

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

Fashion Portfolio Nº.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
- 04 Beauty & Wellness
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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.

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

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

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

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

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

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.

Contact

Cinzia Donà Mitrovič
Managing Director & Partner
Mobile +39 375 6419888
Email cinzia@artetra.design

АЯТЕТРА Design Studio

Via Alessandro Manzoni 22
31100 Treviso, TV, Italy
Tel +39 0422 1262982
info@artetra.design

[LinkedIn](#)

[Instagram](#)

www.artetra.design

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



MONTANA

EMBRACE YOUR SHADOW



Montana

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

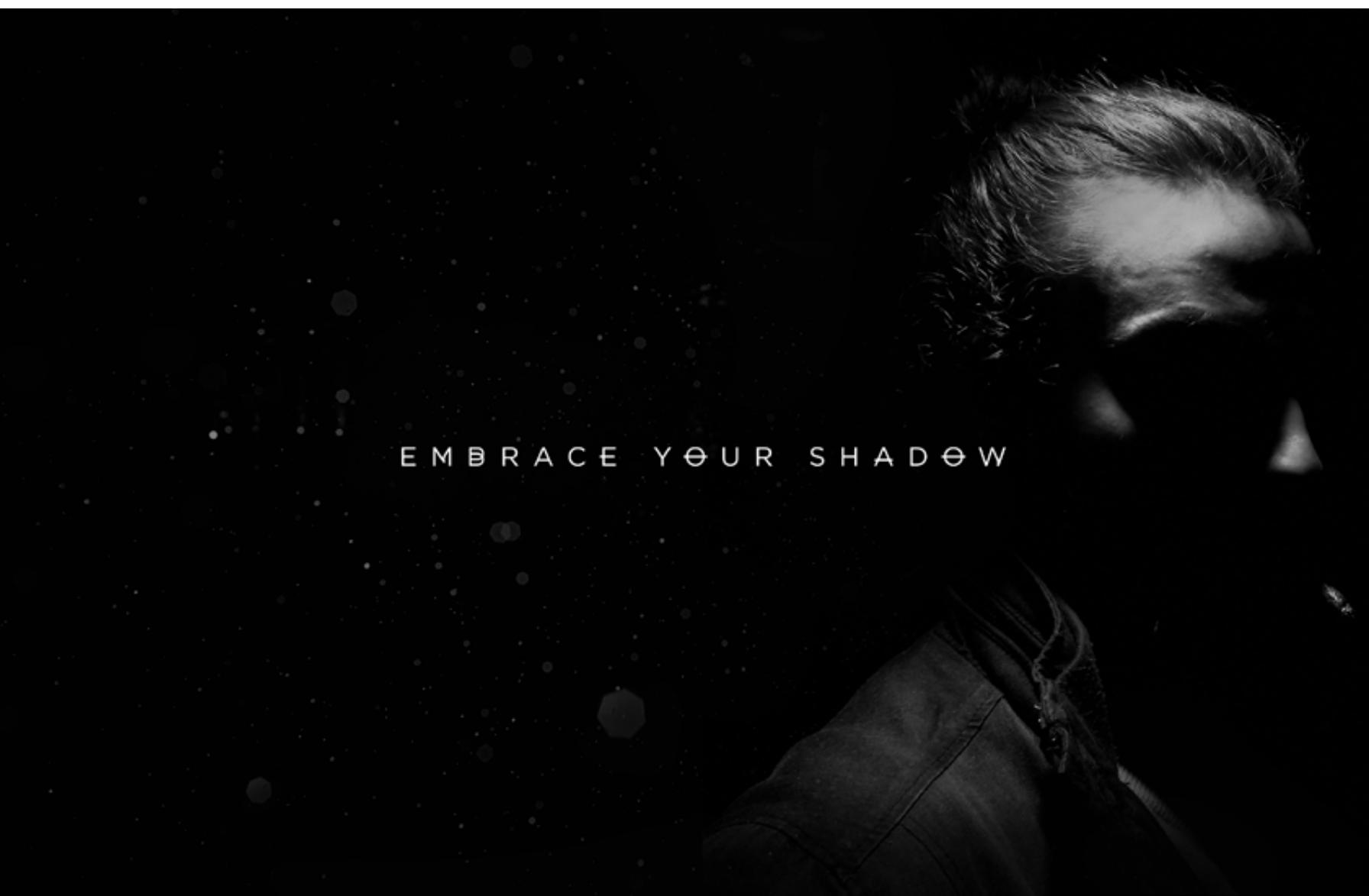
ARYTETRA was approached by Azriel, a new and emerging men's fashion brand based in Belgium, to create the brand and creative strategy for their first men's fragrance product range 'Montana', aimed at the 25 to 35 year old male demographic.



