

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

Beauty & Wellness Portfolio N°.04

We hope you enjoy a sample of our creative in the Beauty & Wellness industry sectors.

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We have helped clients develop and launch successful products in the B2C & B2B sectors, from perfume and cosmetics to medicinal cannabis ranges.

Apart from developing effective campaigns, product packaging and associated retail collateral, partnering with AYTETRA brings the added value of our interdisciplinary capabilities; we have also helped our clients develop perfume bottle designs and cosmetic make-up ranges through our understanding of product manufacturing and 3D product design.

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

Develop a brand strategy rooted in clarity, integrity, and purpose to establish trust and credibility in a saturated market.

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

Brand Identity

Build a cohesive visual identity that feels elevated, sensual, and human to differentiate from trend-based competitors with a timeless and authentic identity.

Brandmark
Visual Identity
Brand Assets
Brand Language
Brand Guidelines
Brand Rollout

Design & Art Direction

Translate product efficacy into emotional connection through brand and design and ensure consistency across e-commerce, wellness experiences and product education.

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

Campaigns

We develop effective campaigns to launch or evolve a premium wellness brand that blends aesthetics with values.

Campaign Strategy
Marketing Strategy
Content Strategy
Campaign Creative
Art Direction

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

Spatial Design

Design experiential retail or studio spaces that embody the brand's essence, creating a beautiful, sensorial experience across packaging, online presence and in-store

