



nefer

Project Title:

NEFER PERFUME

Main materials:

3D-printed technopolymeric resin.

3D-printed Gold Blasted Titanium.

Size of product (in cm):

Box Dimensions: Max-Height: 12 Cm, Max-Width: 9 Cm, Max-Length: 19 Cm

Bottle Dimensions: Max-Height: 16 Cm, Max-Width: 6 Cm, Max-Length: 6 Cm

Project Description:

"nefer" is when art, technology, and design are combined to create a luxurious and sophisticated product, Package, and a brand. The inner core containing the fragrance as the body contains the soul. The exact translation of the ancient Egyptian word "nefer" in English is "Beautiful on the inside and the outside".

Mythology

The fragrance was of a great importance in ancient Egypt. In fact, Egyptian mythology even notes the god "Nefertem" as being the lord of perfume. He is often depicted carrying water lilies, which were a common ingredient in making ancient Egyptian perfume.

It's said that great Egyptian leaders like Queen Cleopatra and Queen Hatshepsut used fragrances to scent their bodies, quarters, baths, and even took perfume with them to the grave.

Nefer

"nefer" is a word in the Ancient Egyptian language that was used to symbolize beauty and goodness. The exact translation of the word in English is "Beautiful on the inside and the outside".

Task

The task was to create a luxurious and sophisticated product, package, and brand. starting from picking a name and to manufacturing. The volumetry of this exclusive fragrance is 90 ML / 3 FL. OZ.

The goal was to create a very Iconic and identifiable packaging. The box is almost a sculpture with its curved edges in a very elegant appeal with the gold metal typography.

The bottle design is derived from the curved lines of the female figure; A cumulative product of the skeletal structure and the quantity and distribution of muscle and fat on the body as they are typically narrower at the waist than at the bust and hips.

Manufacturing

3D-printed gold titanium perfume bottles. When art, technology, and design are combined to create this luxurious piece of organic lines that embrace the inner core containing the fragrance as the body contains the soul.

nefer = Beautiful on the inside and the outside.

Project cost:

The cost estimation for the product has two scenarios.

The first one represents the economical version and the second one represents the advanced version.

The economical version:

3D Technopolymeric Resin.

Carbon Digital Light Synthesis™ is a breakthrough technology that uses digital light projection, oxygen permeable optics, and programmable liquid resins to produce parts with exceptional mechanical properties, resolution, and surface finish.

200 - 400 USD

The advanced version:

3D Printed Metal.

This technology combines the design flexibility of 3D Printing with the mechanical properties of metal, used for lightweight structures and tooling inserts.

3000 - 5000 USD

Customer Profile:• Gender:

Pour Femme - Eau de Parfum

• Age bracket:

At least 15 years old

• Financial status:

Middle class/upper class

• Education status:

Above average

Nefer

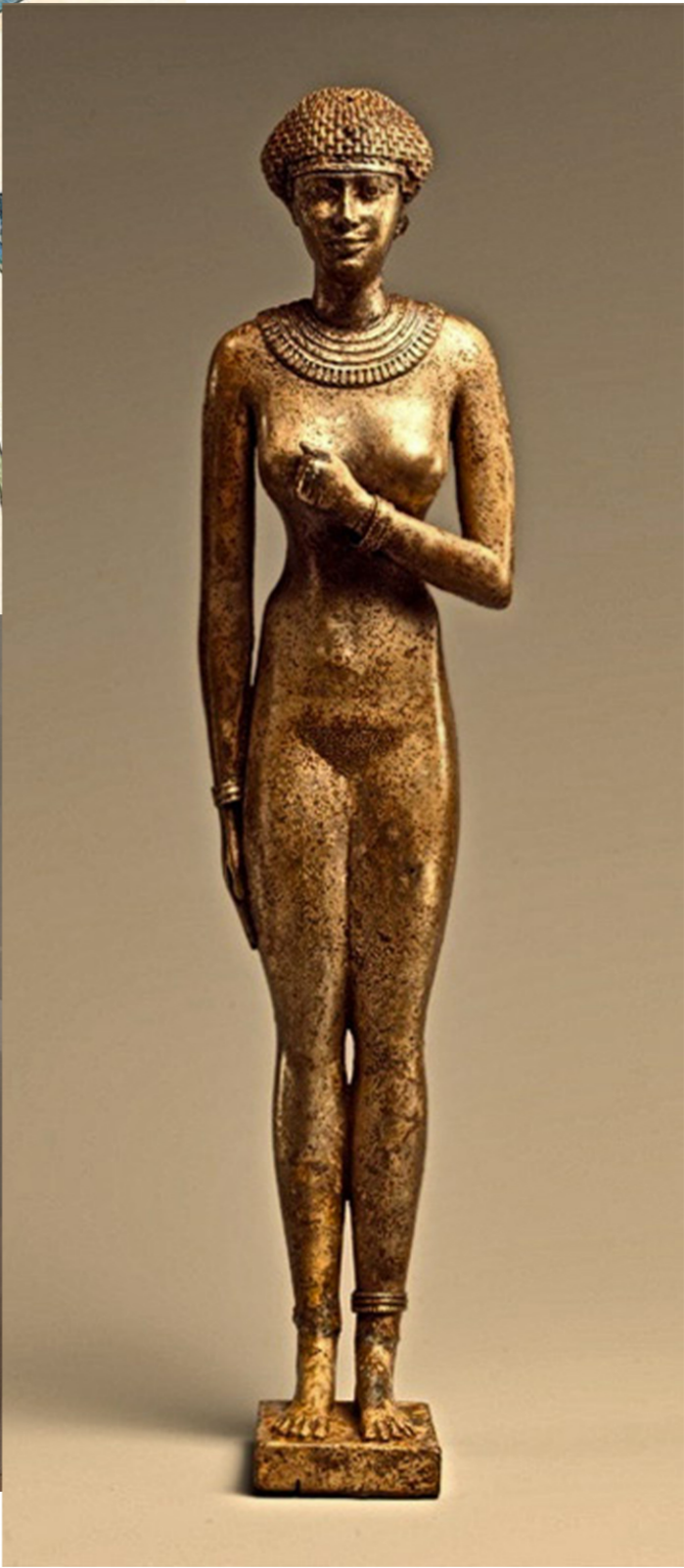
