

# 01 General Portfolio

02 Fashion

03 Boutique Retail

04 Beauty & Wellness

05 Property Development

06 Wayfinding & Spatial Design

Design Portfolio 2025

ARTETRA

Welcome to АЯТЕТРА.  
We align strategic clarity  
with timeless design to  
craft brands that endure,  
connect, and inspire.

—

We're a globally focused interdisciplinary design studio helping purpose-driven businesses to transform through aligned storytelling, timeless design, and immersive brand experiences.

We create brands, visual communication and graphic design, as well as products and experiences that nurture meaningful connections with their audiences.

We merge insight with imagination to craft brands that endure, connect and inspire in key cultural sectors such as:

- Fashion
- Culture & Arts
- Boutique Retail
- Beauty & Wellness
- Property Development
- Spatial Design



# General Portfolio

## Portfolio N°.01

We hope you enjoy a sample of our creative across our five focus industry sectors.

---

We hope you enjoy a taste of our work across our five main industry sectors of focus.

This general portfolio features key projects from each of the five sectors, demonstrating our creative strength, strategic thinking and expertise that has helped our clients to achieve their business successes.

### Our Six Portfolios

- 01 General Portfolio
- 02 Fashion
- 03 Boutique Retail
- 04 Beauty & Wellness
- 05 Property Development
- 06 Wayfinding & Spatial Design

Have another project in mind?  
Contact us to receive any other sector-specific portfolios.



# How we can help.

## Strategic clarity + 2D & 3D interdisciplinary skills = a deeper brand experience.

---

### Brand Strategy

Implementing a workshop-led, collaborative process grounded in research and insight, we launch start-ups through to realigning established businesses. Brand Strategy packages starting from €8,000.

Brand Research  
Brand Analysis  
Brand Positioning  
Brand Narrative  
Brand Architecture  
Brand Key Messaging  
Naming & Tagline

### Campaigns

From traditional to digital, we have you covered with campaign packages starting from €10,000.

Campaign Strategy  
Marketing Strategy  
Content Strategy  
Campaign Creative  
Art Direction

### Brand Identity

From creating a new identity to rebranding an established entity, we manage the entire process from brandmark through to complete organisational brand rollout. Brand Identity packages starting from €6,000

Brandmark  
Visual Identity  
Brand Assets  
Brand Language  
Brand Guidelines  
Brand Rollout

### Product Design

We manage your project end-to-end, from idea to profitable product in the market. Combining industrial design experience with branding, packaging and marketing strategy; ensuring complete consistency and alignment between your product, its brand and your audience.

1. Market Research
2. Product Concept
3. Product Design
4. 3D Visualisation
5. CAD Documentation
6. Prototyping
7. Product-to-Market Strategy
8. Product Brand Creation
9. Product Packaging Design

### Design & Art Direction


Delivering over two decades of experience crafting high-level visual communication underpinned by creative strategy.

Video & Motion Graphics  
Digital Design  
3D Modelling  
Print & Publication Design  
Packaging Design  
Custom Typography  
Photography  
Image Making  
Illustration

### Spatial Design

We have years of experience developing bespoke signage systems and unique identities for places, ranging from public buildings and government departments to residential developments and luxury hotels.

Signage & Wayfinding  
Placemaking  
Retail Branded Experiences  
Installation Design  
Event Design

For more info visit:  
[www.artetra.design/services](http://www.artetra.design/services) 



# Get in touch.

We'd love to hear  
from you and discuss  
how we can help.

—




## Contact

Cinzia Donà Mitrovič  
Managing Director & Partner

Mobile +39 375 6419888  
Email [cinzia@artetra.design](mailto:cinzia@artetra.design)