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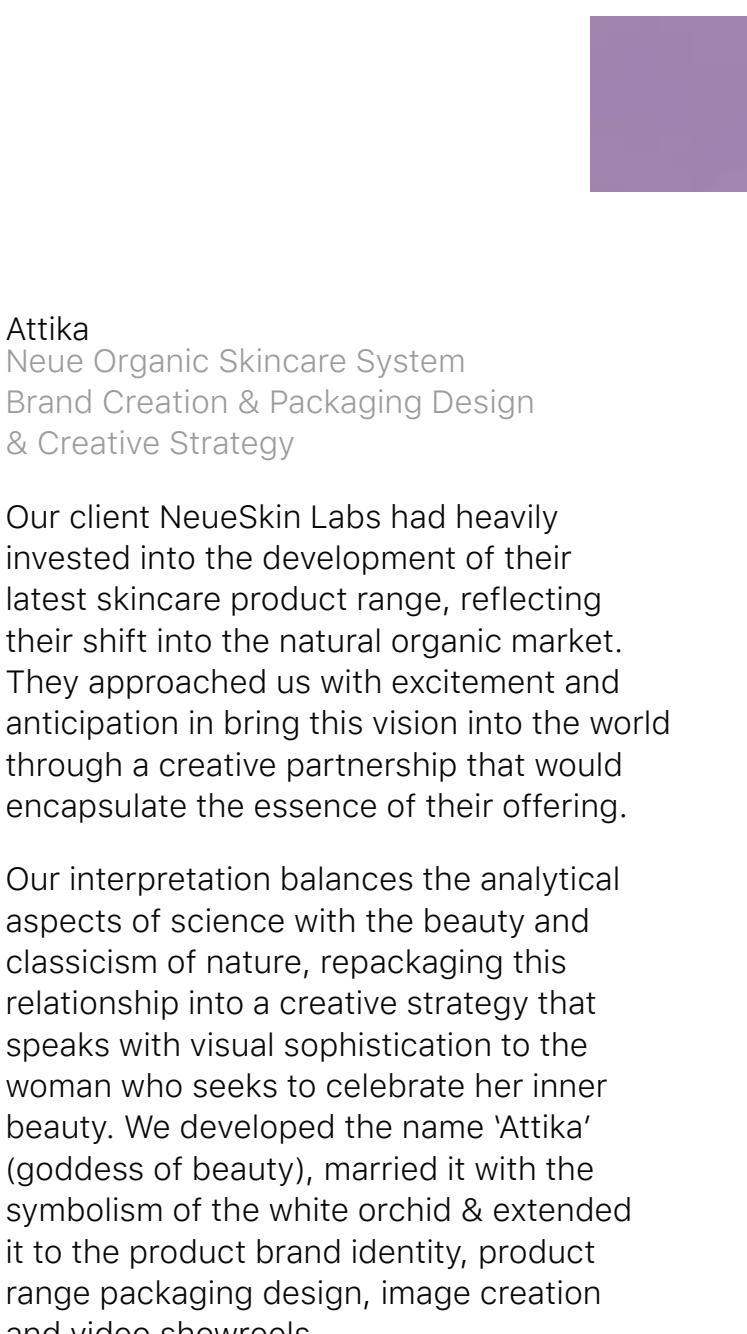
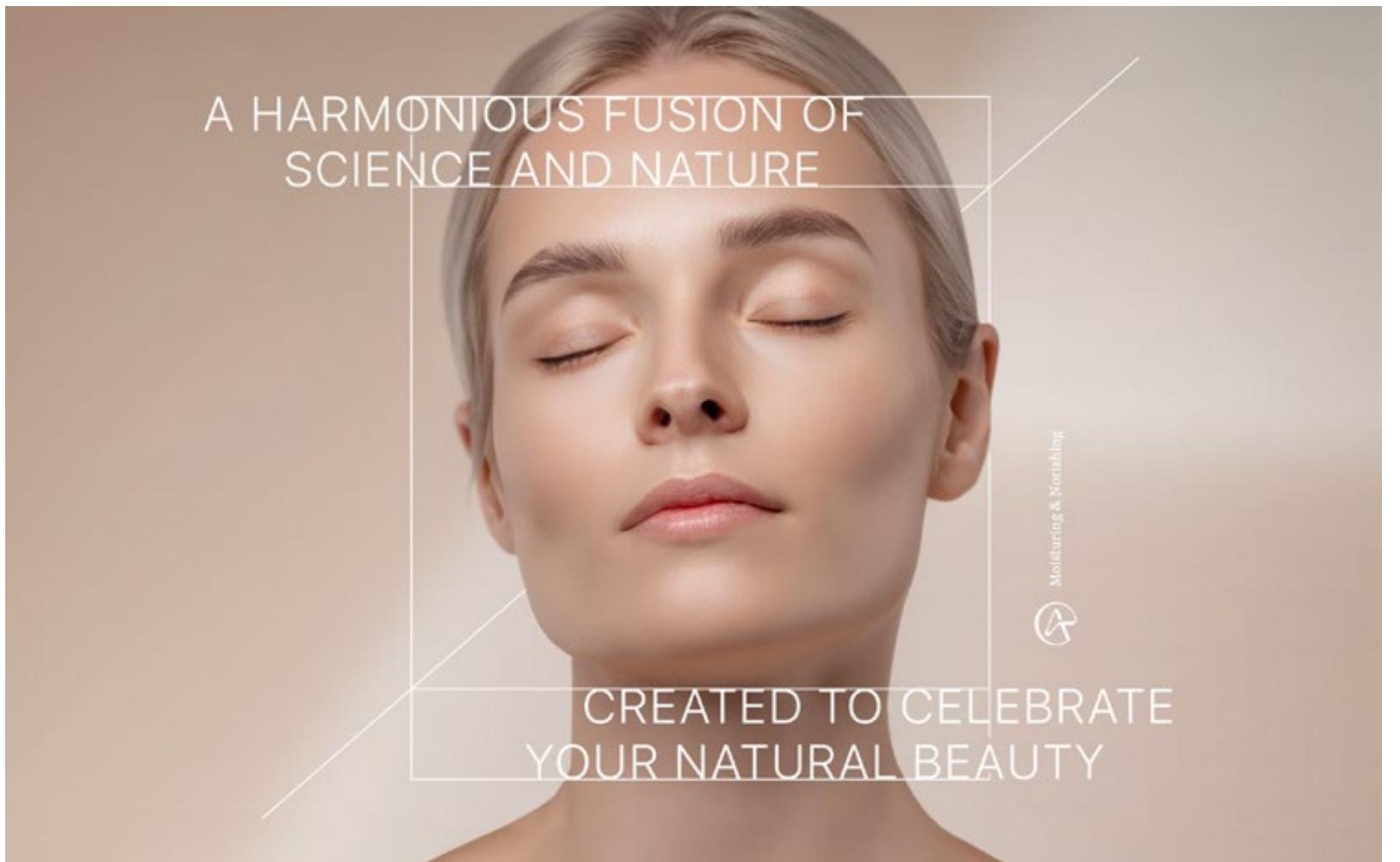
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Refined Brands.
Timeless Design.
Memorable Experiences.
CRAFTING TIMELESS FUTURES

