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Creative Direction & Packaging Design

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CPG



Design Rationale for Godiva's CPG 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.

MASTERPIECES GLOBAL REDESIGN

DESIGN BRIEF:

THE CHALLENGE

Revitalize Godiva's global self-treat CPG portfolio to build a dominant visual brand block on-shelf, directly competing with category leaders like Lindt and Ghirardelli.

THE STRATEGY:

Directed the end-to-end creative strategy from concept ideation to finished global artwork. Harmonized the brand's core visual equities, such as the iconic gold wave design, to significantly enhance findability and premium shelf presence across diverse international markets.



Previous design

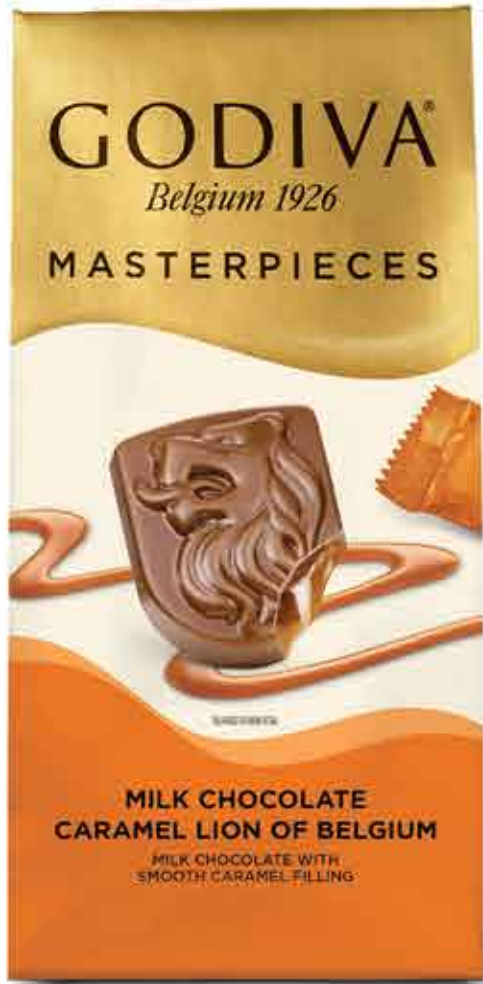
REDESIGN

CREATIVE DIRECTION & PRODUCTION DESIGN

- **Modern Luxury Aesthetic:**
Re-imagined the visual identity to communicate a more modern and accessible luxury. While still focusing on indulgence, the cleaner design and simplified graphics position the product as a premium treat suited for everyday enjoyment.
- **Streamlined Messaging:**
Modernized the communication hierarchy to focus on the essentials of the product. By moving away from ornate heritage language, the new copy speaks directly to a broader, younger consumer demographic.
- **Cross-Functional & Global Execution:**
Led intensive cross-functional collaboration to transition the new design system seamlessly across flow-wraps, bars, and stand-up pouches.
- **International Supply Chain Management:**
Directed complex international production partnerships, coordinating directly with specialized foil-wrapper manufacturers in Turkey and primary packaging print facilities in Canada to ensure flawless, high-end execution at scale.