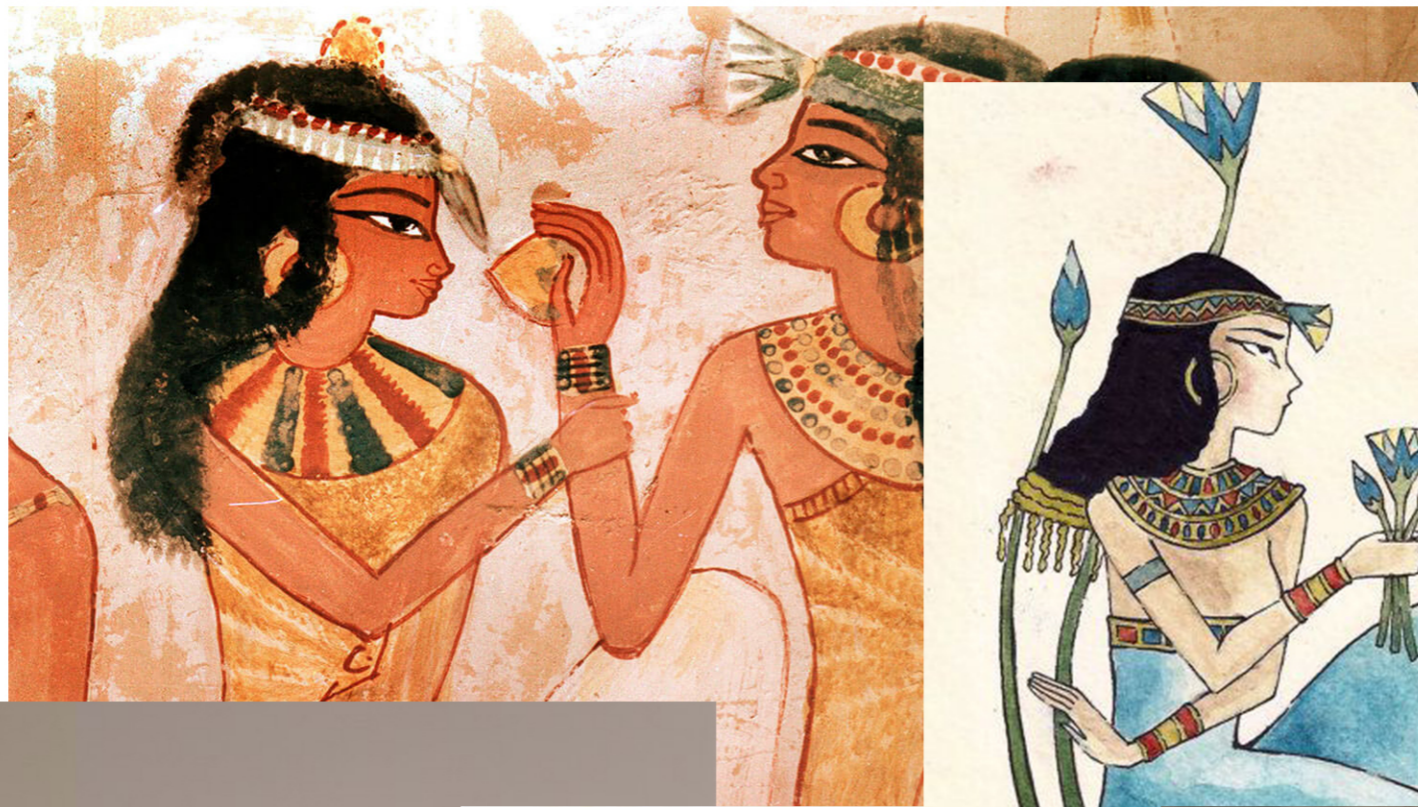
Milan, Italy
2021

