

Bybelo Saffron Infused Candles

Packaging Illustrations

Client:
Bybelo

Scope of Work:
Illustrations for Packaging

Location:
Qatar

Year:
2023 - 2024

Creative Direction:
Gamal Assy

About Bybelo

ByBelo is a social enterprise that offers saffron and saffron-infused luxury spa, and cosmetics products, exclusively sourced and handpicked from each harvest from our small batch farm in Taliouine, Morocco, ensuring an overall superior product. ByBelo does not source any product from outside pre-authorized and visited farms to ensure optimal organic consumption - a rarity within the spice industry. We do not offer saffron outside of the harvest. Once plucked, preserved, and prepared, we only provide saffron as our exclusive materials last, guaranteeing the most organic and sustainably sourced saffron on the market.

Inspired by the seasonal harvest usually led by Berber women, the indigenous North African tribes, ByBelo seeks to provide the world with the world's finest spice through ethical and authentic preparation, packaging, and consumption. ByBelo founders regularly visit the Taliouine farms and source exclusively from pre-approved, ethical labor. We do not purchase from wholesalers but instead from the Berber women and their farms directly. As such, we provide 10% of annual profits to our Berber families, empowering farm-to-table experiences and preserving centuries-long harvest traditions.



Captured By Mohamed Alshamy_Bybelo Founder
Instagram @elshamyme

About Bybelo

ByBelo is based out of locations where Saffron is a core component of local lifestyles: Rabat, Istanbul, Doha, and more. We also operate across the United States and United Kingdom, connecting east to west by empowering Taliouine's local economy and introducing their most prized harvest to the rest of the world. We conduct thorough research with local spice traders, cosmologists, chefs, and chemists before offering suggestions on how to use our saffron.

A family enterprise, all materials found on our website and in our packaging are developed by members of the ByBelo family, a close-knit group of personally connected entrepreneurs, photographers, designers, and salespeople. From the ByBelo family behind luxurious packaging, enchanting photographs taken on-the-ground during the Taliouine harvest, to the shops where you can purchase our spice, we have all shared a meal using ByBelo Saffron while preparing our products to offer you the same experience.



Captured By Mohamed Alshamy_Bybelo Founder
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Bybelo Mission

Cradled by the Atlas Mountains, nestled by warm North African air and nourished by Mediterranean sea lies the world's most luxurious, aromatic gold: saffron.

Packaged to maintain the qualities and benefits of its most natural state, our saffron will transport you to fields of purple flowers throughout Taliouine, Morocco. Our saffron is carefully selected from each harvest, sustainably sourced and hand-packed fresh by local indigenous Berber women.

ByBelo is a social impact enterprise that is specialized in curating ethical, indigenous-produced luxury Moroccan beauty and wellness saffron-infused products. We also pride ourselves on our values; we work with indigenous Moroccan Berber women who are usually the bread winners of their families, and we commit 10% of our profits back to them.



Captured By Mohamed Alshamy_Bybelo Founder
Instagram @elshamyme

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.”



Bybelo Saffron Packaging Illustration Concept

The goal of the Bybelo Saffron packaging design is to highlight the Moroccan heritage and culture while showcasing the product's premium quality. The illustrations for each city have been carefully selected to reflect the authenticity, responsibility, and care that the Bybelo brand stands for.



Casablanca



Tangier



Chefchaouen



Rabat



Agadir



Marrakesh



The Redstarts Bird



Hassan II Mosque



Moroccan Tajin

Casablanca

The packaging for Casablanca draws on these elements to create a visual identity that reflects the city's deep historical roots and cultural significance while aligning with Bybelo's mission to deliver high-quality, hand-picked saffron.



The Redstarts Bird:

This bird, native to the High Atlas Mountains of Morocco, symbolizes care and nurturing. The Redstarts are known for providing food for their young until adulthood, reflecting Bybelo's commitment to nurturing quality saffron. This bird emphasizes the brand's mission of care and responsibility in sourcing saffron from the best environments.



