

IVEE PROMENADE PREMIUM CHOCOLATE: the art of being a hedonist.

We created the package design for not only premium bean-to-bar chocolate, but for the dream of an entire family. Two generations dreamed of creating a chocolate factory that would produce the highest grade chocolate, a pleasure to taste, see, touch and experience. That's why the brand identity was the starting point for the packaging. While the brand was filling these concepts with chocolate in four flavor lines, our creative agency was working on the packaging, logo, fonts so as to embody the feeling of a 100% organic realized dream.

Getting to know the brand: its sweet challenges and expectations.

We were very excited to meet a family who had dreamed of their chocolate factory since childhood. The parents' passion was passed on to their daughter and became her profession. This is how the brand of premium bean-to-bar chocolate segment and chocolate products were born: "We, each member of our family, wish for everyone to experience true pleasure while tasting our delicious chocolate. We would like to get our customers acquainted with the authentic chocolate, show them its diversity, teach them to understand it and appreciate its unique, beautiful nuances".

The client had clear parameters for the unique features of the chocolate, they asked us to create a design that would appeal to the **emotional drivers of purchase**: enjoyment of the flavor, sensuality awakening through the diversity of flavors and an opportunity of refining senses and sensory perception.

Of course, the brand also had a **business perspective for the product**: distinguishing from other bean-to-bar brands through unique positioning and storytelling. Prioritizing online-sales, dominating the digital space, and becoming the top choice globally rather than just a local brand. Striving to surpass all other bean-to-bar brands and progressively prove superiority over time by influencing the taste, sight and touch of the product. Therefore, the packaging had to be very "instagrammable", exquisite, premium yet natural and beyond any doubt memorable.

Therefore, we realized that our goal would be more than that: to work out the brand platform, highlight the area of influence, give it a true manifesto and visually recognizable style (from the logo to the fonts and all final touches). And only then develop a line of packages that would match all the brand features.

The stages of beautiful promenade: from brand platform to package design.

The packaging development work was done in several phases, ensuring a meticulous team approach to research, analyzing the need and coming up with a creative solution that the customer was very pleased with. After an in-depth research of what the brand offers and the audience expects, after all the leading «players» analyses and gathering all the necessary information, we defined the brand-communication territory: vitality and enjoyment.

Vitality because this category is associated with a thirst for discovery, surprises and vivid impressions. Independent, not tolerating life in the comfort zone and constantly going further and further beyond it. Our audience chooses brands that inspire, challenge and provide unforgettable experiences, making the world even more interesting for them.

Enjoyment because this category is about hedonism, spontaneity, pleasure and living in the moment. People choose brands that make them feel good, that make pleasure easy, fast and vivid. So together with the brand, we wanted to provide everyone with the ultimate chocolate experience and created an overall brand-core concept of **Ivee Promenade as a true gallery of chocolate art**.

Please welcome our MANIFESTO

Just as pieces of art are created with a variety of materials and techniques, Ivey Promenade creates its masterpieces based on the purest ingredients. Instead of paints and brushes, we use notes of berries and fruits to create the unique flavors of our chocolate creations.

Various methods and approaches used in art allow us to create completely different chocolate masterpieces. You can consciously study the art of chocolate and immerse in it, or you can try it once and fall in love forever.

Everyone finds something of their own in our works of chocolate art and dives as deep as they are ready. Let us guide this incredible promenade for true enjoyment and hedonism.

Please welcome the Design

Which style of art best reflects the idea of celebration, enjoyment, and hedonism?

Art Nouveau became the new chic in art, recognizing the superiority of quality handmade products over factory-made ones. Flowing lines, natural patterns, refined textures, muted pastel colors and shades of green, brown, chocolate and gold. As well as special typography -- stylish noble luxury for hedonists, aiming to bring sensuality and beauty to all aspects of people's lives

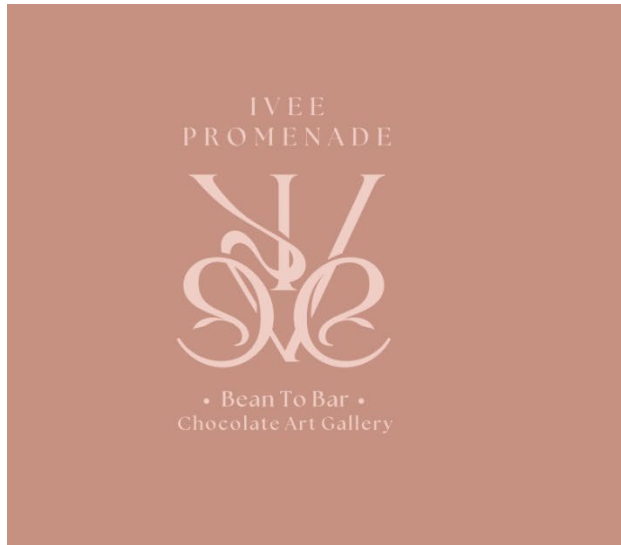
The LOGO

The lettering is unique, thoughtfully designed and hand-drawn specifically for the brand, taking into account all the nuances and peculiarities of the concept and style. It perfectly carries Art Nouveau style, representing it with all its curves, lines, graceful fluidity, decoration: subtle, modern, speaking of this magnificent era.



Monogram

A font composition made up of logo letters, which can be used as a pattern, decorative element and special monogram of our family business.



more refined monogram print is a kind of brand emblem



And then came the story of the packaging

All three parts of our packaging + chocolate shape and design are a kind of art triptych: three gallery works. All three parts are united by a single pattern reminiscent of an art nouveau stained glass «rose» and decorative elements around it, which start blossoming as the package is opened and are fully in bloom in the texture of the chocolate itself. We play up the monogram circle, seamlessly weaving it into the design of all parts of the packaging. We take a real promenade through the parts of the package, like a park that blossoms before our eyes.

Techniques and features

So, the hedonistic box consists of three components made in four colors and variants (according to the number of flavors):

- The core of the package is a base in the form of a gold-colored frame. The embossing pattern on the "lid" of this part of the package duplicates the embossing on the product;
- The second part of the package is made in the form of a unique (custom-made die-cut) and also serves as a postcard-message from the brand. This part differs in color depending on the type, flavor and origin of the chocolate inside;
- The outer packaging opens in the form of a presentation book, where information about the product is presented. This part is designed as a world map with a golden compass indicating the origin of the ingredients.

For us, as we are true workaholics, but always hedonists -- it was a defiant, incredible and enjoyable promenade! We wanted art - we got art!

PS: flavored with the finest, natural and magnificent chocolate! ;)