

OUR EXPERTISE

Our design approach allows us to envisage an offer comprehensively. From the start, we offer a federating concept for consistent work on product design, packaging, graphics and digital publicity and point of sale designing (interior and merchandising).

OUR APPROACH

Taking time to learn more about your needs.

Working with you to define your expectations from your brand Identifying or creating something different, innovative and potentially appealing and promising in your industry. Setting the frontiers of that territory.

Preparing a comprehensive strategy to further a distinctive identity and public profile.

Working together to select your tone and style, doing so with meaning and conviction.

Appealing to and winning over your public through an incarnated history that will make a lasting impression. Keeping that in mind at all stages, from creation, to production to completion.

OUR WORKING

Under the leadership of Sophie Schott, the firm is flexible and responsive and can address the needs of each client, thanks to the complementary profiles and competencies of its staff. Creation: artistic department, designers, typographers, illustrators, motion & web designers, photographers.

Sales: advice and recommendations for strategic and operational marketing, branding operational and relations monitoring.

OUR CULTURE

The firm works for all those who are looking for a new approach and vision in their projects. For over six years, we have been nurturing that approach in all circumstances, and handling the diversity of industries and changing customer profiles.

We would be glad to celebrate with our clients the success and commercial effectiveness of their brands.





Achievements:

Graphic identity
Packaging design
Writing
Product visuals
Public relations and press
Events

PACKAGING DESIGN

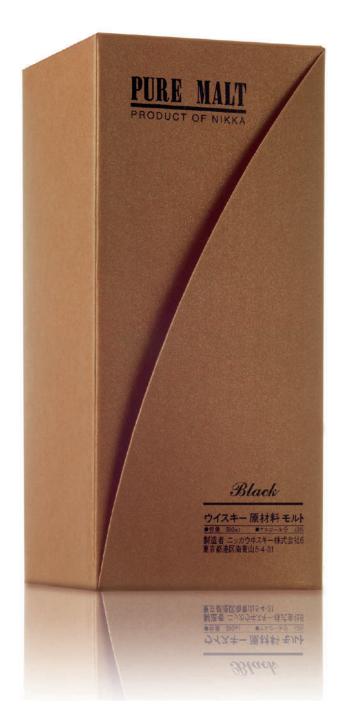
A whiskey born of the union between an audacious Japanese and his Scottish muse. A link between two cultures: Asia and the West. A concept based on the principle of origami and discovery, halfway between tradition and innovation.





























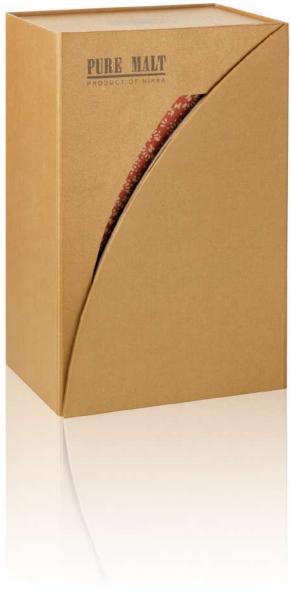
















Supports for the press





NIKKA BOX

Inspired by the Himitsu-Bako (secret boxes that used to be carried by the Samurai) and origami, the Nikka Box presents the six emblematic whiskeys of the brand, in multiple ways. An original box that transforms into a mini bar to be displayed at home.

NIKKA BOX













PACKAGING DESIGN - GRAPHIC IDENTITY

KAVALAN TAIWANESE WHISKEY

Keeping this spirit of marriage between tradition and modernity, we have worked simple forms that recall the contours of contemporary monuments to which we added a small subtlety that will become a true brand signature. The top edge of our boxes have been curved, with reference to the dynamics of Asian roofs associated with the cultural symbol of elegance and vitality. Like the façades of old and modern buildings, and in particular of the Kavalan distillery, a geometrical dressing was chosen for our packs.

Achievements:

