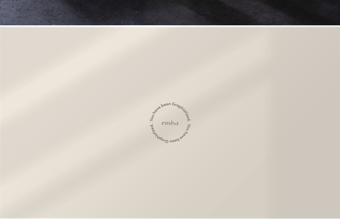
Brand Overview

Emisa is a multinational company specialized in Oriental Soap Production, operating and selling in the United States of America.
Graphista Studio had the chance to work with Emisa on their amazing project from the very first activities. Starting from brand naming, brand designing, packaging, and ending with product photography.

Package Guidelines

We first started the sketching session after a long meeting discussing the brand and business with the client, understanding what it means to them, why they are going for this type of soaps, what are their motives, and what's cultural image they wanted to mirror through their brand. We worked focused on transferring those point into our designs by creating an Eastern touch with keeping the modern and simple design to be accepted by the end user and their market. We made sure to keep the Oriental Eastern touch by embedding it in the pattern. We added the gold color to reflect the luxury the product holds.