

01 General Portfolio

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

Design Portfolio **2025**

AYTETRA

Welcome to AYTETRA.

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 Nº.01

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

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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 ↗

Get in touch.

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

Contact

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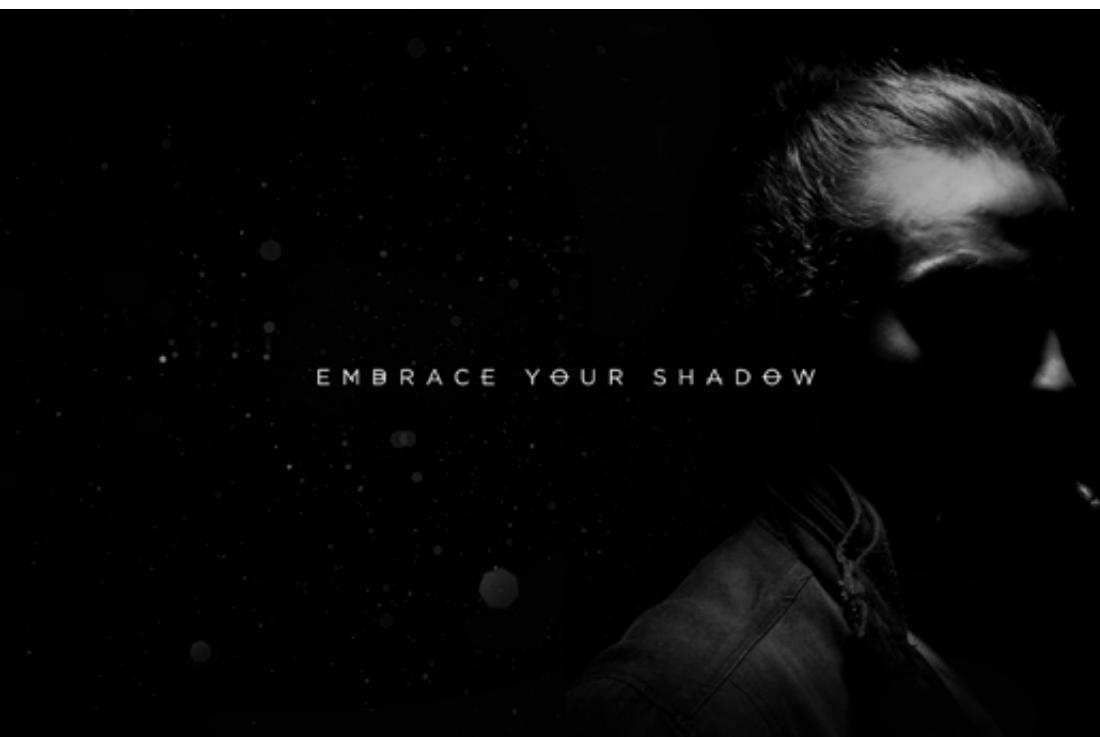
Refined Brands.
Timeless Design.
Memorable Experiences.
CRAFTING TIMELESS FUTURES





MONTANA

EMBRACE YOUR SHADOW



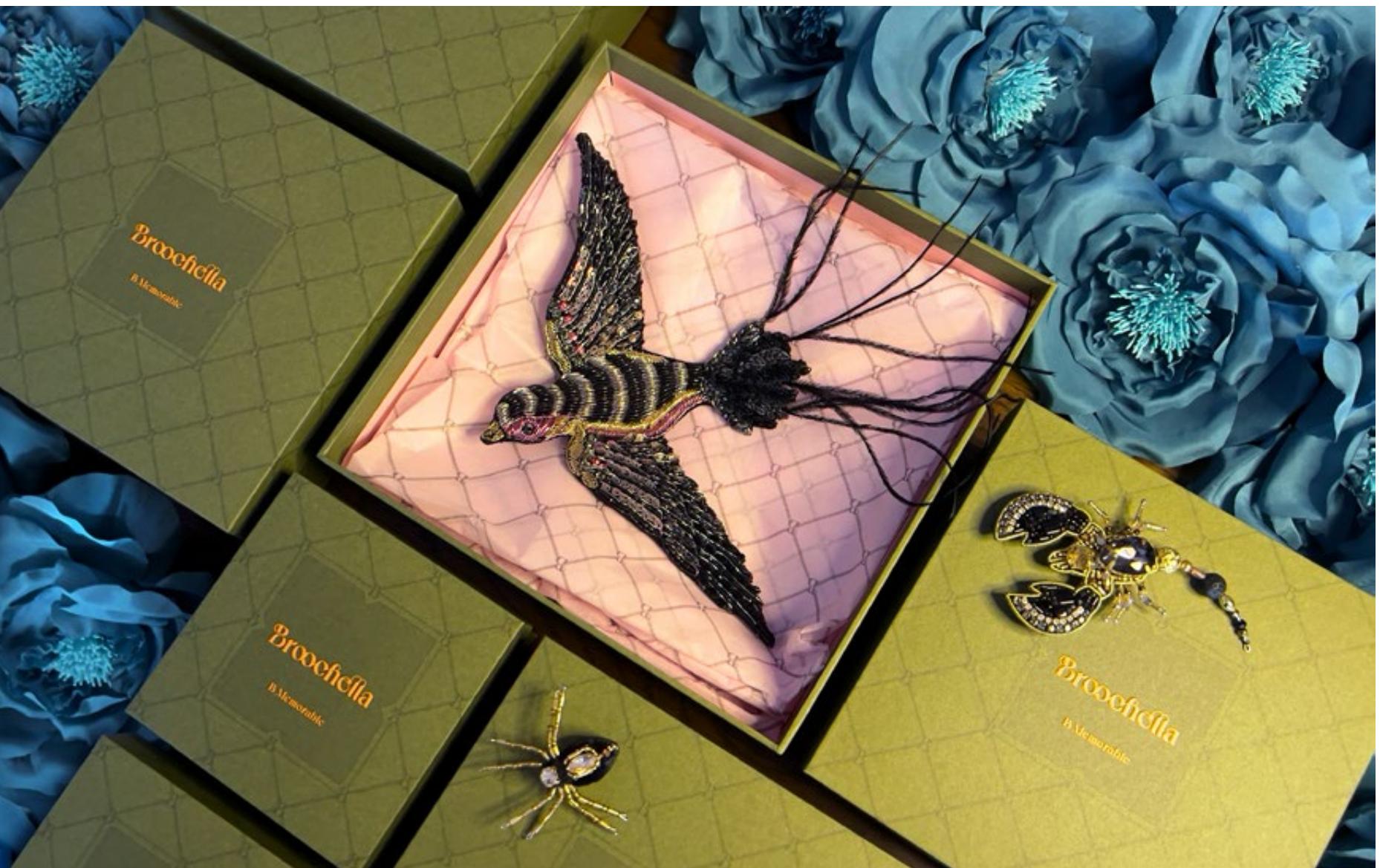
Montana
Men's Fragrance Product Range
Brand, Packaging Design
& Creative Strategy

AYTETRA 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 brandmark, 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.

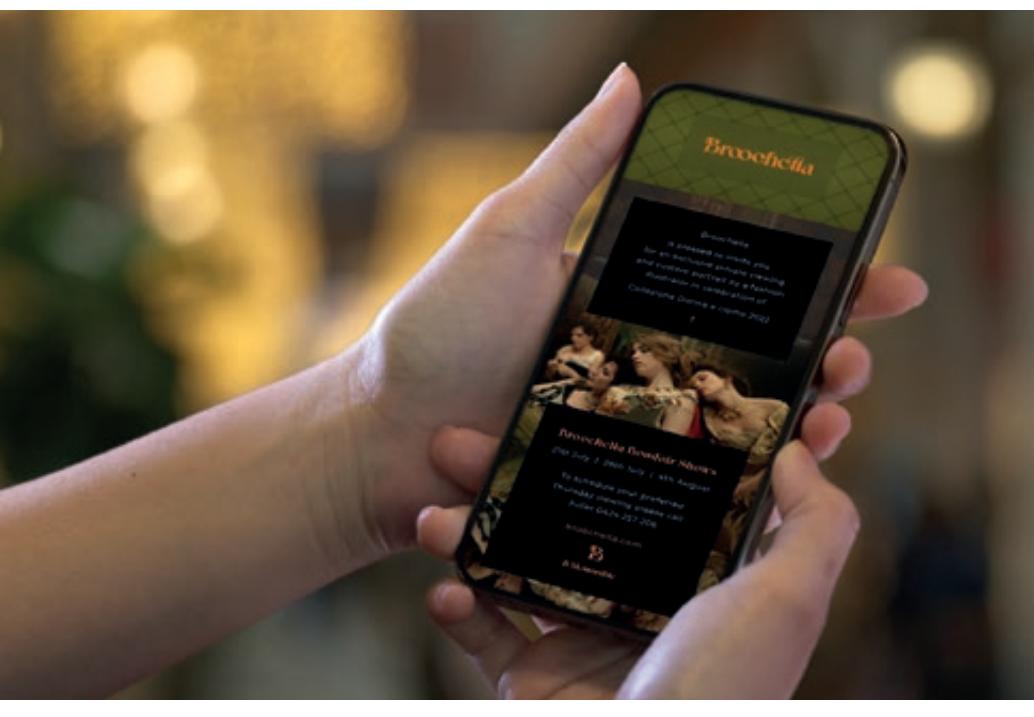


Project Scope
Brand creation
Creative strategy
Campaign creative
Art direction
Packaging design
Bottle design
Print collateral
Image making
Custom typography



