Electric Technology And A Luxury Identity Shaped By Mythology, Art, And Contemporary Fashion.Its Distinction Will Depend On How Convincingly The Product Design, Materials, And Ownership Experience Deliver That Promise.

INDIVIDUALITY

ACCESSIBLE CHARGING

CONFIDENCE

CLASSIC SILHOUETTE



CONVENIENCE

LUXURY

SUSTAINABILITY

PREMIUM FINISHES

HERITAGE

INDIVIDUALITY

CONVENIENCE

CONFIDENCE

ACCESSIBLE CHARGING

SUSTAINABILITY

CLASSIC SILHOUETTE

HERITAGE

PREMIUM FINISHES

LUXURY





MOTORCYCLE DEVELOPMENT

MOTORCYCLE CONCEPT



CLASSIC

Preserving The Emotional Connection To Freedom, Individuality, And Craftsmanship.

ELEGANT

Expressing Luxury Through Balanced Proportions, Refined Surfaces, And Considered Details.

ELECTRIC

Reimagining The Riding Experience Through Electric Power And A Vision Of A Cleaner Future.

An Original Electric Motorcycle Concept That Brings Classic European Motorcycle Heritage Into A Contemporary Luxury World, Welcoming Riders Of All Genders.

MOTORCYCLE CONCEPT

MOTORCYCLE FEATURES

PROPOSED PERFORMANCE

- Peak Power: 80 Hp / 60 KW
- Peak Motor Torque: 120 Nm
- Top Speed: 105 Mph / 169 Km/H
- Battery Capacity: 15 KWh Usable
- Target Range: 150 Miles City / 90 Miles Highway At 55 Mph
- Charging: Approximately 90 Minutes, 20–80%, With A 6.6 KW Level 2 Connection
- Target Weight: 220 Kg / 485 Lb
- Seat Height: 780 Mm, With An Optional 760 Mm Seat
- Proposed Starting Price: US $21,900



SIGNATURE DESIGN FEATURES

- Honeycomb Detailing Inspired By The Bee
- Black Bodywork With Orange Accents
- Brushed-Metal Panels And Battery Housing
- Round LED Headlight With A Signature Horizontal Pattern
- Twin Circular Digital Instruments
- Stitched Saddle And Roadster Proportions

PROPOSED RIDING TECHNOLOGY

- Eco, Road, Sport, And Rain Modes
- Adjustable Regenerative Braking
- ABS And Traction Control
- Adjustable Brake-Lever Reach

MYTHOLOGY+BEE

NAMING JOURNEY



NAMING JOURNEY



NAMING JOURNEY



MELLISSEUS



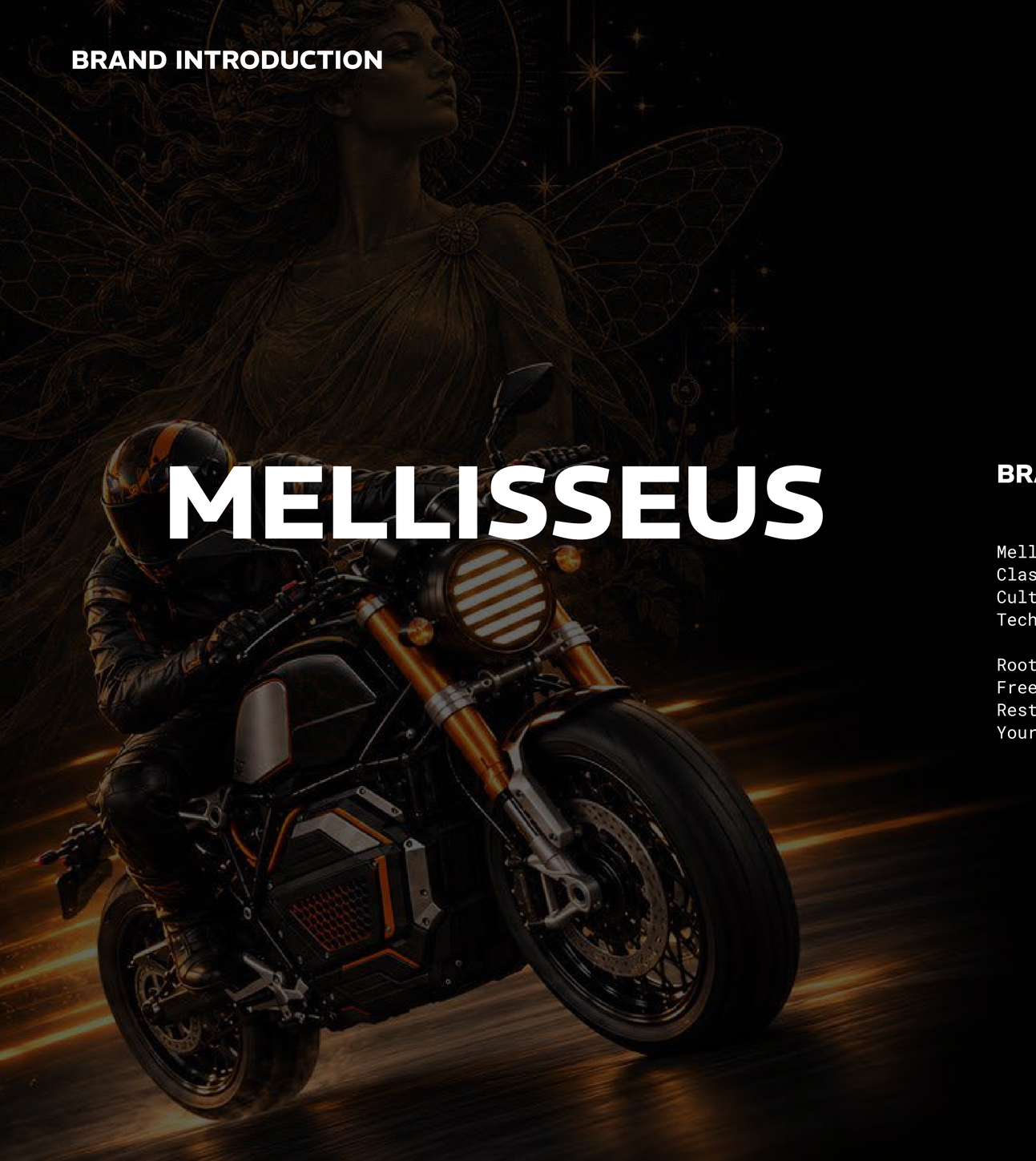
MELLISSEUS

Our Story Begins With The Bee, A Connection To Our Roots At SCAD And Its Mascot. We See It As A Symbol Of Creativity, Community, And Care. This Connection Led Us To Melisseus And The Greek Legend In Which His Daughters Helped Nurture Zeus While He Was Hidden From Kronos. Their Devotion Inspires Our Interpretation Of Strength Through Protection.

