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CORE GIFTING



Design Rationale for Godiva's Core Gifting:

Brand Alignment

Rooted in Godiva's Belgian heritage, the design uses rich colors, premium materials, and sophisticated typography to communicate lasting luxury and indulgence.

Target Audience Appeal

Crafted for discerning customers who value fine design, with thoughtful gifting details; ribbon, embossed patterns, refined finishes; making the packaging itself a desirable part of the experience.

Global Market Reach

Developed for international distribution, the packaging maintains a consistent luxury expression across diverse markets while meeting global production and retail requirements..

Differentiation in the Market

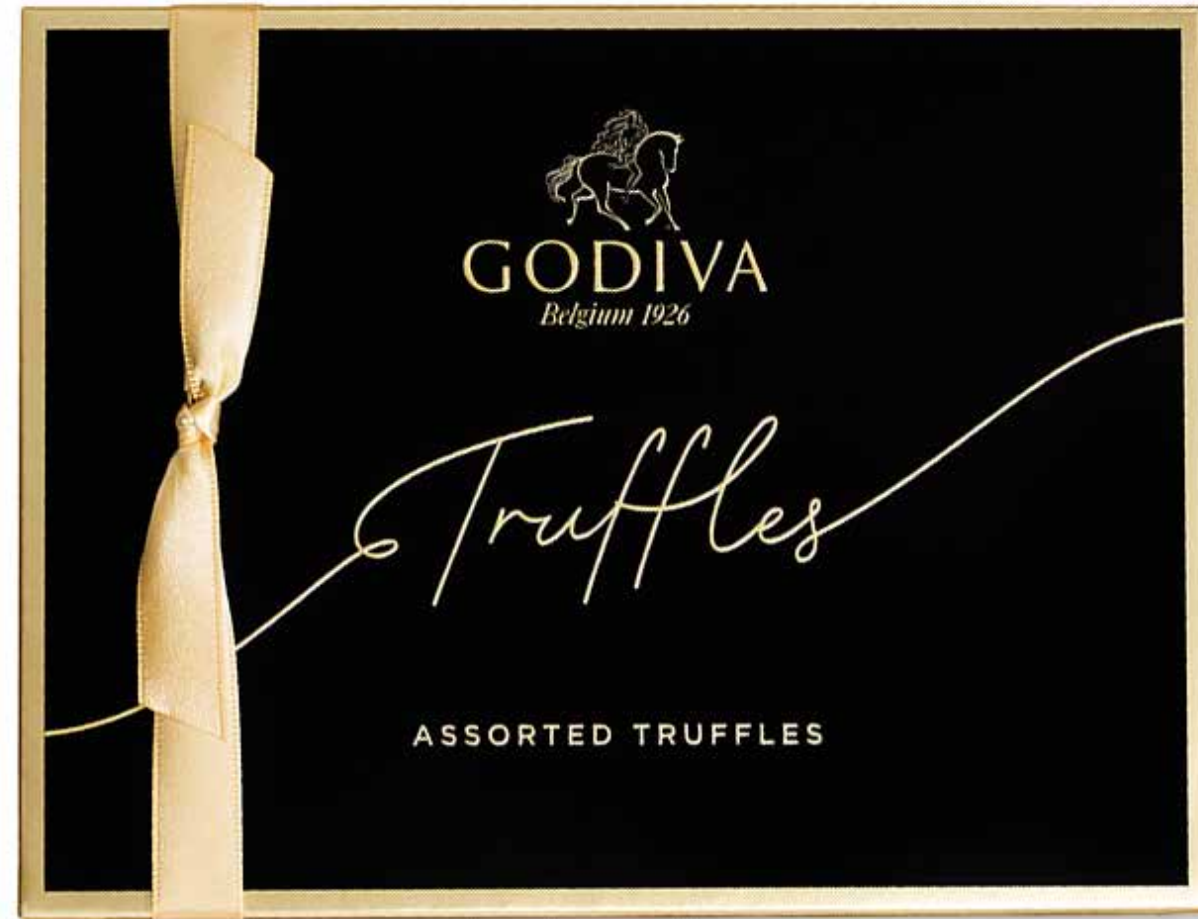
Unique textures, foil stamping, and a distinctive color palette create a visual identity that is immediately recognizable and stands apart in a competitive luxury marketplace.

Functional Considerations

Sturdy construction protects delicate chocolates in transit, while a carefully considered opening experience makes unboxing as indulgent as the chocolates within.