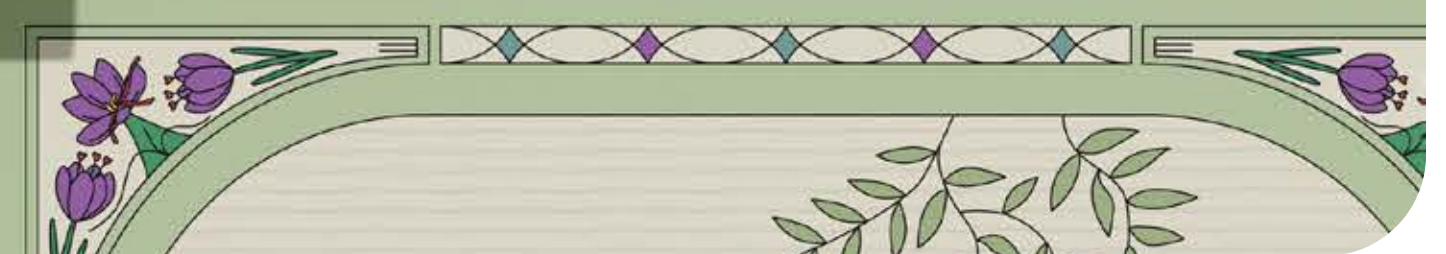
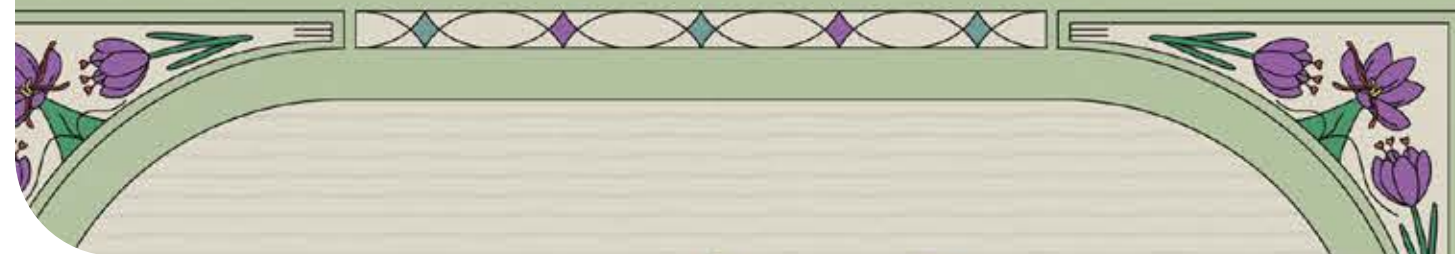
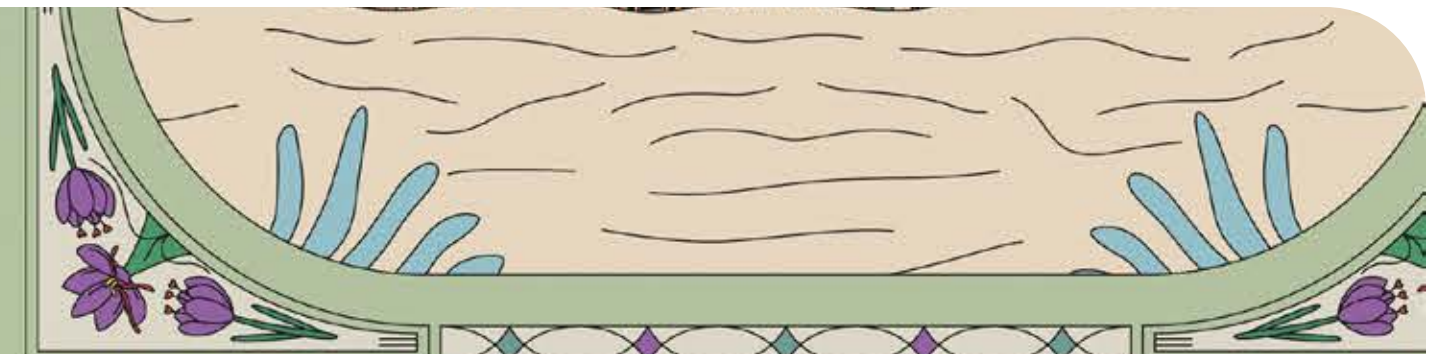
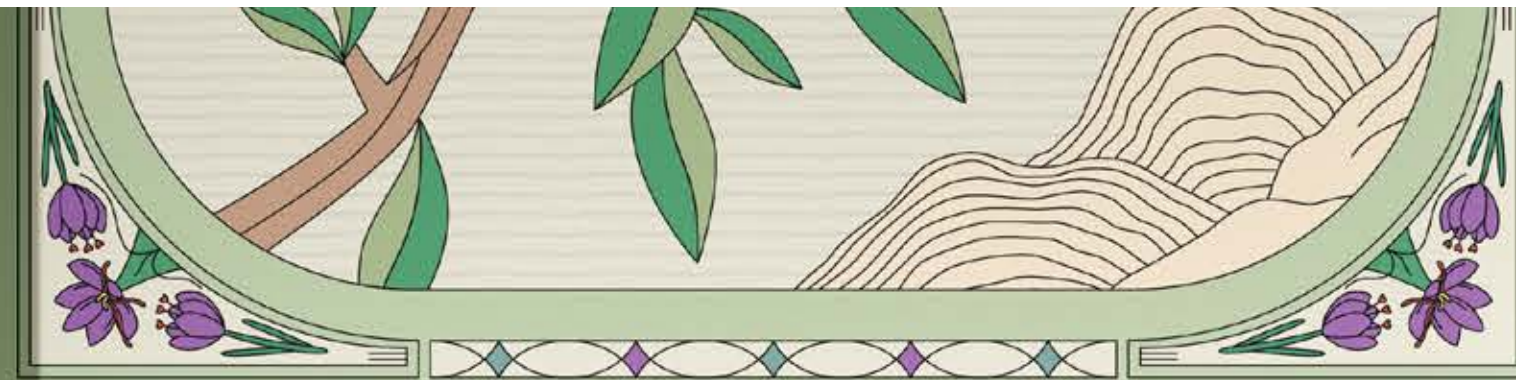
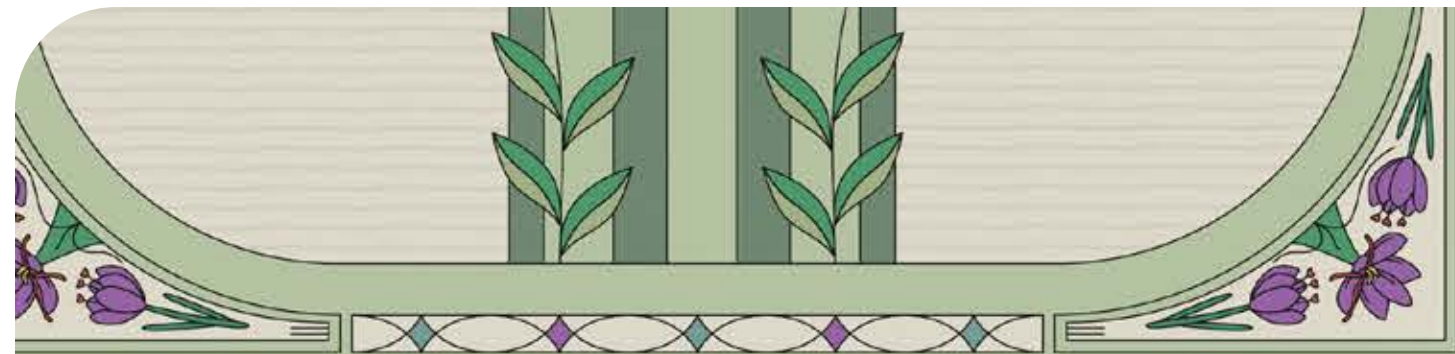
Hassan II Mosque:

This mosque, located in Casablanca, is the second-largest mosque in Africa and one of the largest in the world. It stands as a symbol of Morocco's rich cultural heritage, linking the brand to a place of historical significance. The mosque, with its intricate designs and grand architecture, represents authenticity, a core pillar of the Bybelo brand.



Moroccan Tajin:

The tajin, a traditional Moroccan cooking vessel, is directly related to saffron, which is commonly used in Moroccan dishes. The tajin represents the authentic culinary traditions of Morocco and serves as a visual connection to the flavor and aroma of saffron.









Ras Sparteel Lighthouse



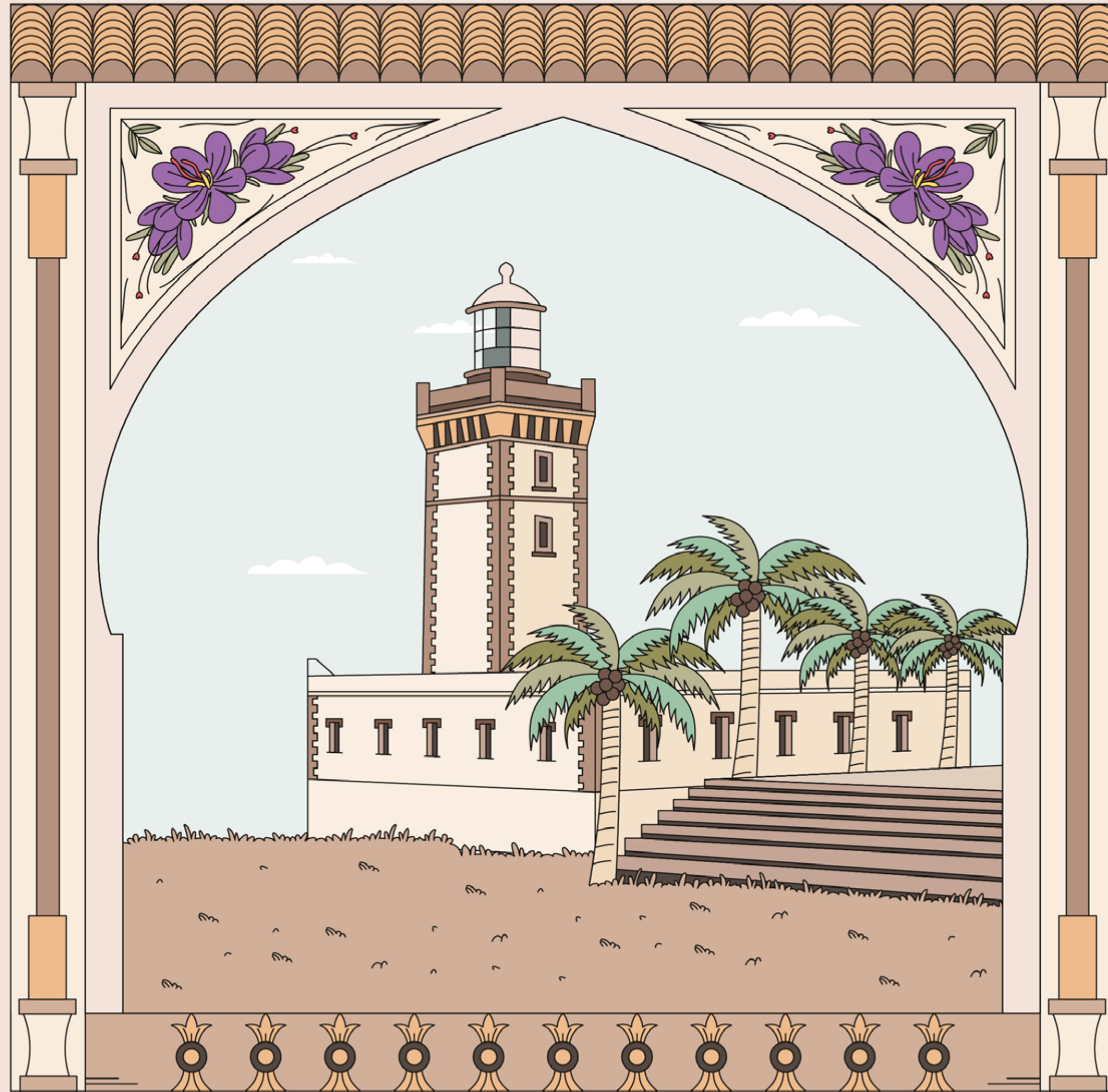
The Kasbah



Tangier Old City

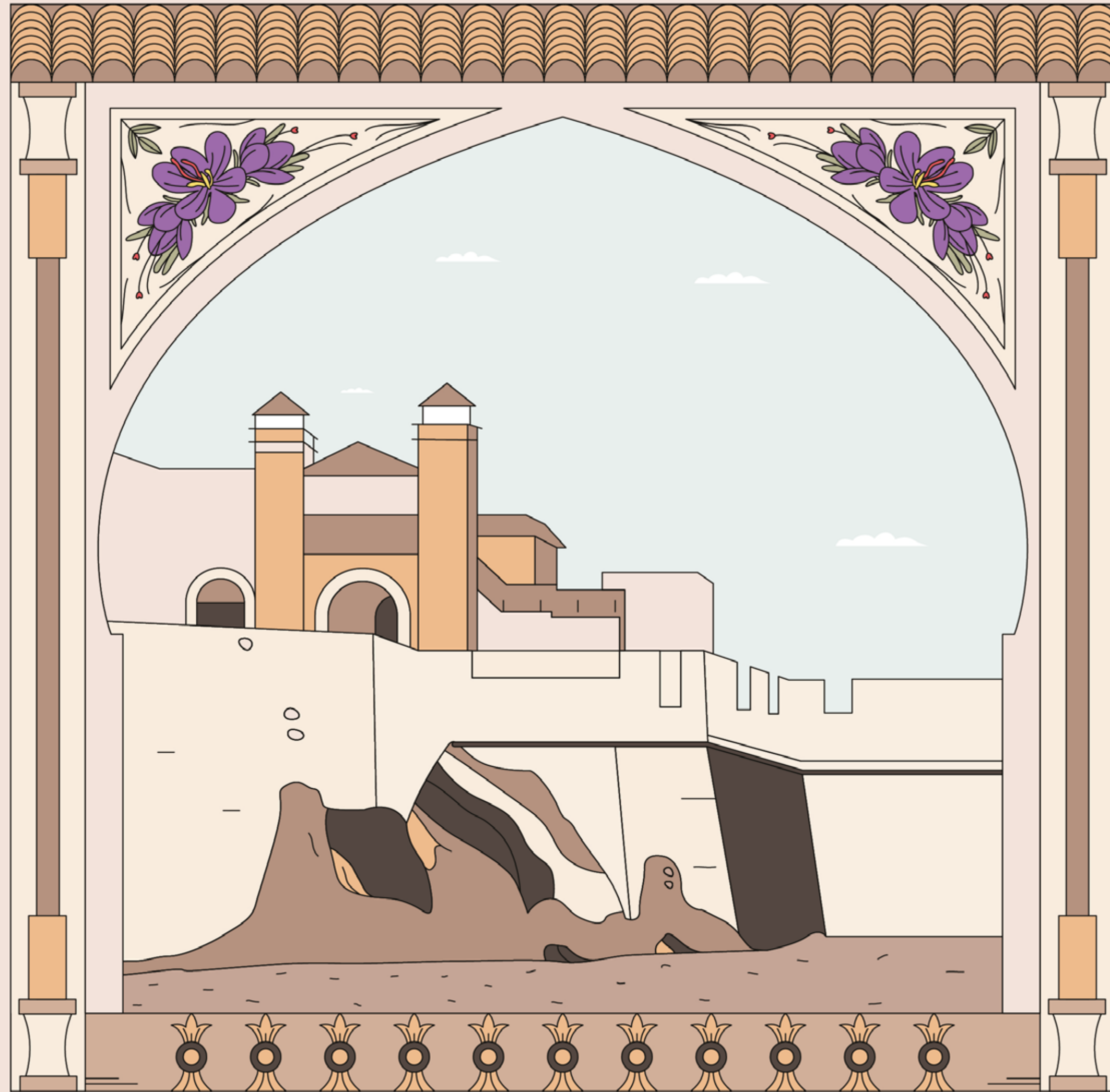
Tangier

Bybelo's Tangier packaging incorporates iconic landmarks like the Ras Sparteel Lighthouse, the Kasbah, and Tangier Old City, creating a design that reflects both the city's history and its serene beauty. These elements reinforce Bybelo's commitment to authenticity, quality, and connection to the natural world.