Melisseus Carries This Ancient Inspiration Into A New Era Of Mobility. Our Luxury Electric Motorcycle Combines Classic Silhouettes With Contemporary Engineering, While Honeycomb Detailing Makes The Bee A Visible Part Of Its Identity. Thoughtful Design And Consideration For Environmental Impact Express Our Ambition To Care For The Future.

A Subtle Cinematic Influence From Christopher Nolan's The Odyssey Adds To The Mythological Atmosphere, While The Bee And The Story Of Melisseus Remain At The Heart Of The Brand.

An Old Soul, Reimagined For A New Generation.



MELLISSEUS

BRAND INTRODUCTION

Mellisseus Is A Luxury Electric Motorcycle Brand That Brings The Heritage Of Classic Motorcycling Into The Present. Inspired By Iconic Silhouettes And The Culture Of The Open Road, It Combines Timeless Design With Contemporary Electric Technology.

Rooted In Mythology, Mellisseus Explores Strength, Identity, And The Pursuit Of Freedom. Its Character Expresses A Confident Masculinity Through Sculptural Form, Restraint, And Individuality. Every Motorcycle Represents An Invitation To Choose Your Own Direction And Make The Journey Your Own.



MELLISSEUS

OUR STORY

Mellisseus Begins With A Fascination For Classic Motorcycles: Their Sculptural Silhouettes, Cultural Significance, And Promise Of Freedom. We Carry That Spirit Into Electric Motorcycling, Combining Heritage-Inspired Design With Contemporary Technology.
Mythology Shapes How We Tell Our Story, Exploring Strength, Identity, And The Courage To Choose Your Own Path. Art And Fashion Inform Our Aesthetic, Connecting Mellisseus With People Who Express Themselves Through What They Wear, Collect, And Ride.
Sustainability Is Part Of Our Ambition. We Believe The Future Of Luxury Should Consider How Products Are Made, Used, And Cared For. Our Aim Is To Pair Electric Mobility With Lasting Design, Thoughtful Material Choices, And A Responsible Approach To Ownership.

OUR VOICE

Assured, Evocative, And Precise. We Speak With The Care Of A Luxury Brand, The Independence Of Motorcycle Culture, And Honesty About Our Sustainability Ambitions.

OUR PERSONALITY

Confident
Cultured
Independent
Masculine
Responsible
Expressive

TYPOGRAPHY

REM

Google Fonts

Aa

Heading

Named after "Rapid Eye Movement" sleep, Pardo conceived and sketched the typeface from a dream.

Name	Font size
Heading 1	56 px
Heading 2	48 px
Heading 3	40 px
Heading 4	32 px
Heading 5	24 px
Heading 6	20 px

MELLISSEUS

MELLISSEUS

Roboto Mono

Google Fonts

Aa

Body

Built as part of the Roboto superfamily, it is engineered for high legibility across digital screens and software code editors.

Name	Font size
Body 1	56 px
Body 2	48 px
Body 3	40 px
Body 4	32 px
Body 5	24 px
Body 6	20 px

LOGO

MELLISSEUS

Melisseus MELISSEUS Melisseus
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Μελισσεύς

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LOGO

MELLISSEUS

STYLE GUIDE

Μελισσεύς

MELLISSEUS

Logo

Color

Aa A a

Heading Body

Typography
















Mellowtie



A BEAUTIFUL WORLD BEGINS WITH YOU

An Act Of Care Awakens An Ancient Force. Through A Rider’s Encounter With A Golden Bee, Mellisseus Connects Mythology, Electric Mobility, And The Possibility Of Renewal. The Film Expresses Freedom Alongside A Sense Of Responsibility For The World We Move Through.