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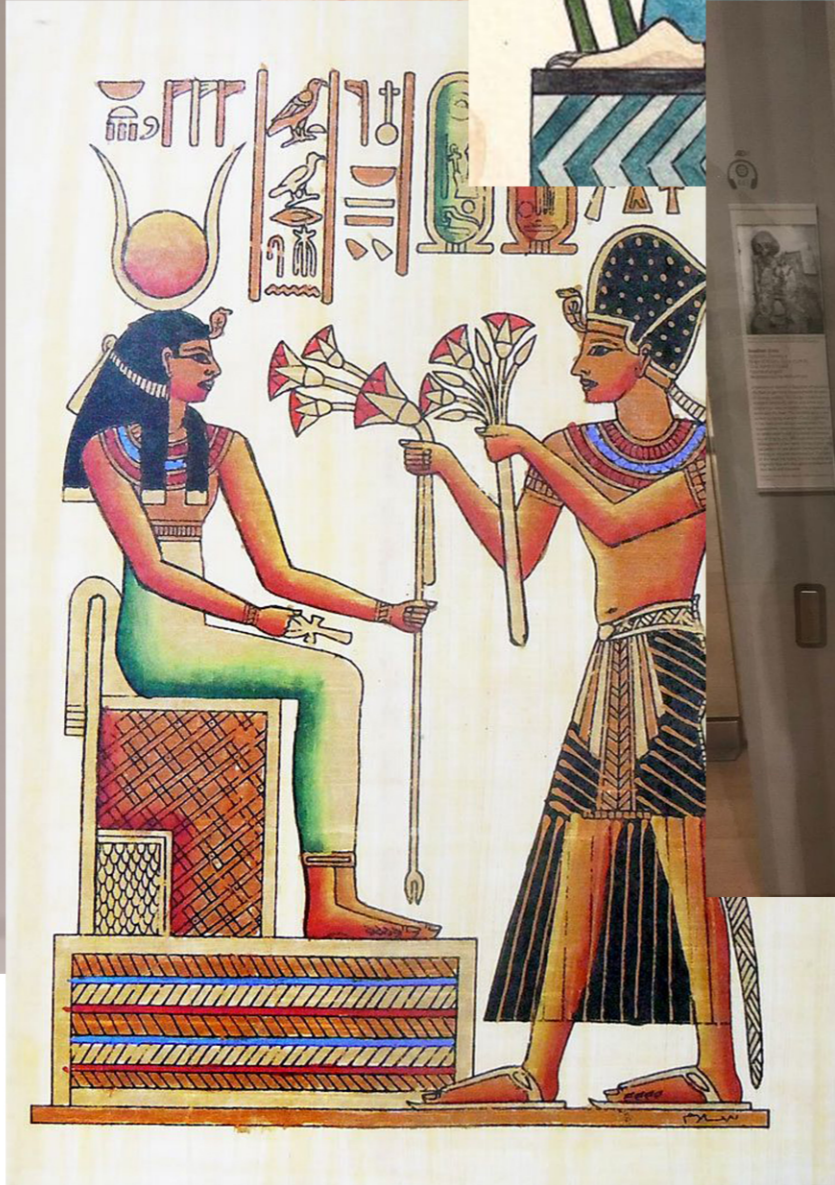