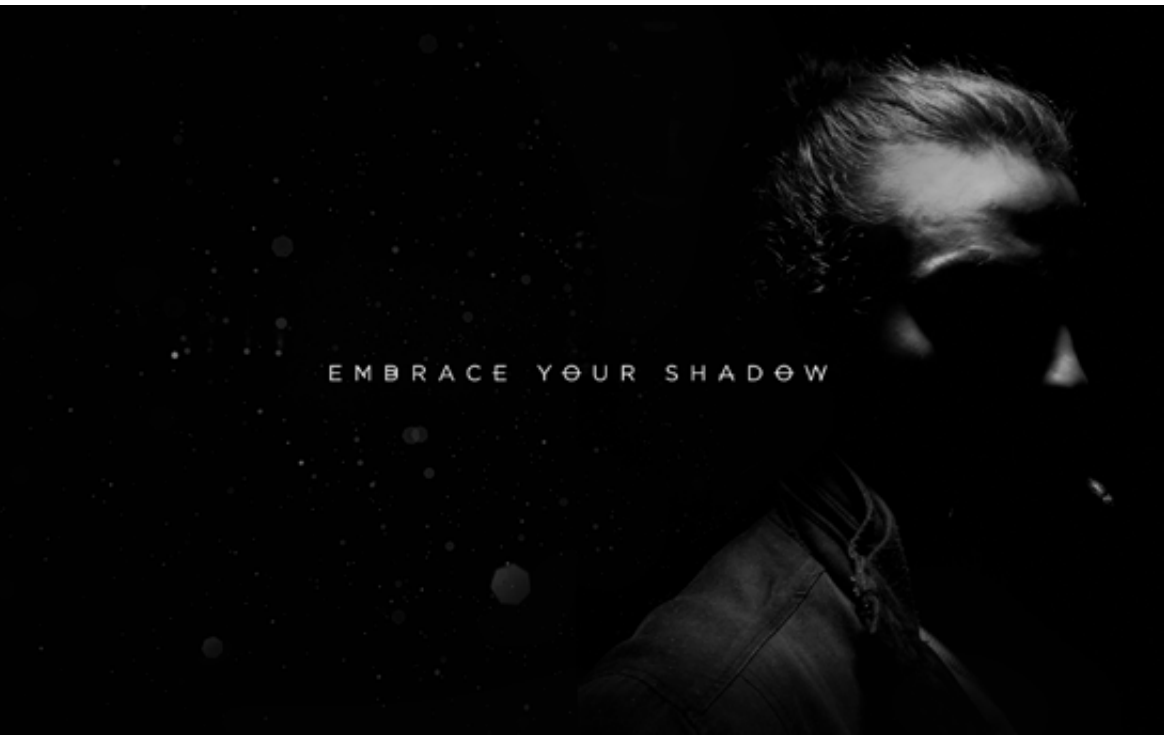
## ARTETRA Design Studio

Via Alessandro Manzoni 22  
31100 Treviso, TV, Italy  
Tel +39 0422 1262982  
[info@artetra.design](mailto:info@artetra.design)

[LinkedIn](#)   
[Instagram](#)   
[www.artetra.design](http://www.artetra.design) 

Refined Brands.  
Timeless Design.  
Memorable Experiences.  
**CRAFTING TIMELESS FUTURES**





**Project Scope**  
Brand creation  
Creative strategy  
Campaign creative  
Art direction  
Packaging design  
Bottle design  
Print collateral  
Image making  
Custom typography

**Montana**  
Men's Fragrance Product Range  
Brand, Packaging Design  
& Creative Strategy

ARTETRA was approached by Azriel, a new and emerging men's fashion brand based in Belgium, to create the brand and creative strategy for their first men's fragrance product range 'Montana', aimed at the 25 to 35 year old male demographic.

The campaign narrative revolves around a dark and moody 'film noir' drama, beckoning one to 'Embrace Your Shadow' in the midst of one's internal struggle in the grips of a dark night of the soul. Perfectly encapsulated with our beautifully crafted landmark, custom typography and flawless art direction. The result is a masculinely crafted eau de parfum bottle design with minimal packaging design and a beautiful product accessories range to compliment.







Project Scope  
Brand creation  
Creative strategy  
Art direction  
Packaging design  
Custom typography  
Website design  
Digital collateral  
In-store graphics

Broochella  
Couture Fashion Accessories Label  
Brand Identity, Packaging &  
Collateral Design

A uniquely bespoke and retro-inspired fashion accessories brand redefining couture brooches, jewellery and accessories. Channelling rich Italian Baroque and renaissance influences, the brand encapsulates the essence of designer and founder Juliet Cuerden. Model photography: Derec Ethan.





Project Scope  
Brand creation  
Creative Strategy  
Brand Guidelines

# FEMINA DULCIA

WOMENSWEAR AUSTRALIA



Femina Dulcia  
Womenswear Fashion Label  
Brand Identity Creation

One of ARTETRA's most recent projects, creating a sensual brand identity and brand guidelines for a new and emerging Australian women's wear label celebrating the romantic sentiments of fashion's golden era of the 1990's.