VISUAL ASSET



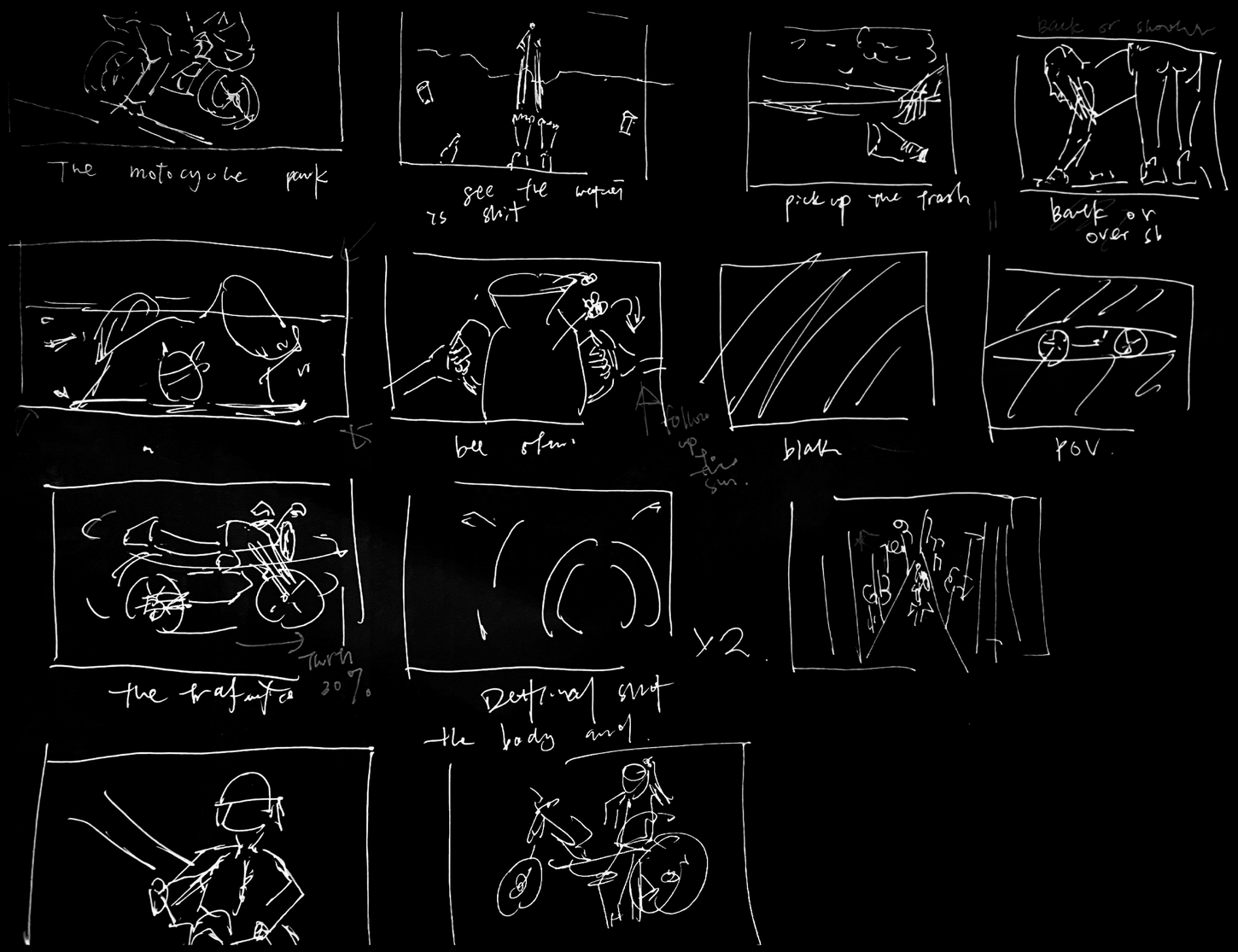
VISUAL ASSET



STORY



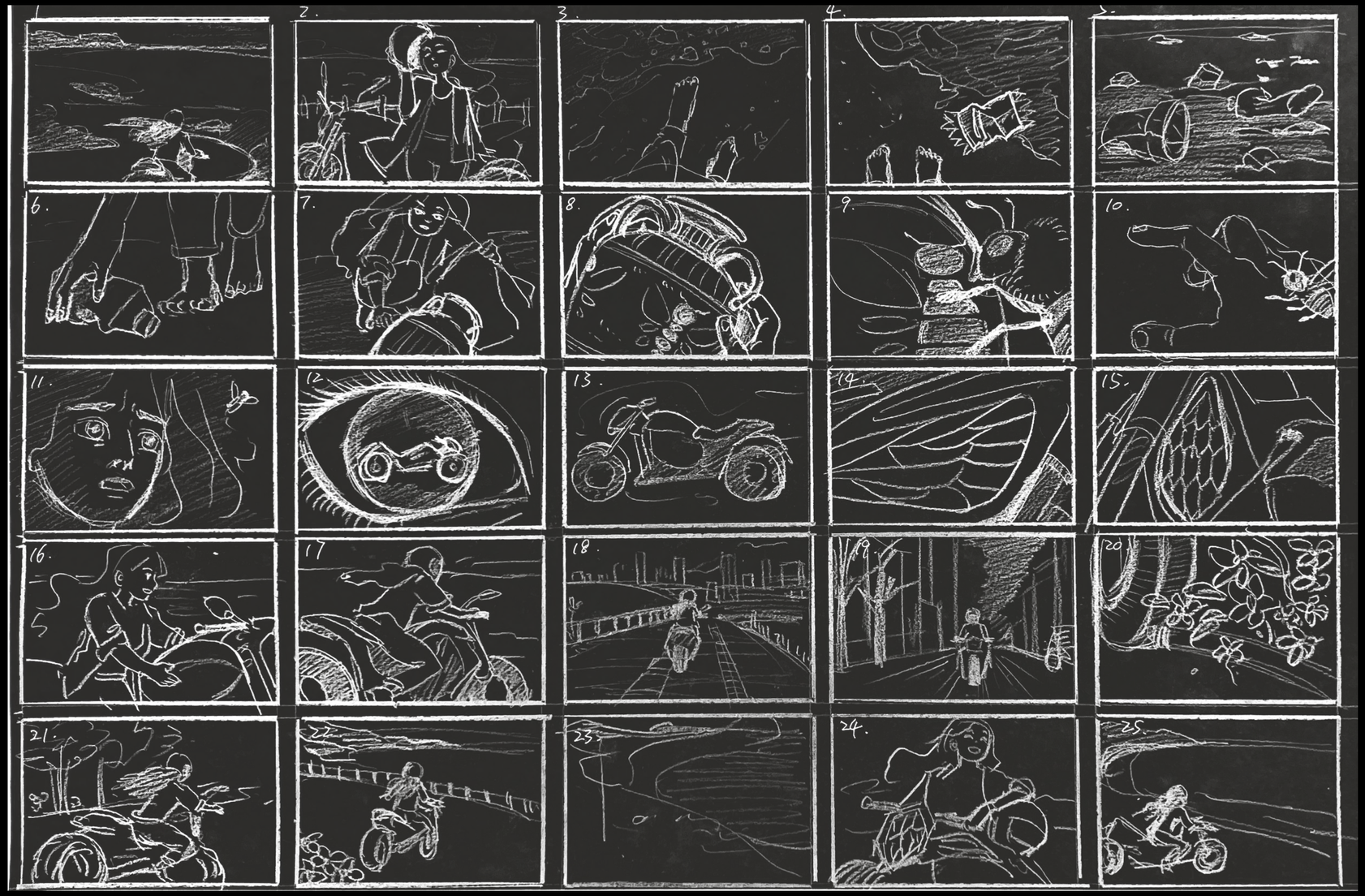
STORY


The motocycle park
see the woman
pick up the trash
Back or shoulder
Back or over sh
bee often
follow up the sun.
blank
POV.
Turn 30°
the trafaffa
Definal shot
the body and.
x2.