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



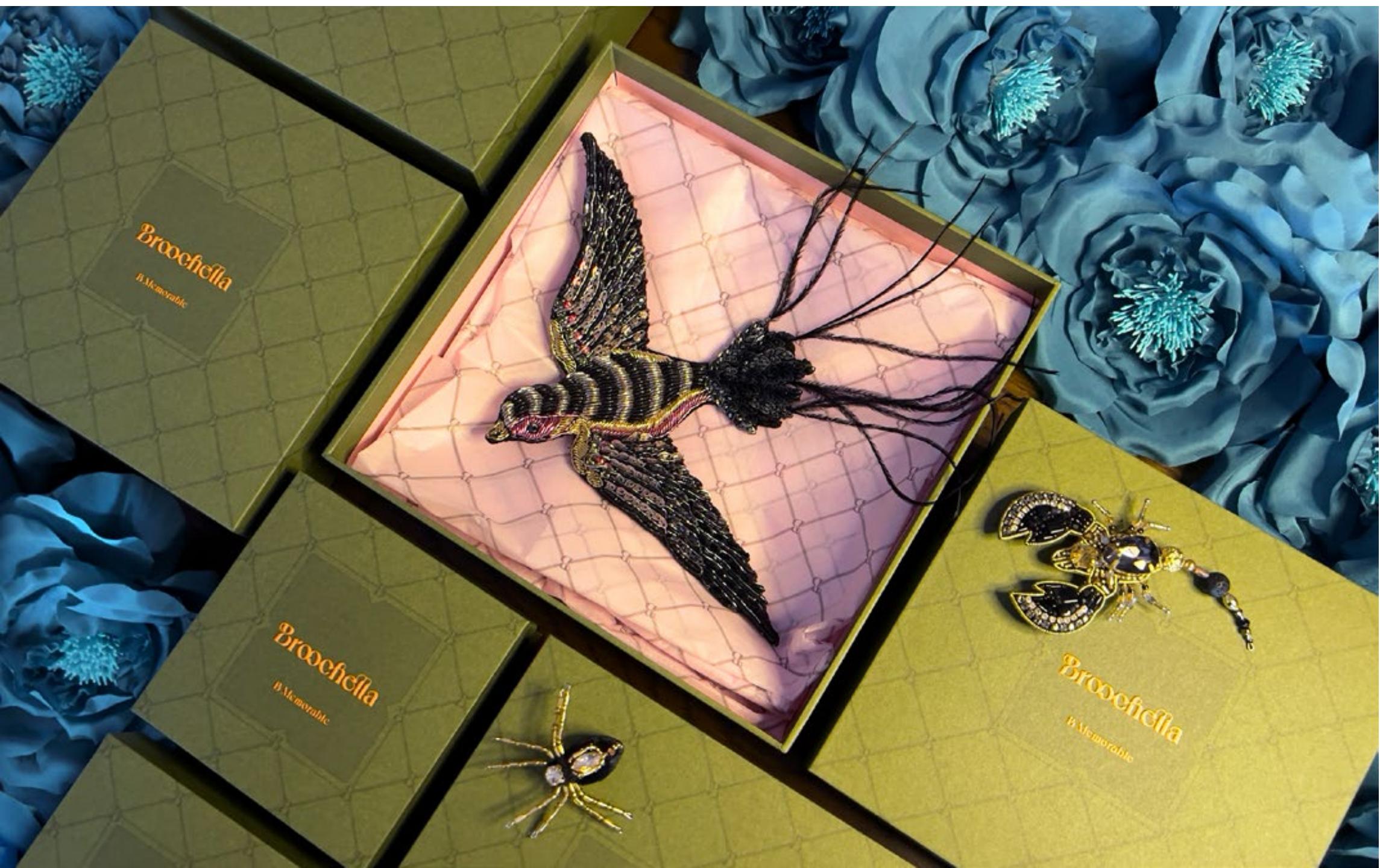
The campaign narrative revolves around a dark and moody 'film noir' drama, beckoning one to 'Embrace Your Shadow' in the midst of one's internal struggle in the grips of a dark night of the soul. Perfectly encapsulated with our beautifully crafted brandmark, custom typography and flawless art direction.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





