

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



Boutique Retail Portfolio N°.03

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

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 АЯТЕТРА.

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

Cinzia Donà Mitrovič
Managing Director & Partner

Mobile +39 375 6419888
Email cinzia@artetra.design

ARTETRA 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





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.



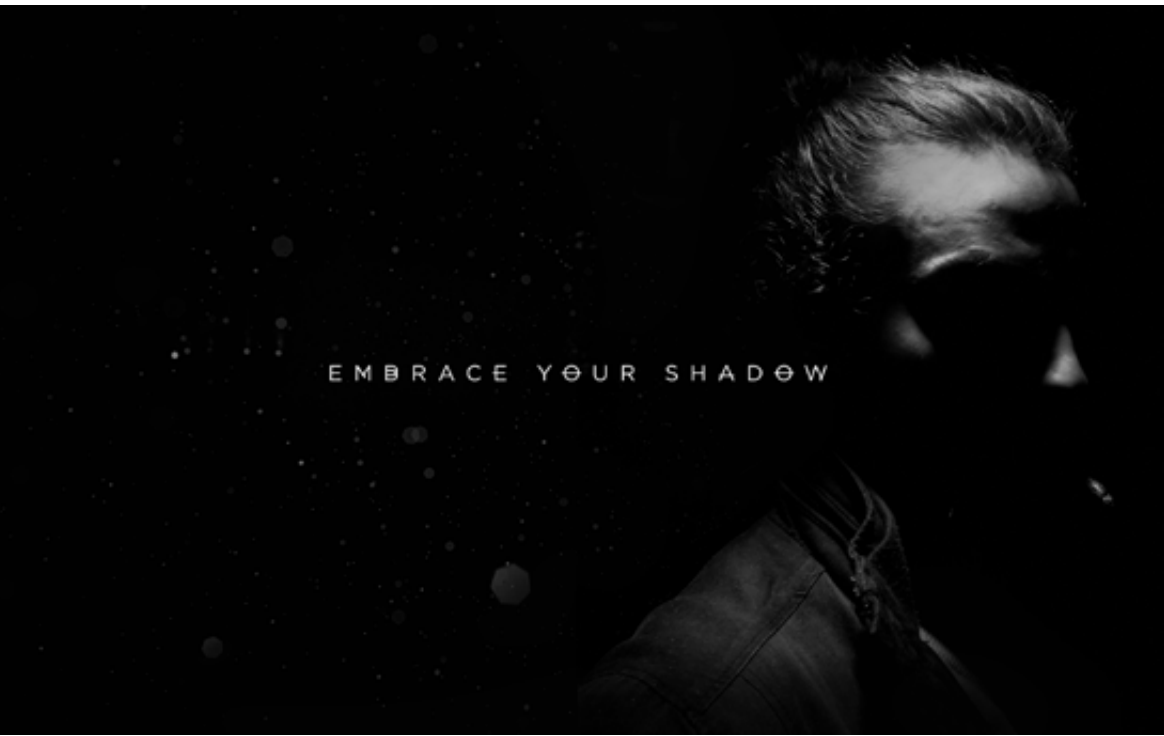


Project Scope
Brand creation
Creative strategy
Art direction
Print collateral
Website design
Image making

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.





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.





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.





BlumenWatts
Lighting Design Studio
Brand Creation & Packaging Design

Quirky, irreverent and obsessively blue, we created a brand for BlumenWatts that captured the lighting designer's quirky eccentricity. The BlumenWatts lighting range was showcased in a simple hardcover book matching the bold graphic style of the product packaging design, website and business cards.



CRAFTING TIMELESS FUTURES