STORY

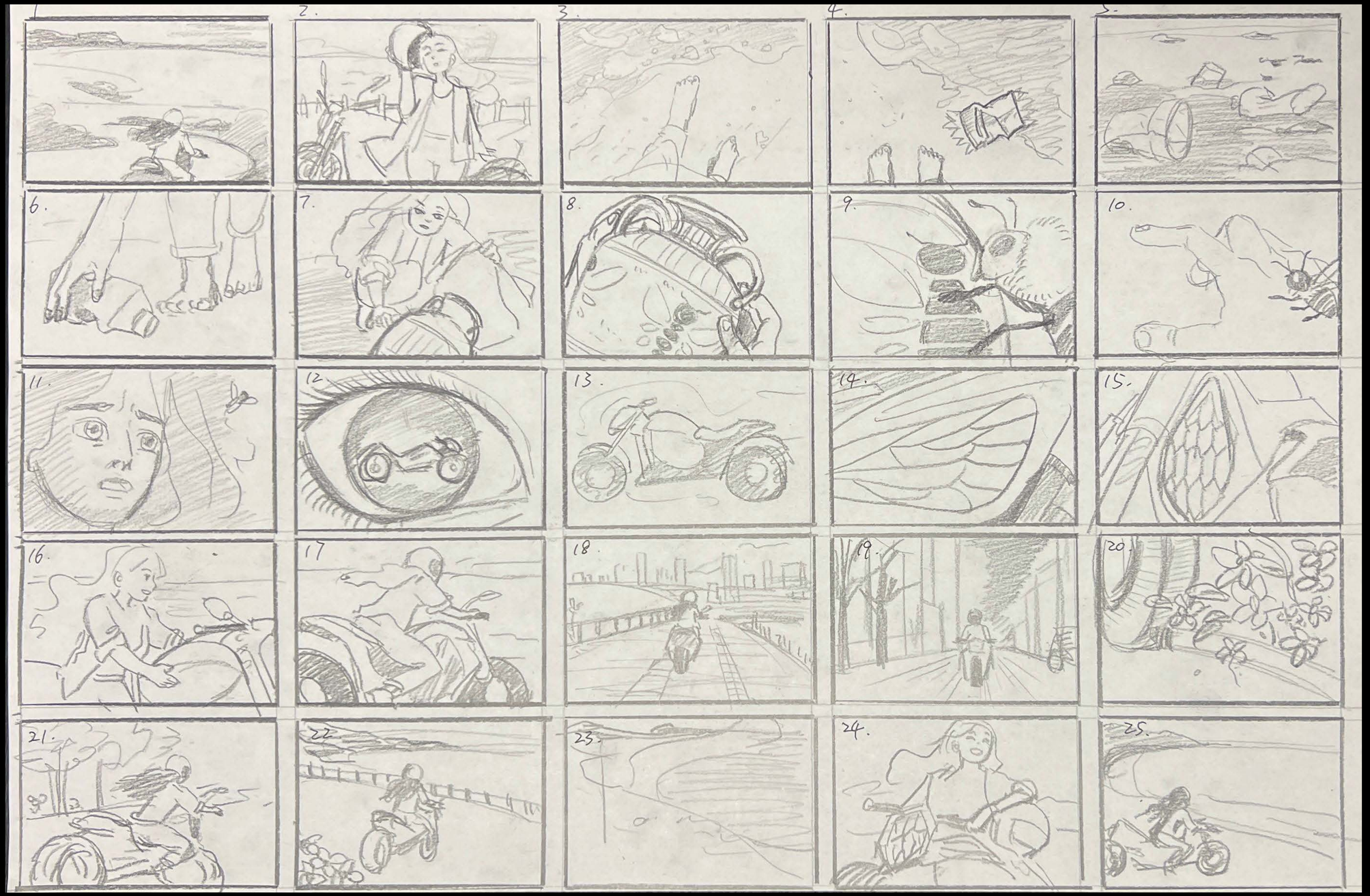


STORY



A Woman Parks Her Motorcycle Beside The Beach And Walks Along The Shore, Discovering Rubbish Scattered Across The Sand And Floating In The Sea. She Begins Picking It Up And Uncovers An Ancient Greek Vase Decorated With Golden Bees. Suddenly, One Painted Bee Comes Alive And Stings Her, Sending Everything Into Darkness. When Her Eyes Open, She Sees Her Motorcycle Transforming Into Melissa, A Magical Electric Motorcycle With Delicate Bee-Wing Patterns. She Climbs Aboard And Rides Through The City, Bringing Flowers, Leafy Trees, And Clear Skies Wherever She Passes. Finally, She Returns To The Beach And Stops Beside The Shore, Looking Out Over Clean Sand And Sparkling Water As The Camera Pulls Back To Reveal Her, Melissa, And The Restored Coastline.