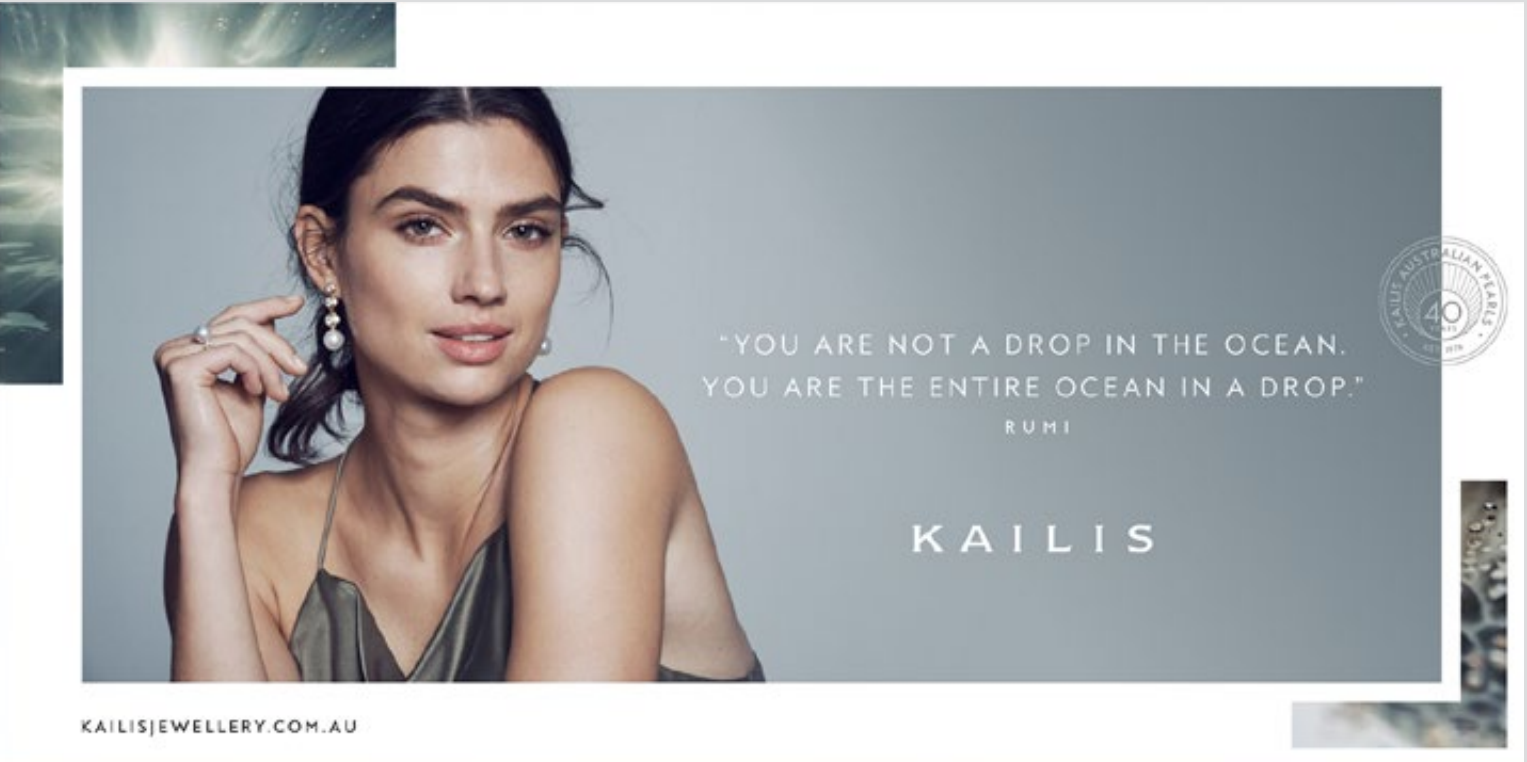






Kailis Jewellery  
Discover Natural. Beauty.  
2018 Brand Campaign Creative

To mark the 40th Anniversary of Kailis Jewellery, an integrated campaign entitled 'Discover Natural. Beauty.' was created. My design and creative direction reflected and encapsulated the integrity, elegant design and the effortless beauty that is Kailis, taking cues from the heritage of the brand, born out the natural beauty that is Western Australia. Kailis Jewellery engaged internationally celebrated fashion photographer Simon Lekias and model Nicole Harrison.



Project Scope  
Creative strategy  
Campaign Creative  
Art direction



Project Scope  
Brand creation  
Art direction  
Illustration  
Packaging design  
Custom typography

Far King Shiraz  
Wine Label Design & Illustration

Humorous vintage style wine label design and illustration featuring custom hand drawn typography for a limited release shiraz by Monty's Leap Winery, Western Australia. Photography. Mira Grace Kornberger.







**Project Scope**  
Brand creation  
Creative strategy  
Art direction  
Print collateral  
Website design  
Image making

Sian Boucherd Fibre Artist  
Brand Identity Creation &  
Brand Collateral Design

A beautiful yet simple identity for Western Australian fibre artist Sian Boucherd. Her meticulously handcrafted vessels are made from natural fibres that are beautifully captured by photographer Lyndley Mill. Project scope included brand creation, art direction, custom typography, printed collateral and website.







Earth & Nectar  
Artisan Food & Ceramics  
Brand Identity Creation & Product Range  
Packaging Design

Earth & Nectar is a bespoke offering of artisan handcrafted pottery and organic specialty foods. A humble vision of Hayley and Robbie's, from their farm in Western Australia. It reflects their passion for bringing ancient wisdom and beautiful traditions to the present moment, serving to create a sacred space for daily rituals – a time of reflection, connection and mindfulness. We encapsulated the essence of these values into a new brand identity, product packaging designs and related brand collateral. Pouch packaging design by Hayley Green. Photography by Claire Rowe.



