



Panier Cadeau Catalog

By Sanjida Orpi

Design Brief / Background

I was inspired to design a catalog for this business because I love the sleek brand image and neutral color palette. Panier Cadeau is a basket business that aims to provide sustainable and eco-friendly, luxury gift baskets. As a small business, there wasn't a lot to work with without collaborating with the owner, learning about her products, and working with her to take pictures of baskets that would be suitable choices for this magazine (considering factors such as number of items per basket and if she had the products on-hand), there were many considerations that affected my choice. I ended up choosing 4 gift baskets but I would love to work with her to make a full product catalog of her 2023 baskets as a showcase for business fairs.

Panier Cadeau Image *For Reference*

A Long Island business association made a digital catalog including Panier Cadeau



(All of their advertising is done through Instagram)

(Page 66).

Link:

<https://player.flipsnack.com/?hash=NUE4QOZDREQ3NUUrdjd0M2J3c24zMA%3D%3D&t=1682968937&p=1&fbclid=PAAabFtJtZmNQzmbiwrdB167RoSG3NxAG4OedmdB0oq3wSaMz5rCa8lGead40>

Research

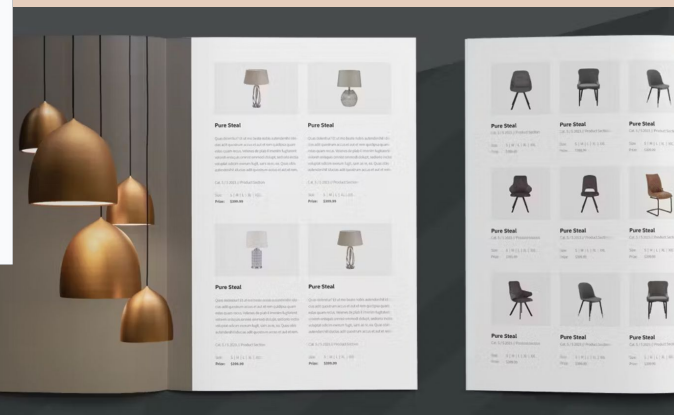
- The difference between a catalog and a magazine is that a catalog is designed to highlight product or service offerings and a magazine is more so for editorial purposes containing lengthy articles.
- Things like product photography and printing quality are more important (than text and description).
- Catalog shopping offers consumers a more memorable way to view and highlight products. They are able to physically hold product ideas in their hands.
- Studies show that catalogs which include content to express a brand personality have the potential to drive increased sales. Including stories around how the product is used or was created is beneficial.

Inspiration & References

Neutral Color Palette



Transparent Background (Products)



