

01 General Portfolio

# 02 Fashion

03 Boutique Retail

04 Beauty & Wellness

05 Property Development

06 Wayfinding & Spatial Design

Design Portfolio 2025

ARTETRA

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

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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



# Fashion Portfolio N°.02

We hope you enjoy  
a sample of our best  
creative in the Fashion  
industry sector.

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From emerging start ups to established fashion brands, we have helped labels find their unique voice and identity in a crowded market.

We translate their creative vision into cohesive, elegant and distinctive brands that feel timeless yet trend-aware. We manage all aspects of fashion industry creative, from identity creation to campaign creative, product development to in-store retail customer experiences.

## Our Six Portfolios

- 01 General Portfolio
- 02 Fashion
- 03 Boutique Retail
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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.

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## Brand Strategy

Through collaborative workshops we define your core story, future positioning and customer experience to establish a distinctive and memorable brand presence in a saturated market.

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

## Campaigns

We execute flawless campaign strategy and art direction that blends fashion, emotion, and storytelling.

Campaign Strategy  
Marketing Strategy  
Content Strategy  
Campaign Creative  
Art Direction

## Brand Identity

We translate your creative vision into a cohesive, elegant and distinctive brand identity system that feels timeless yet trend-aware.

Brandmark  
Visual Identity  
Brand Assets  
Brand Language  
Brand Guidelines  
Brand Rollout

## Product Design

Through close creative collaboration that respects your vision while refining it, we help you develop products, perfume bottle designs and accessories that emotionally connect with your customers.

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

We help you launch new collections with a strong visual and emotional narrative, aligning visual storytelling across physical and digital touchpoints.

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

## Spatial Design

We help you elevate retail or showroom experiences through displays, signage and wayfinding to create immersive branded spaces.

Signage & Wayfinding  
Placemaking  
Retail Branded Experiences  
Installation Design  
Event Design