Project Scope  
Brand creation  
Creative strategy  
Art direction  
Packaging design  
Print collateral  
Website Design







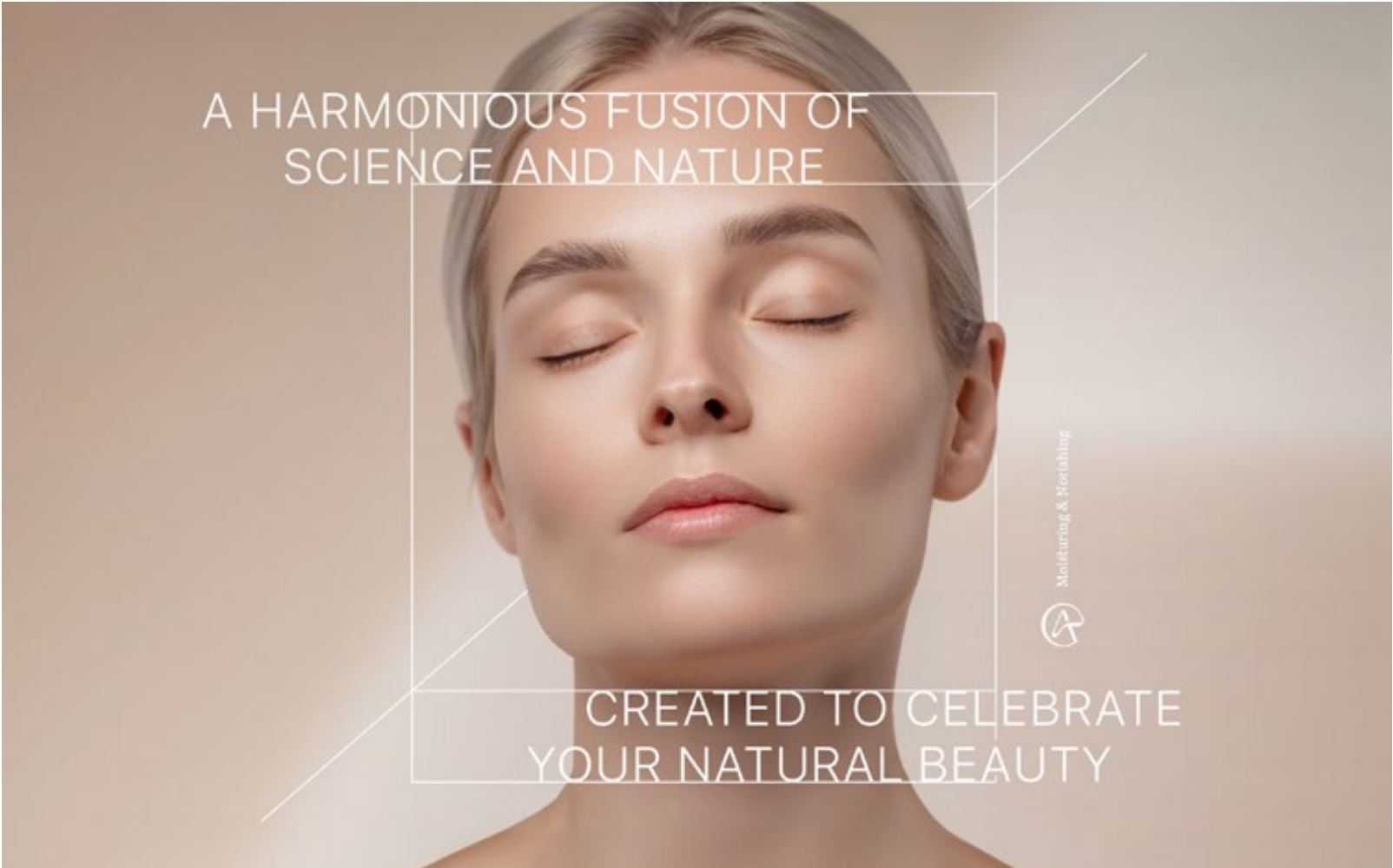
- Project Scope**
- Brand creation
  - Creative strategy
  - Campaign creative
  - Art direction
  - Packaging design
  - Print collateral
  - Retail store design
  - Visual Merchandising
  - Image making
  - Website design

**Oriental Teahouse**  
Teahouse Restaurants  
Complete Retail Rebrand Program

Oriental Teahouse is a Melbourne-based boutique tea and yum cha store and restaurant chain. The company sought a comprehensive rebrand to reflect its growing ambitions and interest in a younger and more cosmopolitan clientele. The rebrand program included branding, extensive ranges of packaging, signage, point-of-sale, advertising, marketing, promotional campaigns and events, and an extensive website which featured the founder and CEO David Zhou as brand ambassador. Photography: Cesur Sanli.