TRUFFLE

Creative Direction, Development, and Print production



GOLD

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LIMITED EDITION

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LIMITED EDITION

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SEASONAL GIFTING



HOLIDAY

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HOLIDAY

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CHINESE NEW YEAR

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VALENTINES DAY

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SPRING

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SUMMER

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FDM



She sang of these changes to herself, aware
herself —
For full of youth was she, and knew the power of
her own charms;
Her breasts were full and round and firm
out-thrust, awake, awake,
Like gold lotus buds, out of the depths of
heart-desire's quiet lake.
From Radhika, *Sambhavam* by Jeyaraj
Mullu Palani (c. 1745). Fr. from the *Tamil
by Tambimuttu and R. Appadurai*

A CONJUNCTION OF FLOWERS
Your face, O fairest one, is a dowering fly,
And your lower lip a chime cone,
Your two eyes are blue lotuses,
Your body, a lovely conjunction of
Fr. from the *Sambhavam* by Jeyaraj
Mullu Palani (c. 1745). Fr. from the *Tamil
by Tambimuttu and R. Appadurai*

Design Rationale for Godiva's FDM packaging:

Brand Alignment

Designed to bridge Godiva's luxury heritage with the scale of the FDM channel — maintaining premium brand equity through distinctive color, confident typography, and quality finishes accessible to a broader consumer base.

Target Audience Appeal

Crafted for everyday chocolate buyers who seek quality and value, with clear variant navigation and shelf-ready visuals that make selection intuitive and the product feel like an accessible indulgence.

Differentiation in the Market

Bold color coding, strong brand hierarchy, and distinctive flavor cues create immediate shelf impact in a crowded retail environment — ensuring Godiva stands apart while remaining shoppable at a glance.

Functional Considerations

Durable materials protect product integrity through the FDM supply chain, while clear labeling and easy-open construction support a seamless consumer experience from shelf to consumption.

SIGNATURE

Responsibilities

- Concept Development: Research & Inspiration, Ideation, and Mood Boards.
- Design Exploration: Initial Sketches & Mockups, Material Selection, and Color & Typography Selection.
- 3D Prototyping: Digital Mockups and Physical Prototype.
- Design Refinement: Feedback & Iteration, Detailing, and Production Feasibility.
- Pre-Production: Artwork Finalization, Proofing, and final approvals.
- Print Production: Printing and Quality Control.
- Post-Launch Evaluation: Feedback Collection, Design Review.



LINE EXTENSION



MASTERPIECE REDESIGN

DESIGN BRIEF:

DESIGN OBJECTIVE

- Strengthen the Godiva branding
- Enhance shop-ability
- Increase Conversion

COMMUNICATION HIERARCHY

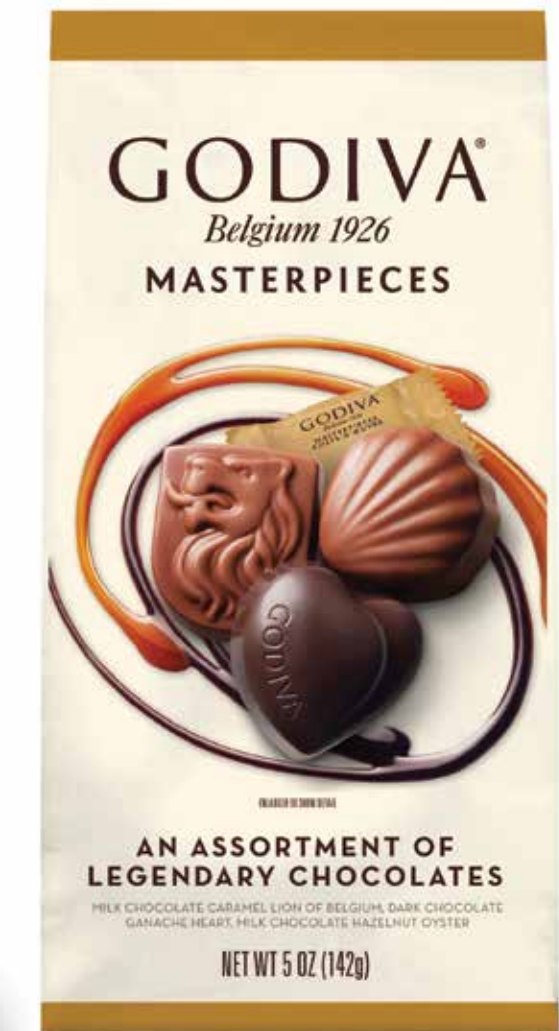
- Prominent Godiva branding to create strong brand block - Wave Design and ideally with gold color
- Clear Navigational system (color) for variant differentiation while maintaining white background
- Segment (filled chocolate) to be overtly communicated – indulgent luscious fillings

KEY VISUAL COMMUNICATION

- Vibrant & standout Godiva & Masterpieces hierarchy
- Eye-catching artistry including use of Wave Design & gold color
- Hero Pieces, Flavor Cues (navigational color system) & Call outs

ADD / ENHANCE

- Allow more differentiation across flavor by using color system – flavor coloring to be aligned with portfolio flavor cues
- Gold Wave, upgrade quality/color of gold more towards Signature look, move from top – if Gold an issue due to printing methods, then team to explore a different background color for wave
- Brand's POD is all about shape and delicious fillings we must bring to bring to life artistry, creative flair and brand personality by truly showcasing beautiful molds
- Showcase prominent filling drizzle to ensure filled flavor is clear to consumers
- Overall synergy with rest of FDM Self-Treat platforms
- Visual of chocolate pieces and filling to truly showcase the piece & wrapped pieces
- Wave size and design, integration w/ pack & candy/swirls that showcase the piece
- More joyful and updated wrapper design with visual of each piece
- Flavor/color system & color cues around the pieces (e.g. swirls, etc.)