# Get in touch.

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

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## Contact

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## ARTETRA Design Studio

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



# MONTANA

EMBRACE YOUR SHADOW

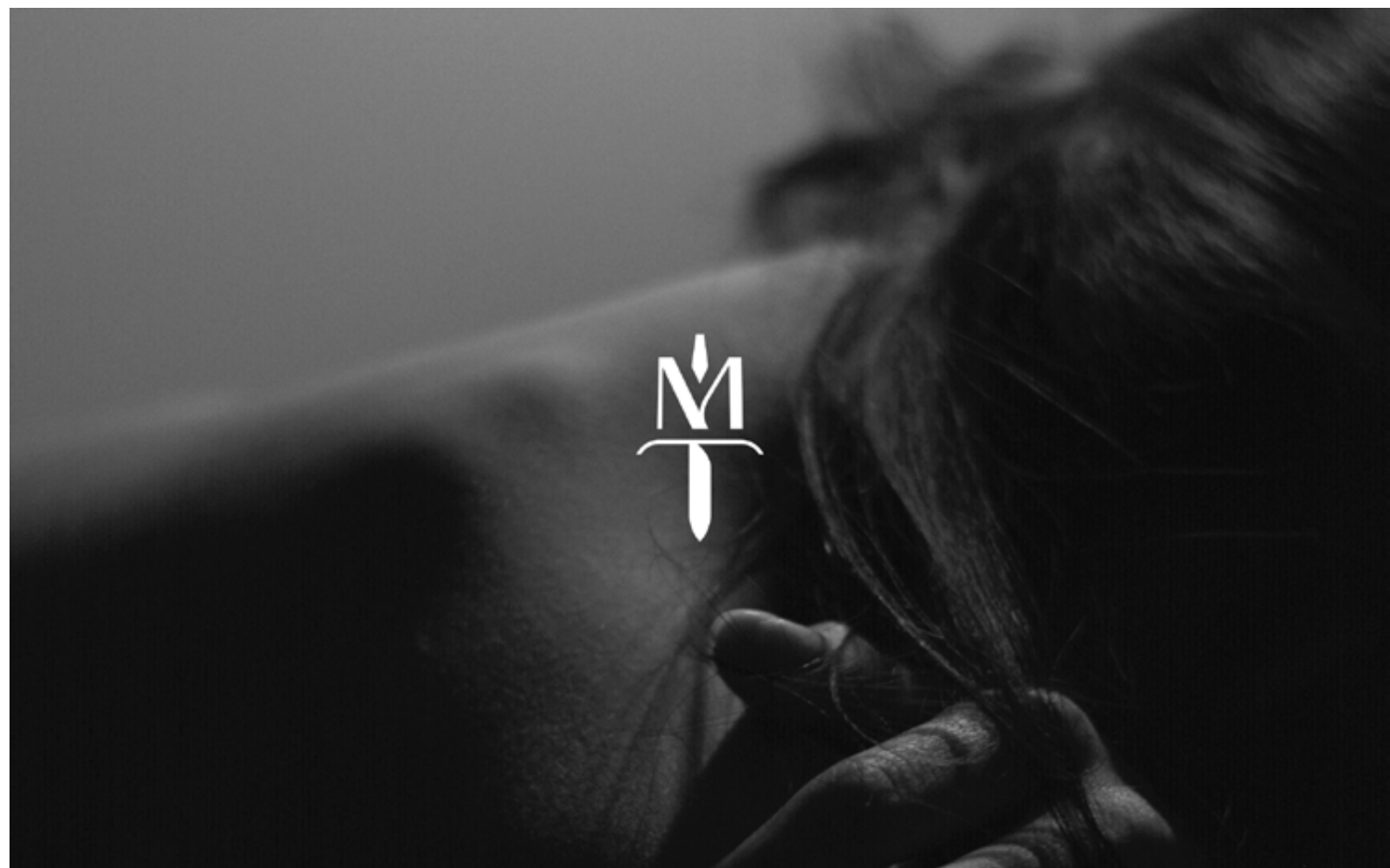
## Montana

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

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.

## Project Scope

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







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.







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.