FINAL LINEUP



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



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

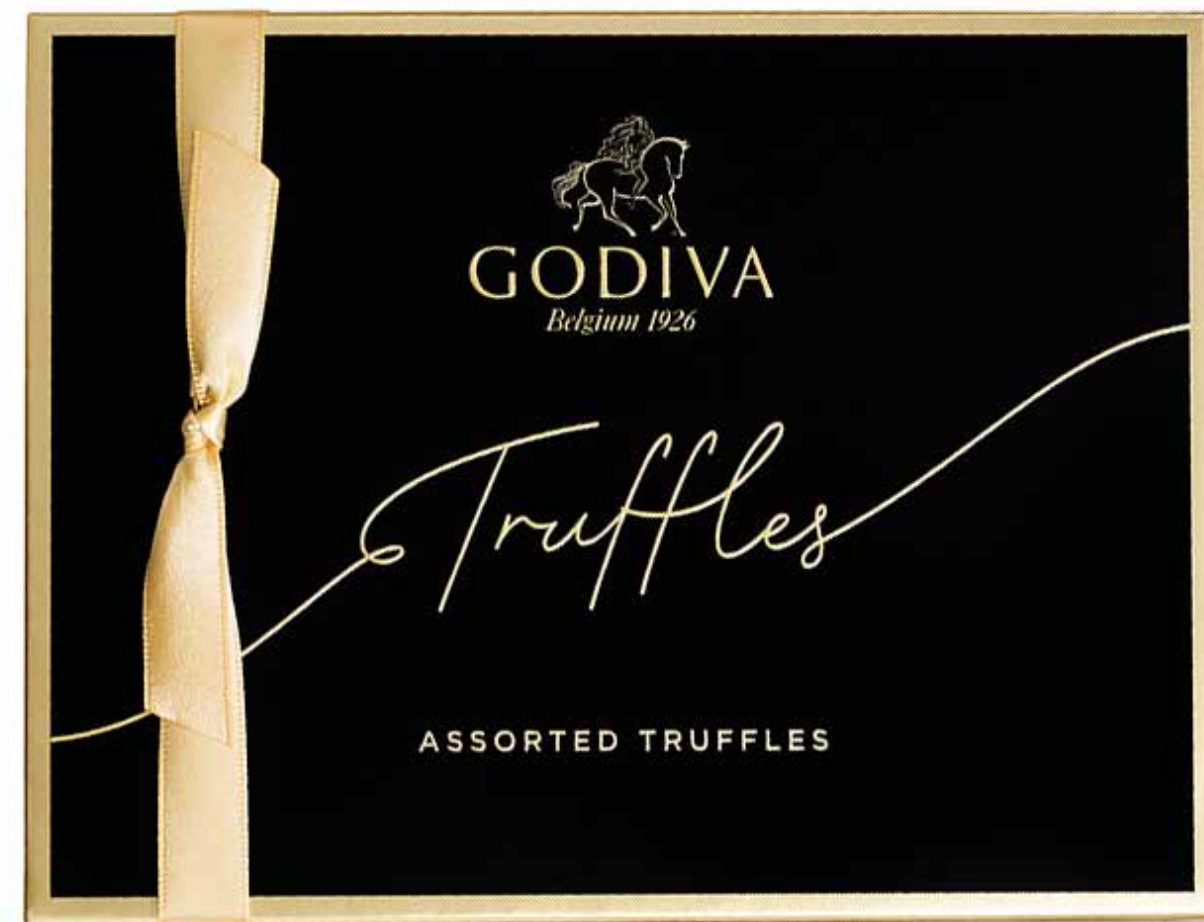
Unique textures, foil stamping, and a distinctive color palette create a visual identity that is immediately recognizable and stands apart in a competitive luxury marketplace.

Functional Considerations

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

TRUFFLE

A scalable Truffles system, carried across flavors, occasions, and formats. Assorted, pâtisserie, and birthday, from gift boxes to slim truffle flights, unified by a single gold-script signature and frame.



GOLD

The heritage Gold ballotin, color-blocked by chocolate variety while holding the signature gold lid, wave, and bow that make it Godiva's most recognizable gift.



LIMITED EDITION

Specialty structural packaging and hand-drawn detail that position a limited run as a collectible, gift-worthy object.



SEASONAL GIFTING



HOLIDAY

One cohesive holiday language unifying over 80 SKUs across multiple markets, advent calendars, novelty figures, premium ballotins, into a single seasonal system.



CHINESE NEW YEAR

Lunar New Year motifs rendered in luxury packaging; culturally fluent gifting across multiple SKUs, built for the East Asian premium market.



VALENTINE'S DAY

One emotional cue expressed across price tiers through luxury packaging, from printed heart boxes to premium satin rose-and-bow structures.



SPRING

A fresh botanical and watercolor palette balancing elegant floral gifting with playful Easter novelty in foiled bunnies and birthday flights.