Bronze statuette of a Woman, Late Period. Dynasty 26, reign of Necho II, ca. 610–595 BC



A decorative sheath dress made of beads worn in ancient Egypt.

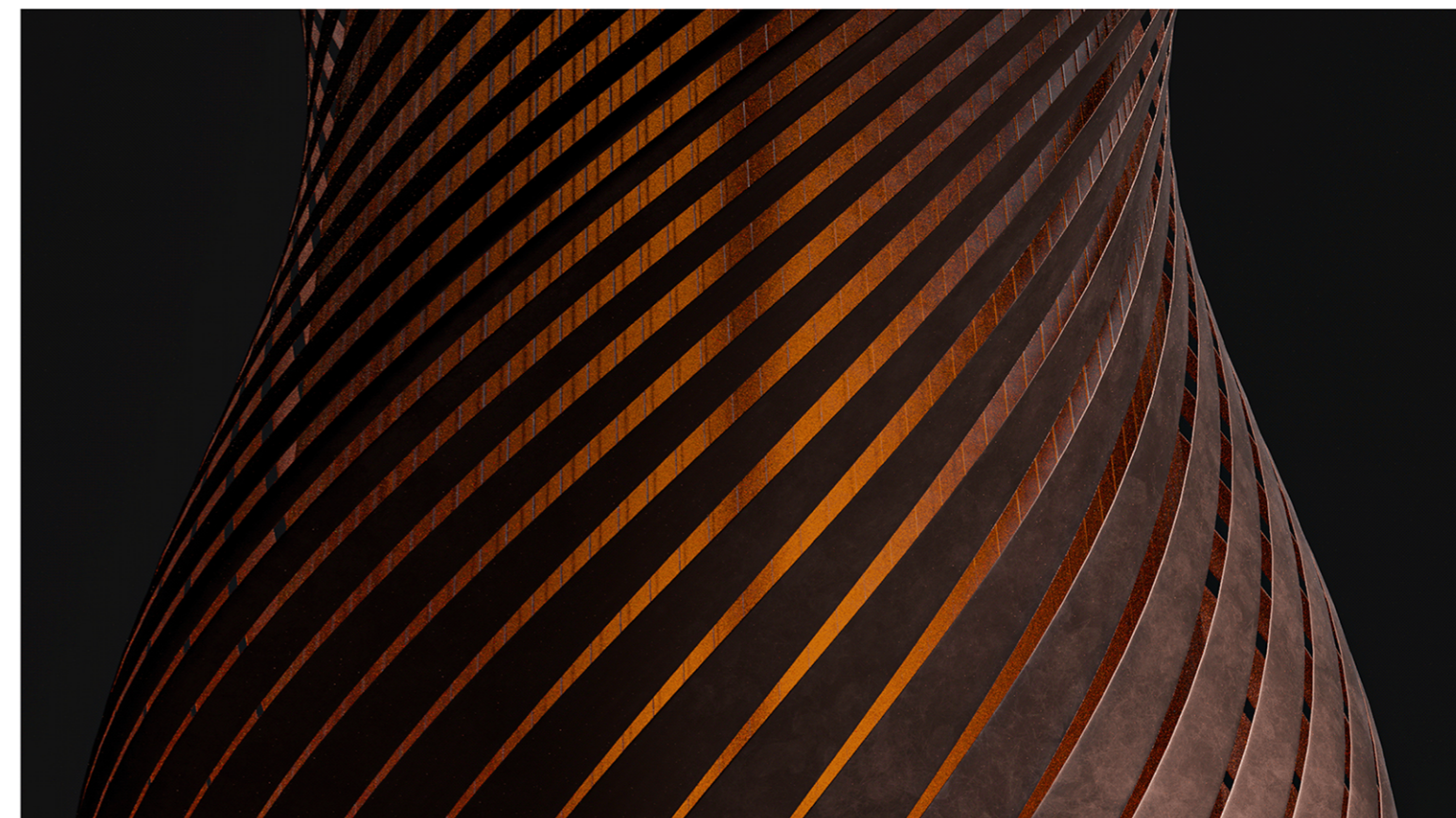


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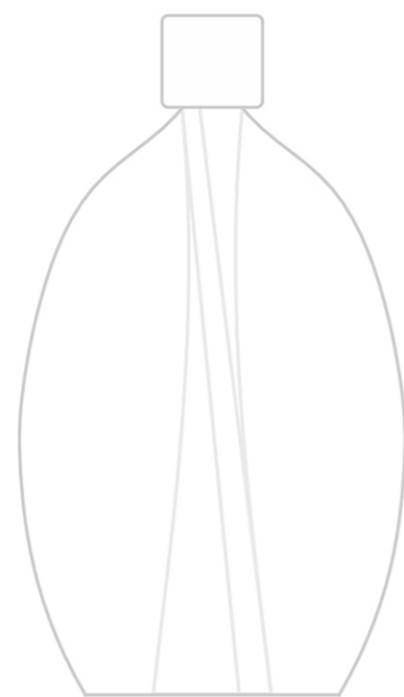
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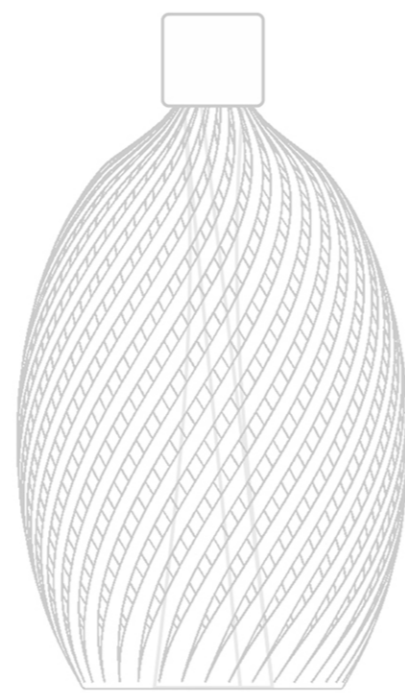
nefer



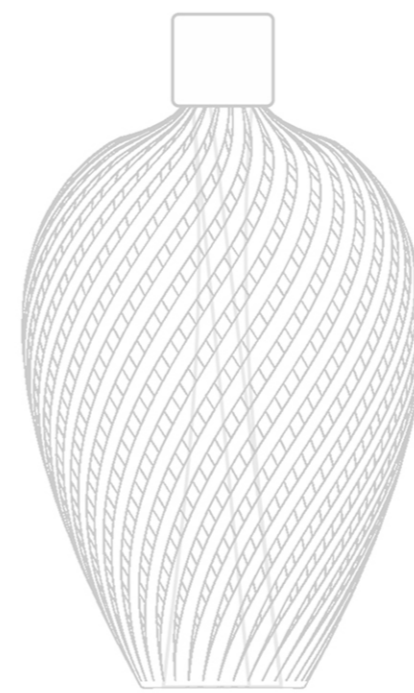
90 ML PERFUME



ORIGINAL
DESIGN



FLORAL
PATTERN



FORM
PINCHING



FEMININE
INFLUENCE



FINAL
RESULT



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Eau de Parfum
Pour Femme
CHATELAIN

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