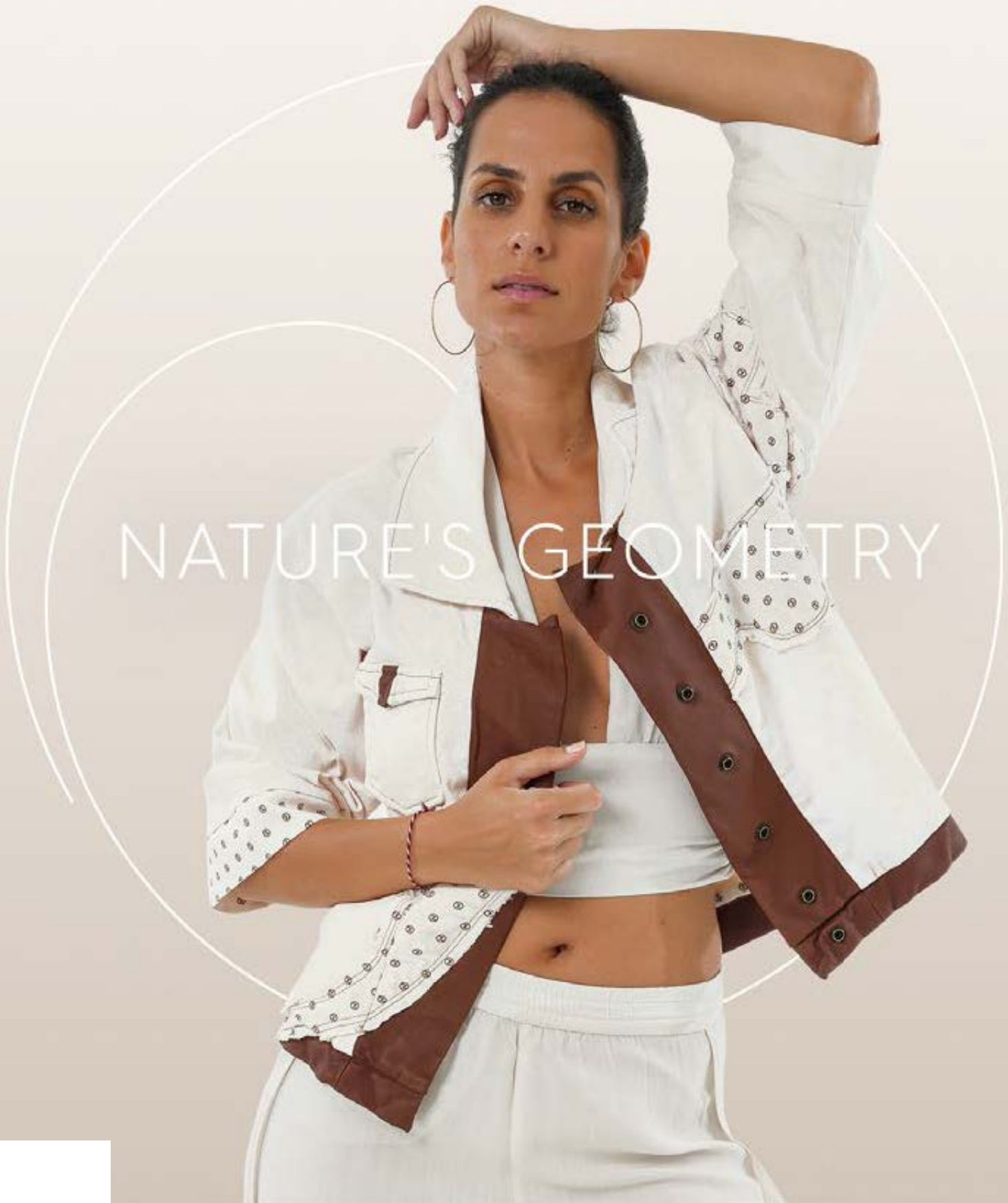
Project Scope  
Brand creation  
Creative strategy  
Art direction  
Packaging design  
Custom typography  
Website design  
Digital collateral  
In-store graphics



We managed the full visual identity, encompassing a rich range of collateral from the brandmark creation to product packaging, website, email campaigns to the store graphics.







**Project Scope**  
Brand creation  
Campaign Creative  
Creative strategy  
Art direction  
Video Showreels  
Motion Graphics  
Website

**FABBINACCI**  
Womenswear Fashion Label  
Brand Creation & Campaign Creative

A concept fashion label where boutique couture meets streetwear. The Nature's Geometry Collection celebrates the pervasive presence of the Fibonacci sequence in nature, offering a sustainable and artistic approach to fashion. It's a statement about the intersection of science and art. ARTETRA created the brand and developed the campaign creative which included video and motion graphics.





