

DESIGN EXHIBITION 2022

MAKIN BANGUN  
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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# RUHE BY RUHIGER ORT

## ESSENTIAL OIL

Design Advisor : MISS SYAHRINI SHAWALLUDIN  
: DR. NEESA AMEERA MOHAMED SALIM

Ruhe is one of the scented candle products that are available in the market under Ruhiger Ort Enterprise. The meaning of 'Ruhe' comes from a Germanic word that reflects this product image which is quiet and peaceful. The tagline of this product is 'Relax, Cozy, Fresh' this product offers this kind of soothing feeling to their customer. Ruhe's unique selling proposition the product is purely made from 100% natural soy wax as its product base. The real reason behind this product selection is the scented candle is used as one of the luxury home décor items. With Ruhe, they offer a premium product with a low price to all their beloved customers so that everyone with any background can enjoy this soothing feeling. What is special about this product is, the container is environmentally friendly as its users can recycle it after the candle is used up. Instead of using glass like other products, they use tin material as their container. They decided to choose this material because tin is more durable, and the worst-case scenario is it will be deformed. Even though the container becomes deformed, their customer could still fix it and return it into an original shape. Talking about this product background, the owner decided to start producing Ruhe scented candles because he realizes that as humans, sometimes it just want to take some time off and relax after a great long day. Most of us would feel mentally and physically exhausted when we go home. It is so important for us to take a break from this everyday routine and have our own space. This has become the real solid reason why he established and develop this product line of a scented candle. He wants to share the positive energy and good vibes with all our beloved customers with this product. When redesigning this product, to make it look premium, we have chosen a clean and minimalist design to portray this product image. The combination of white and a few main colors is yellow for vanilla, purple for lavender, green for gardenia and the last one is red for rose. Typography as the main design attraction used a calligraphy style. What makes this product more unique is the tin container, the original marble texture remains but the difference is it is in a low opacity to keep our clean white look as the main identity. Overall, this minimalist concept does compliment and does portray this product as classy and premium even though the price is not that high compared to other brands. Most of the scented candles sell here are from the international companies that are available in Malaysia. The competition for small local businesses like Ruhiger Ort Enterprise is quite challenging and up until now, the market is still great. Other than women and teenagers, interesting and unique features like what Ruhe offers do attract another group of people which is home décor lovers that include a wide range of age and the other gander which is men. In a conclusion, it is believed that the new looks, can attract more people to try this product as it does fit in many aesthetics like what most of us value nowadays. The simple packaging yet interesting and eye cache does attract a lot of attention. It is a hope that this project can make good progress in the future and it maybe came to life soon.



**NOR  
SHAZANA**  
SHAFIEE  
2019647606

**Relax. Cozy. Fresh.**

A very fragrant flower. During an evening stroll through a gardenia-filled garden, we will get a spicy, zesty scent with green undertones. Its also gives off a creaminess reminiscent of coconut and even a fuzzy peach skin.

visit us now on  
<https://ruhigerart.myshoppegram.com/>

**Relax. Cozy. Fresh.**

Rose fragrance can be mysterious, evocative, romantic and even surprising. The smell of roses is thought to be relaxing and restorative because the smell encourage us to breath deeply and also slowly.

visit us now on  
<https://ruhigerart.myshoppegram.com/>

**Relax. Cozy. Fresh.**

The fragrance of vanilla has a creamy, warm, comforting yet also slightly exotic scent. Scientific research has also shown that vanilla fragrance is actually a calming and universally pleasant smell.

visit us now on  
<https://ruhigerart.myshoppegram.com/>

**Relax. Cozy. Fresh.**

Its distinctive scent is light and fresh, floral but not heavy. Known as strong, charismatic and intensely botanical. Underlying its floral sweetness are green and spicy notes combine to give a woody and herbal quality.

visit us now on  
<https://ruhigerart.myshoppegram.com/>





# GRAPHIC DESIGN & MEDIA DIGITAL

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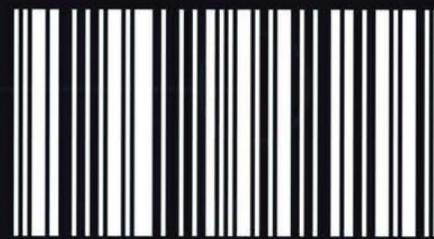
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