Place Product

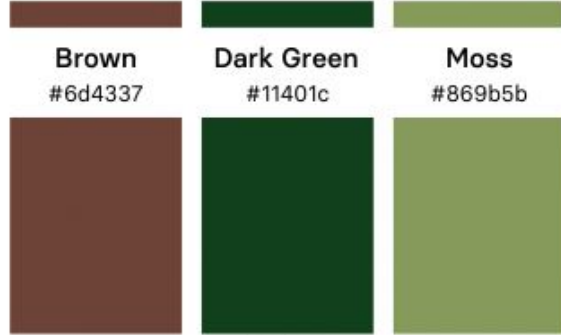
Descriptions Below Product



Color Palette



Moody Nature

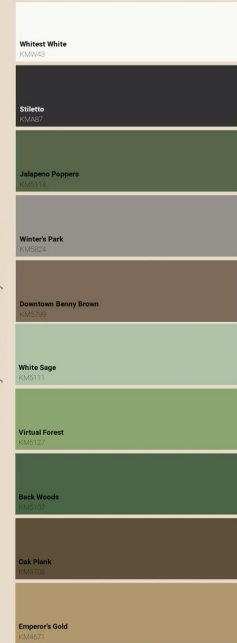


LOVEKNOW

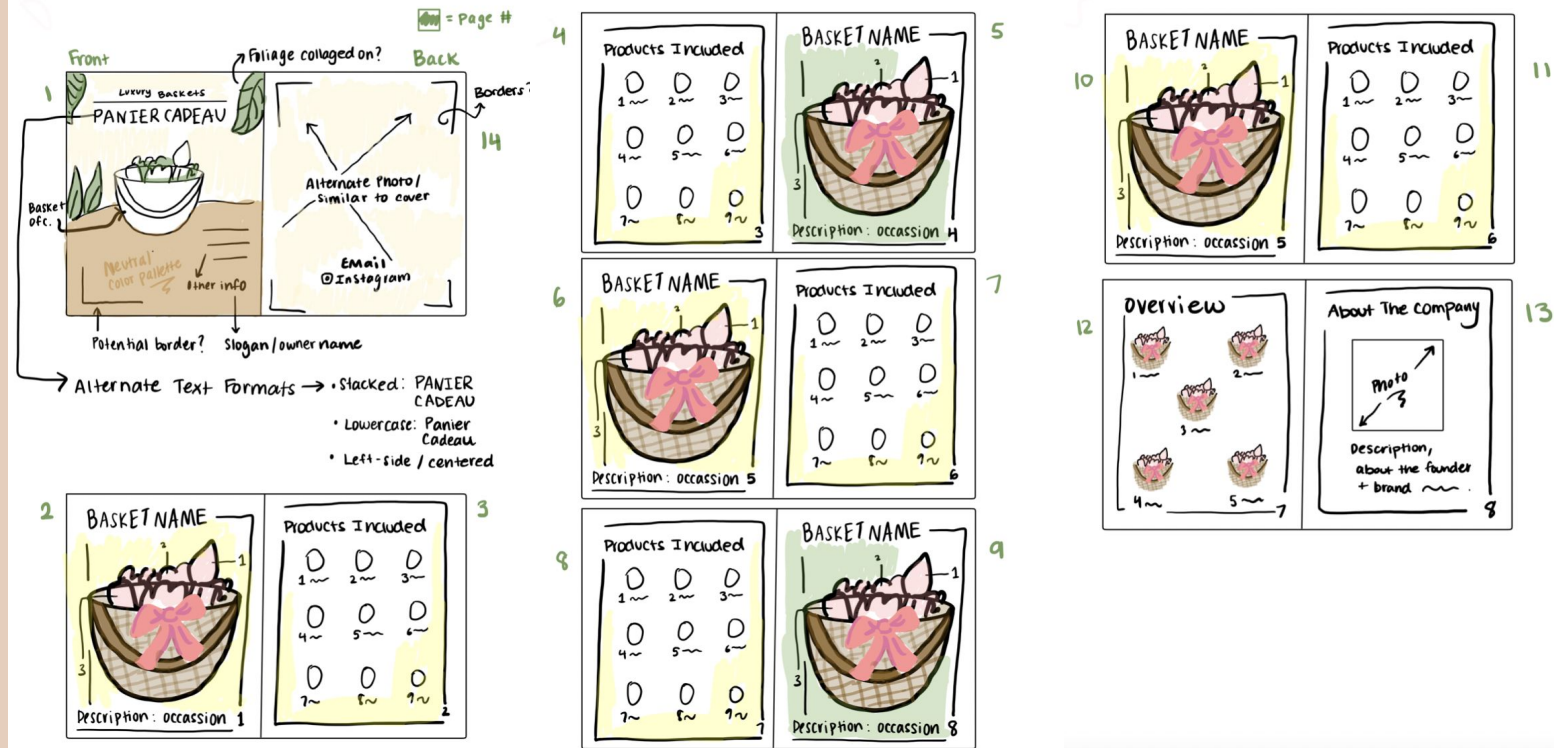


Rustic Natural

Pt. Kelly-Moore Paints myColorStudio



Sketch / Mockup



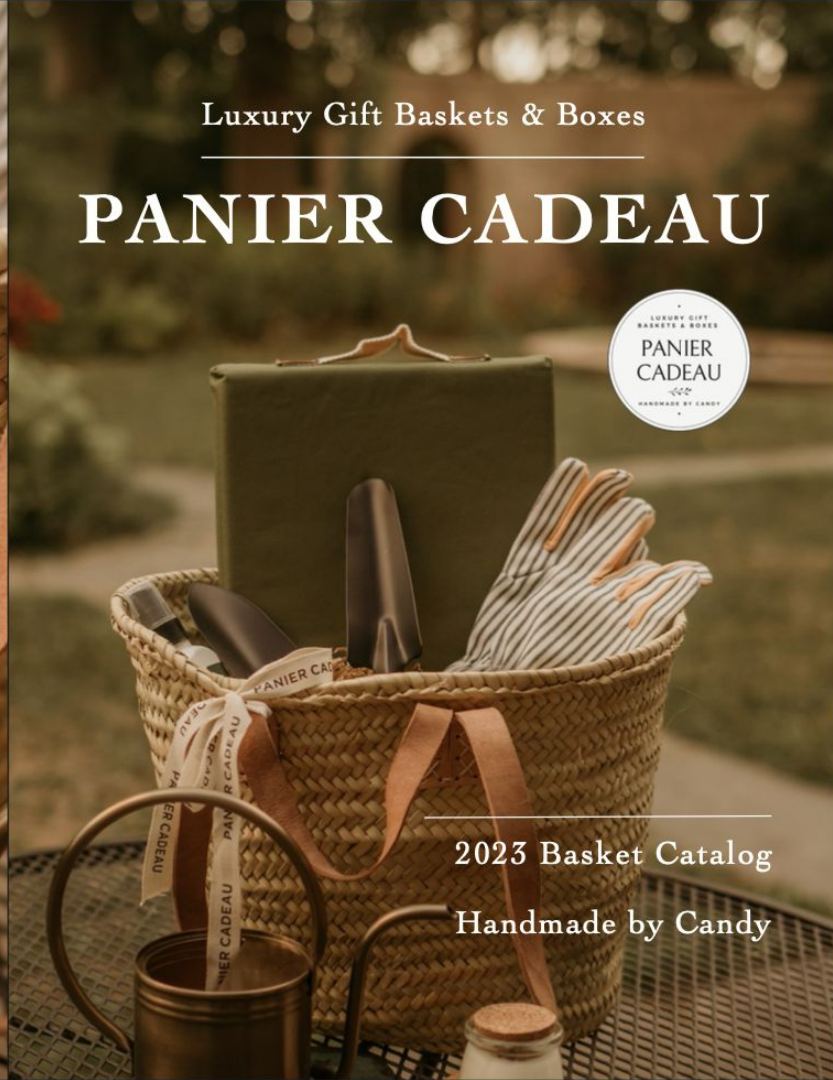


Email us @unpaniercadeau.com

@paniercadeau

Luxury Gift Baskets & Boxes

PANIER CADEAU



2023 Basket Catalog

Handmade by Candy

About Us



Panier Cadeau is a New York based business founded by Andrea Sarjoo, also known as Candy. Our mission is to provide sustainable gifting options that don't compromise on quality or style. Our customizable gift boxes are designed to make a lasting impression, while minimizing our impact on the planet. From handpicked artisanal goods to eco-friendly packaging, every detail is carefully curated to ensure a memorable and sustainable gifting experience. Join us in creating a better future, one gift at a time.

Contents



Our specialty baskets cater to
a variety of occasions.

1 Tea Time

For a relaxing day at home.

2 Pretty In Pink

To share with someone you love.

3 Sunshine Lady

To brighten up someone's day.

4 Breakfast In Bed

For those Sunday mornings.

Tea Time



Tea Time is a basket is perfect for someone who loves tea and sweets. Great for a peaceful morning or day spent at home.