Attika  
Neue Organic Skincare System  
Product Brand, Packaging Design  
& Creative Strategy

Our client NeueSkin Labs had heavily invested into the development of their latest skincare product range, reflecting their shift into the natural organic market. They approached us with excitement and anticipation in bring this vision into the world through a creative partnership that would encapsulate the essence of their offering.

Our interpretation balances the analytical aspects of science with the beauty and classicism of nature, repackaging this relationship into a creative strategy that speaks with visual sophistication to the woman who seeks to celebrate her inner beauty. We developed the name 'Attika' (goddess of beauty), married it with the symbolism of the white orchid & extended it to the product brand identity, product range packaging design, image creation and video showreels.



Project Scope  
Brand creation  
Creative strategy  
Art direction  
Packaging design  
Image making  
Motion Graphics  
Video Showreels







Project Scope  
Brand creation  
Creative strategy  
Campaign creative  
Art direction  
Print collateral  
Display suite  
Image making  
Website design

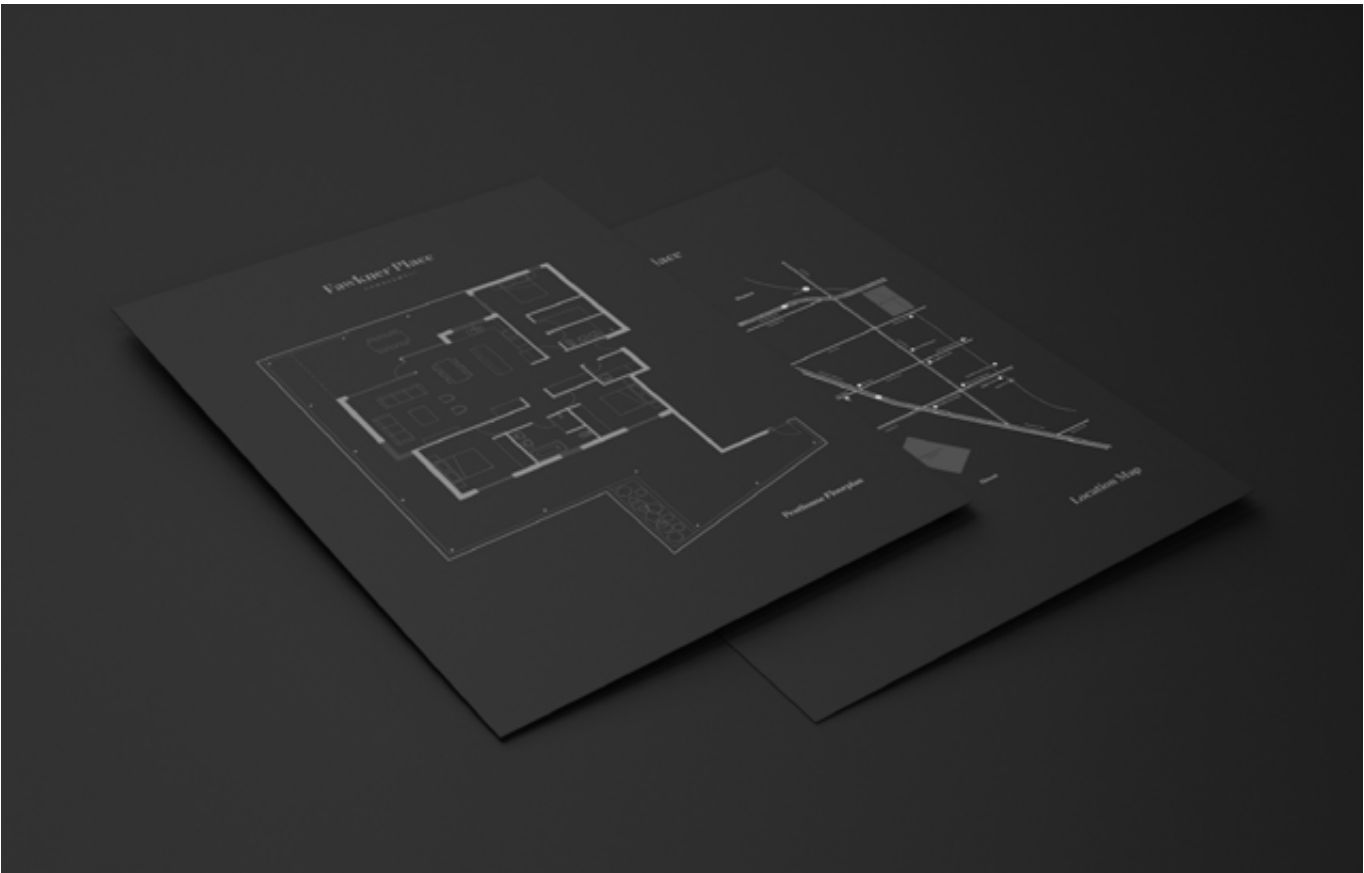


One Hundred & Eight.  
Property Development  
Brand Creation & Campaign Development

One Hundred & Eight, Stirling Street was a premium property development in the CBD of Perth, Western Australia. We set the tone with an elegant and understated style, managing all aspects of the property campaign including creative strategy and art direction to complete rollout of all marketing print collateral, website and design of the sales display centre.