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
Art direction
Packaging design
Custom typography
Website design
Digital collateral
In-store graphics

Project Scope
Brand creation
Creative Strategy
Brand Guidelines

FEMINA DULCIA

WOMENSWEAR AUSTRALIA

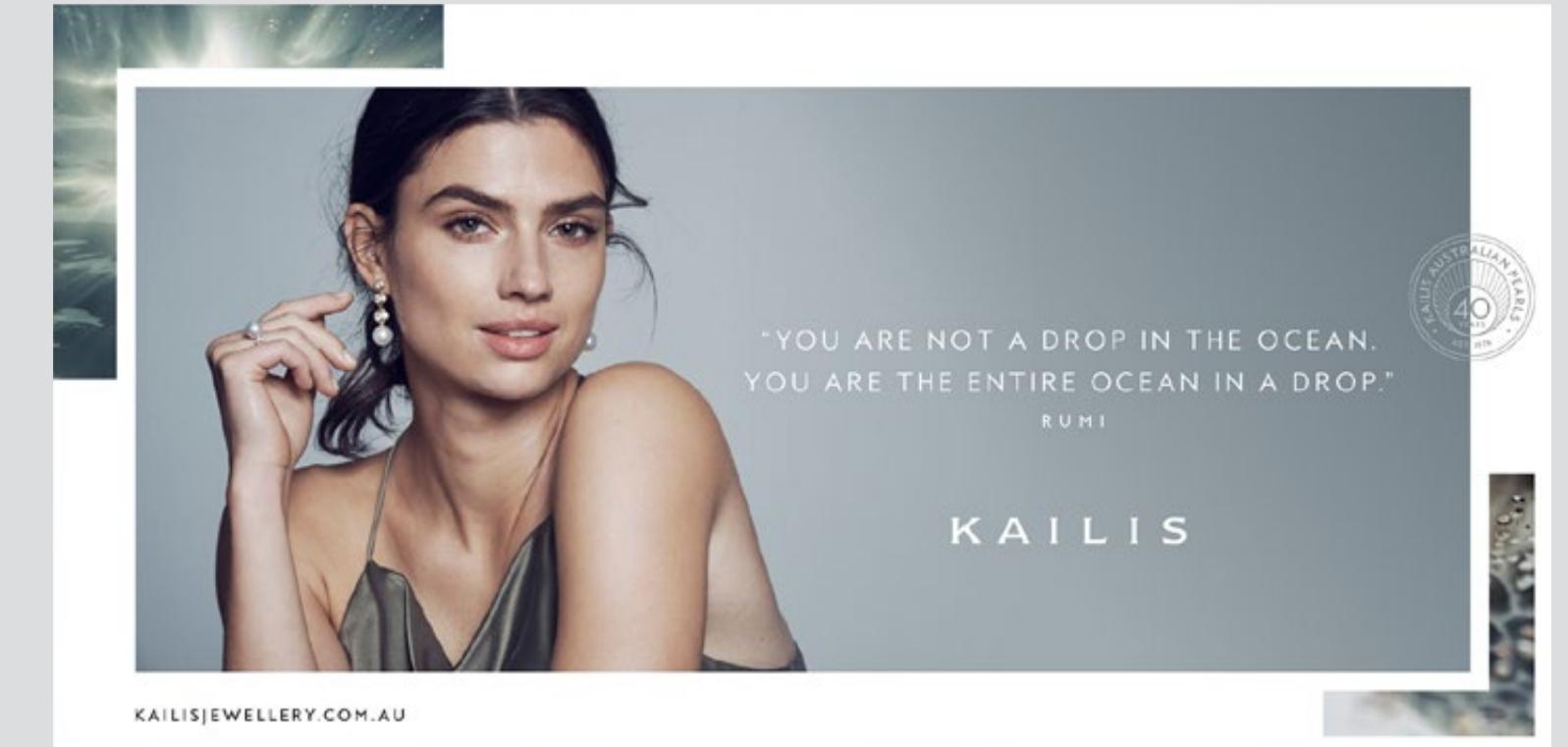


Femina Dulcia
Womenswear Fashion Label
Brand Identity Creation

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

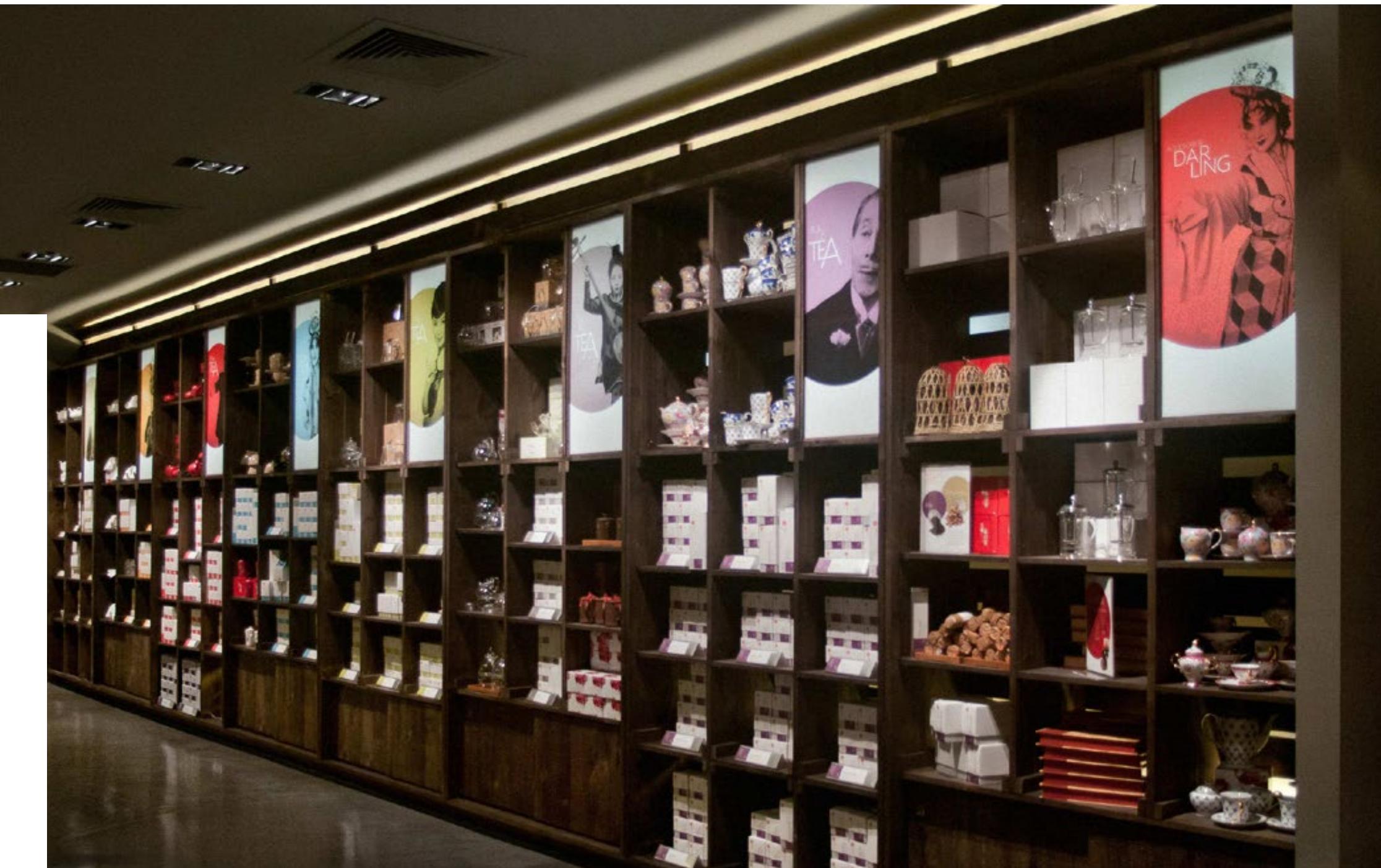


Earth & Nectar
Artisan Food & Ceramics
Brand Identity Creation & Product Range
Packaging Design

