

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

Boutique Retail Portfolio Nº.03

We hope you enjoy a sample of our creative in the Boutique Retail industry sector.

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We develop sophisticated visual identities that are tailored for packaging, retail spaces and digital presence, that stand out in a crowded niche through celebrating their authenticity.

From designing packaging for boutique artisanal products to illustrating bespoke wine labels, every design reflects sensitivity and a sense of enduring timelessness that is ARTETRA.

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

Through collaborative workshops we define a sharp, emotionally resonant brand strategy that reflects your market position and values.

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

Brand Identity

We can help you develop a sophisticated visual identity tailored for packaging, retail space and digital presence that stands out in a crowded niche without losing authenticity.

Brandmark
Visual Identity
Brand Assets
Brand Language
Brand Guidelines
Brand Rollout

Design & Art Direction

Crafting a memorable customer experience across physical and digital touchpoints and creating bespoke design systems that scale - not templates, but tools for longevity.

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

Campaigns

We execute flawless campaigns to launch or elevate a premium, design-forward retail brand or product.

Campaign Strategy
Marketing Strategy
Content Strategy
Campaign Creative
Art Direction

Product Design

Through close creative collaboration that respects your vision while refining it, we can help you develop your product to become profitable in the market.

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 the retail or showroom experience through consulting on store design, wayfinding and spatial storytelling.

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

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





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.



Project Scope
Brand creation
Art direction
Illustration
Packaging design
Custom typography



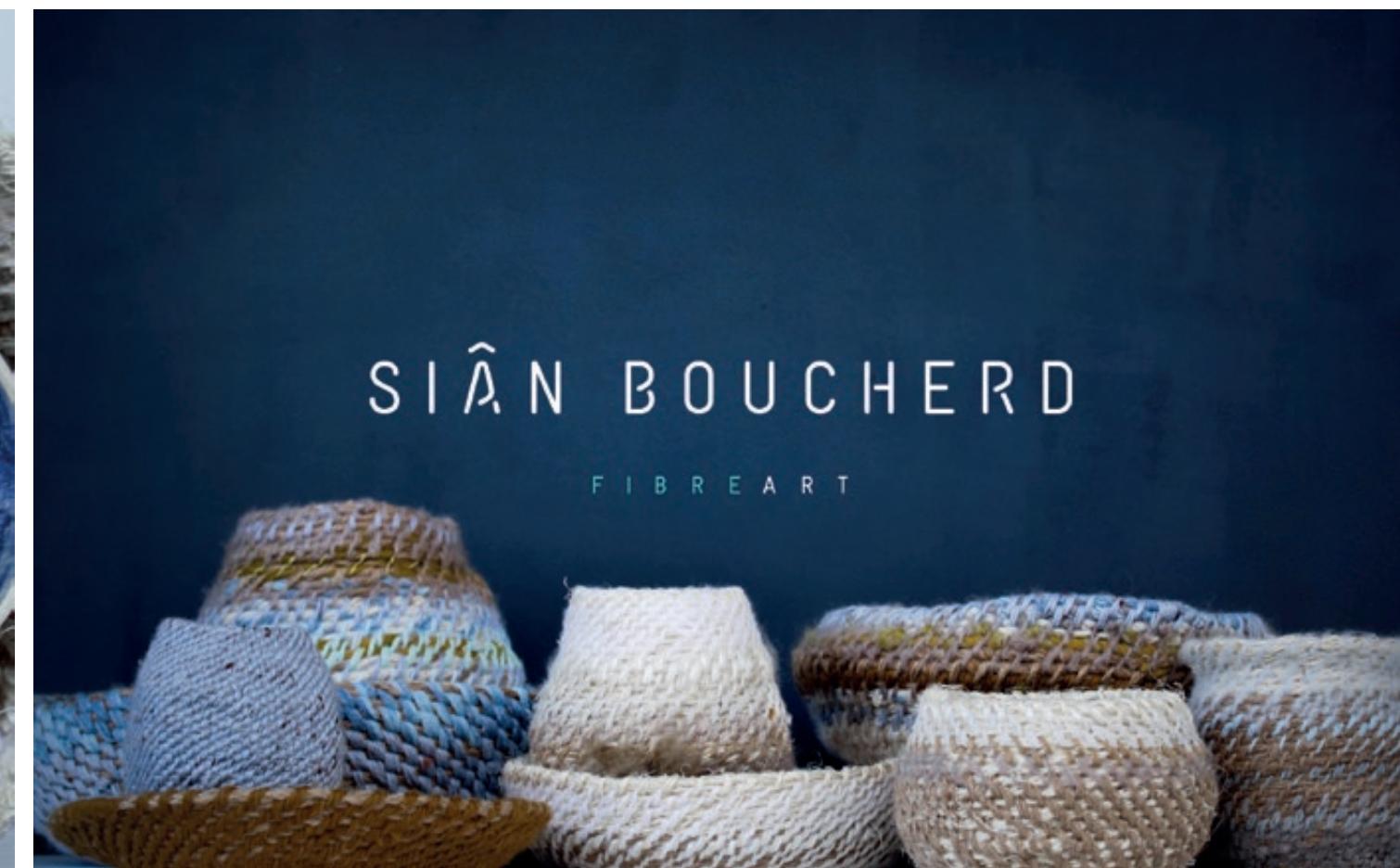
Far King Shiraz
Wine Label Design & Illustration

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.