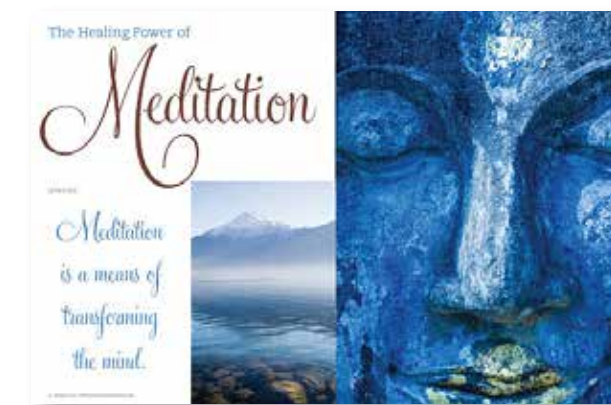
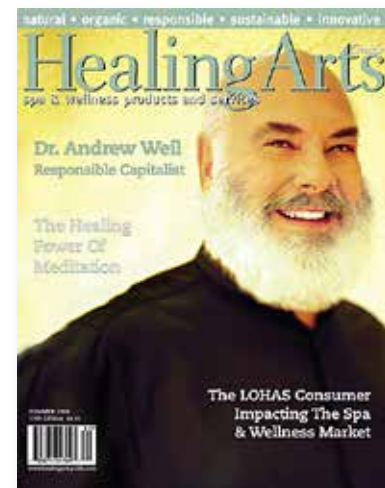


SUMMER

A bright, playful break from the heritage palette:
cocktail and ice-cream-inspired flavor storytelling for a lighter summer mood.



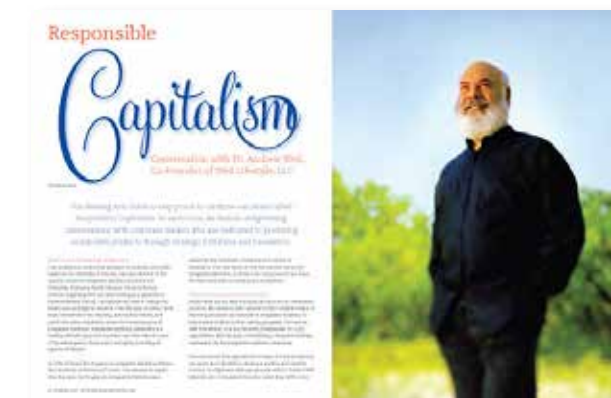
EDITORIAL DESIGN & PUBLISHING



- **Project:**
Healing Arts Guide Magazine, A Premium B2B & B2C Quarterly Publication.

- **Scope of Work:**
Directed the end-to-end creative vision, editorial layout architecture, and complete print production pipeline.

- **The Impact:**
Established a clean, sophisticated, and trustworthy visual layout system that balanced high-density business information with an elegant lifestyle aesthetic, ensuring premium print quality and brand consistency across every quarterly issue.



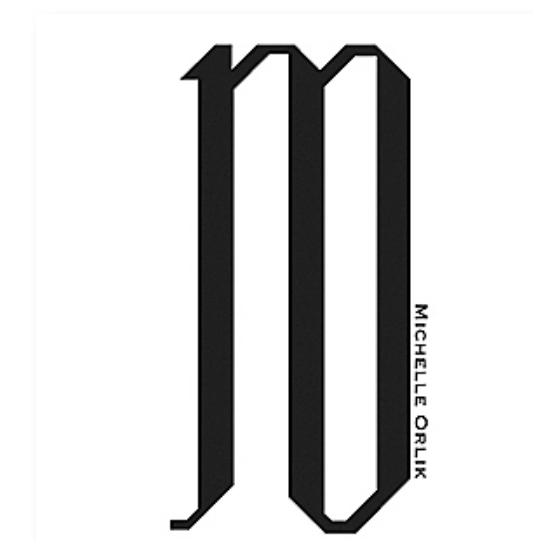
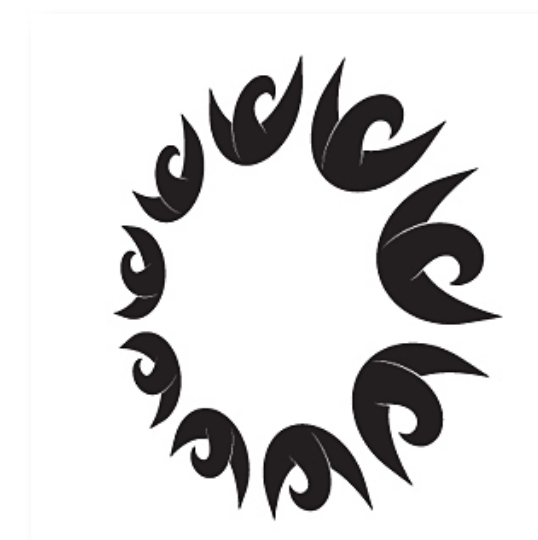
BRAND IDENTITY SYSTEMS

- **The Approach:**

Developing holistic brand identity kits, custom iconography, and scalable logo systems for premium entities across diverse industries.