Mast Tea Chocolate
Organic + Kosher



Jocene & Co.
Apricot Jam Petites
Mini butter cookies with
rich jam



Thistle & Sprig
American Breakfast
Black Tea Ceylon &
Himalayan blend



Ceramic Coffee +
Tea Mug



Dardiman's California
Crispy Blood Orange
Slices



Cream color linen cloth
with red embroidery

Pretty in Pink is excellent for a picnic or evening shared with friends and loved ones.



Joceelyn & Co.
Raspberry Jam
Petites Mini butter
cookies with rich jam



Joeleyn & Co.
Sharp Cheddar Cheese
Creamy Pasterized
Cheese Spread



Jocelyn & Co.
Olive Oil Sea Salt
Crackers



**Stainless Steel Golden
Butter Knife For Spreads
& Jams**



Mast Raspberry Chocolate
Organic & Kosher



Chateau D'Esclans
Whispering Angel Rose

Pretty In Pink



Sunshine Lady



Complemented with bright yellow flowers and snacks, Sunshine Lady will brighten someone's day.



Lolipop
Ginger Lemon Sparkling
Tonic (x2)



Jocene & Co.
Olive Oil Sea Salt Crackers



Jocene & Co.
Apricot Jam Petites
Mini Butter Cookies with
Rich Jam



Jocene & Co.
Sharp Cheddar Cheese
Creamy Pasterized Cheese
Spread

Breakfast in Bed is for those lazy mornings. Start your day strong with citrusy sweets, coffee, or a mouthful of pancakes.



Blood Orange Coffee
Mug & Golden Spoon



Jocene & Co.
Pour Over Coffee
Columbian Medium
Roast Set of 2



Theo Organic Orange
Chocolate Bar
70% Dark Chocolate



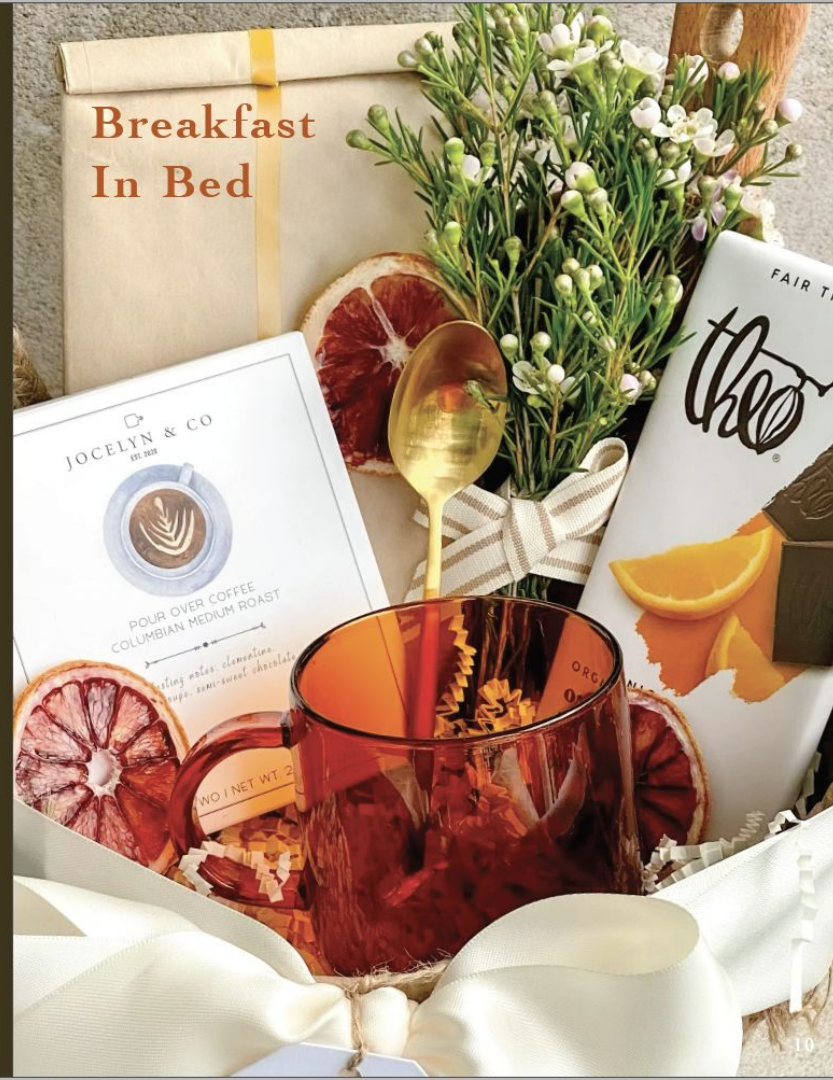
Woodlife Ranch
Maple Buttermilk
Pancake & Waffle Mix