STORY



AI VIDEO FLOW

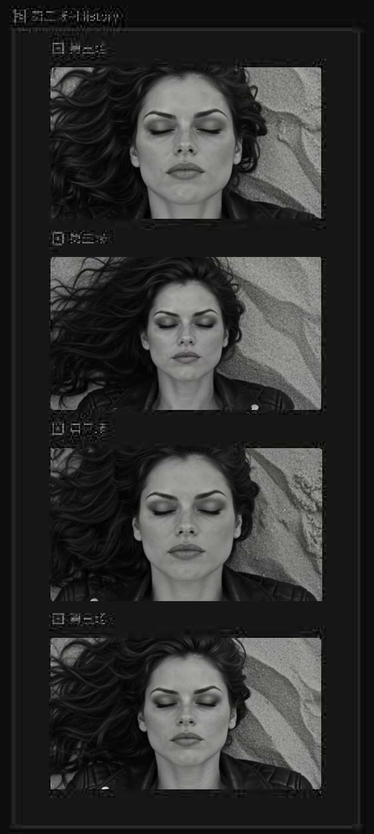


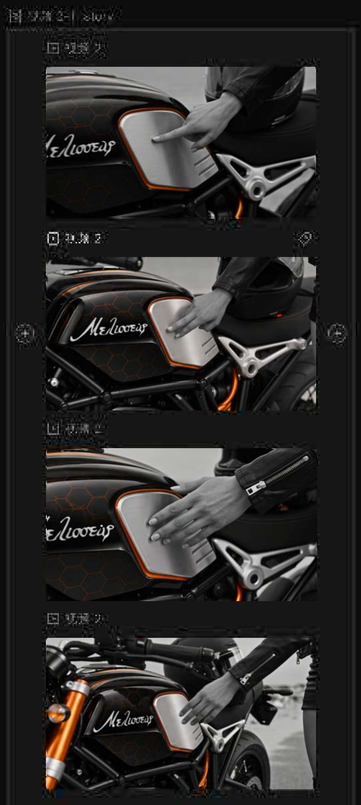
GENERATION HISTORY

Μελιοσεις





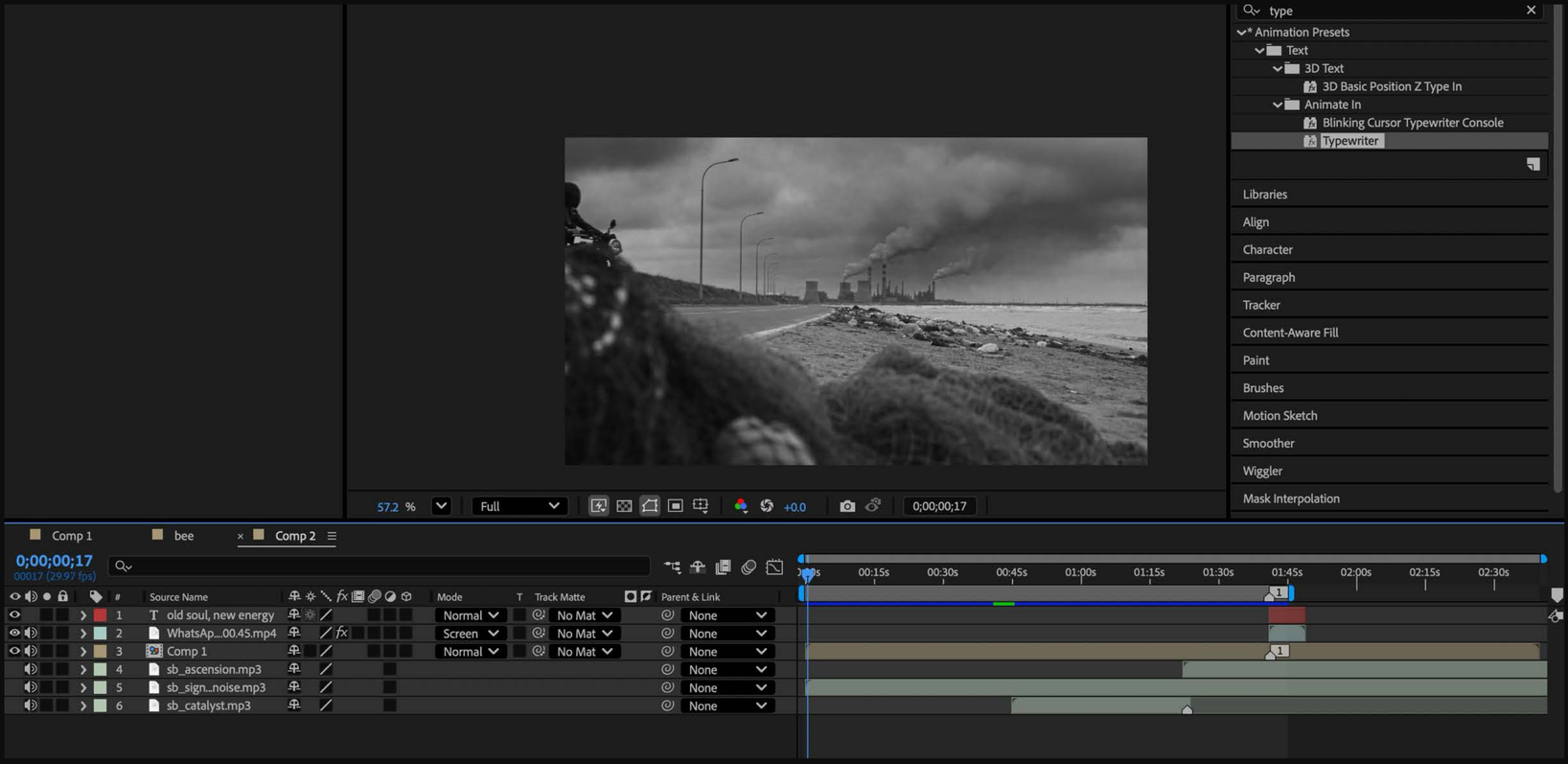




VIDEO EDITING







Bee

LAUNCH TRAILER



An Act Of Care Awakens An Ancient Power. A Rider’s Discovery Of A Greek Vase And Golden Bee Begins A Journey Of Transformation, Introducing Mellisseus Through Mythology, Electric Energy, And Nature’s Renewal.





THE HIVE UNVEILING

Melisseus Launches Through An Immersive Experience Connecting Greek Mythology, The Bee Symbol, And Silent Electric Power. The Campaign Builds Curiosity Before Introducing The Motorcycle Through A Dramatic Reveal And Opportunities To Experience The Brand.

TEASER & INVITATIONS

Dark, Cinematic Clips Featuring Bees, Honeycomb Textures, And Glimpses Of The Motorcycle Build Anticipation. Influencer Honey Boxes Introduce The Story, While Wax-Sealed Invitations Establish Exclusivity Before Launch.

LAUNCH EXPERIENCE

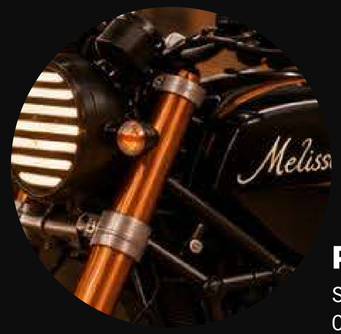
“The Hive Unveiling” Takes Place At A Cave-Inspired Dinner In Greece. Amber Lighting, Honeycomb Centerpieces, And A Honey-Led Greek Menu Establish The Atmosphere. The Room Falls Silent, A Rising Hum Signals The Reveal, And A Gold Cloth Lifts From The Motorcycle Before Riders Enter In A Coordinated Swarm Formation.

FILM & SOCIAL AMPLIFICATION

Livestream The Silence, Hum, And Unveiling, Then Release The Hero Film. Greek-Location Photography And Creator Content Extend The Campaign Across Social Media.