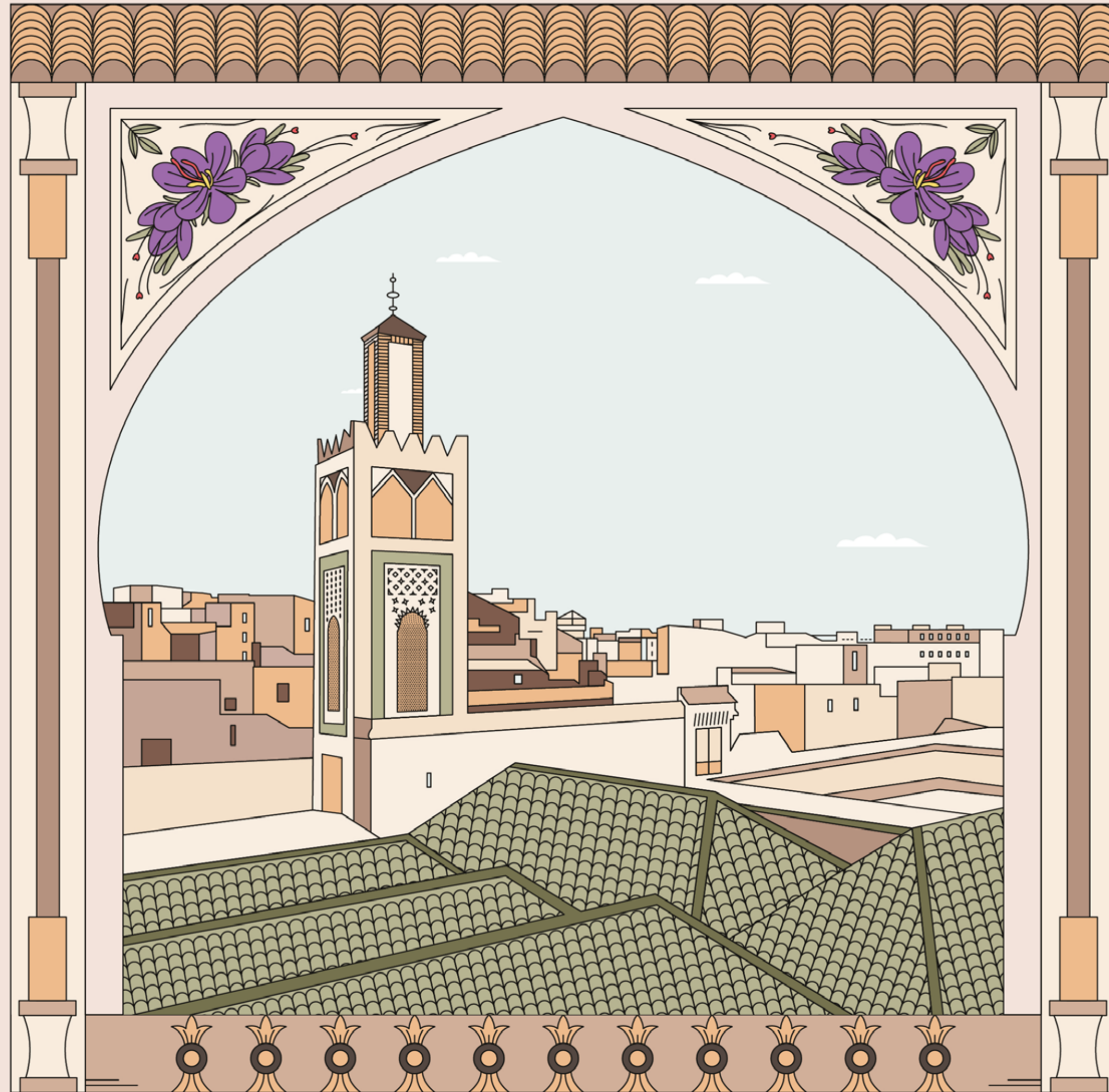
Ras Sparteel Lighthouse:

A historical lighthouse dating back to 1864, Ras Sparteel is a beacon of light for ships navigating through the Strait of Gibraltar. It represents the guidance, trust, and clarity that Bybelo offers its customers, ensuring a reliable and high-quality product.



Al - Kasbah:

The Kasbah of Tangier stands as a testament to the city's strategic and historical significance. This architectural landmark reflects the city's rich cultural heritage and resilience, symbolizing strength and endurance. Its blend of traditional and modern design aligns with Bybelo's approach to preserving authenticity while embracing innovation.



Tangier Old City:

The historic Old City of Tangier, with its winding alleys, traditional Moroccan architecture, and vibrant souks, stands as a symbol of the city's rich cultural heritage and timeless charm. This element reflects strength, tradition, and the deep-rooted beauty of Moroccan history, mirroring Bybelo's dedication to authenticity and quality.









