What gives a perfume its signature?

A wordmark and art direction for Alfeé.

alfeé

Give the name a gesture of its own.

Alfeé uses slanted lettering, a connected middle and a sharp accent. The construction sheet shows how the wordmark sits within a consistent set of guides.

ORIGINAL WORDMARK CONSTRUCTION

Logo



Let glass and fabric set the scene.

Peach fabric gathers around the bottle while the cap and glass catch the light. The vertical lettering sits directly on the glass.

ORIGINAL BOTTLE COMPOSITION



Give the name two ways to appear.

The vertical wordmark follows the bottle. On campaign imagery, the horizontal lockup places the small “perfumes” descriptor beneath it.



BOTTLE AND CAMPAIGN LOCKUP

Show the moment of application.

Two hands bring the gesture of applying fragrance into the frame. The black lockup stays readable against the muted pink field.

ORIGINAL FRAGRANCE CAMPAIGN COMPOSITION



Connect the bottle to the campaign.

The italic lettering and warm photographic palette carry the same identity from the bottle to larger images.

WORDMARK AND FRAGRANCE ART DIRECTION

Connect the unconnected.



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A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

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