ENGAGEMENT & CONVERSION

“The Apiary” Pop-Up Brings The Brand To Life Through Motorcycle Displays, Merchandise, And Test-Ride Bookings. A Community Photo Hashtag Encourages Participation, While Sign-Ups And Pre-Order Enquiries Capture Interest.



PHASE 1: TEASER

Social: Dark, Mysterious Posts Of A Cave, Honey Dripping, And A Silhouette Under A Cloth. Caption: “Something Is Being Protected.”



PHASE 2: INVITATION

Physical Invite: A Wax-Sealed Card In A Small Honey Tin With The Line “You’ve Been Chosen To Witness.”



PHASE 3: THE EVENT

Livestream The Silence → Reveal Moment Only, So The Hype Builds Without Spoiling Dinner.



PHASE 4: POST-LAUNCH POP-UPS

“The Hive” Pop-Up: A Honeycomb-Walled Space In A Luxury District, With The Bike On A Plinth. Visitors Taste Honey And Scan A QR Code To Hear The Myth.



PHASE 1: TEASER

Social: Dark, Mysterious Posts Of A Cave, Honey Dripping, And A Silhouette Under A Cloth. Caption: "Something Is Being Protected."



PHASE 2: INVITATION

Physical Invite: A Wax-Sealed Card In A Small Honey Tin With The Line “You’ve Been Chosen To Witness.”



PHASE 3: THE EVENT

Livestream The Silence → Reveal Moment Only, So The Hype Builds Without Spoiling Dinner.



PHASE 4: POST-LAUNCH POP-UPS

“The Hive” Pop-Up: A Honeycomb-Walled Space In A Luxury District, With The Bike On A Plinth. Visitors Taste Honey And Scan A QR Code To Hear The Myth.