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





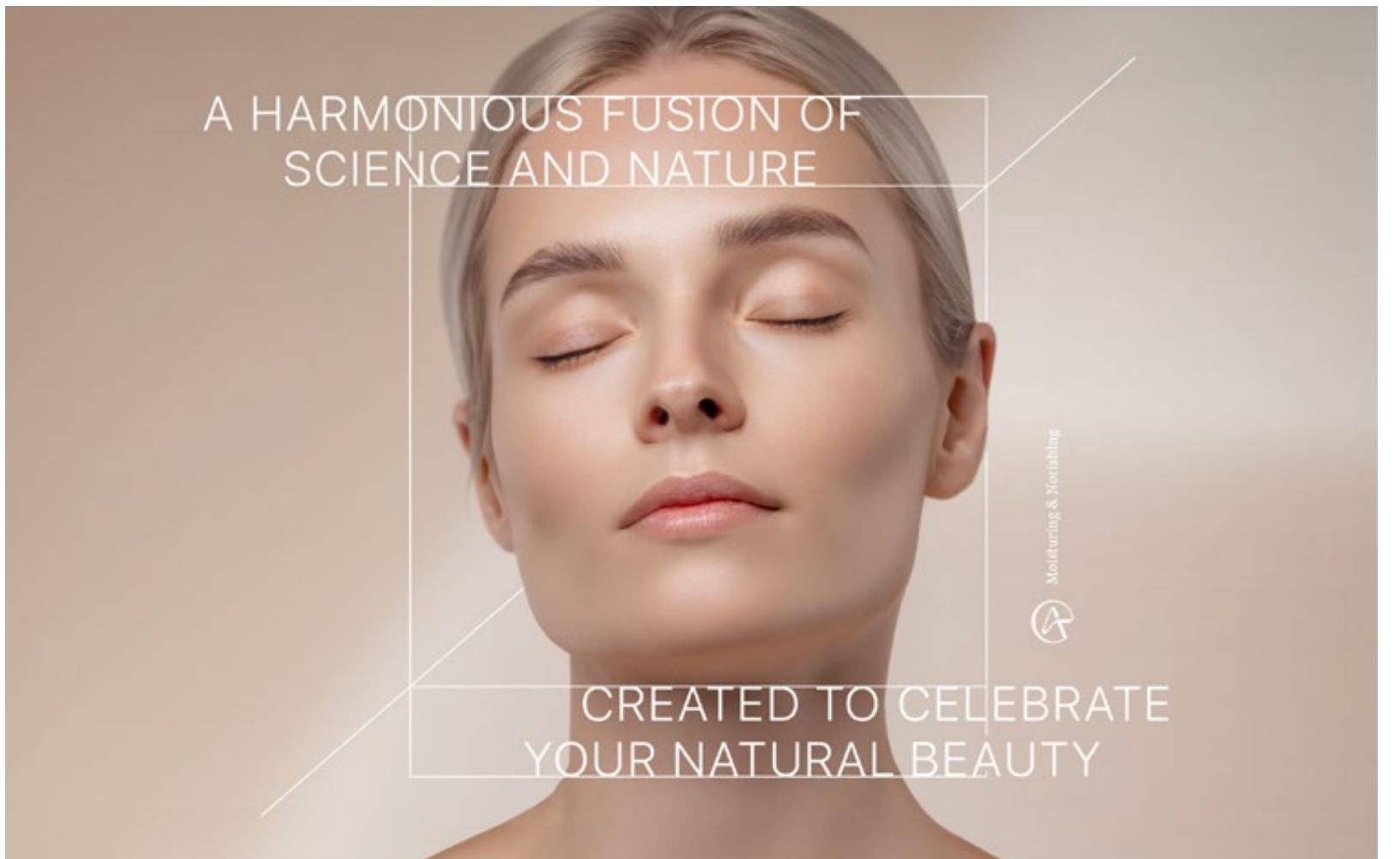
Oriental Teahouse
Teahouse Restaurants
Complete Retail Rebrand Program

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.



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

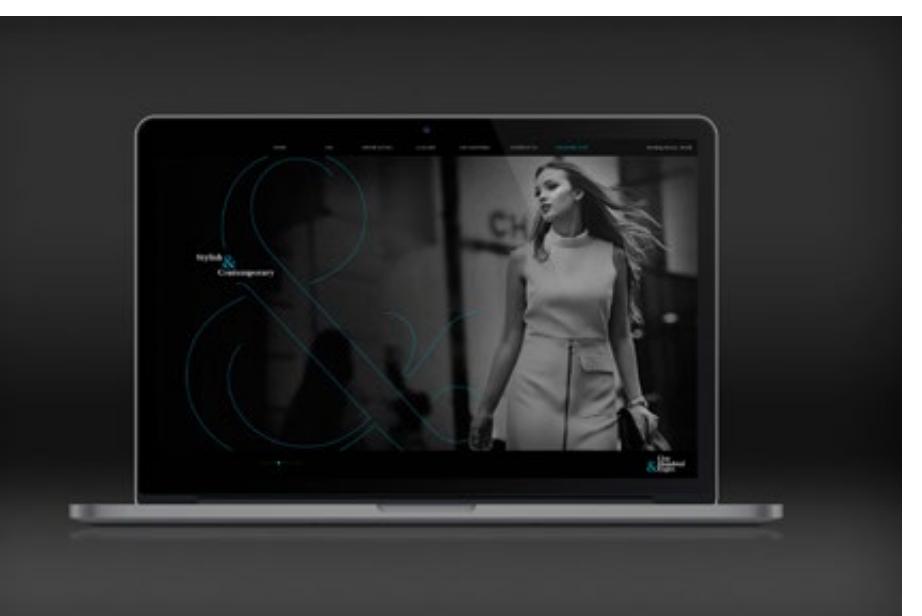


Attika
Neue Organic Skincare System
Product Brand, Packaging Design
& Creative Strategy

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.

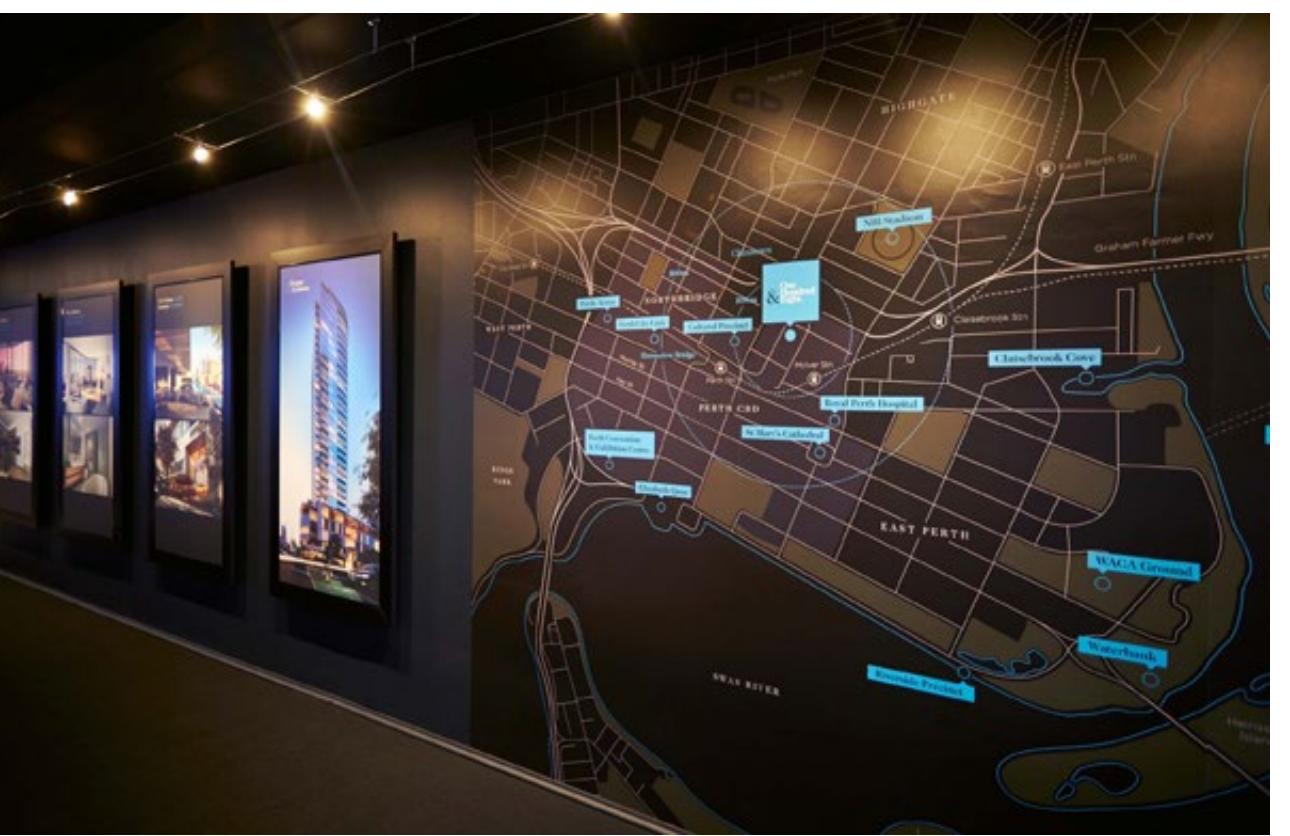
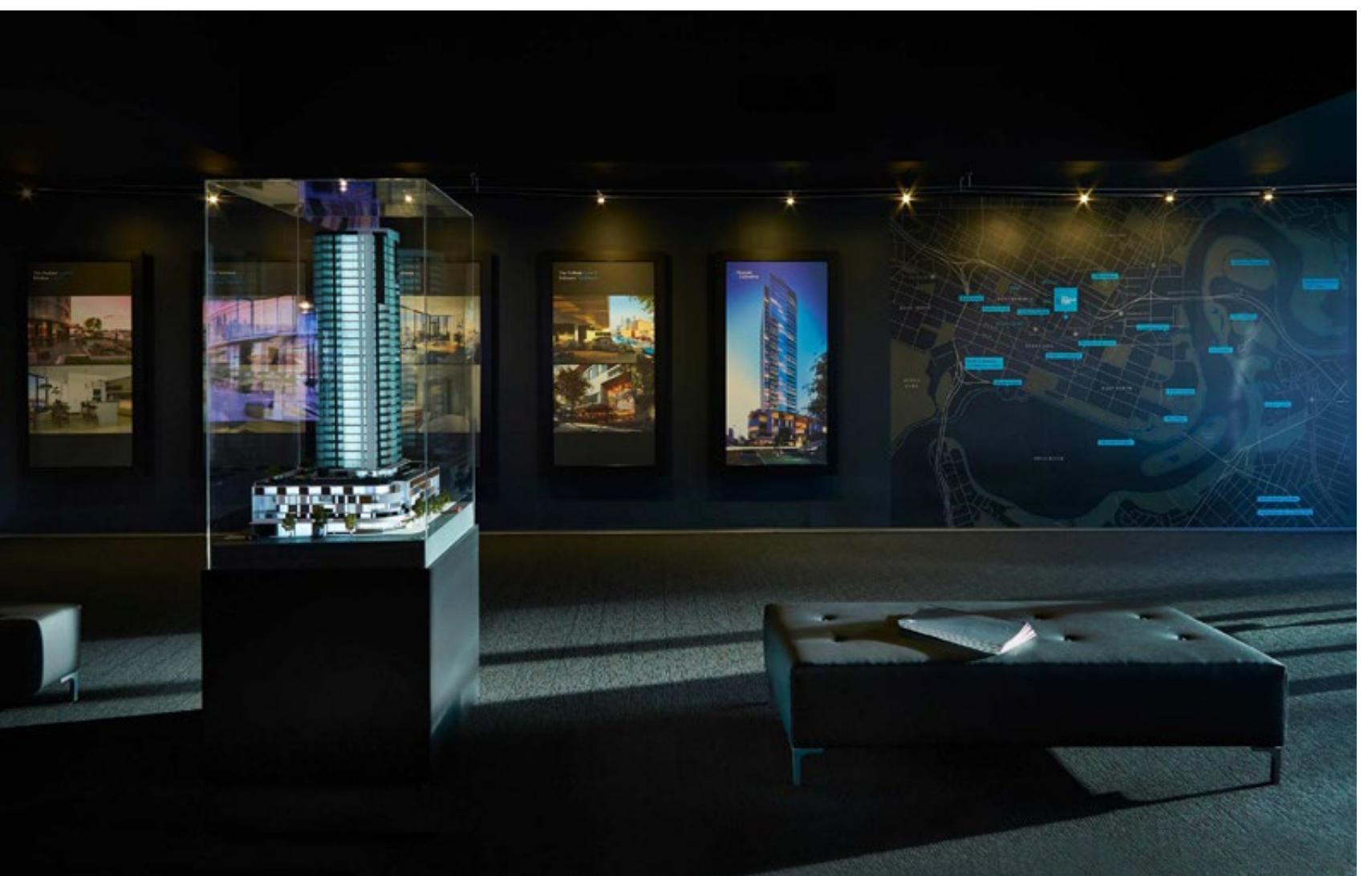
Our interpretation balances the analytical aspects of science with the beauty and classicism of nature, repackaging this relationship into a creative strategy that speaks with visual sophistication to the woman who seeks to celebrate her inner beauty. We developed the name 'Attika' (goddess of beauty), 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.

