

# BYBELO SAFFRON INFUSED CANDLES

Packaging





BY  
*Belo*  
THE CANDLE COLLECTION

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# BELO STORY

“Belo” is not just a name; it also tells a historical and personal story! Belo has been my nickname since childhood; it was my brothers who chose it; it describes friendship, soul mates, and brotherhood, regarding “by” which means that the project is owned by me, Belo. My cultural inheritance was strongly affected by the environment around me. I started my youth journeys by riding horses at Lagos Polo Club, which was an unforgettable experience. The horses are culturally sacred animals for Arabs and Middle Easterners, as Arabs used to ride horses for all voyages across scorching deserts and many more. The pair of horses stand for the partners, and here I mean that Saffron helps us to balance our lives as it provides us with intense energy to be alive and to improve the way we think and feel, and it means the feeling of Partnership and Caring. Saffron is a costly product, and horses between ancient countries transferred it. Regarding the logo’s design, the horse symbol in red and gold, for the name saffron, is known as “The Reddish Gold.”





Contribution

Authenticity

Responsibility

Caring





## BRAND OVERVIEW

All types of "Bybelo" Saffron are carefully picked from each harvest of the unique Moroccan farms. We provide our excellent Saffron only during its specific season, quickly plucked and perfectly prepared to ensure pure organic quality. Our main partners are the Berber women, and we gladly buy their own unique products provided by their farms, as we annually offer them %10 of the profits. We appreciate Saffron's health benefits, besides its tremendous impact on creating different dishes, cosmetics, art, and various precious herbs.





# PACKAGING CONCEPT

We worked together with Bybelo to create packaging that really shows off the brand's unique qualities and strong belief in the wonderful Moroccan saffron. Our aim was to share this special saffron with people all around the world in a way that truly reflects how good it is. At the same time, we wanted to highlight the true nature and quality of the product by using ads and promotions to encourage more people to visit different parts of Morocco.

This is how the client wanted to tell the special story of Chefchaouen City.

This beautiful Moroccan city is nestled among the Rif Mountains. It started out as a strong fortress back in the 15th century. The shapes of the mountains around Chefchaouen look a lot like a goat's horns, which is interesting because the region is also known for its creamy goat cheese. People who love architecture will be amazed by the pretty blue colors of the buildings. These colors have a connection to Jewish culture, the octagonal mosque, and some Spanish influences that are still visible.

After we learned a lot about the city's history and culture, we wanted to tell its story from the point of view of Bybelo.

We imagined Bybelo as a special window that lets you see the blue city in a unique way.

To make the packaging really special, we chose three main elements:

The first element is a big view of the whole city, showing how the buildings and mountains fit together.

The second element focuses on the winding streets of the blue city. It's like a maze that takes you on a special journey to learn about the city's culture and the friendly people who live there.

The third element is about the Al-Hawta Fountain. This fountain is in Al-Hawta Square and it's famous for its many colors and detailed designs. It's not just about how it looks – it's also a symbol of the city's lively and vibrant spirit.