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.

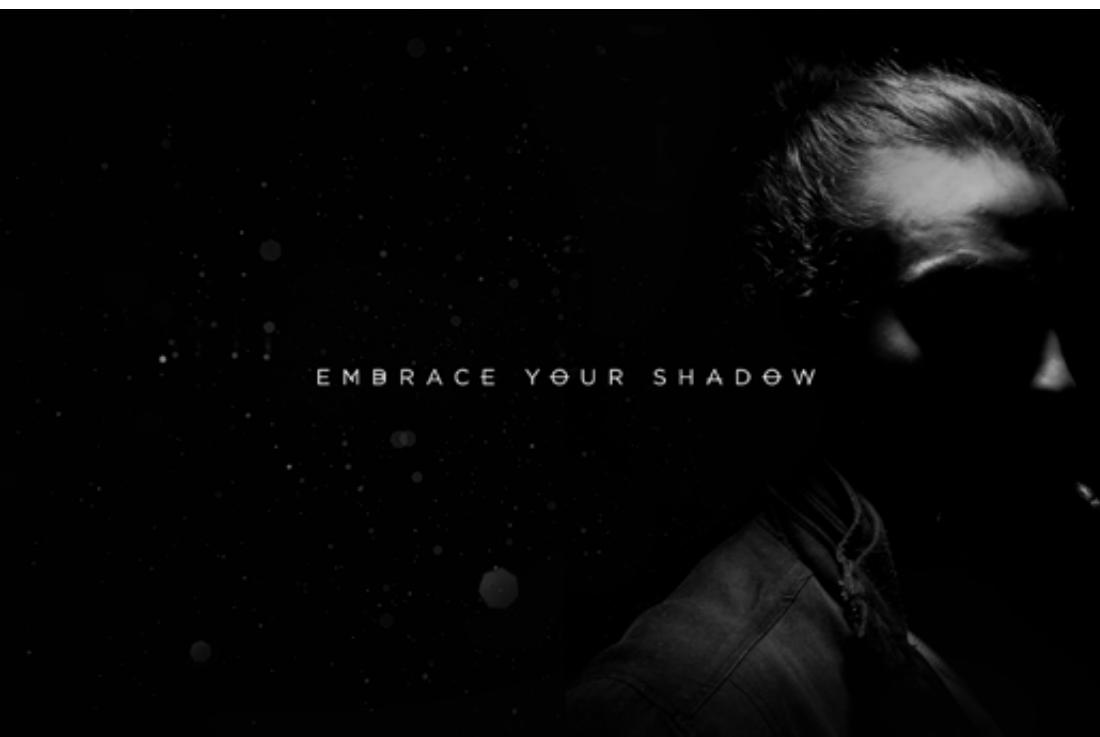


Project Scope
Brand creation
Creative strategy
Art direction
Print collateral
Website design
Image making



MONTANA

EMBRACE YOUR SHADOW



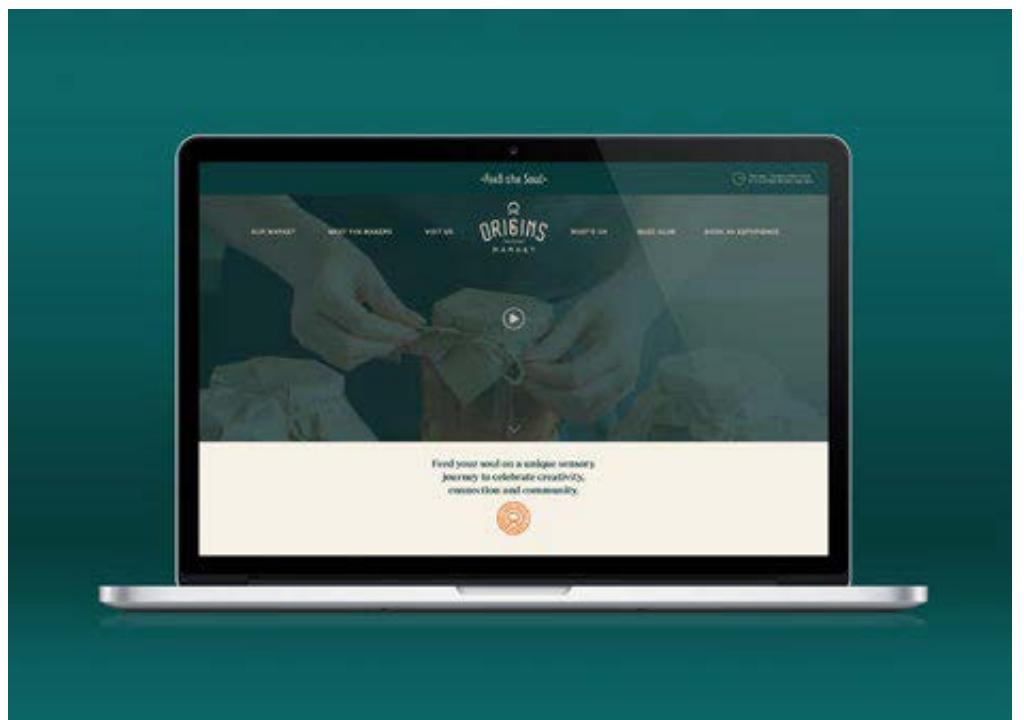
Montana
Men's Fragrance Product Range
Brand, Packaging Design
& Creative Strategy

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.