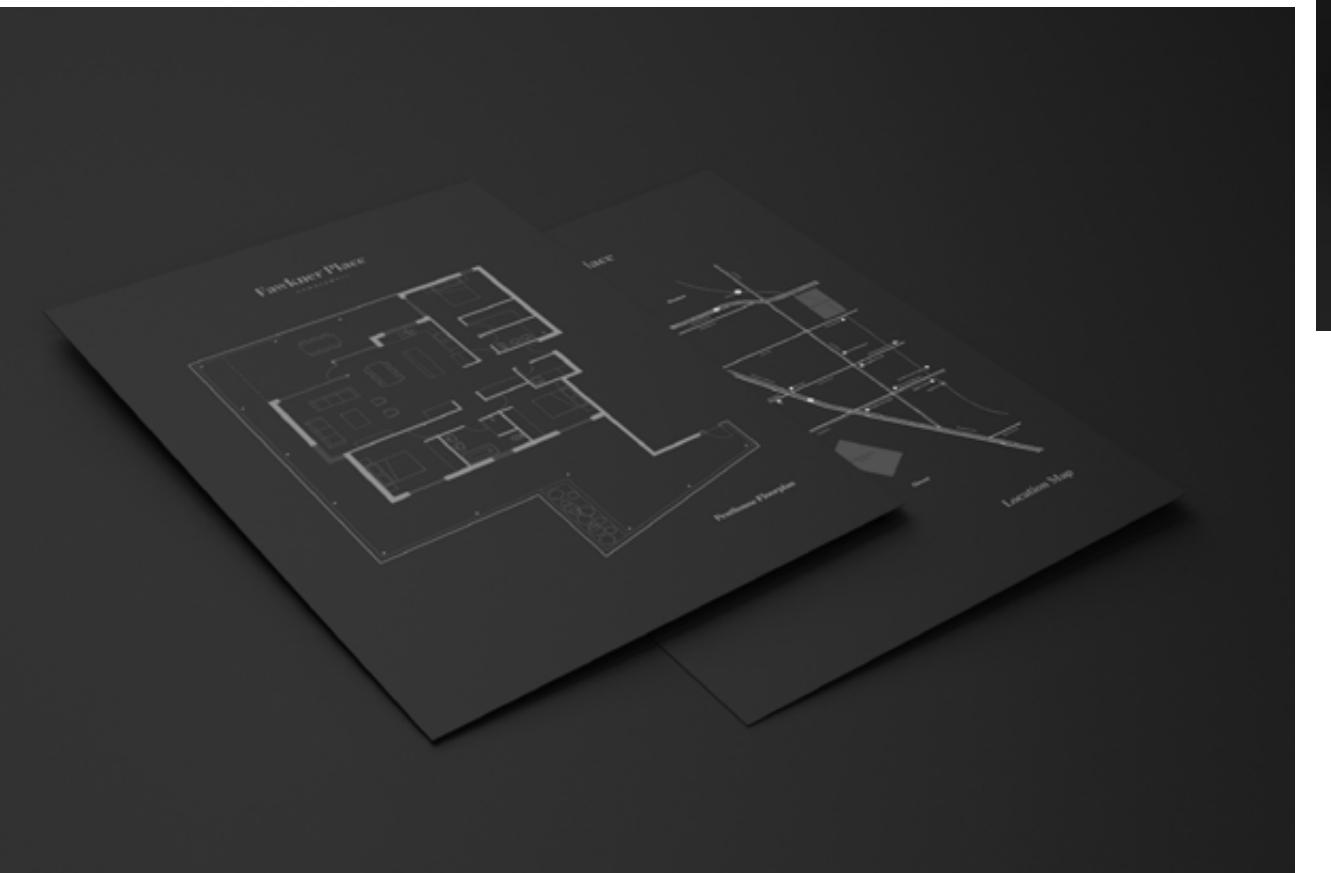




One Hundred & Eight.
Property Development
Brand Creation & Campaign Development

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.