**Project Scope**  
Brand creation  
Creative strategy  
Campaign creative  
Art direction  
Print collateral  
Image making  
Website design

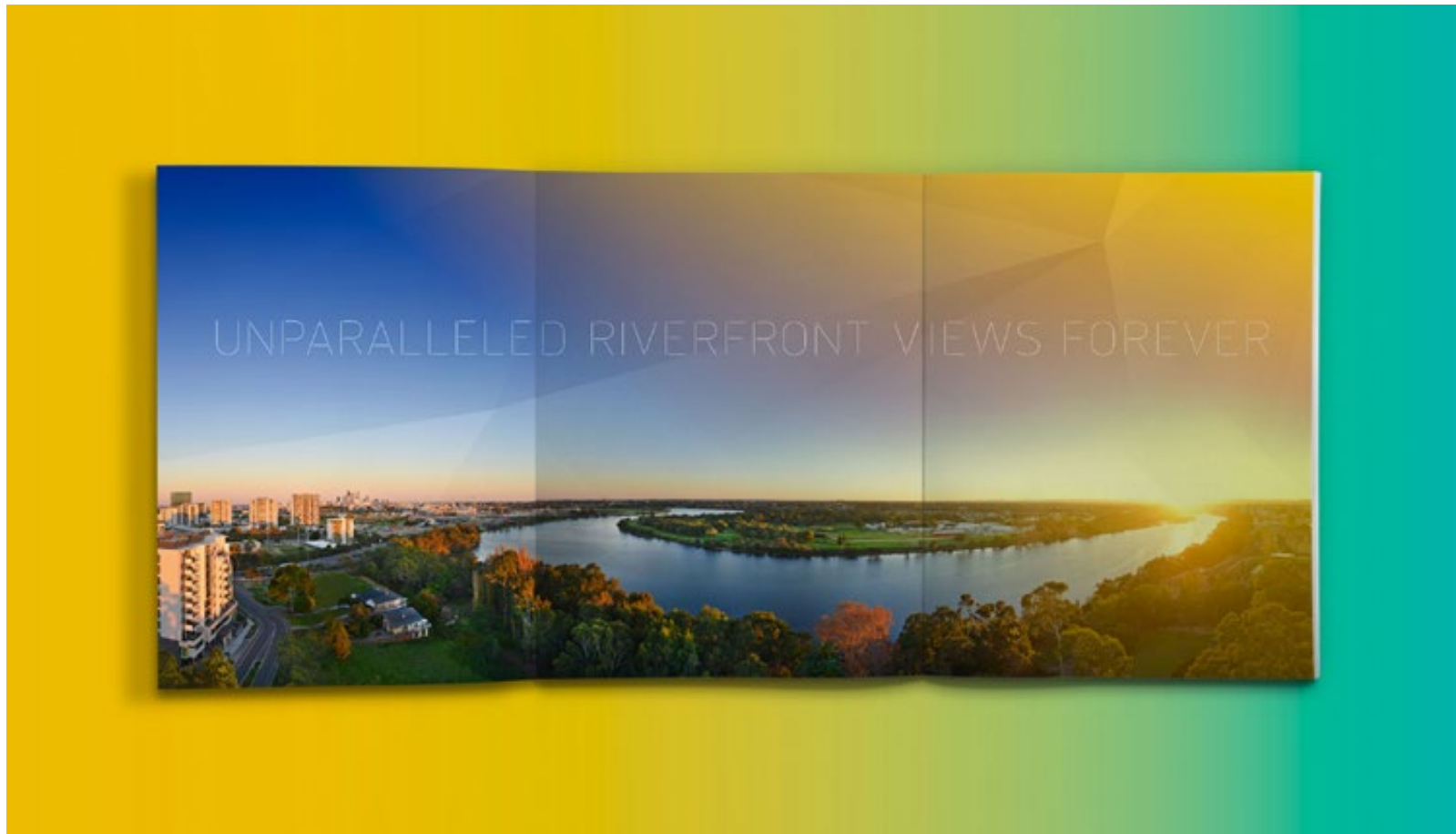


Fawkner Place, Camberwell  
Property Development  
Brand Creation & Campaign  
Development

An elegant and classic approach to  
a premium, contemporary residential  
property development in Camberwell,  
Melbourne, Australia.







**Project Scope**  
Brand creation  
Creative strategy  
Campaign creative  
Art direction  
Print collateral  
Display suite  
Image making  
Website design



Parallel Riverfront Apartments  
Property Development  
Brand Creation & Campaign Development

Brand development and marketing campaign creative for a property development in Perth, Western Australia. The full campaign encompassed a range of print collateral, digital assets and interior design of the sales display suite.