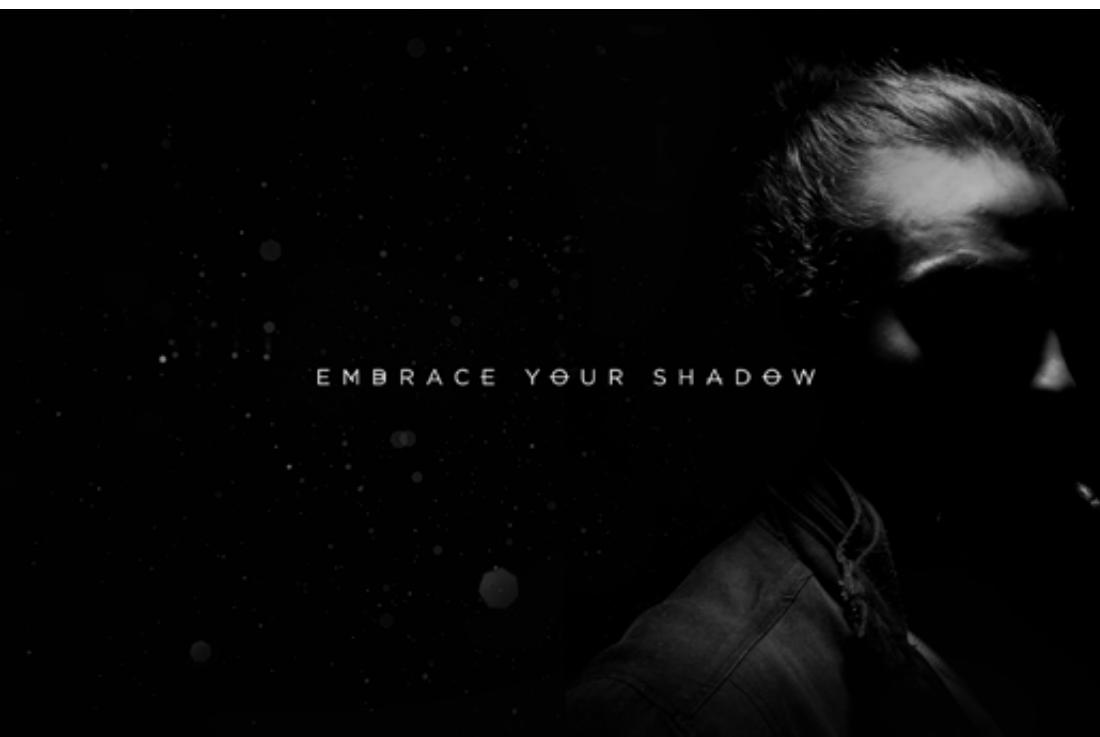






MONTANA

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.