Graphic identity
Packaging design







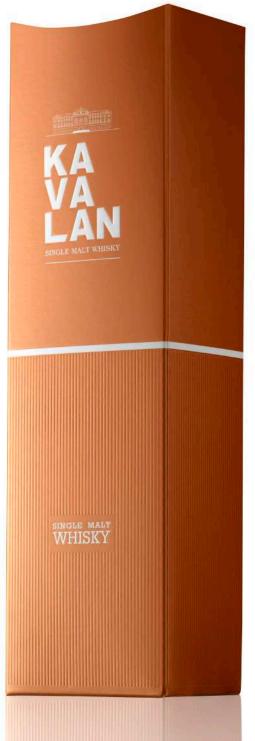




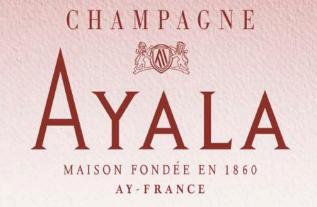






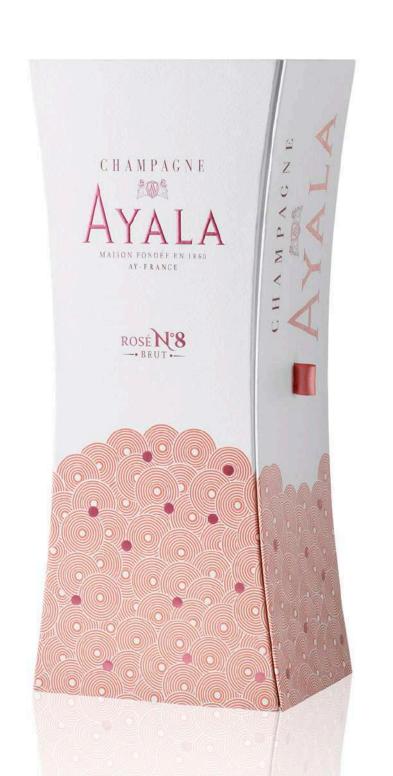
























GLOBAL DESIGN

Concept around the fan (abanico, in Spanish) for a brand that claims «the art of tasting» while its offer is sold exclusively on the Internet.

Assignments:

Brand name
Graphic identity
Packaging design
Writing
Iconographic charter
Artistic direction website and blog



















GLOBAL DESIGN

PARIS CROISSANT

The company entrusted us with the global design of their most premium brand, with more than twenty stores in Asia and worldwide: Paris Croissant. Our mission was to bring our premium touch and French culture into all communication media.

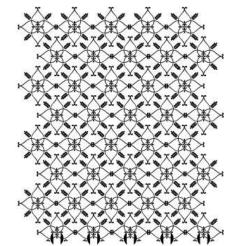


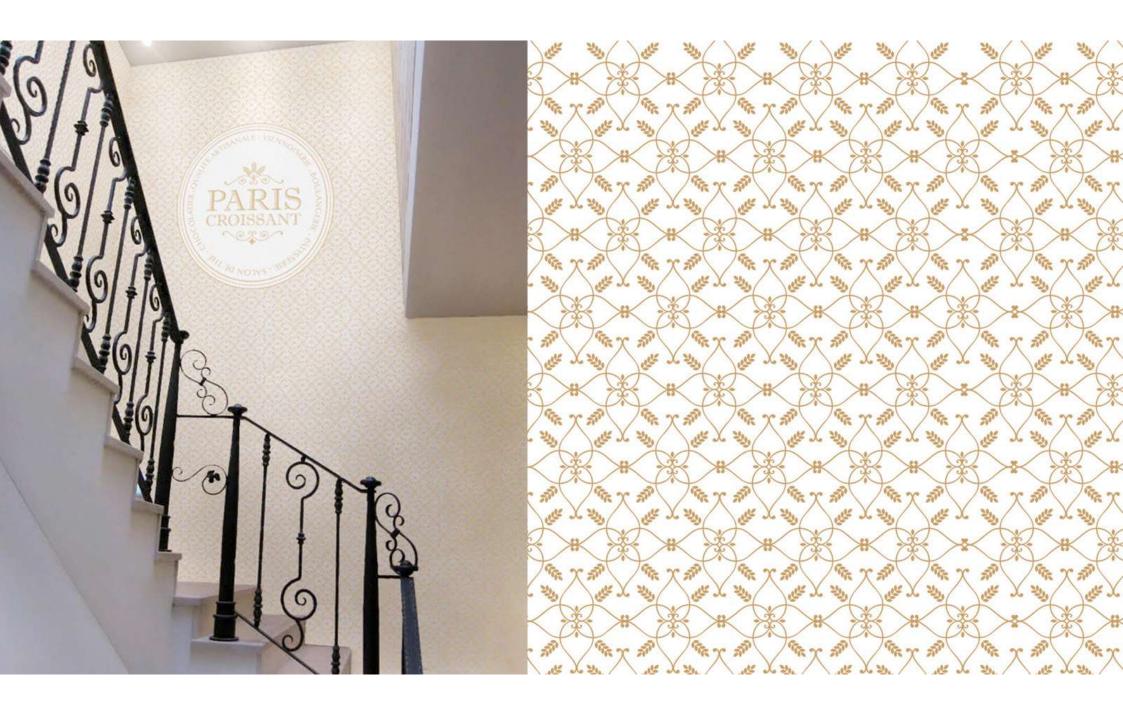


























HEBRARD

Saint-Emilion Grand Cru

CHÂTEAU Harmonie

HEBRARD

Médoc

HEBRARD

Médoc

CHĂTEAU Landon





Creation of monograms on embossed paper to recall with elegance the 12 appellations of Côtes de Nuits and Beaune and create a cohesion of range.