Chefchaouen Panorama



City Maze



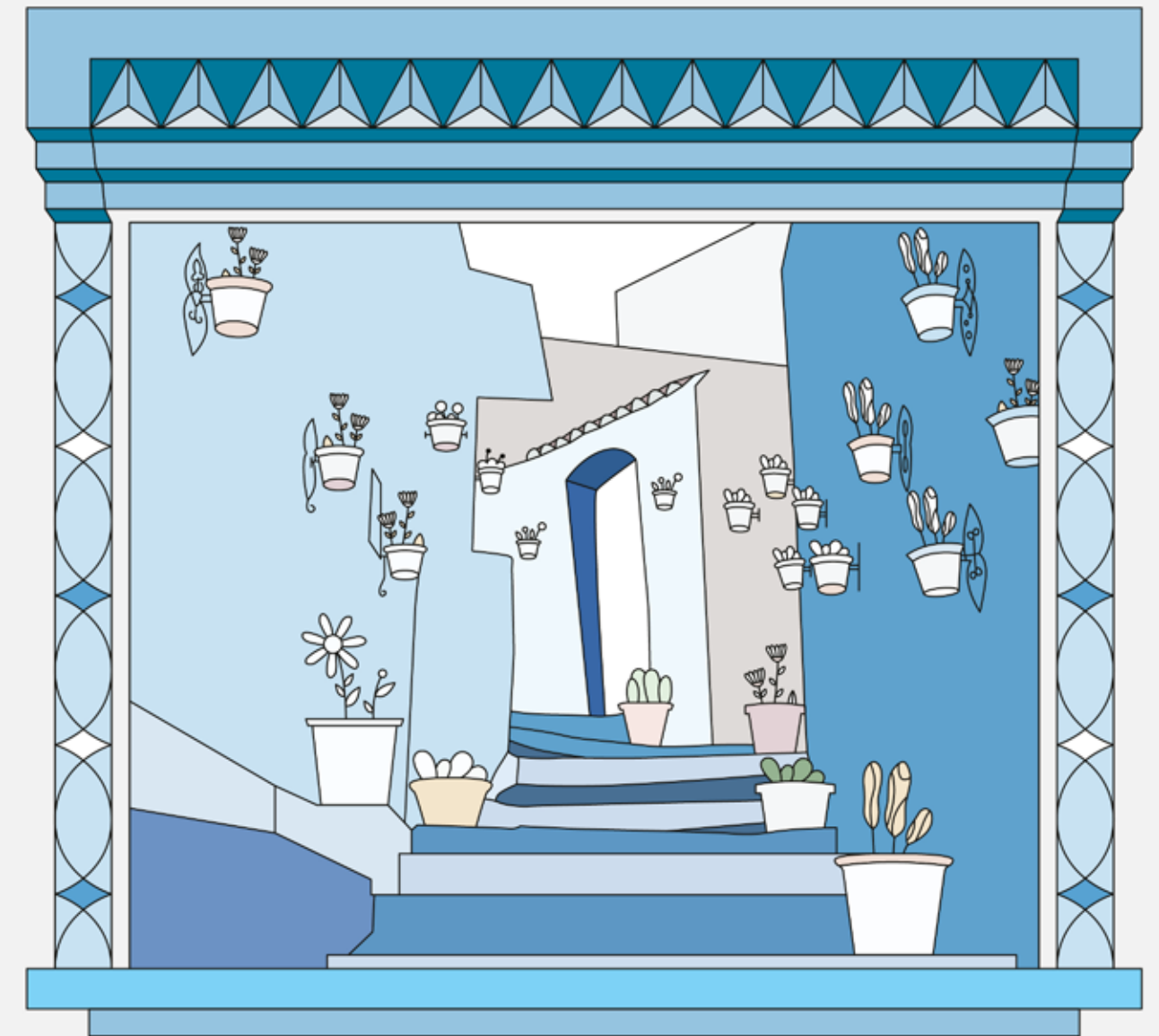
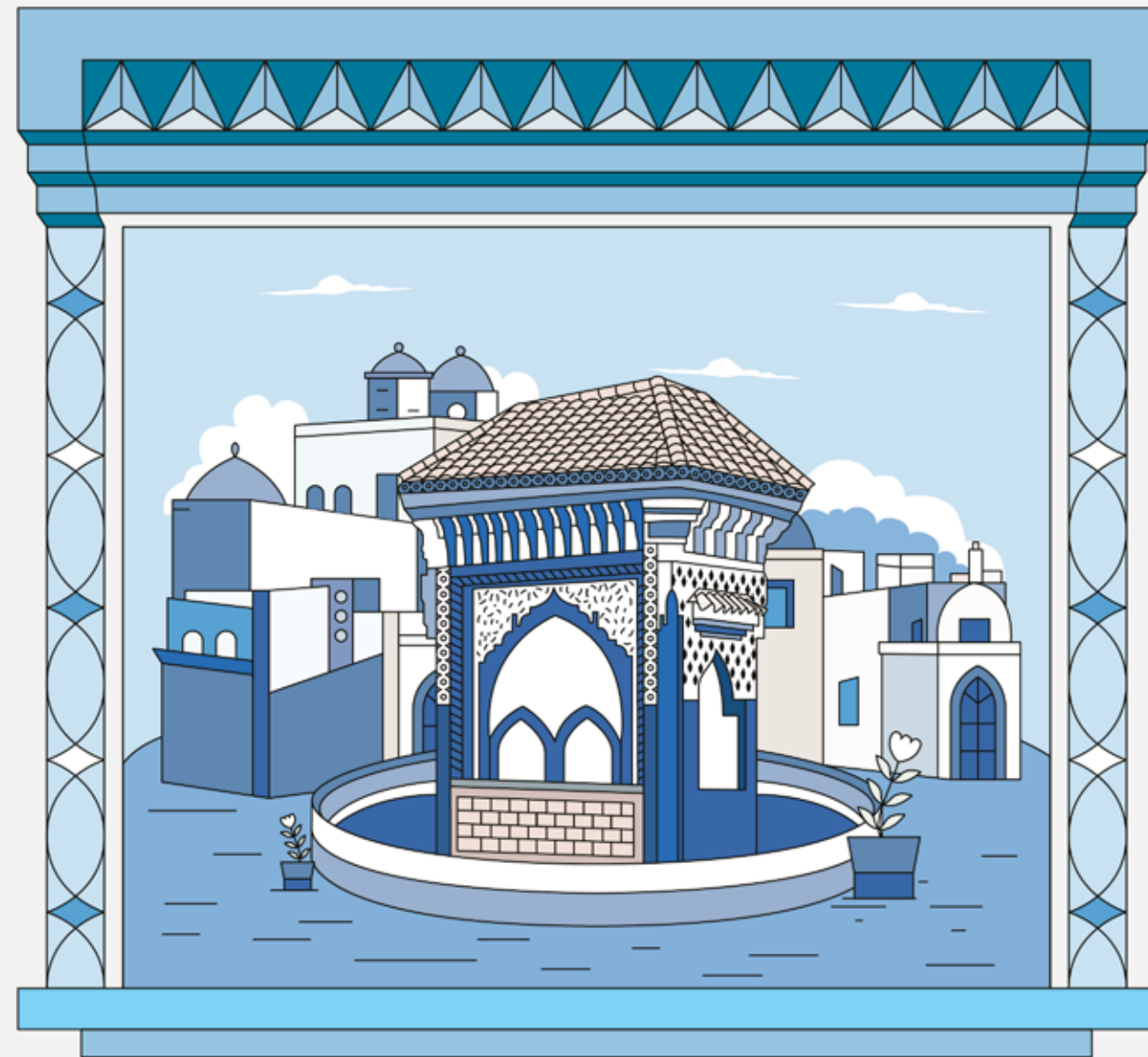
Chefchaouen square



Carefully picked saffron





















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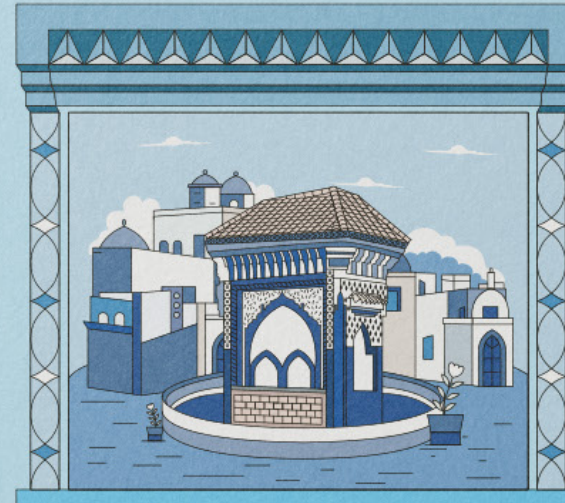




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The brand's name and design have both historical and personal significance. Belo is the name that was called about the owner since childhood by his brothers.

For him, it describes friendship, closeness, caring and brotherhood. And "by" means that the business was made by him, Belo.

















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# Natural Fragrance

Saffron infused candle

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# THANK YOU

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