Project Scope

Brand creation  
Creative Strategy  
Brand Guidelines

# FEMINA DULCIA

WOMENSWEAR AUSTRALIA



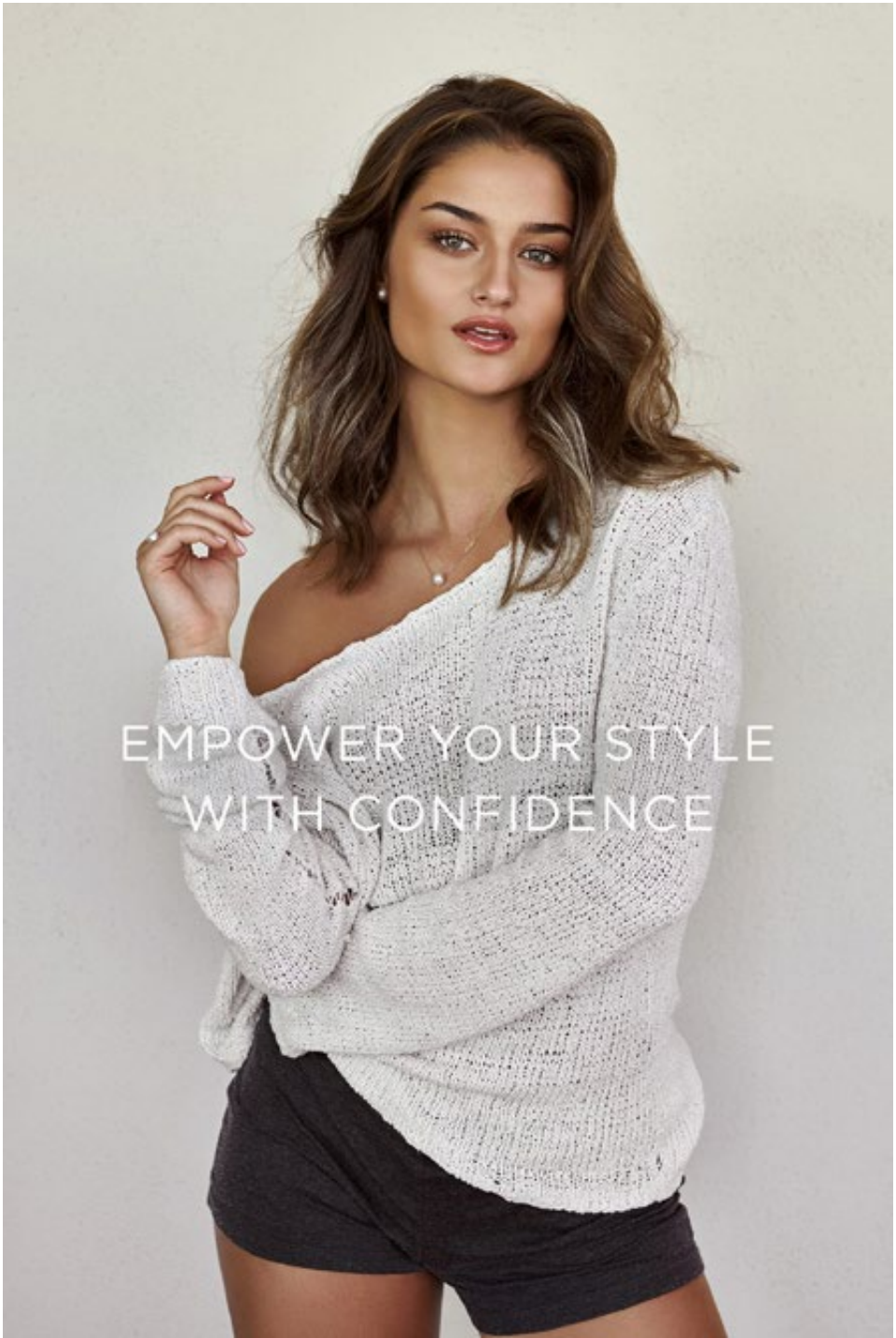
Femina Dulcia  
Womenswear Fashion Label  
Brand Identity Creation

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.





**Project Scope**  
Brand creation  
Campaign Creative  
Creative strategy  
Art direction  
Video Showreels  
Motion Graphics  
Website



Larni'Jo  
Womenswear Fashion Label  
Brand Identity Creation &  
Creative Strategy

Sophisticated yet relaxed,  
Larni 'Jo encapsulates confidence  
and power whilst celebrating the  
sensual feminine. A self-assuredly  
confident brand for a new and  
emerging Australian womenswear  
fashion label. Model: Anastasia Puia,  
Photography: Derec Ethan.







tale

timeless Australian luxe

Tale the Label  
Womenswear Fashion Label  
Brand Creation & Collateral Design

An Australian tale of the beauty of its scenery and ever-changing landscapes. Brand creation and creative direction for a new Australian women's wear fashion label 'Tale the Label'. The concept of the brandmark's letterforms emotively evoked the essence of forms from the Australian landscape, the key inspiration of 'Tale the Label'.