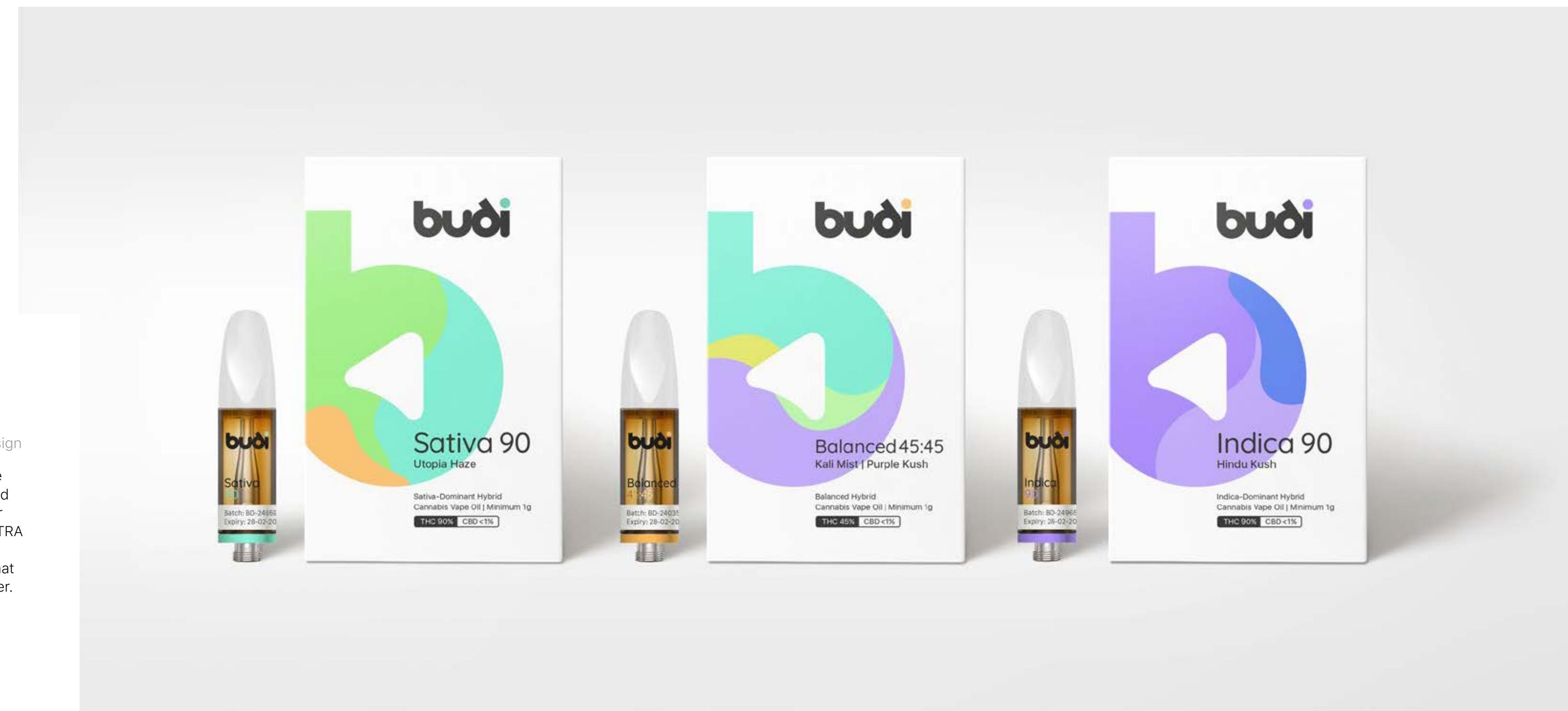
The campaign narrative revolves around a dark and moody 'film noir' drama, beckoning one to 'Embrace Your Shadow' in the midst of one's internal struggle in the grips of a dark night of the soul. Perfectly encapsulated with our beautifully crafted brandmark, custom typography and flawless art direction. 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