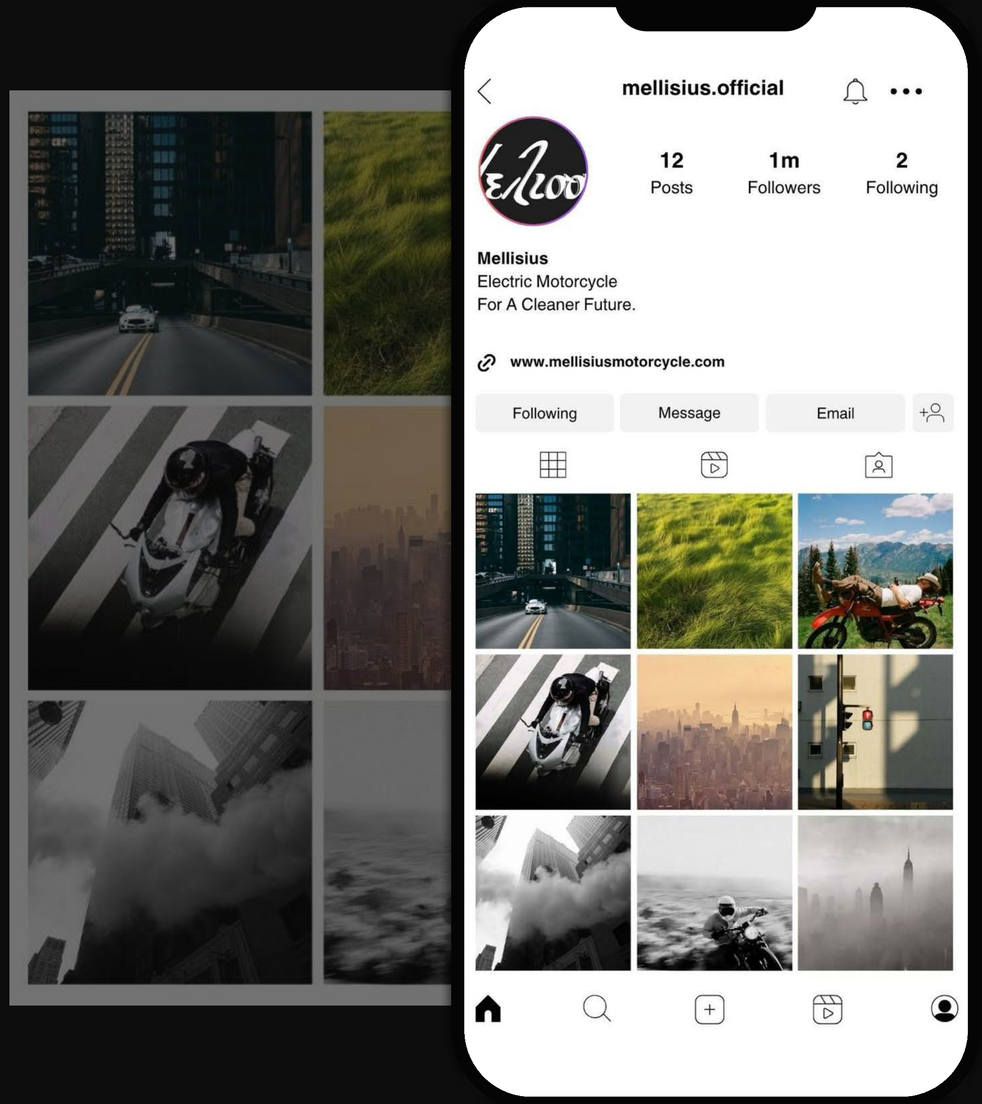
DIGITAL COMMUNICATION

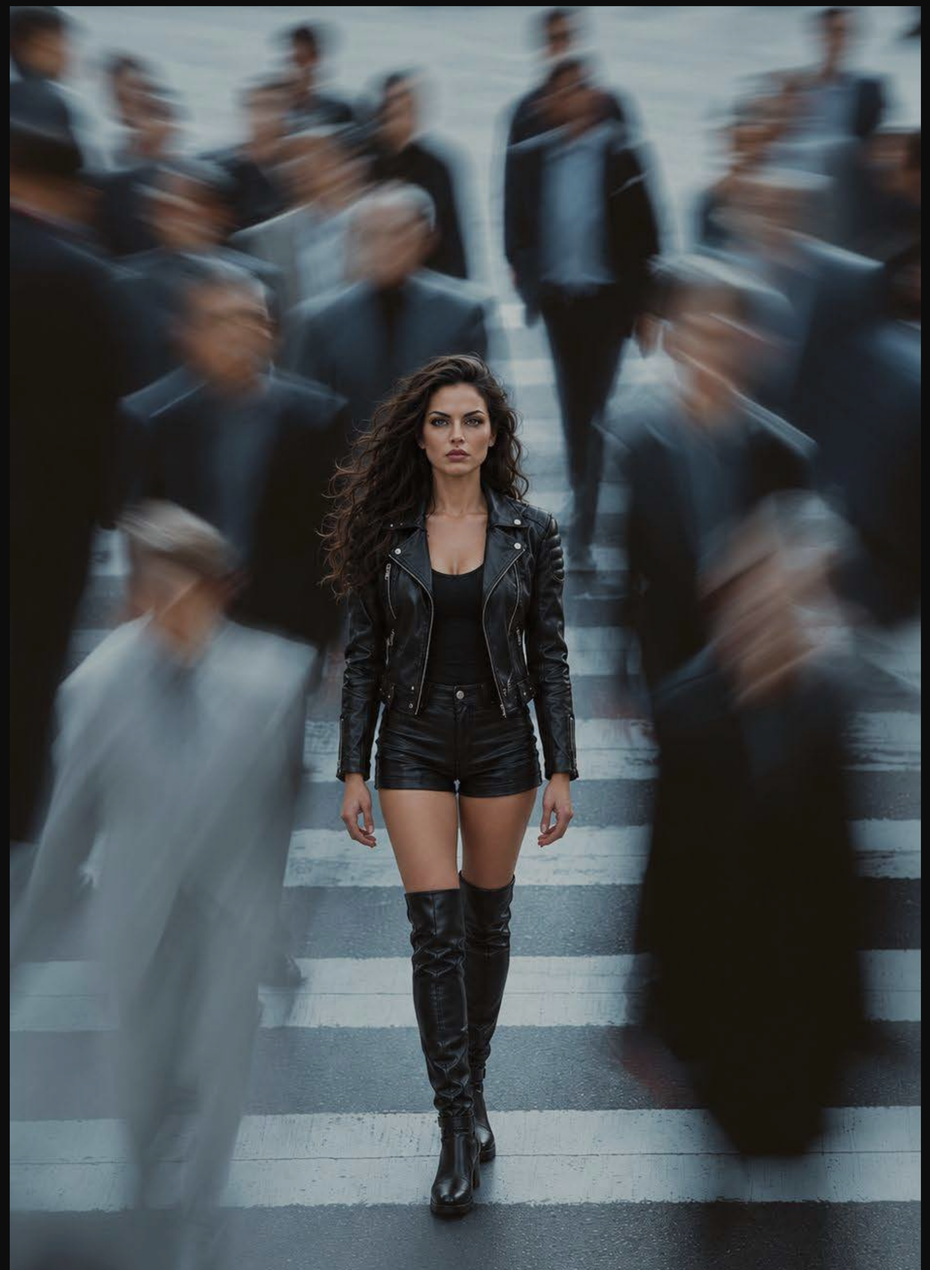
Instagram Reels: Short Edits Move From Hazy Streets To Brighter Surroundings, Ending With The Motorcycle And Campaign Message.

YouTube: Present The Full Film Alongside Short Videos Explaining The Design And Electric Riding Experience.

Educational Content: Answer Practical Questions About Charging, Range, Battery Care, And Ownership To Turn Emotional Interest Into Informed Consideration.

Position The Motorcycle As A Luxury Expression Of Personal Style, Combining The Emotional Appeal Of Classic Motorcycling With Electric Technology. The Campaign Will Connect Its Distinctive Design To The Freedom And Pleasure Of Riding.





Merchandising Strategy

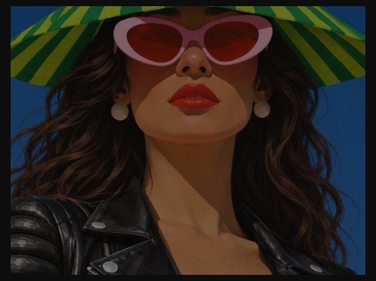
THE MELLISSEUS LIFESTYLE

The jacket and helmet anchor the collection in motorcycle culture, while the thermal and hoodie offer more accessible entry points. Proposed prices range from $60 to $500+, subject to sourcing, quality, and margin review.



Strategic Value

Launch through Mellisseus e-commerce, brand events, motorcycle showcases, and selected pop-up experiences. Begin with a focused core collection, then introduce limited editions as demand develops.



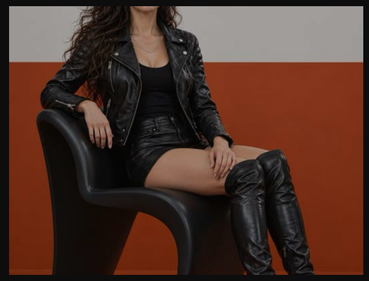
Distribution & Launch

Prioritize durable construction and versatile designs. Use small initial production runs to assess demand before expanding inventory, with minimal packaging and clear material information.



Responsible Development

Extend Mellisseus beyond motorcycle ownership, generate additional revenue, and build a community through shared style and identity.



Success Measures

Track sell-through, gross margin, average order value, and repeat purchases to guide future releases.









Leather Motorcycle Jacket

A premium black leather jacket with a timeless silhouette and understated Mellisseus branding. Designed to become a signature wardrobe piece, it connects classic motorcycle culture with contemporary personal style.

$250–$500+

COLOR **BLACK**

STYLE WITH



THERMAL LONG SLEEVE $60–$100



KNITTED BEANIE $30-60



MOTORCYCLE HELMET $200–$500+









Thermal Long Sleeve

A waffle-knit long sleeve designed for layering and everyday wear. Its textured construction and restrained branding offer an accessible introduction to the Mellisseus collection.

$60–$100

COLOR **BLACK**

STYLE WITH



LEATHER MOTORCYCLE JACKET $250-500



KNITTED BEANIE $30-60



MOTORCYCLE HELMET $200–$500+









Knitted Beanie

A premium knitted beanie extends Mellisseus into everyday style. Its simple silhouette and subtle branding complement the collection's motorcycle-inspired aesthetic.

