HOME WORK SERVICES ABOUT	PORTFOLIO
PROJECT OVERVIEW Our challenge was to design and develop an environmentally conscious brand, creating a product that is either reusable or recyclable. Additionally, we formulated a strategic marketing plan for a dual launch online and in Vancouver, demanding a blend of innovative design and eco-friendly	Candles on boxes image
	CHALLENGE + SOLUTION The Alaia package design project presented the challenge of creating an eco-friendly and eye-catching solution distinct from current products in the market. This involved using innovative materials for visual appeal while ensuring environmental sustainability. Simultaneously, crafting an effective marketing plan for the launch of the product added complexity. Despite these challenges, meticulous ideation resulted in a unique, eco-friendly design. The marketing plan highlighted distinctive features, generating anticipation and successfully addressing design and promotional aspects.
THE DESIGN PROCESS No. 01 Define the Purpose and Goals No. 02 Research and Analysis No. 03 Conceptualization No. 04 Brand Integration No. 05 Prototyping No. 06 Marketing Plan No. 07 Launch and Promote	100% SUSTAINABLE SEED PAPER NEW LIFE
Flat lay of packaging	Alaïa is committed to delivering top-quality, 100% sustainable soy candles that double as reusable planters. Our mission revolves around promoting sustainability by educating consumers about the benefits of choosing longlasting and renewable products. We aspire to shift away from the prevailing single-use culture, encouraging a more sustainable and mindful approach to consumption.
	Set of three candle images connected next to each other - NO LINES
MARKETING In embracing a marketing style centered around experiential engagement, Alaïa seeks to underscore the essence of sustainability and mark the launch of its eco-friendly soy candles. The focal point is an exclusive "Candle Making" event to be held at the Nordstrom pop-up location in Downtown Vancouver, offering influencers the opportunity to personalize their candle scents. This event not only serves as an educational platform for both the product and the brand but also embodies Alaïa's commitment to providing unique and memorable experiences for its customers. For an in-depth exploration of Alaïa's comprehensive research and detailed marketing plan analysis: link goes here	
Website	WEBSITE Alongside, the product launch, Alaïa required the development of a website that effectively conveyed the brand's message and aesthetic. This online platform serves as an accessible hub for consumers to explore the ethos behind Alaïa's sustainable soy candles, offering easy access to the product. Launched concurrently with the product, the website not only enhances user experience but also serves as a strategic tool to expand outreach, building a digital presence that resonates with Alaïa's values and design aesthetics. Alaïa's website communicates the brand's message and aesthetic, and also promotes the new store location. This seamless connection between the online platform and physical store enhances the overall omni-channel experience. Through enticing visuals and product details, the website serves as a gateway, encouraging customers to transition effortlessly from the digital space to an immersive in-store encounter.
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