Cannabis & Vape Oil Range



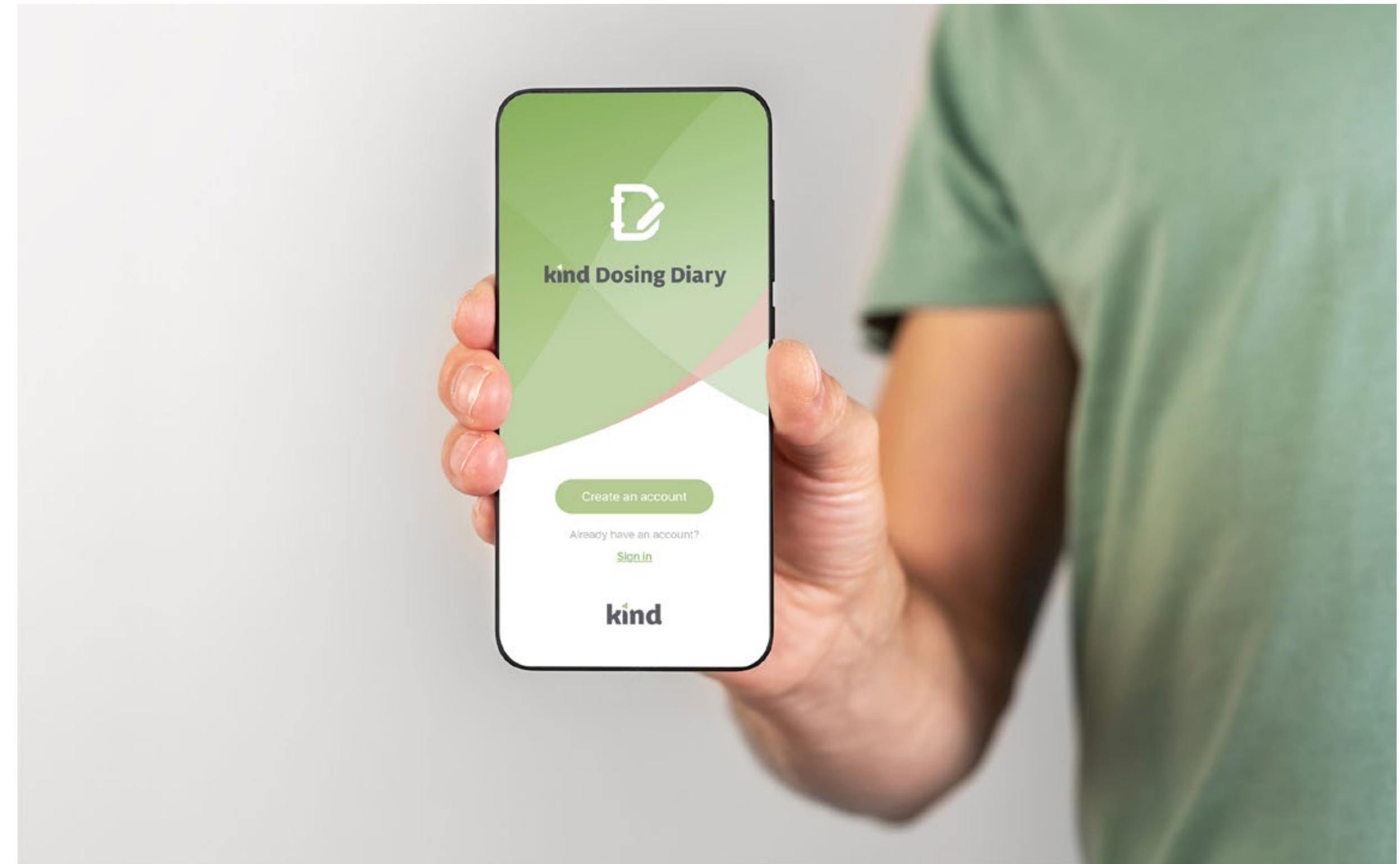
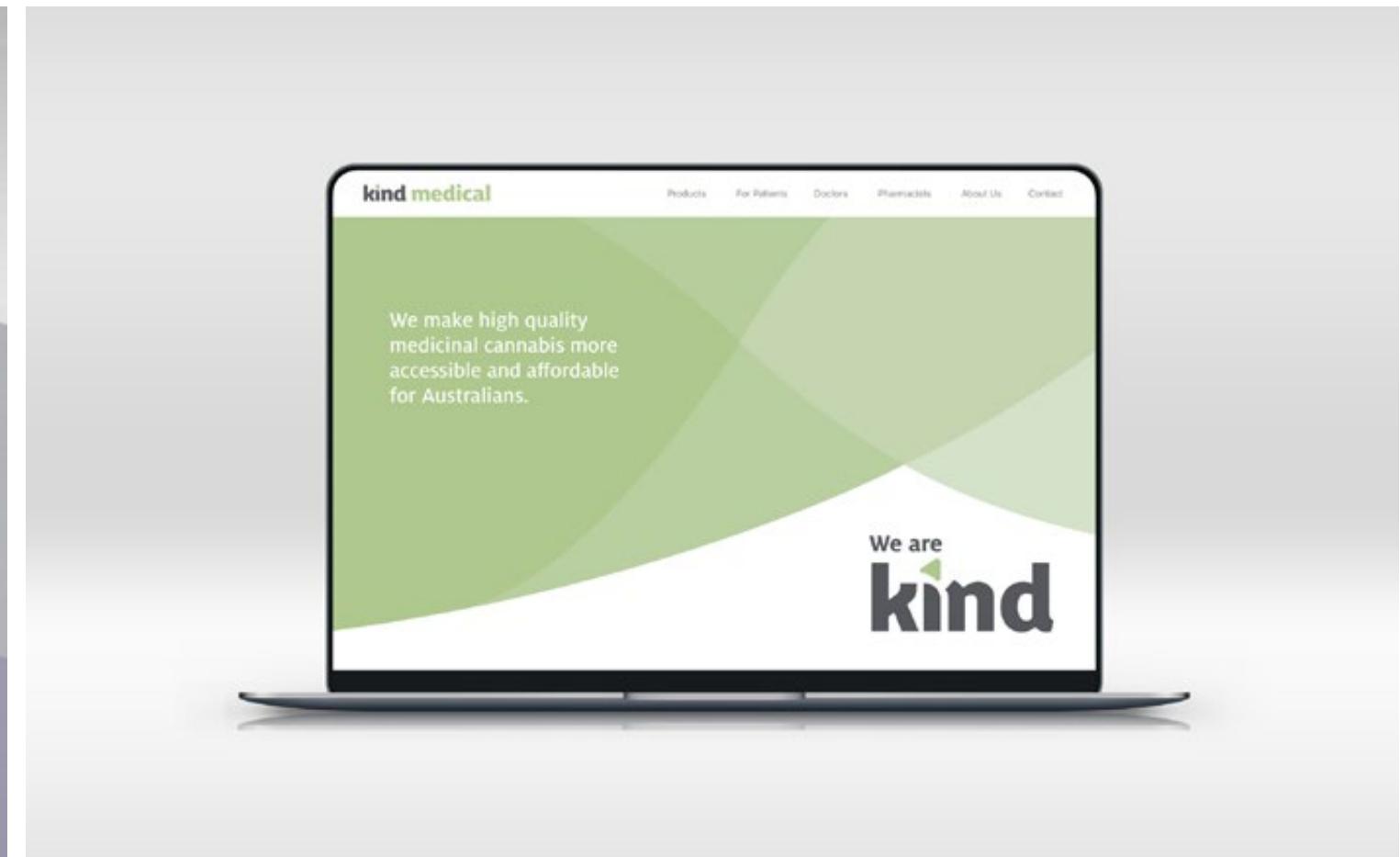
Budi