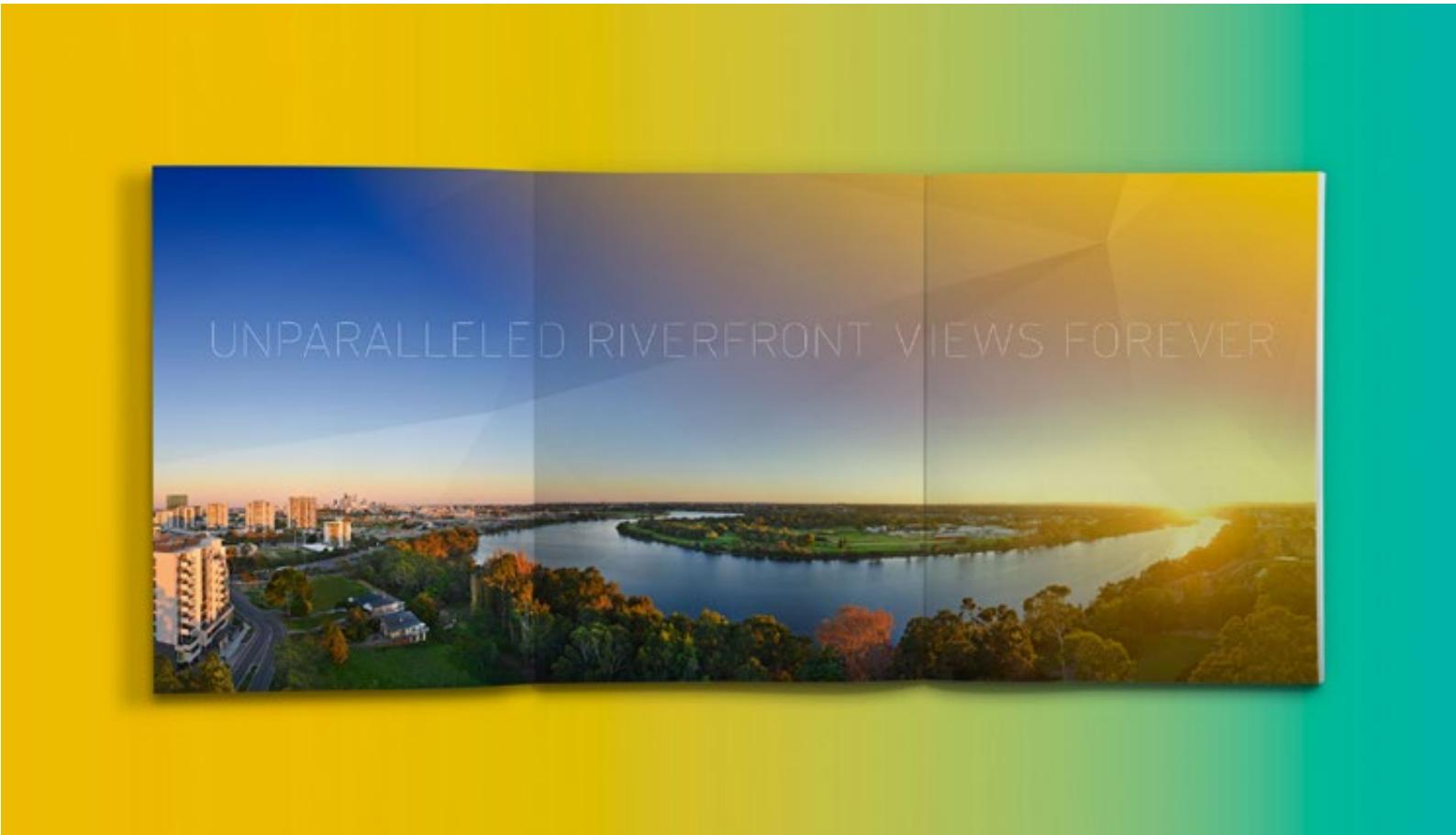
Project Scope
Brand creation
Creative strategy
Campaign creative
Art direction
Print collateral
Image making
Website design



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.



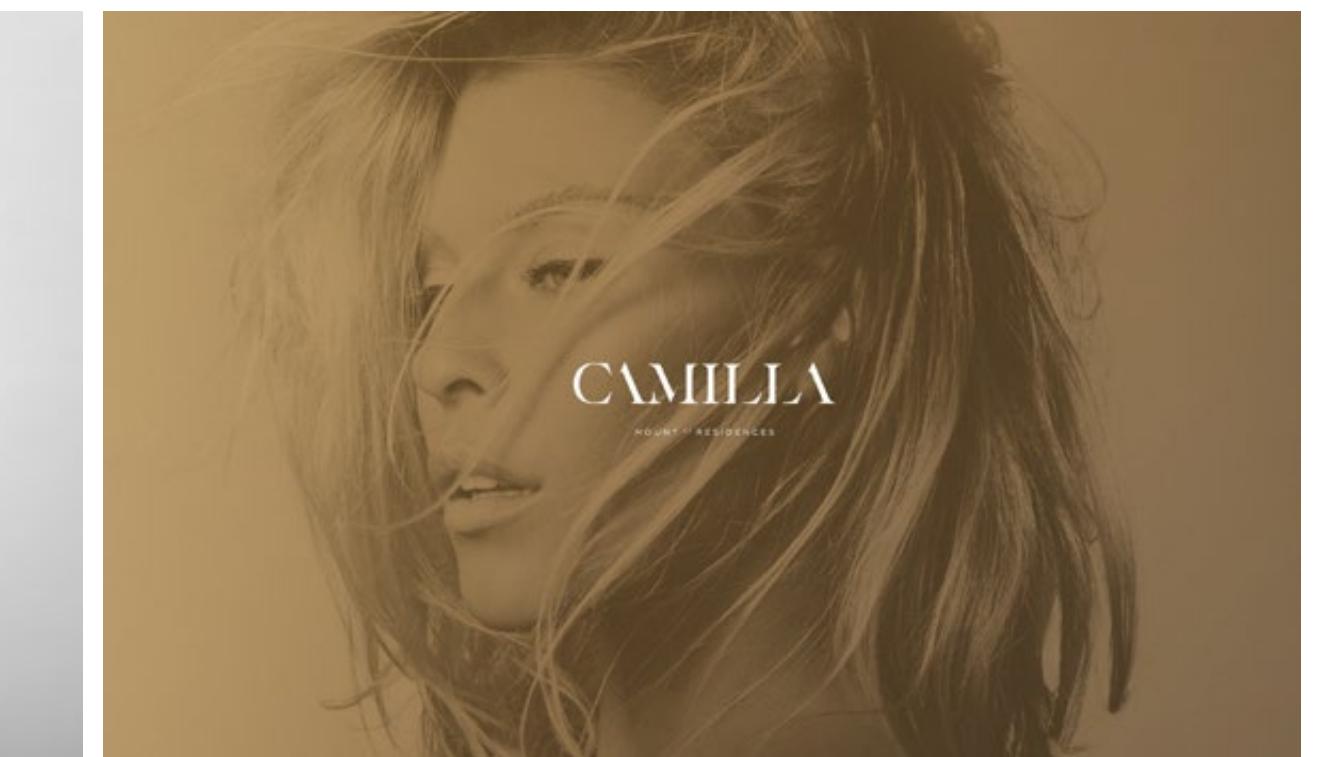


Parallel Riverfront Apartments
Property Development
Brand Creation & Campaign Development

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.

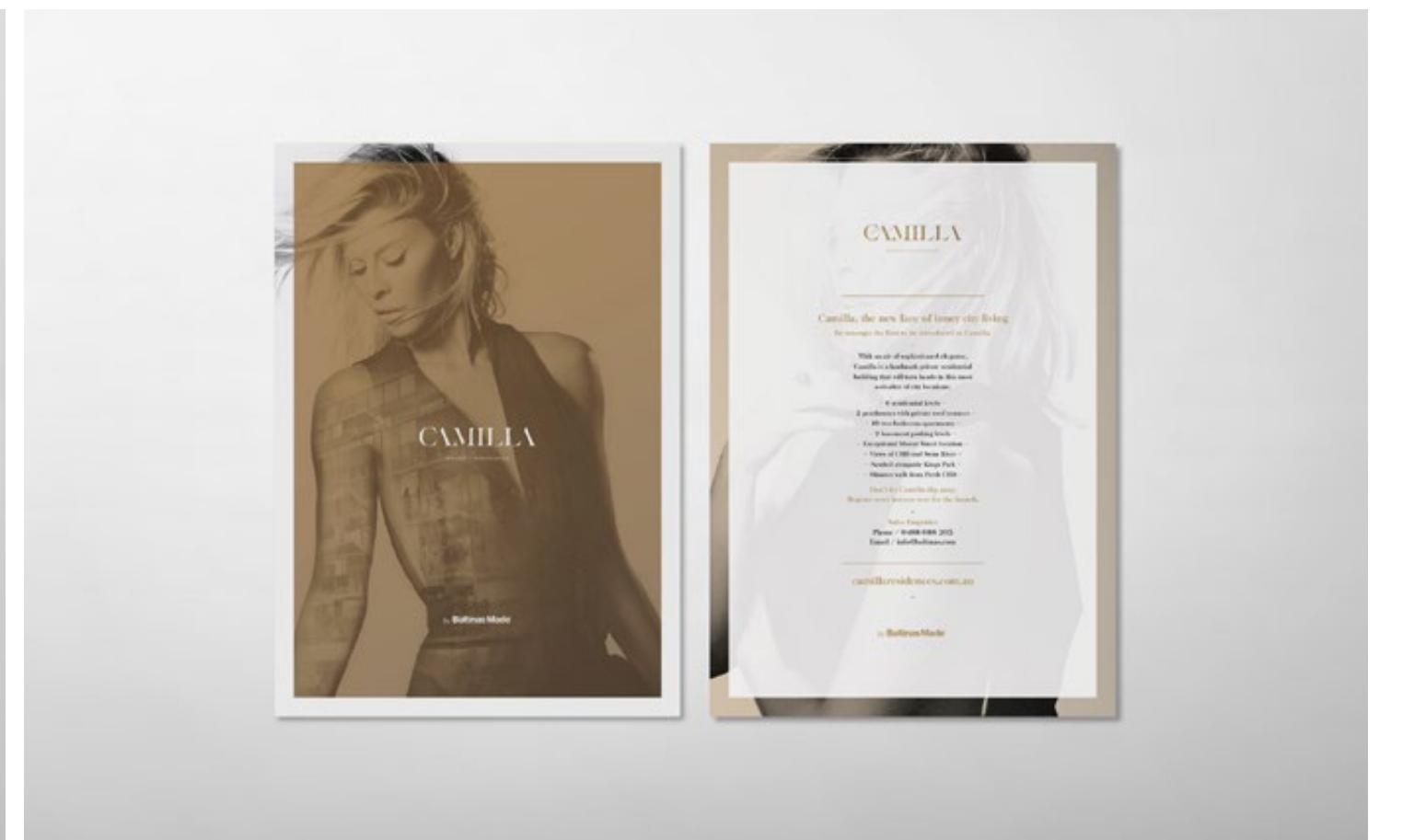


Project Scope
Brand creation
Creative strategy
Campaign creative
Art direction
Print collateral
Display suite
Image making
Website design

