

Names that carry a story.

Noriae creates names for companies, places and private projects. We connect their stories with their digital identities, from the first idea to the next generation.



Examples of possible assignments. Fictional images, not client references.

A name built around you.

We start with your strategy, culture and target markets to create a name, its story and a plan for its domain.

Portfolio audit & recommendations

Already own names, brands and domains? We review their consistency, organisation and dependencies, even when no transaction is planned. For an acquisition or succession, the review becomes a focused due diligence assignment.

Private Naming Office

Project-based or ongoing support to organise a family's names and domains, working alongside its family office and advisers.

Noriae is the atelier. No Name No Story is the gallery.

Noriae leads creative naming and strategic advice. No Name No Story brings together premium domain selection and acquisition. Two complementary approaches, from bespoke names to domains already offered for sale.

Legal clearance, trademark filings and rights validation are handled with your specialist advisers.

Use cases

Examples of possible assignments. Fictional images, not client references.

Property & estates

Name a residence or bring several properties into one coherent system. Noriae connects the name with the place's story and plans its domains and uses.

Foundations & philanthropy

Build an identity true to a family's mission. A name, founding narrative and domain form a coherent whole, coordinated with the foundation's advisers.

Private collections

Give a collection and its documentation a distinct identity. Define how its name appears in catalogues, exhibitions and digital spaces, with an agreed level of discretion.

Hotels & hospitality

Support a launch, acquisition or repositioning. Create the name and verbal identity, then organise domains and the transition with the project team.

Wine estates

Connect the estate name, its wines and its markets through coherent naming and domain architecture. Regulatory and rights checks are handled by specialist advisers.

Stud farms & equestrian projects

Build an identity for a stud farm, stable or equestrian project. Align its name, narrative and digital presence, with checks appropriate to the intended uses.

Private aviation

Create a name for an aircraft or a fleet identity and organise associated domains. The communication name complements the aircraft registration and is coordinated with the operator.

Islands & distinctive places

Define the identity of a project tied to a distinctive place. Connect its story, private or hospitality uses and domains while respecting its existing name and local context.