Republic of Vermont
Organic Maple Syrup

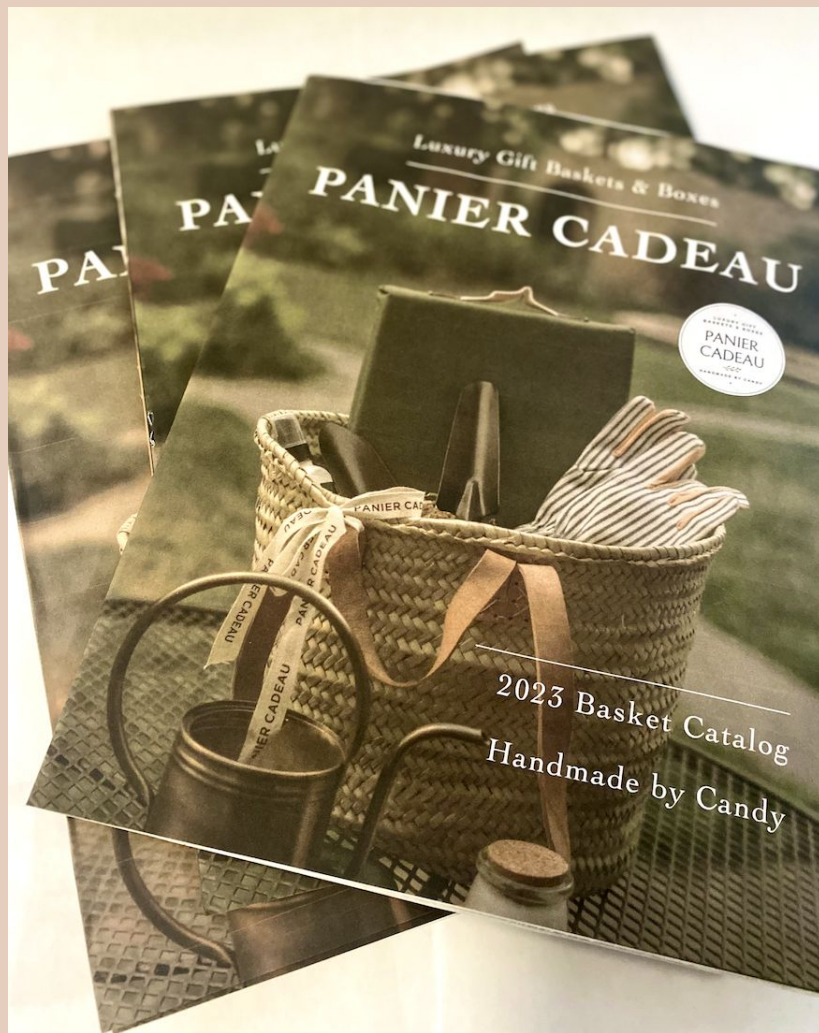


Natural Wood
Charcuterie Board



Printing Process...(madness)





Finally...