- **The Strategy:**

Translating core brand values into memorable visual marks. Every system is built with a deep understanding of how typography, color theory, and vector scalability cross over from digital platforms to high-end physical packaging and corporate touch points.



FINE ART, ILLUSTRATION

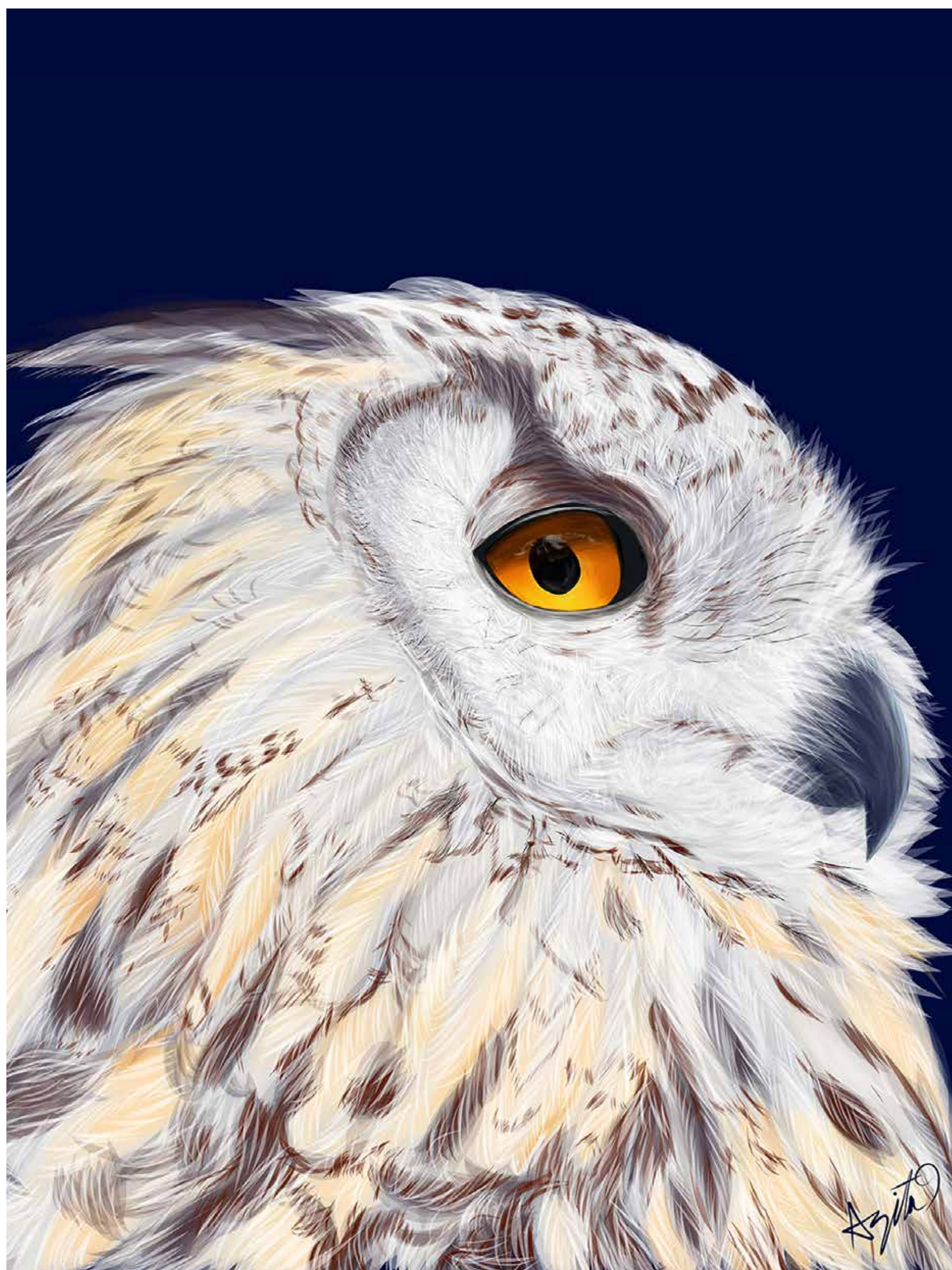
- **The Artistic Edge:**

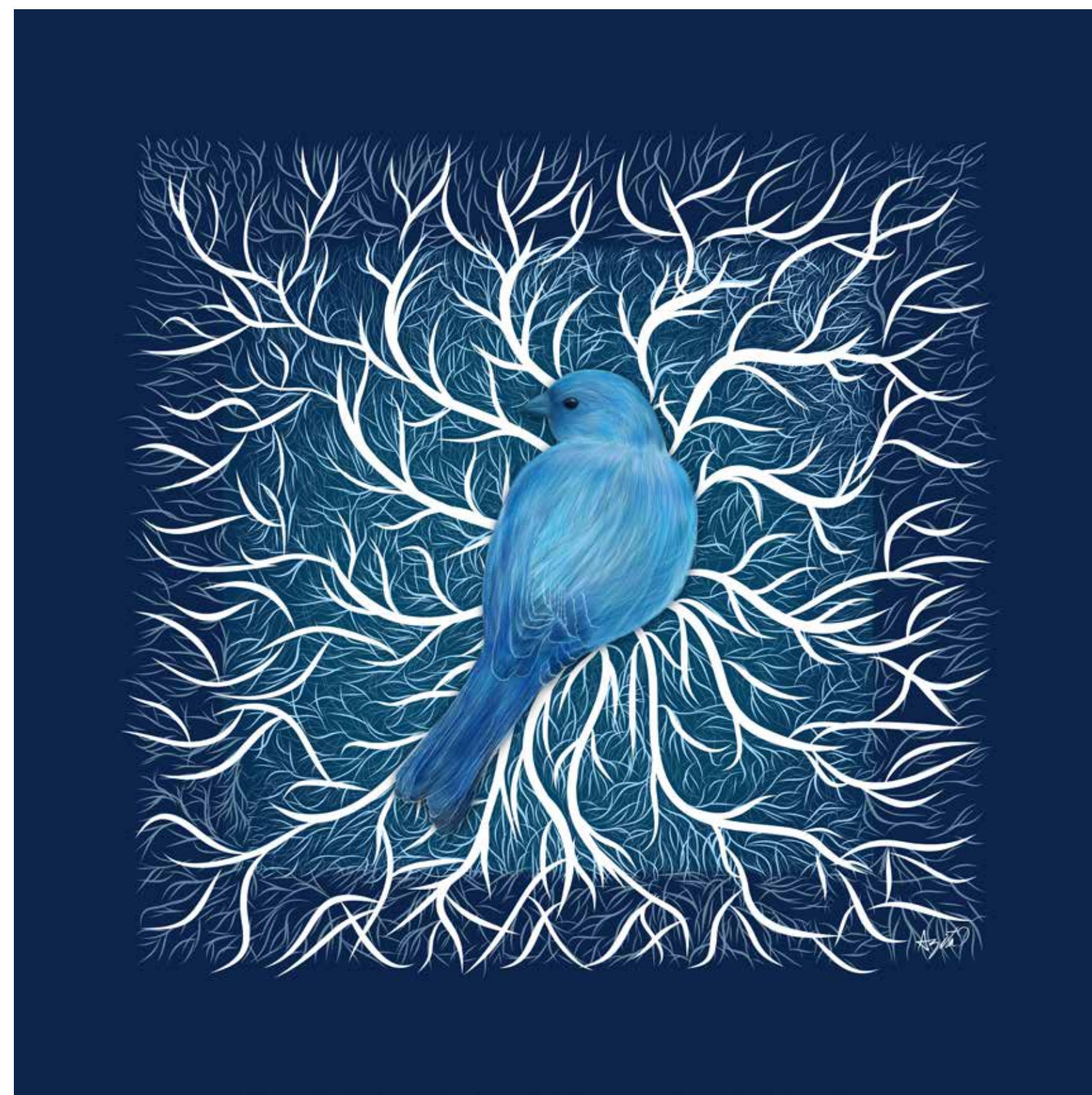
My work as a designer is deeply rooted in my practice as a painter and illustrator. Working with physical canvas, brushes, as well as digital paint directly shapes how I look at light, layout, and texture.

- **The Hand-Drawn Advantage:**

Because I paint and sketch my own artwork, I bring a completely custom, hand-crafted aesthetic to packaging and brand systems right from the start.







Thank You

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