Recreational Cannabis Flower & Vape Oil Product Range
Brand Creation & Packaging Design

Budi is a premium product range of cannabis flower cannisters and vape oil kit boxes created for our client Altum International. ARTETRA created a friendly brand with a dynamic 'b' monogram device that also serves as a product identifier.

Project Scope
Brand creation
Creative strategy
Packaging design
Illustration





Kind Medical

Medicinal Cannabis Products
Brand & Sub-brand Creation,
Brand Collateral & Packaging Design

Kind Medical is the main flagship brand for our client Altum International, they are a multi-range of prescription medical cannabis products sold in pharmacies throughout Asia and Australia.

Project Scope
Brand creation
Creative strategy
Art direction
Packaging design
Website design
App design
Illustration





Project Scope
 Brand creation
 Creative strategy
 Art direction
 Packaging design
 Website design
 App design
 Illustration



ARTETRA has over the years created and developed a handful of product sub-brands under Kind Medical; creating everything from packaging designs to product collateral such as print and digital applications for websites and apps.

Featured here is Kind Medical's first product range of cannabis flower sold in cannisters and pouches.





Premium Cannabis Product Range

Project Scope
Packaging design
Creative strategy
Illustration



Kind Indoor Range
Premium Cannabis Product Range
Packaging Design & Illustration

Kind Indoor is the latest and most premium positioned cannabis prescription product range under the Kind Medical brand. The high quality product is produced in indoor greenhouses. The creative approach featured an abstracted pattern illustration to represent the characteristic qualities of each cannabis strain.



CBpure™

Quality lab-grown CBD products for every occasion

CBpure
Lab-Grown CBD Oil Products
Brand Creation, Packaging Range
Design & Development

A broad range of quality lab-grown CBD oil products designed and developed for our client Altum International. The range spans from CBD oil droppers, topical oils to sweet edibles.



Project Scope
Brand creation
Creative strategy
Art direction
Packaging design
Promotional material
Illustration



ARYTETRA gave the brand a clean tech feel to reflect the lab-grown production, complimented with a restrained colour system of gradients across all packaging range formats. The product brand also extended onto digital presentation materials.



Project Scope
Brand creation
Creative strategy
Art direction
Packaging design
Promotional material
Illustration





CRAFTING TIMELESS FUTURES