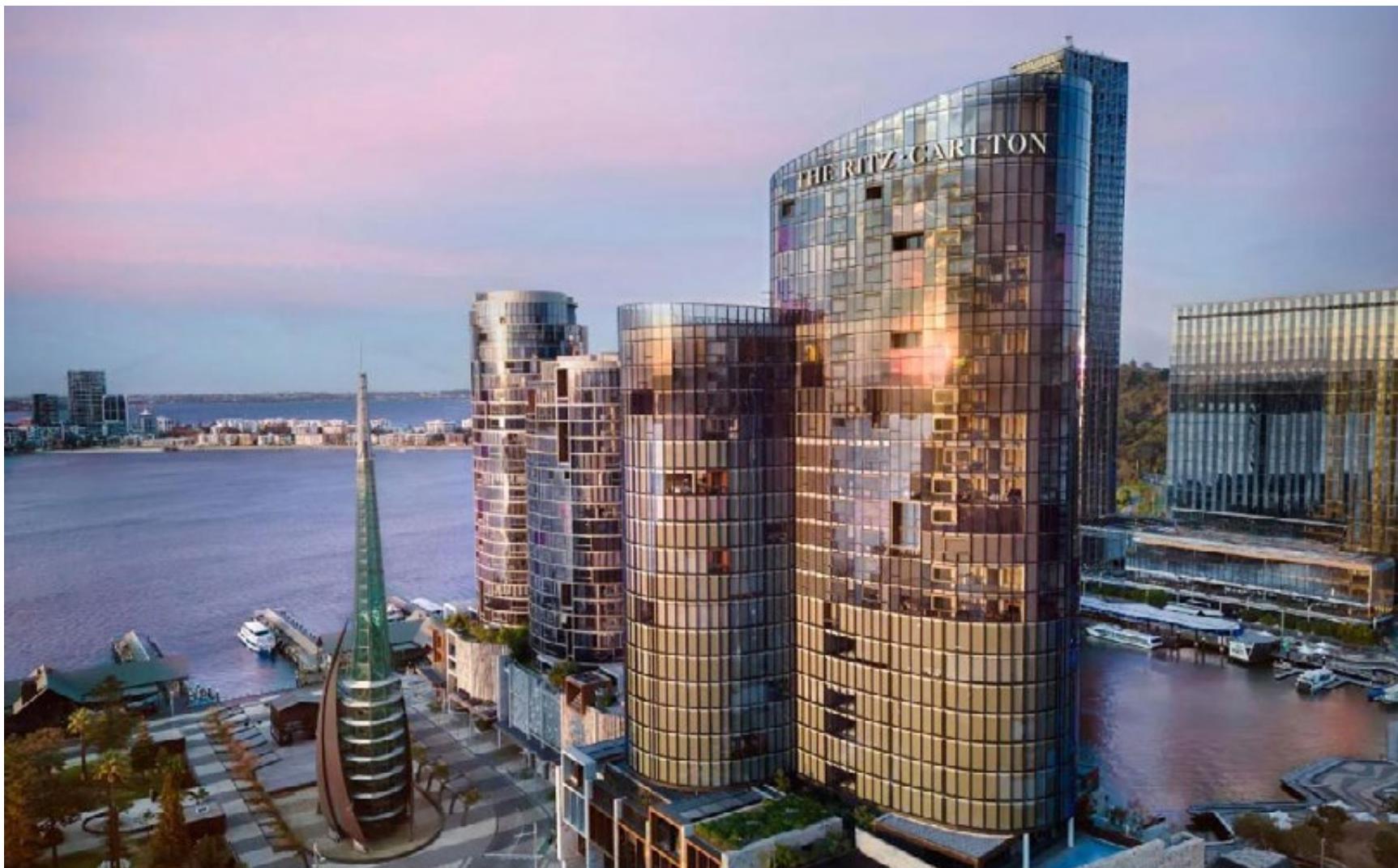


Camilla Residences
Property Development
Brand Creation & Campaign Development

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



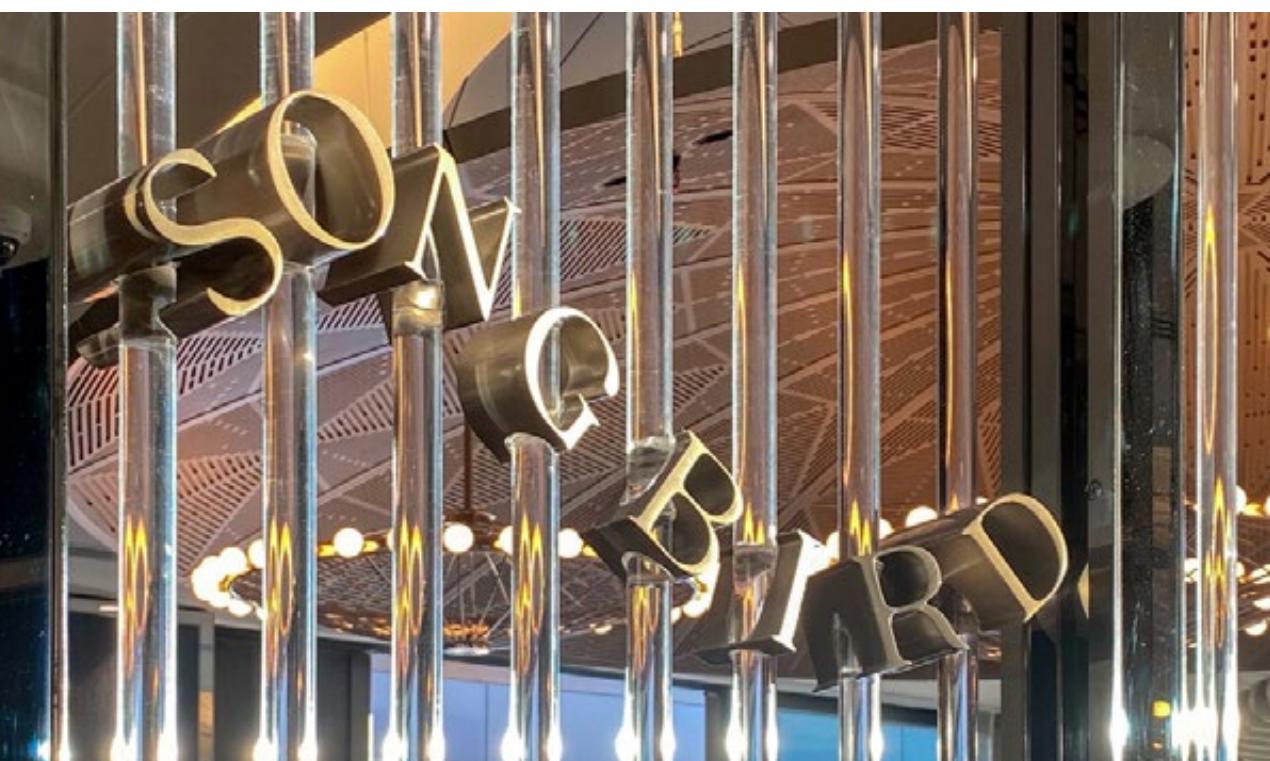
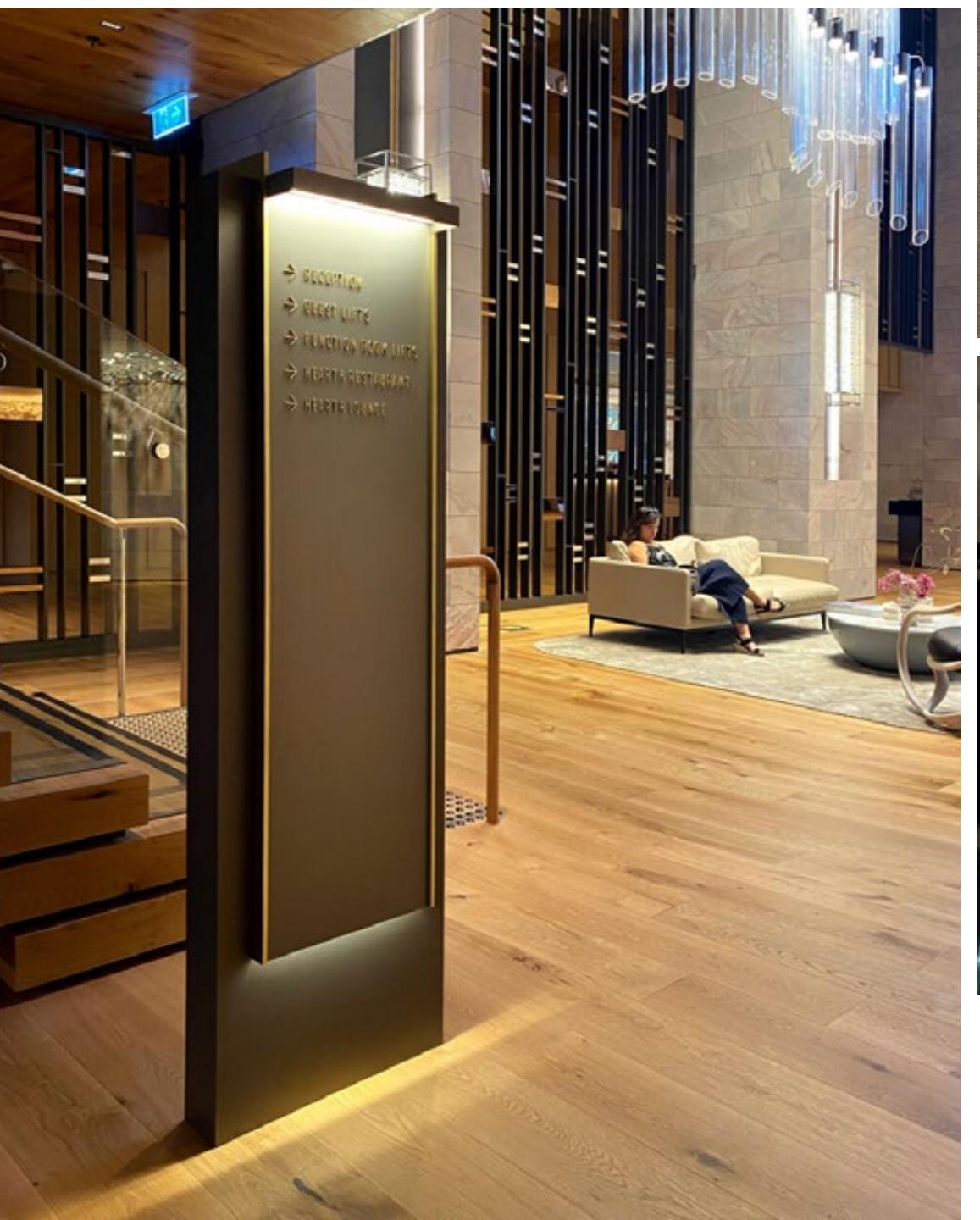
Project Scope
Brand creation
Creative strategy
Campaign creative
Art direction
Print collateral
Image making
Website design