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.





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





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
Campaign Creative
Creative strategy
Art direction
Video Showreels
Motion Graphics
Website



Project Scope
Brand creation
Creative Strategy
Brand Guidelines

FEMINA DULCIA

WOMENSWEAR AUSTRALIA



Femina Dulcia
Womenswear Fashion Label
Brand Identity Creation

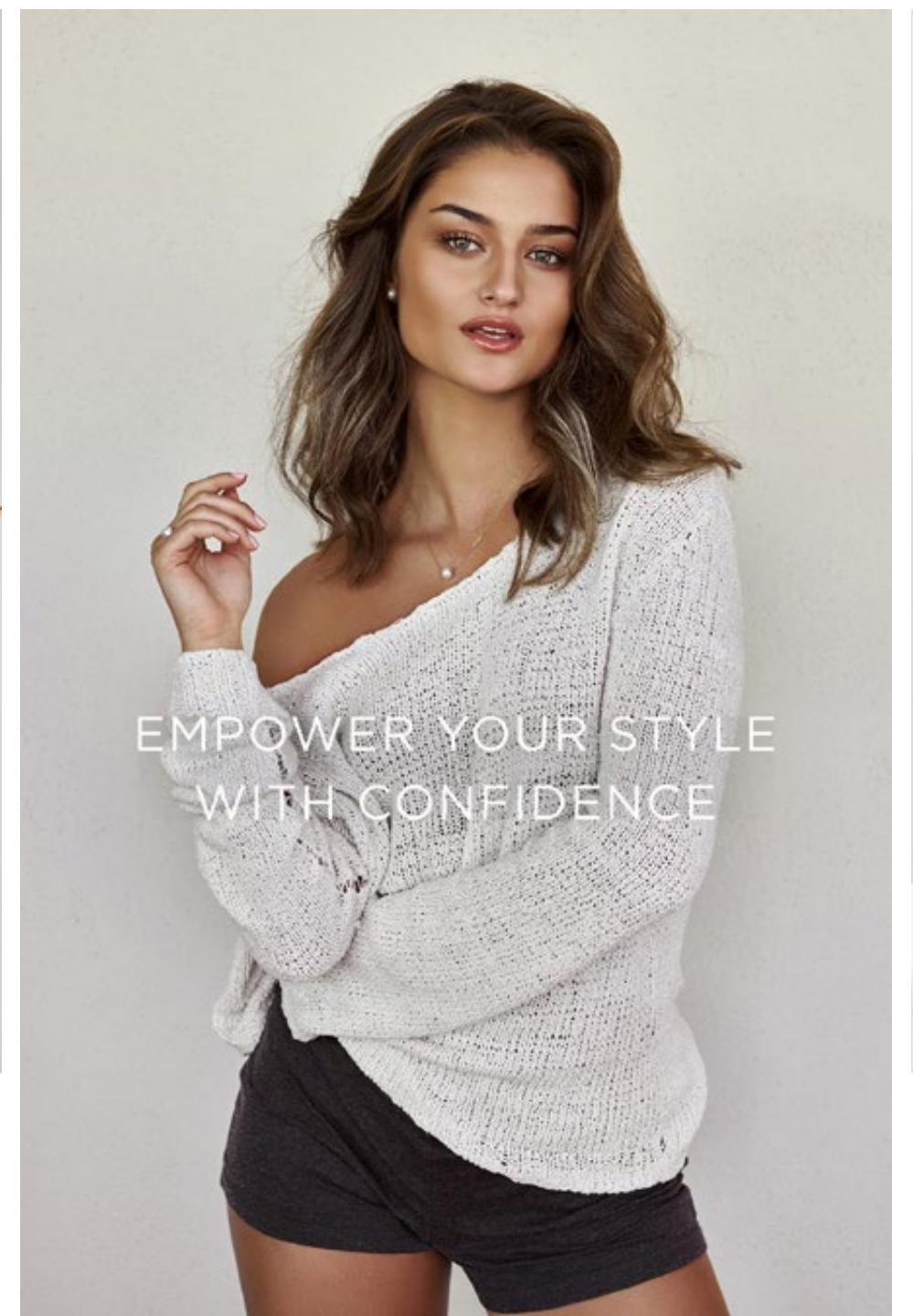
One of ARTETRA's most recent projects, creating a sensual brand identity and brand guidelines for a new and emerging Australian women's wear label celebrating the romantic sentiments of fashion's golden era of the 1990's.





