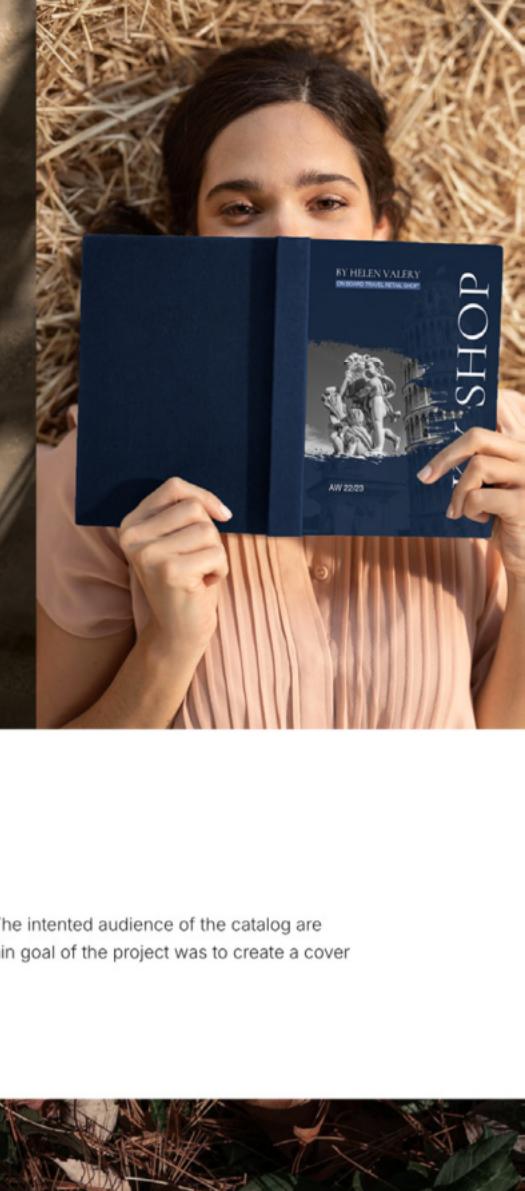
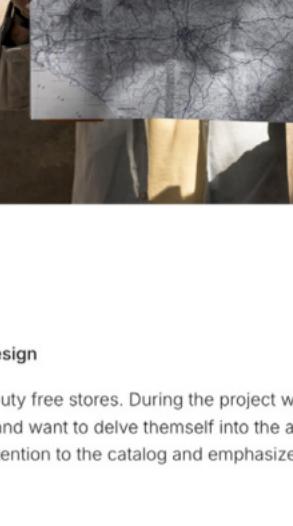


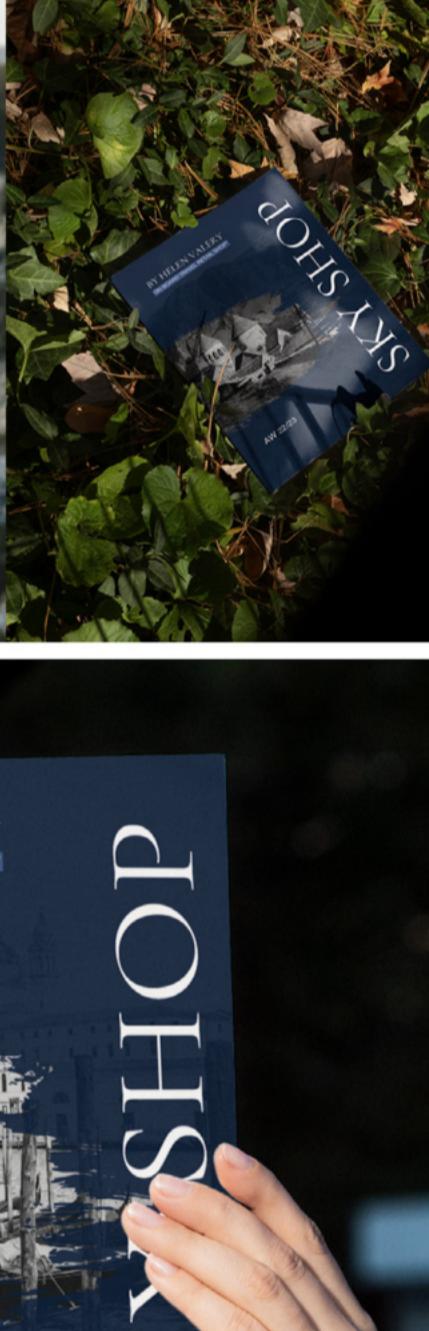
SKY SHOP



Year: 2022

Service: brochure cover design

Helen Valery is a brand of duty free stores. During the project we've developed a cover for the brand catalog. The intended audience of the catalog are people who love travelling and want to delve themselves into the atmosphere of adventure and discovery. The main goal of the project was to create a cover design that would attract attention to the catalog and emphasize the luxury and sophistication of the brand.



The design concept is based on the idea of creating a "postcard" style cover with landmarks photos to highlight the travel theme. The color scheme includes shades of blue, which are associated with nature and correspond to the brand's corporate identity. For the titles we used an elegant serif typeface. Also, the design uses minimalist white and silver accents to add luxury and sophistication.



Created in 2022

Project development period: 1 month

Project team:

Personal Account Manager of the project, Art Director, Brand Designer

Technology:

Design thinking, Methodology, Coloristics

Branding

Catalog Design

Project support:

Project road map creation, disk space, creating a work chat, storing files, organizing online conferences with meeting minutes

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