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 Cotttee Parker, ARYETTRA 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.

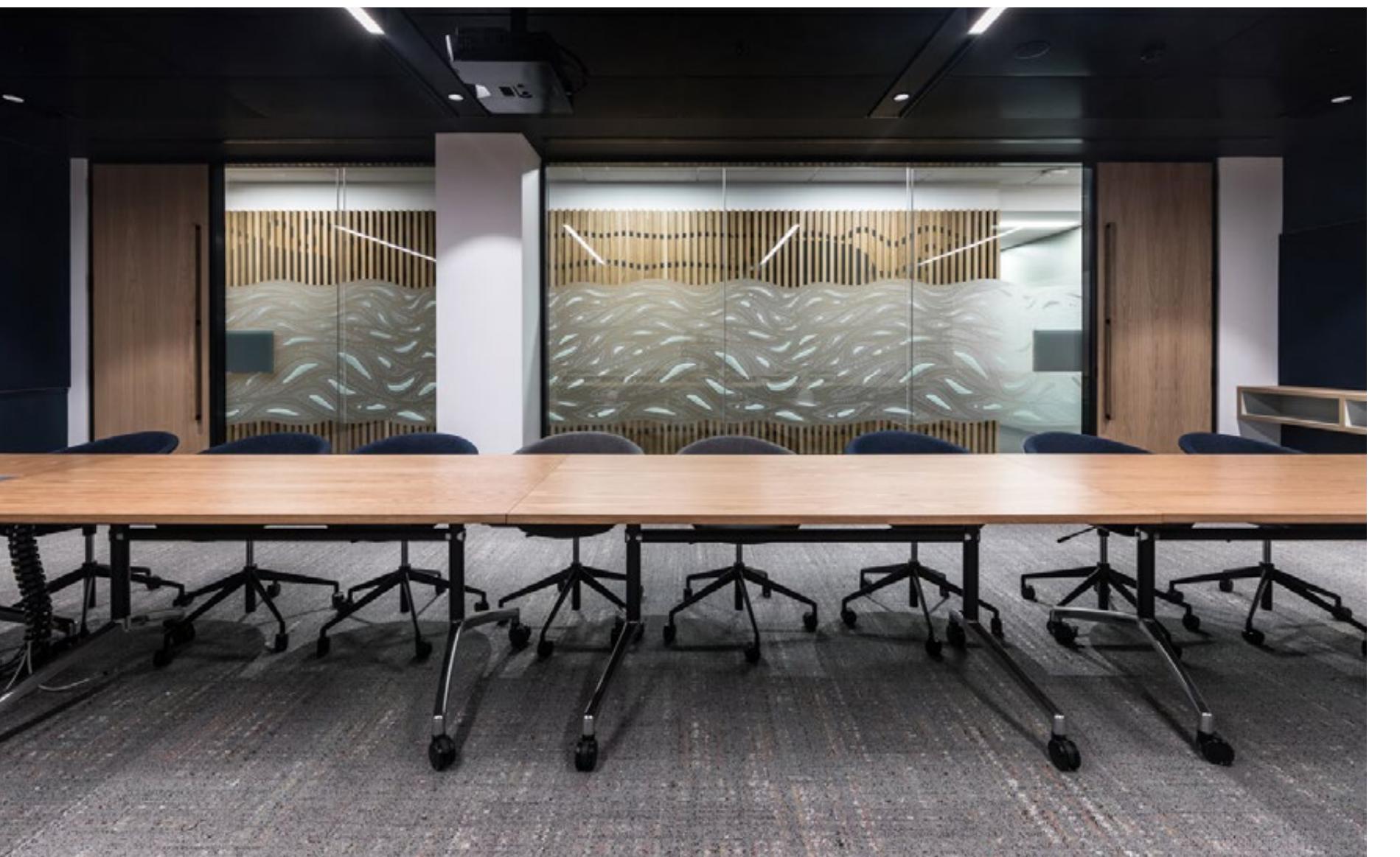
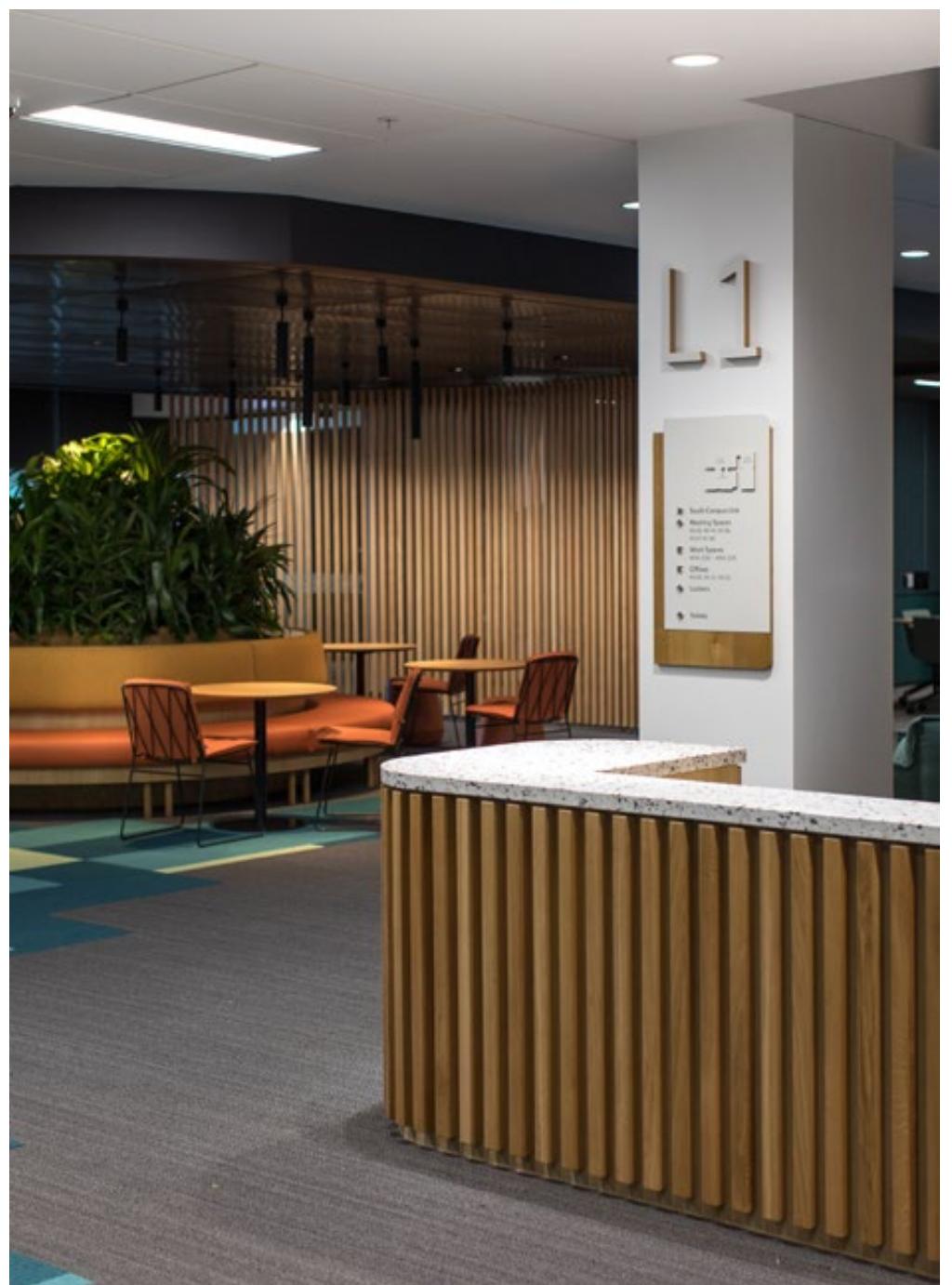