$35–$60

COLOR **BLACK**

STYLE WITH



LEATHER MOTORCYCLE JACKET $250-500



THERMAL LONG SLEEVE $60–$100



MOTORCYCLE HELMET $200–$500+









Motorcycle Helmet

A streamlined matte-black helmet extends the Mellisseus aesthetic into riding equipment. The proposed product will pair subtle brand details with protection certified to the applicable standards in its intended sales markets.

$250–$500+

COLOR **BLACK**

STYLE WITH



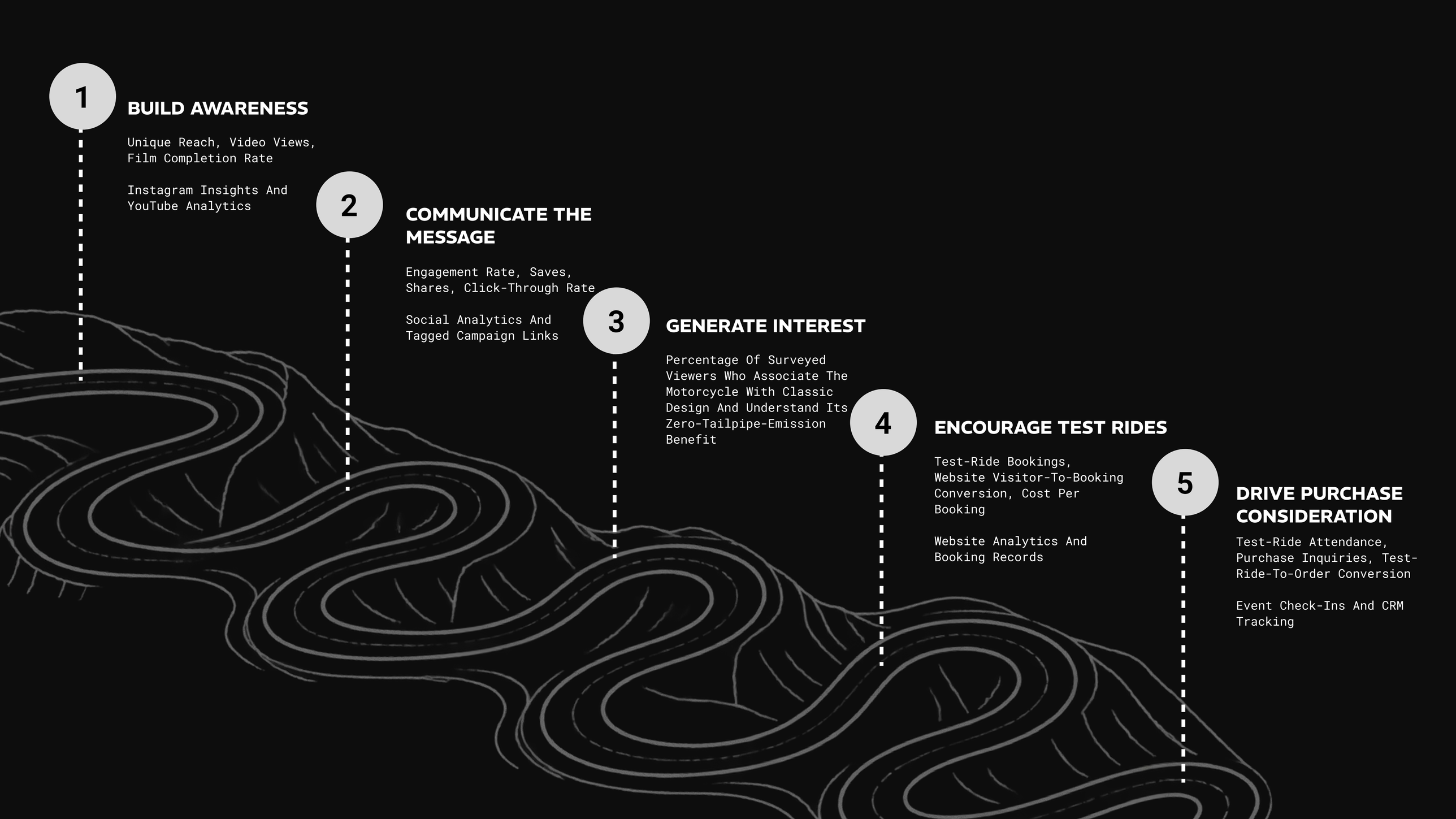
LEATHER MOTORCYCLE JACKET $250-500



THERMAL LONG SLEEVE $60–$100



KNITTED BEANIE $30-60



1

BUILD AWARENESS

Unique Reach, Video Views, Film Completion Rate

Instagram Insights And YouTube Analytics

2

COMMUNICATE THE MESSAGE

Engagement Rate, Saves, Shares, Click-Through Rate

Social Analytics And Tagged Campaign Links

3

GENERATE INTEREST

Percentage Of Surveyed Viewers Who Associate The Motorcycle With Classic Design And Understand Its Zero-Tailpipe-Emission Benefit

4

ENCOURAGE TEST RIDES

Test-Ride Bookings, Website Visitor-To-Booking Conversion, Cost Per Booking

Website Analytics And Booking Records

5

DRIVE PURCHASE CONSIDERATION

Test-Ride Attendance, Purchase Inquiries, Test-Ride-To-Order Conversion

Event Check-Ins And CRM Tracking

For Us As Strategists, Melisseus Represents A Response To The Concerns That Shaped Our Project: A Changing Climate And A Motorcycling Culture That Remained Traditional. As An Electric Motorcycle, It Points Toward A More Sustainable Way To Ride, One That Honors The Heritage Of Classic Design While Looking To The Future. Through Our Film, It Also Shows That The Rider Can Be Anyone, Including A Woman Who Chooses To Care For The World Around Her And Finds The Courage To Change It. The Bee At The Center Of Our Story Connects These Ideas, Linking Mythology, Nature, And Our SCAD Community. Melisseus Stands For Sustainability And Bravery: The Belief That Taking Responsibility For The Planet And Welcoming A Wider Range Of Riders Are Acts Of Courage That Make Our World Better.

Melisseus

STORY


Melodeus

Mellisseus

To See The Full Animate Presentation
Please Go To: Https://Www.Figma.Com/Proto/YvIndax8otSNvnKm6Dmxd2/Mellisseus-Presentation?Node-Id=300-2032&T=USThsmtpCx2E9HiZ-1