VISUAL IDENTITY AND PACKAGING DESIGN

Creation of hybrid characters mixing two emblematic Gascon figures, the duck and the musketeer, to distinguish each reference while respecting a cohesion of range.























CHÂTEAU DU SEUIL



EN PROVENCE





Château du Seuil en Provence, a 55-hectare vineyard located on the sunny slopes in the center of the Coteau d'air appellation in Provence. Great wines of Provence, rosés but also white and red.

The garden, classified in the inventory of historical monuments, in the same way as the facades of the castle, built over the centuries is symbolic of the soul of the Chateau du Seuil. Two lions made with stone of Rognes watch over this garden.

Creation of a concept around the garden from the sky allowing to create a brand code distinguished from its competitors in the region.

Declination of this new identity on all communication medium, starting by the design of the entire range.

Assignments:

Brand Platform Visual identity Graphic charter Communication media











Creation of a concept that translates the two specialties of the famous butcher (maturation and cutting) with premium graphic codes (gold and dark granite) to emphasize its positioning.

Assignments: Graphic identity Packaging Edition Press release Website **Business Architecture**













ARÔMES & GOURMANDIZ







VISUAL IDENTITY AND PACKAGING

Graphic expression of the concept «a single drop is enough» for a brand of culinary and tailored aromas, composed of fifteen references.

Assignments:

Logotype and graphic identity Packaging Stationery



SO SOMES & GOURAMANDIZ CONTROL CONTROL

ARÔMES & GOURMANDIZ



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ARÔME NATURE

SARL ARÔMES & GOURMANDIZ 24 Avenue Joffre 92380 Gorches Teléphone + 33 (0)9.83.07.73.16 Fax : + 33 (0)9.81.38.30.91 contact@aromes-gourmandiz.com www.aromes-gourmandiz.com SRET, 75, 199 464 000 15, 11/4, FR 27, 75, 1198 464 APP : 1989.7, FSC Bustoner - (2014) 20, 0006 Coordinaties bancieres (BMQ) REVE DOS (5002 2019 7200 6720 6720 BIC, CERFERP - RB : Banquer 30056 - Gulchet 00973 Compto 097 006 : 339 - 545 59 Domichiabori. Heller RF R EID 5500 00EST







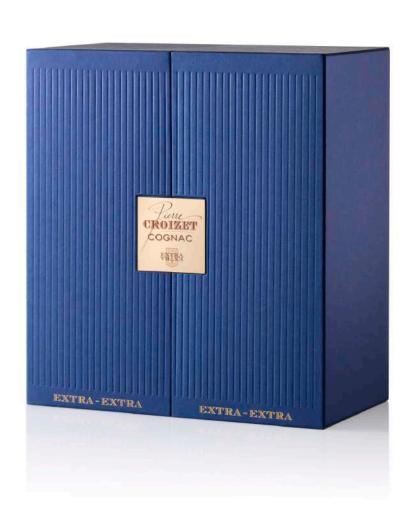
PACKAGING DESIGN

Carafe dressing for the «Extra-Extra» cognac, using transparency and sandblasting techniques.

Assignments:

Graphic design
Carafe dressing
Technical development









Plantation Vintage Collection

Concept around a graphic composition with the illustrative treaty typical of the 18th century, to recall the historical anchorage of the brand, its pillars, create a range effect while differentiating the products (terroirs)

Assignments:

Brand Platform
Visual identity
Packaging design
Graphic charter
Communication media

















VISUAL IDENTITY AND PACKAGING DESIGN

Virginie Taittinger

For VIRGINIE T., her own brand of exceptional mature vintages, Virginie Taittinger was looking for a visual identity and packaging that would be consistent with the two key values of her House:

Innovation, which is reflected both in the way the champagne is made and in its exclusive distribution via the website of the brand: www.champagnevirginiet.com

Traditional ancestral know-how, which is so specific to great champagnes

Classical motifs in a Second Empire style have been livened up by bright colours that reflect the modernity of the packaging innovation: a case that turns into a champagne bucket and can hold chilled water for several hours. Thanks to thermochromic ink, the VIRGINIE T. marking at the back of the bottle changes from white to red when the ideal serving temperature of 8°C is reached.