Project Scope
Site audit
Creative strategy
Signage design
Production

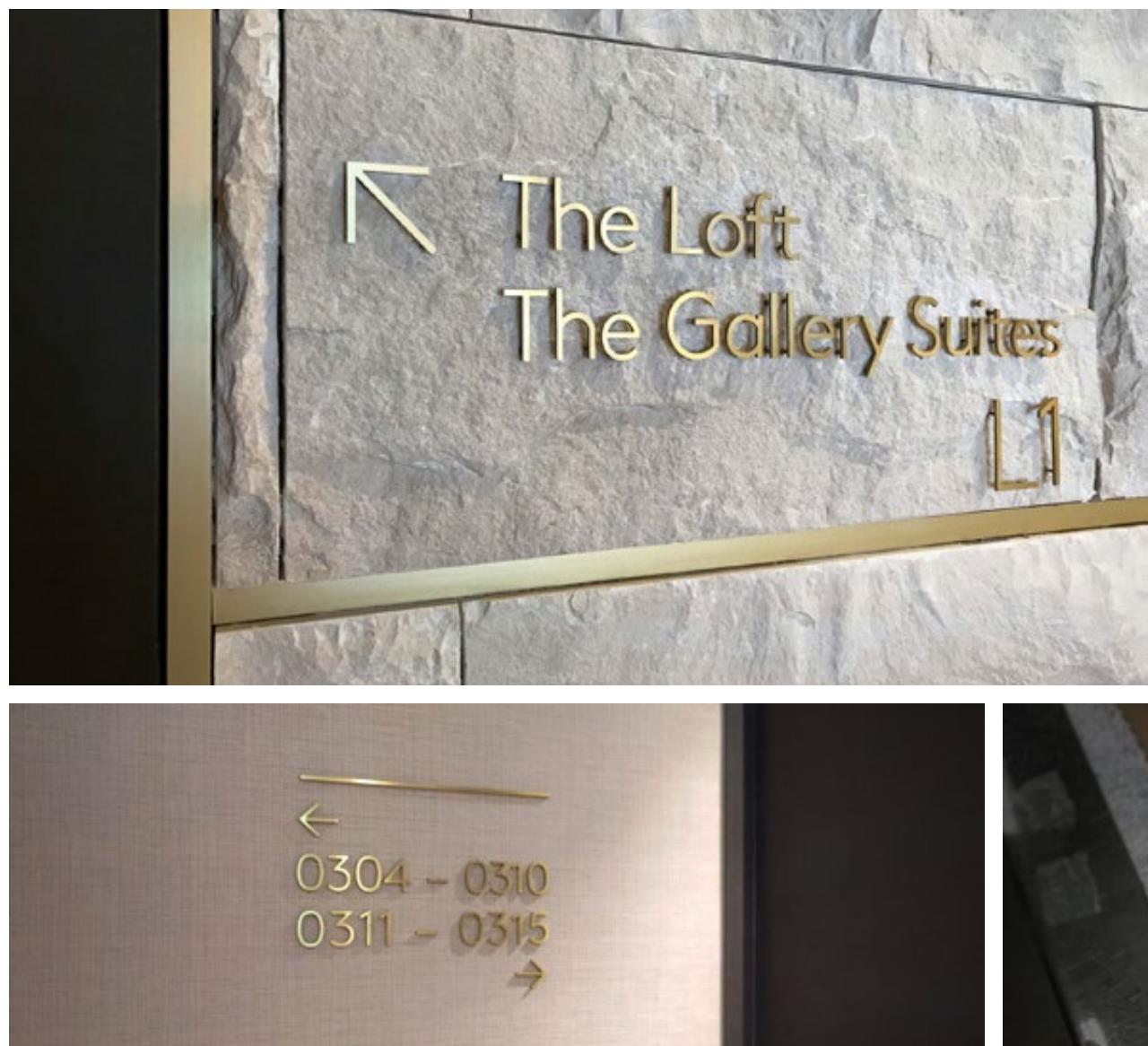
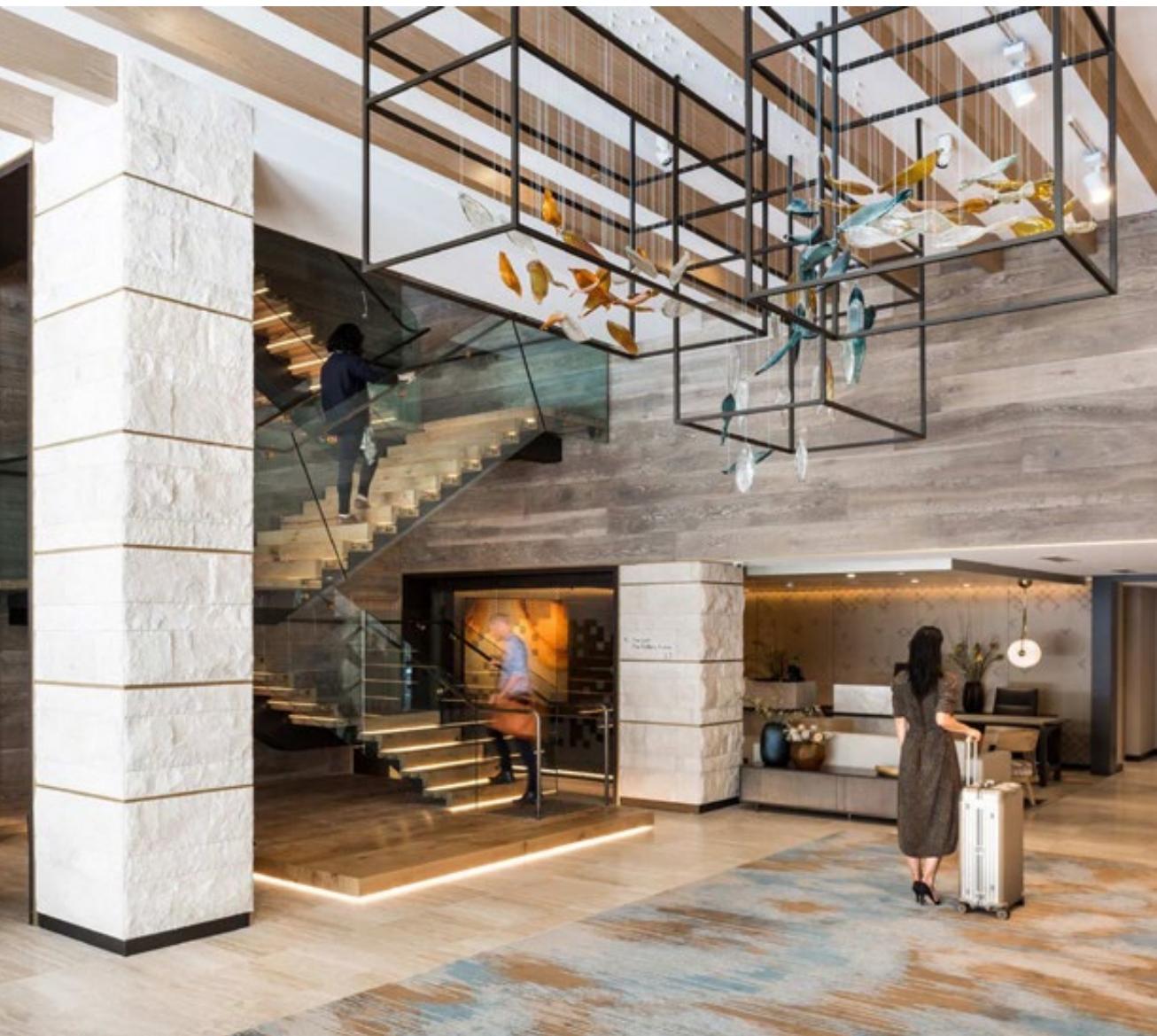


Government Offices Fremantle
Fremantle, Western Australia
Wayfinding & Spatial Design

AYTETRA 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



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.



Project Scope
Site audit
Creative strategy
Signage design
Production



CRAFTING TIMELESS FUTURES

