

BRAND IDENTITY / PACKAGING EXPLORATION / ART DIRECTION

A fragrance house built around memory.

THE CREATIVE BRIEF

THE CHALLENGE

Create a cohesive luxury fragrance identity with emotional depth, distinctive shelf presence, and a contemporary visual language.

POSITIONING

Modern luxury / Personal rituals / Gifting

AUDIENCE

Design-conscious fragrance buyers, ages 25–45.



The identity system.

REFINED TYPOGRAPHY / TACTILE FINISHES / DISTINCTIVE PALETTE

SÉRIN

MAISON DE PARFUM

Burgundy
#510F1E

Rose Taupe
#A6766E

Ivory
#F7F2EA

Warm Sand
#D6C2AF

Gold
#C9A66A

DISPLAY / REFINED SERIF

BODY / CLEAN SANS SERIF

Three scents. One signature.

THE FRAGRANCE COLLECTION



VELVET OUD

Deep & expressive

WHITE MUSK

Soft & luminous

ROSE ÉLIXIR

Floral & romantic

Packaging with presence.

CARTON DESIGN / FINISHES / MATERIAL EXPLORATION



Burgundy cartons / Botanical emboss-inspired motifs / Gold-toned details

Beyond the bottle.

GIFTING / RETAIL TOUCHPOINTS



Shopping bags / Gift boxes / Branded cards / Candle concepts

A world shaped by scent.

CAMPAIGN VISUALS / RETAIL EXPERIENCE





EDITORIAL CAMPAIGN

Three distinct fragrance stories.

BOUTIQUE EXPERIENCE

Conceptual retail environment.

SÉRIN

MAISON DE PARFUM

Brand identity, packaging exploration and campaign art direction.

INDEPENDENT CONCEPT WORK

Fictional brand. Not commissioned by a client.

BY AMAL