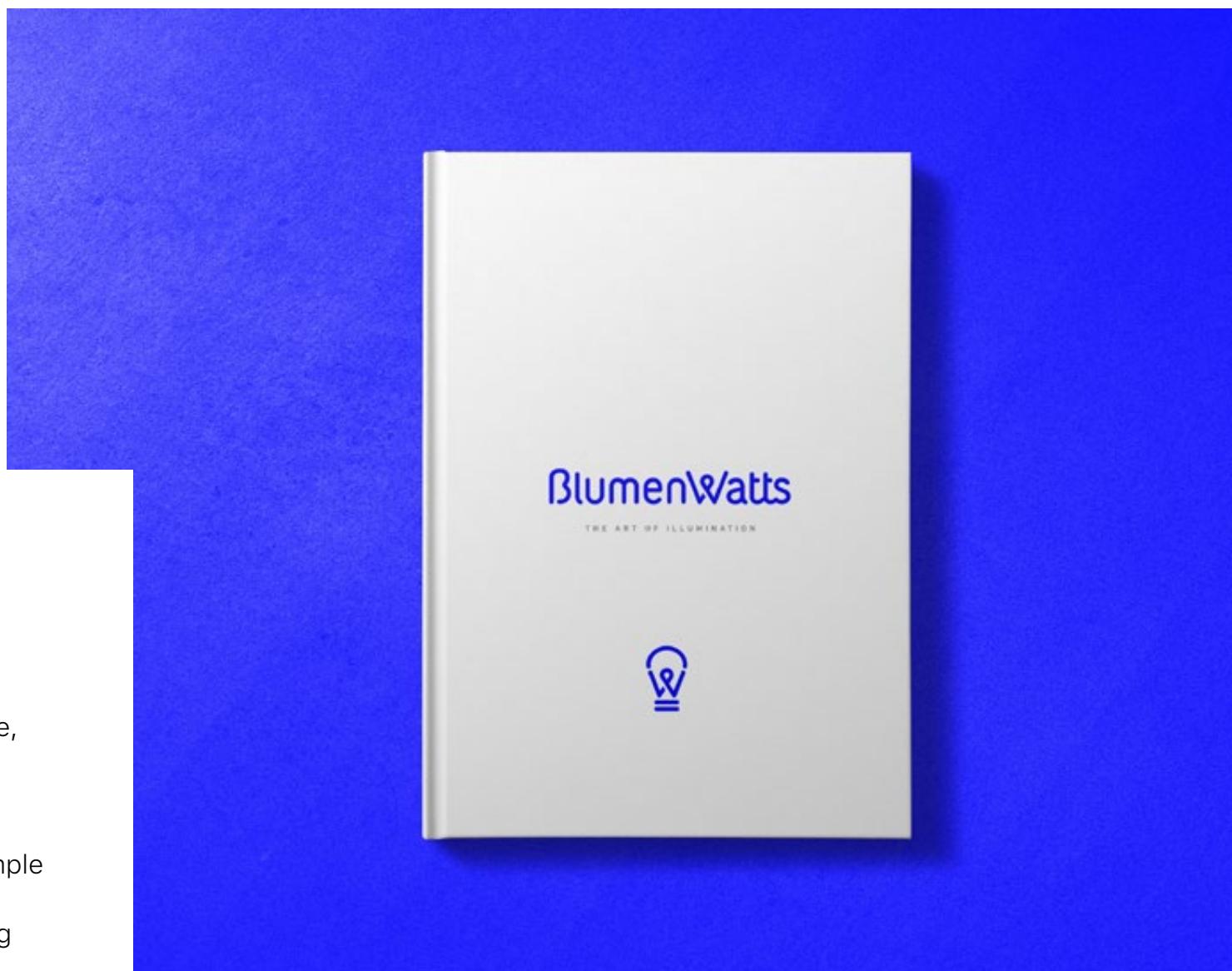


Project Scope
Brand creation
Creative strategy
Campaign creative
Art direction
Packaging design
Bottle design
Print collateral
Image making
Custom typography



Origins Markets
Busselton, Western Australia
Brand Identity Creation
& Collateral Design

A beautiful rebrand for a large local produce community market in Busselton, Western Australia. The full rebrand included brand collateral roll-out, brand guidelines, website, advertising templates and signage.





CRAFTING TIMELESS FUTURES

