

CASE STUDY

Perfect Collection

Clarity on shelf. A cookware identity built to stand out by standing still.

Where this started.

Perfect Collection entered a cookware category that had become visually illiterate — every product on the Saudi and GCC shelf was competing with gradients, drop shadows, and superlatives. The brief was deceptively simple: build a brand that feels premium without the noise.

The real problem was shelf economics. Perfect Collection had no existing brand equity — no awareness, no heritage, no ambassador. The packaging had to do everything: product identification, brand positioning, appetite appeal, and trust signal, all within the constraint of a single label. Clarity on shelf was not an aesthetic preference. It was the only strategy available.

SPEC

Client — Perfect Collection

Role — Art Direction · Packaging System · Visual Identity

Year — 2025

Industry — Cookware · FMCG

Scope — Brand identity, packaging system, product photography direction

Tools — Illustrator · Photoshop · InDesign · Blender

What this had to hold.

01 Arabic and English dual-language labels where neither script compromised the information hierarchy.

02 A SKU range spanning 12+ items — the system had to stay coherent without becoming monotonous.

03 Shelf legibility at 3 metres and product detail readable at arm's reach — simultaneously.

04 Retail margin pressure: packaging that communicates premium quality at mid-market production cost.

05 Product photography integration — the label had to carry the hero image without the image dominating the brand.

Cookware brands sell product features.

The right brand sells the cook.

The system that held it.

IDENTITY

The name as the mark.

A logotype built on confident geometric strokes — nothing decorative, nothing soft. Set without irony. The word does the work.

TYPOGRAPHY

Bold weight, one hierarchy.

Bold for brand and product names. Regular for volume and specifications. No script, no decorative face — this is a kitchen brand, not a confection.

COLOUR

White anchor. One accent per line.

Matte white as the constant. The accent colour changes per product line but the white field stays fixed — uniformity that lets the product be the hero.

PHOTOGRAPHY

3D as photography stand-in.

Blender rendering replaced commissioned photography — giving the packaging photographic depth at illustration production cost.

LABEL HIERARCHY

Three tiers. Never reversed.

Brand name first, product name second, volume and spec third. A rule that prevented every shortcut that would have buried the brand.

How it showed up.

01 · Full line — shelf shot

The full product line — proof that the system holds across 12+ SKUs without losing coherence.

02 · standard

Pack front and product study — the label in retail context, side by side with the product it represents.

Packaging design fails when it tries to do everything. This one decided to do three things: name, category, trust. In that order.

03 · Logotype — large format

The logotype at full scale — the mark with room to breathe outside the label context.

04 · Label detail — bilingual

Label detail at scale — Arabic and English hierarchy under pressure at the smallest label dimension.

Where it lived.

12+ SKUs

3 Product lines

2 Scripts in parity

1 Shelf system

- Full shelf — retail layout
- Hero SKU — studio
- Product study — label detail

08 - OUTCOME

What held.

- A shelf-ready system across 12+ SKUs without visual entropy.
- Arabic and English parity achieved within a single label constraint.
- The brand registered as premium without luxury-tier production cost.

CREDITS

Art Direction — Yazan Urabi

Year — 2025