

DESIGN EXHIBITION 2022

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MELAKSANA

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**UMMI  
NADZIRAH**  
CHE SAAD  
2019283978

## **SWEET BERRYZ PRODUCT**

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

Sweet Berryz is a perfume based on berries. The name of the product clearly describes the sweetness of berries. Three types of berries have been chosen as a scent like Freshy Berry for Strawberry scent, Relaxy Berry for Blueberry scent, and Happy Berry for Raspberry scent. All these scents have their uniqueness. It focuses on the freshness of the fruit scent according to the tagline "Fresh Scent Delightful Elegant". The meaning of the tagline is to make you feel fresh and confident through the scent when wearing the perfume. Sweet Berryz provides a reasonable price but a high-quality ingredient to persuade the customer in buying the perfume. The target audience is generally focusing on women, especially teenagers. It could give a chance for students to afford a high-quality perfume. Strawberry scent gives you that favorable, fruity, and sweet strawberry scent. It was a calming sweet strawberry scented fragrance that can use as a daily perfume. The blueberry scent has a high amount of fiber and vitamin C. Thus, it smells fresh, fruity, and very exotic for any category of woman. Bright, fresh, tangy citrus is the dominant sensation of their version of raspberry. It gives a fruity-floral scent. Established in December 2020, Fynarz Perfume Hq had created the fragrance with an inspired scent. Shafinas Omar was a founder of Fynarz Perfume Hq had provided long-lasting perfume at a low price. Sweet Berryz can be purchased on social media such as Facebook, Instagram, and, Whatsapp. The fragrance market nowadays is very competitive with other large companies that have well-established images and brands. Therefore, innovative scented perfume ideation will be attractive to the customer as a product. The different concepts of perfume can encourage more people to try and buy. Sweet Berryz is an innovation of delightful fruit flavor into scents that are sweet and fresh. The design of the product is using minimalist and modern concepts. It made as best as possible to look fresh and attract the customer. The main element of Sweet Berryz is a circle shape to portray the berries fruit. The perfume bottle is also in a circle shape to maintain the consistency of the design product. It also highlights the name of the perfume 'Sweet Berryz'. The choice of the color white in the packaging design is to make the product look stand out. Apart from that, the element of strawberry, blueberry, and raspberry have been placed on each item. It is to represent the originality of scents for the perfume. In portraying the elegant concept and the fruit with leaves on the top of the packaging as the element, purposely to emphasize the products is contain natural ingredients.



**NEW**

**Sweet Berryz**  
The Berries Scented Perfume

*Fresh Scent  
Delightful Elegant*




**FRESHY BERRY**  
A strawberry fragrance, that is sweet and tart-scent, makes you feel as if you are strolling through a field of fresh strawberry

[www.sweetberryz.com](http://www.sweetberryz.com)

**NEW**

**Sweet Berryz**  
The Berries Scented Perfume

*Fresh Scent  
Delightful Elegant*



**RELAXY BERRY**  
A blueberry fragrance that is relatively fresh, fruity and rosy makes you feel as if you are strolling through a field of fresh blueberry

[www.sweetberryz.com](http://www.sweetberryz.com)

**NEW**

**Sweet Berryz**  
The Berries Scented Perfume

*Fresh Scent  
Delightful Elegant*



**HAPPY BERRY**  
A raspberry fragrance that is tangy, sweet and sophisticate makes you feel as if you are strolling through a field of fresh raspberry

[www.sweetberryz.com](http://www.sweetberryz.com)



**FRESHY BERRY**



**RELAXY BERRY**



**HAPPY BERRY**



# GRAPHIC DESIGN & MEDIA DIGITAL

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**MINDAREKA  
HYBRID**

College of Creative Arts, UTM Kedah Branch

**TOSHIBA**



**JKKN**  
JABATAN KEBUDAYAAN  
& KESENIAN NEGARA



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MARA

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