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

Sophisticated yet relaxed,
Larn'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.



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



Tale the Label
Womenswear Fashion Label
Brand Creation & Collateral Design

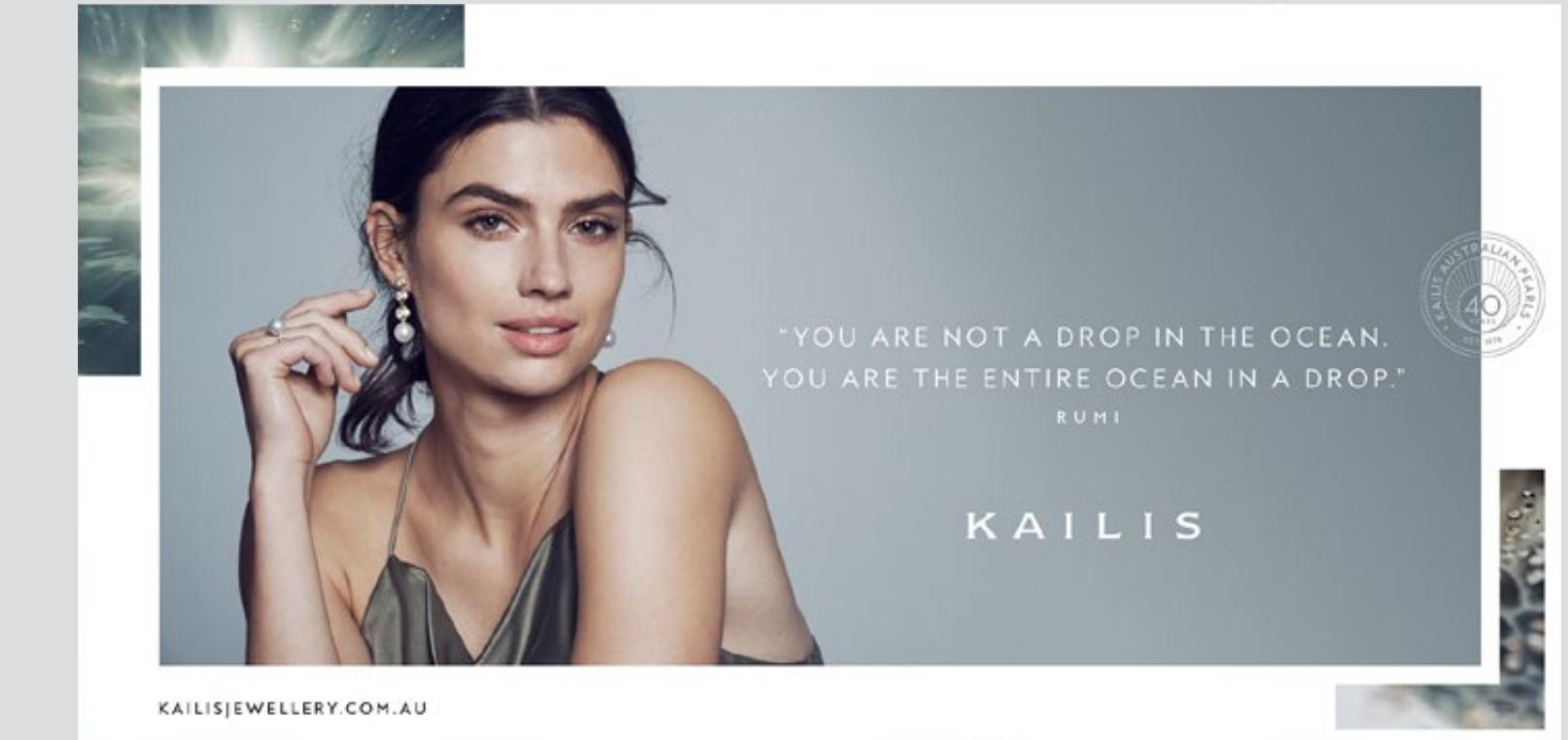
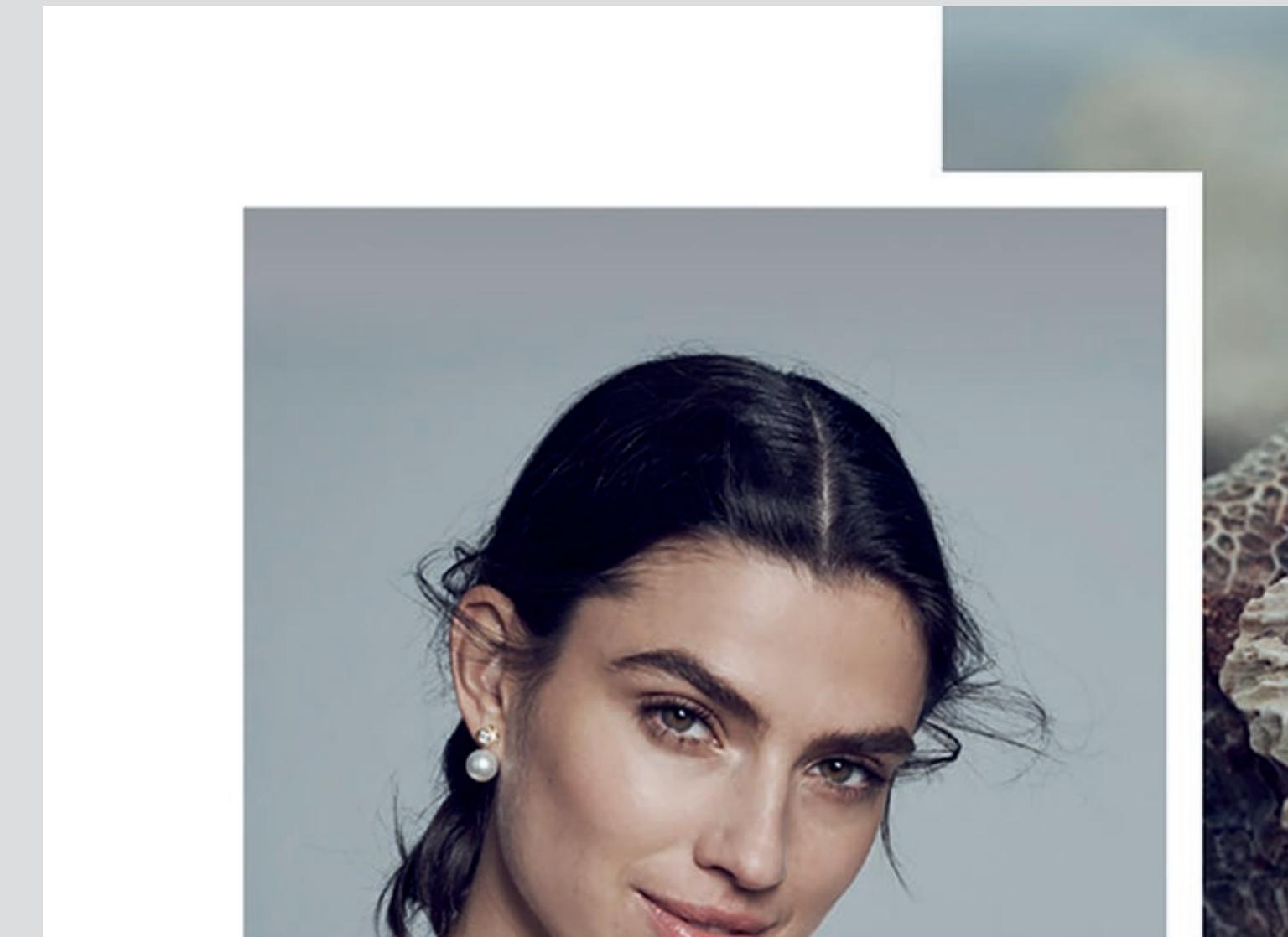
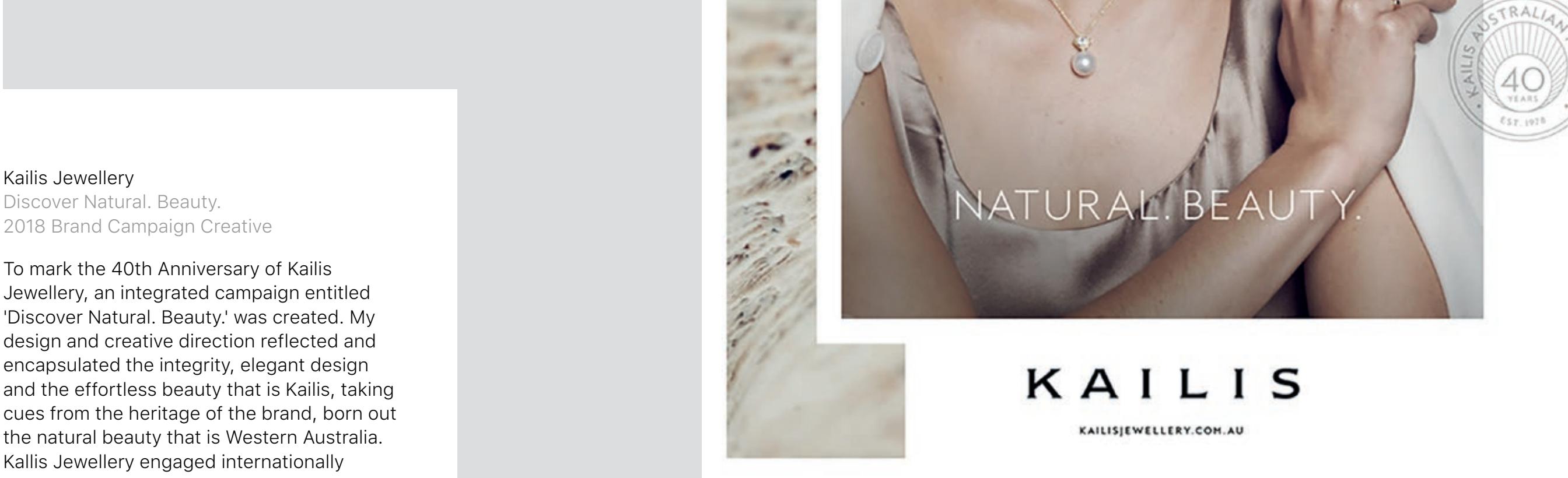
An Australian tale of the beauty of its
scenery and ever-changing landscapes.
Brand creation and creative direction for
a new Australian women's wear fashion
label 'Tale the Label'. The concept of
the brandmark's letterforms emotively
evoked the essence of forms from the
Australian landscape, the key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



Project Scope
Brand creation
Brand Collateral
Creative strategy
Art direction

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