Camilla Residences  
Property Development  
Brand Creation & Campaign Development

Luxurious and seductive, a full property brand campaign for a premium residential development on Mounts Street, Kings Park, Perth, Western Australia.



Project Scope  
Brand creation  
Creative strategy  
Campaign creative  
Art direction  
Print collateral  
Image making  
Website design







Project Scope  
Site audit  
Creative strategy  
Signage design  
Production

The Ritz-Carlton  
Perth, Western Australia  
Wayfinding & Spatial Design

The Ritz Carlton Perth is a premium luxury hotel overlooking Elizabeth Quay. Working with renown architects Cottee Parker, ARTETRA was asked to prepare a strategic master plan for the integration of signage over the entire site and developed an external signage package for the hotel and retail outlets within the quayside precinct.

The internal wayfinding signage for the hotel was designed to harmonise with the interior themes resulting in a combination of engraved textural dark bronze plaques accentuated with brass elements and lettering. The scope of work also included speciality signage for the 'Hearth' restaurant, 'Songbird' bar and 'The Towers' apartments.







Government Offices Fremantle  
Fremantle, Western Australia  
Wayfinding & Spatial Design

ARTETRA recently completed a wayfinding and environmental design project for the repurposed Myer building at Kings Square, Fremantle. Signage and wall graphics were designed for the Department of Communities and the Department of Transport. The signage materiality complements the interior finishes and the design of the wall graphics combines cultural references to visually connect with our indigenous heritage.



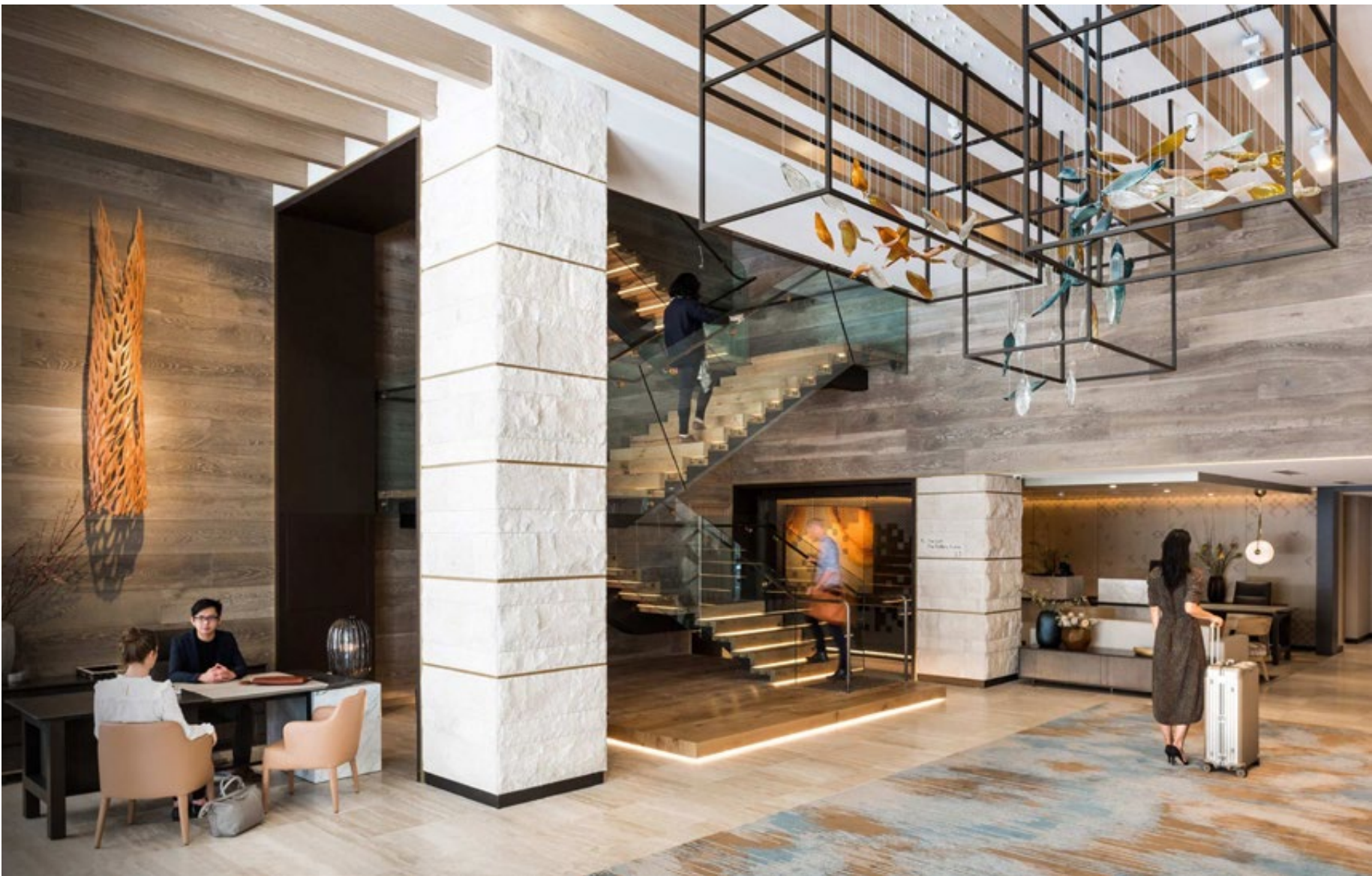
Project Scope  
Site audit  
Creative strategy  
Signage design  
Illustration  
Production