As**signments**:

Graphics identity Typography design Packaging design Graphics rules and packaging













LA MAISON DU CHOCOLAT



MERCHANDISING DESIGN

Tamanaco

A concept drawing on the world map to illustrate the idea of a "rite of passage journey across the origins of ganache truffle", offered by the new Tamanaco range.

Assignments:

Concept Board
Window display design and store scenography
Technical finishing
Manufacturer recommendation
Production follow-up







MERCHANDISING DESIGN

Christmas display

Assignments:

Creation of a motion display theme
Packaging Design
Window display design and store
scenography
Technical finishing
Manufacturer recommendations
Production follow-up







Gift boxes and christmas merchandising

Creation of a Christmas theme that inspired the chocolatier master for his piece and declined on the packaging, the displays of the network and all the animation media. We have developed a tale about the reindeer Rodolphe, which, accompanied by its fellows, springs into the Christmas magic.







MERCHANDISING DESIGN

Home gift boxes





PACKAGING DESIGN

Treats and delicacies

Creation of a graphic identity for this range of delicacies, with a range effect.

PACKAGING DESIGN

Treats cases



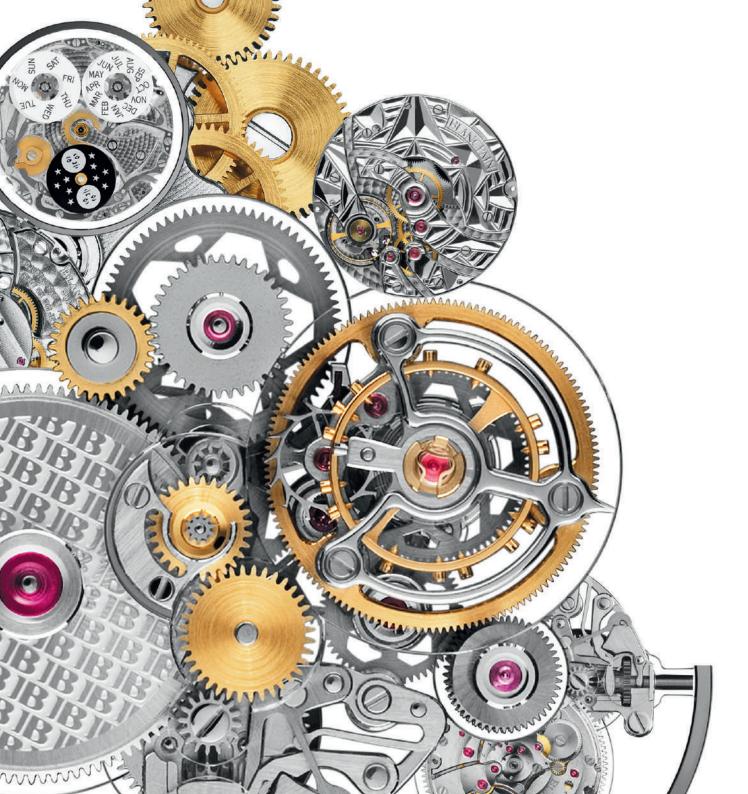




PACKAGING DESIGN

Duo gift boxes

Creation of an innovative packaging for each box (orange, coffee, etc.) keeping an illustration unit to produce a range effect.





MERCHANDISING DESIGN

Christmas theme

Christmas concept around the complex mechanism to recall the know-how of the brand.

Achievements:

Theme & ephemeral decor Art Direction & Visual Design Dressing & Showcasing







1877-

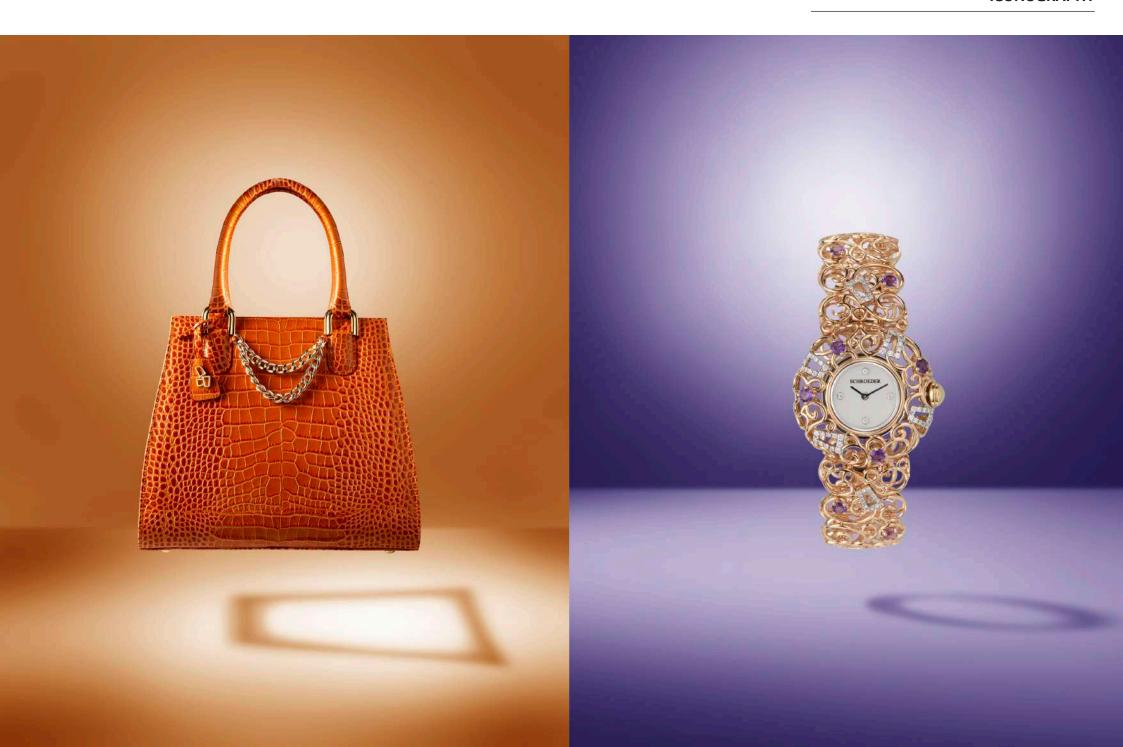
GLOBAL DESIGN

Collection Pas de Deux Arabesque

An overarching concept surrounding the identity pattern of the Pas de Deux brand (the trapeze) on its 25th anniversary, and the launch of the Arabesque collection.

Assignments:

Visual identity
Perfume set
Content design
Press kit and catalogue
Hosting of an event for 900 people
Merchandising
Brand imagery





PRODUCT CATALOG



MERCHANDISING

Shop window in Luxembourg















SCHROEDER

















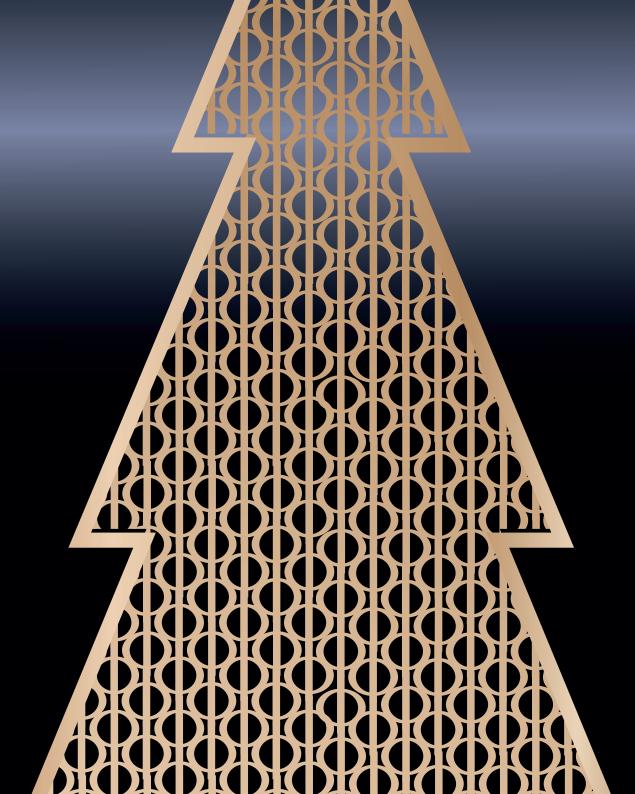
MERCHANDISING DESIGN

Christmas theme

Christmas concept around the brand logo (The Phi), chosen for its elegance and declination to infinity, according to the events and the seasons.

Assignments:

Merchandising concept Graphic design Manufacturing follow-up







GLOBAL DESIGN

L'ATELIER JÉRÔME VERZEGNASSI AGENCY OF INTERIOR ARCHITECTURE AND DECORATION

To accompany the company's move upmarket, we created a communication territory, a visual identity, a name and all supporting communication media, presenting their full capacity to manage all types of project.

Assignments:

Name creation
Graphic identity (logo and graphic environment)
Sales brochure
Copywriting
Press releases
Printed materials