REDESIGN

Responsibilities

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- Design Refinement: Feedback & Iteration, Detailing, and Production Feasibility.
- Pre-Production: Artwork Finalization, Proofing, and final approvals.
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The new design shifts the brand messaging towards a more modern and accessible luxury. While still focusing on indulgence, the cleaner design and simplified graphics suggest a product that is both premium and suited for everyday enjoyment. The messaging is more streamlined, focusing on the essentials of the product without the more ornate language of the previous version. This approach appeals to a broader audience, including younger consumers.



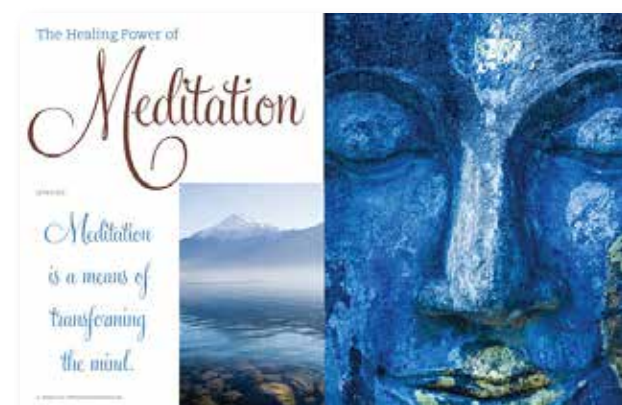
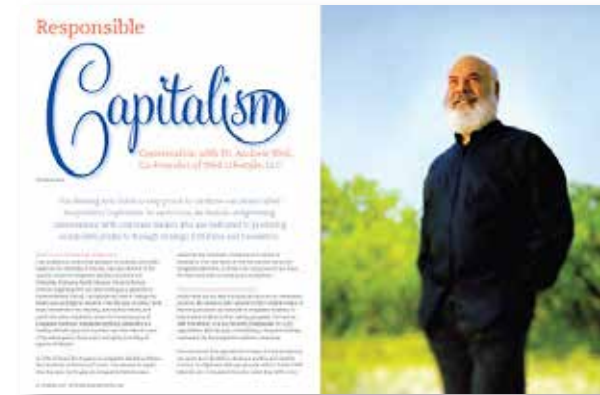
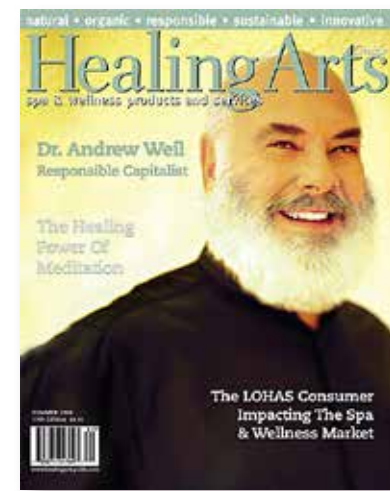
FINAL LINEUP



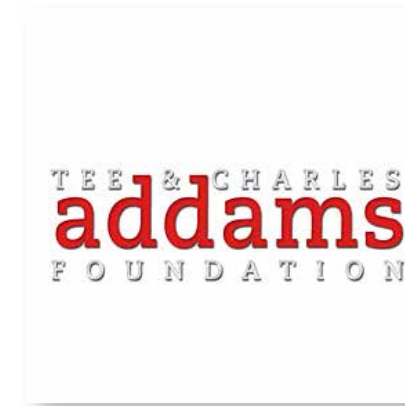
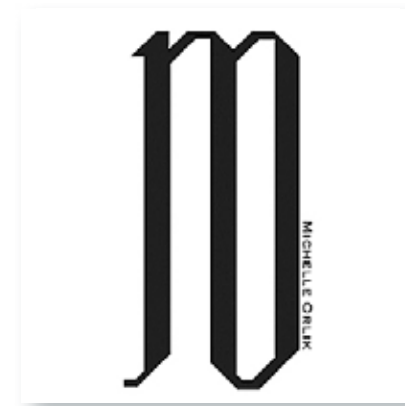
PRINT

PRINT

Healing Arts Guide Magazine
A Business to Business/Consumer Quarterly Magazine
Creative to production



LOGO



PAINTING
&
ILLUSTRATION