Project Scope

- Site audit
- Creative strategy
- Signage design
- Production



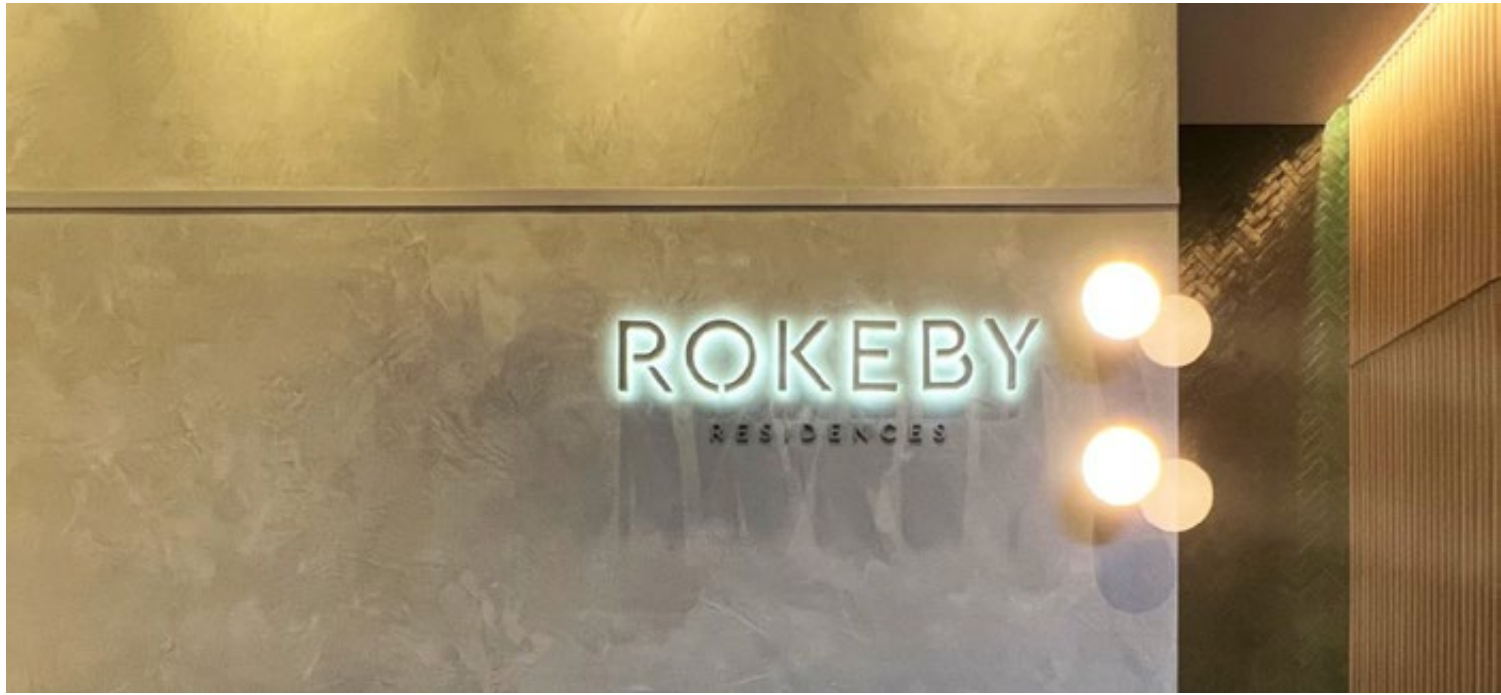
InterContinental Hotel  
Perth, Western Australia  
Wayfinding & Spatial Design

Interior hotel signage and wayfinding  
design for the InterContinental Hotel  
in Perth, Western Australia.





Project Scope  
Site audit  
Creative strategy  
Signage design  
Production



ONE Subiaco  
Perth, Western Australia  
Signage, Wayfinding & Spatial Design

Located on the site of the old Subiaco Pavilion Markets, ONE Subiaco comprises of three luxury apartment buildings, each with its own unique heritage and character, as well as a market village precinct on the street level.

ARTETRA created separate brands for the three apartment buildings which were then developed into bespoke locational and wayfinding signage concepts to suit the timeless aesthetic for each building. To reference the site's history and heritage, some of the signs were fabricated from recycled timber found on site.





CRAFTING TIMELESS FUTURES