Project Scope  
Brand creation  
Brand Collateral  
Creative strategy  
Art direction



tale

timeless Australian luxe

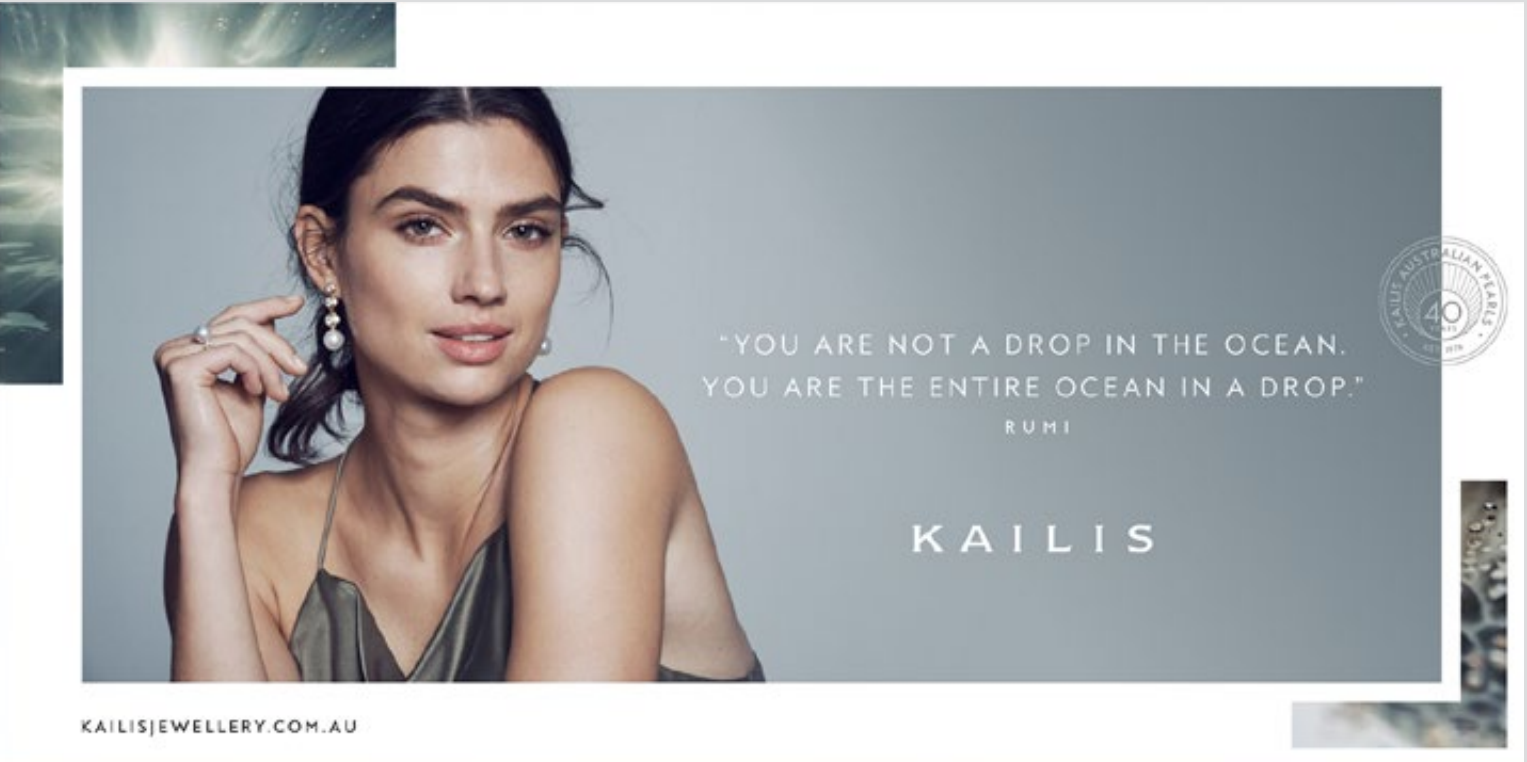






Kailis Jewellery  
Discover Natural. Beauty.  
2018 Brand Campaign Creative

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



CRAFTING TIMELESS FUTURES