Al-Hawta Fountain



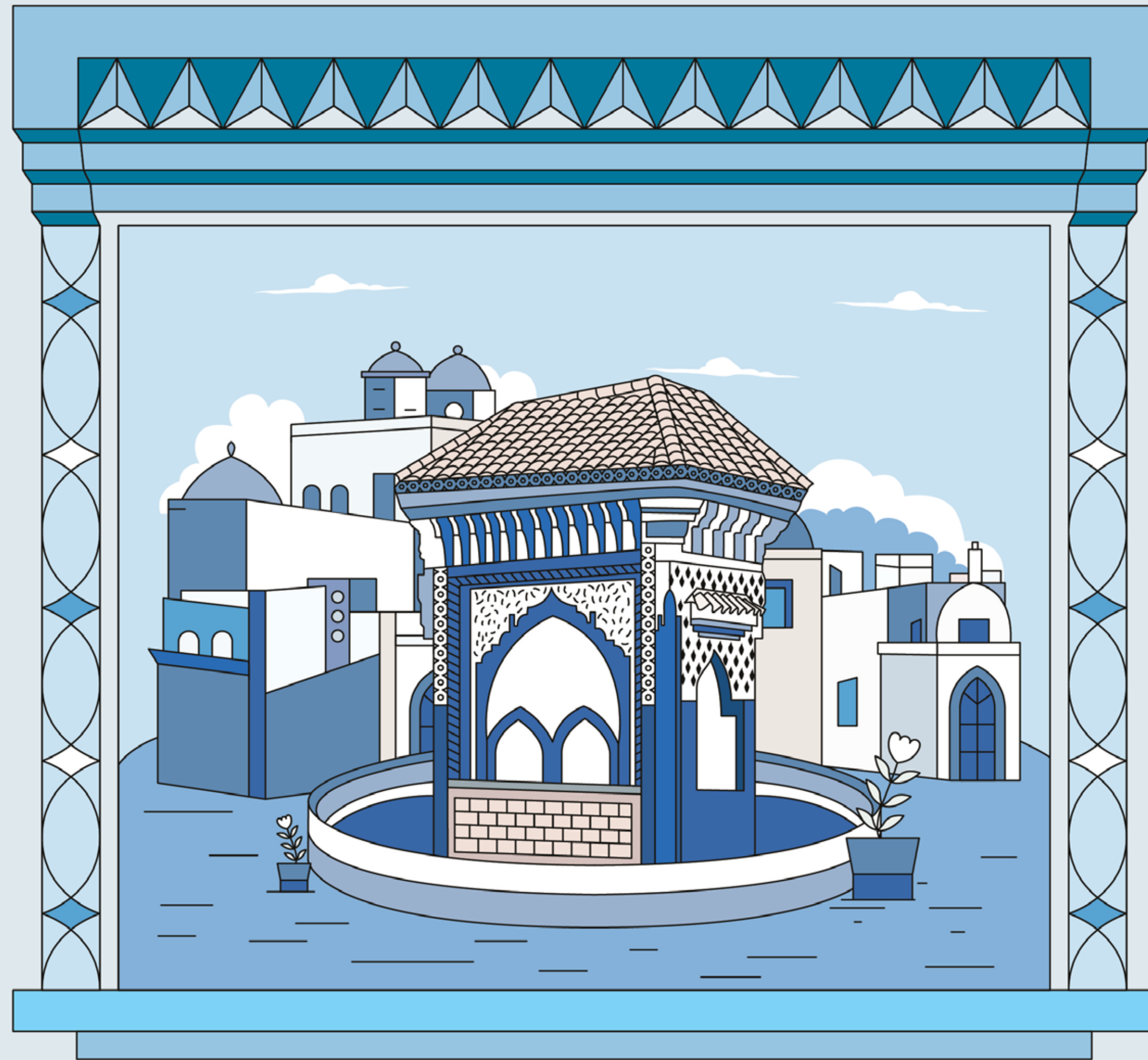
Winding Streets



View of Chefchaouen City

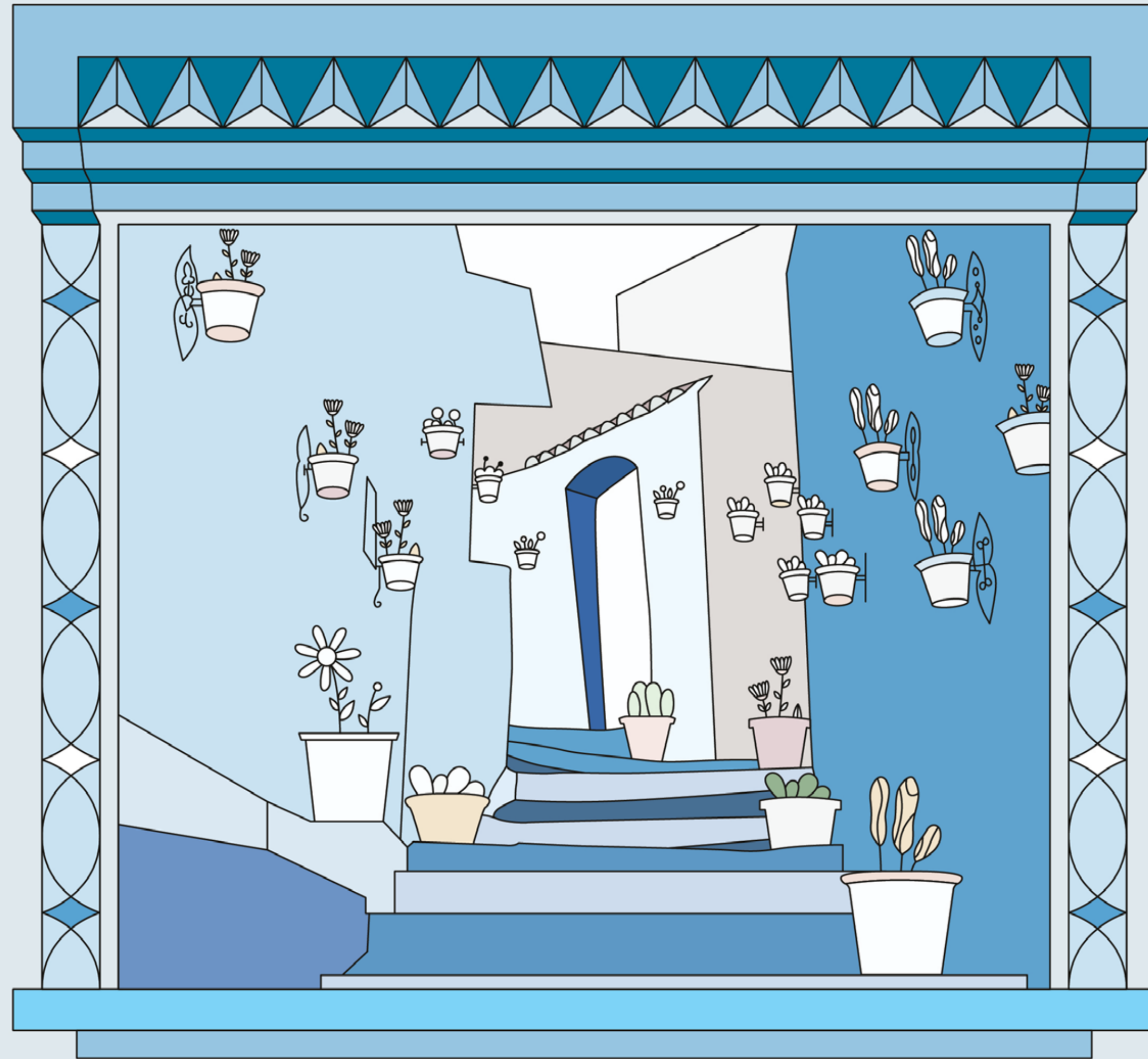
Chefchaouen

Bybelo packaging for Chefchaouen aims to present the city's unique blue beauty and historical richness through a harmonious blend of the streets, city views, and cultural symbols like the Al-Hawta Fountain. This city's design honors both the authenticity of Morocco and the unique nature of Bybelo's saffron.



Al-Hawta Fountain:

Located in Al-Hawta Square, this colorful fountain represents the vibrancy and spirit of Chefchaouen. The intricate designs of the fountain reflect the lively nature of the city, much like the uplifting energy that saffron provides.



Winding Streets:

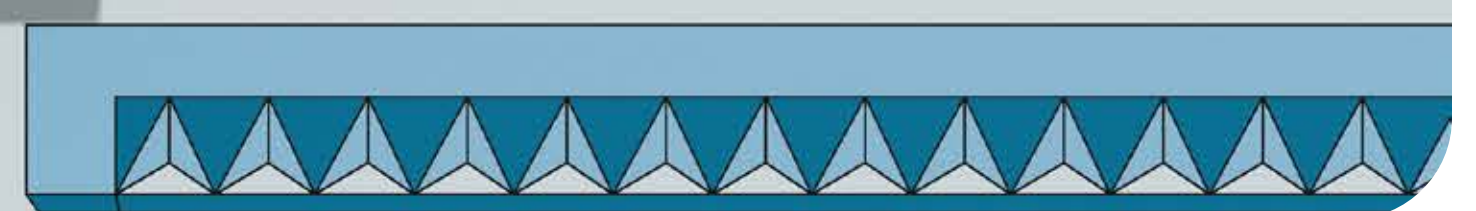
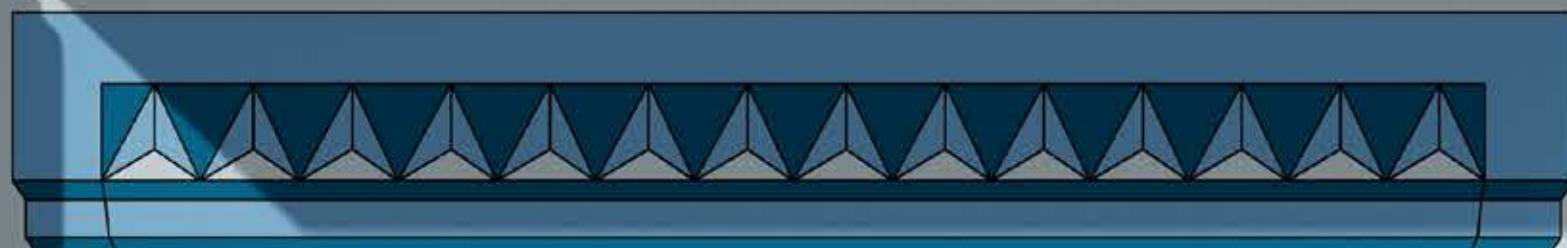
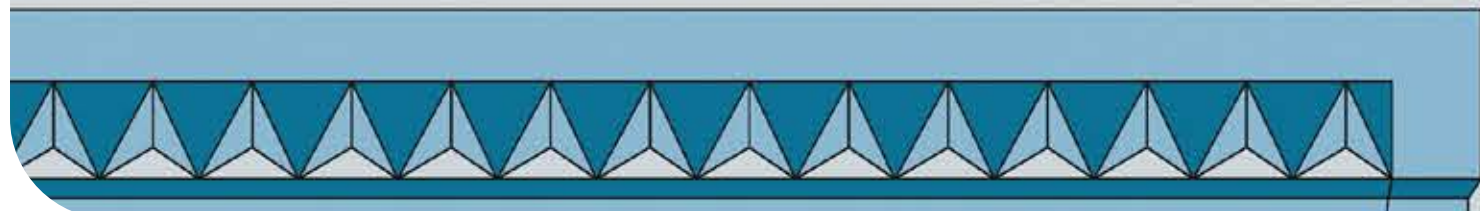
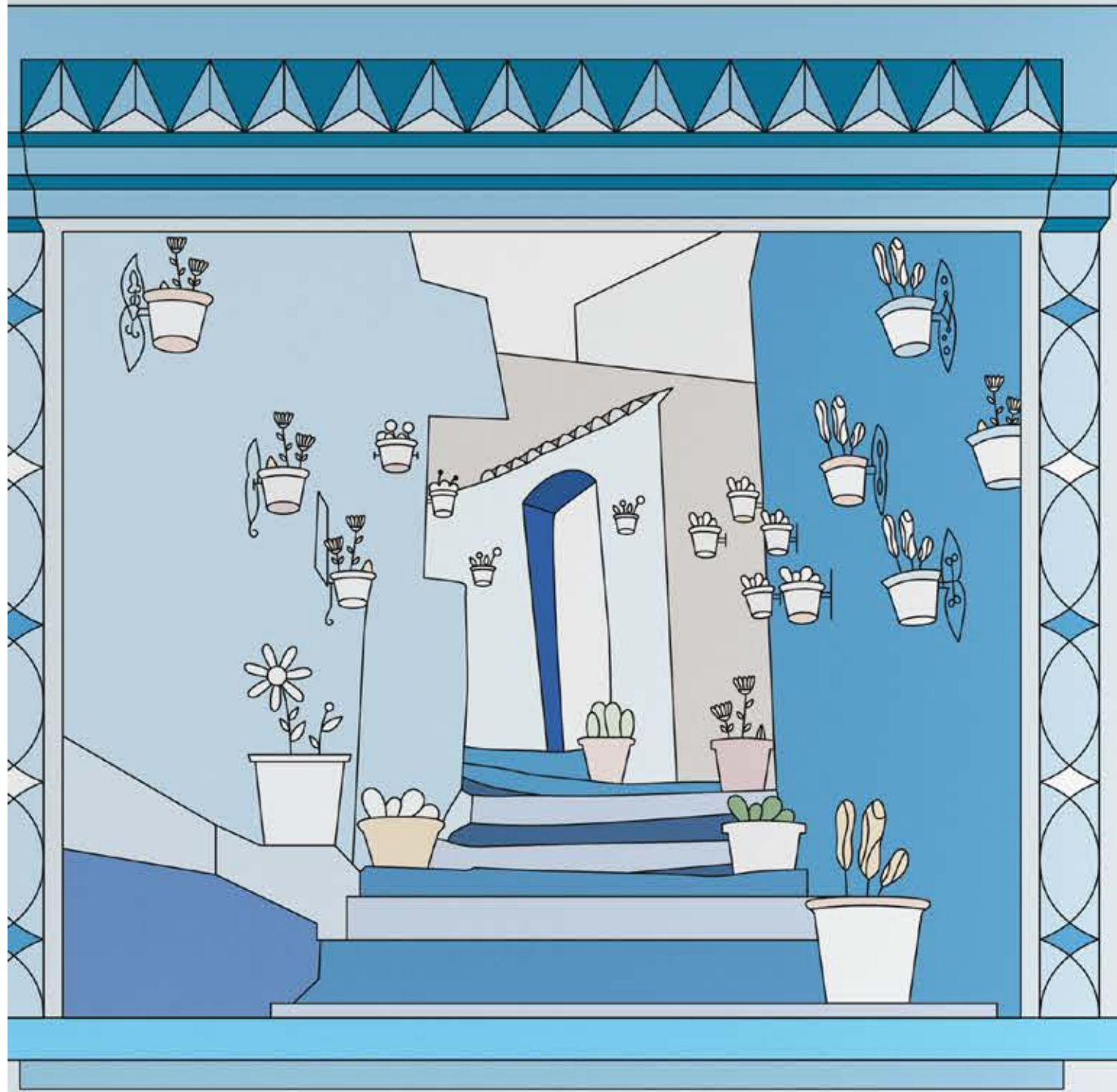
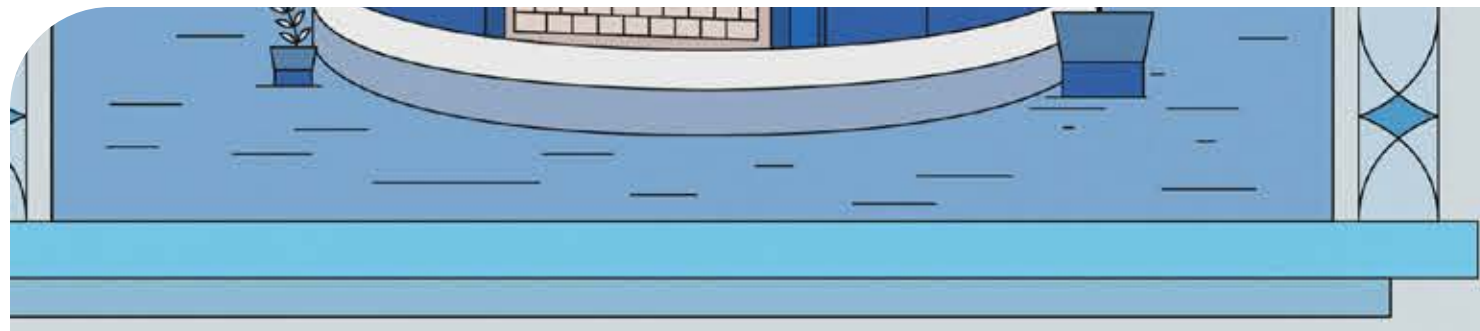
The maze-like streets of Chefchaouen symbolize the journey of discovery and learning, mirroring the experience of exploring Morocco's vibrant culture. These winding streets also connect to Bybelo's message of a special journey through authentic Moroccan experiences.



View of Chefchaouen City:

The panoramic view of Chefchaouen, nestled among the Rif Mountains, is known for its unique blue buildings. This element highlights the picturesque beauty of the city, which has become famous for its cultural significance and rich history.









Hassan Tower



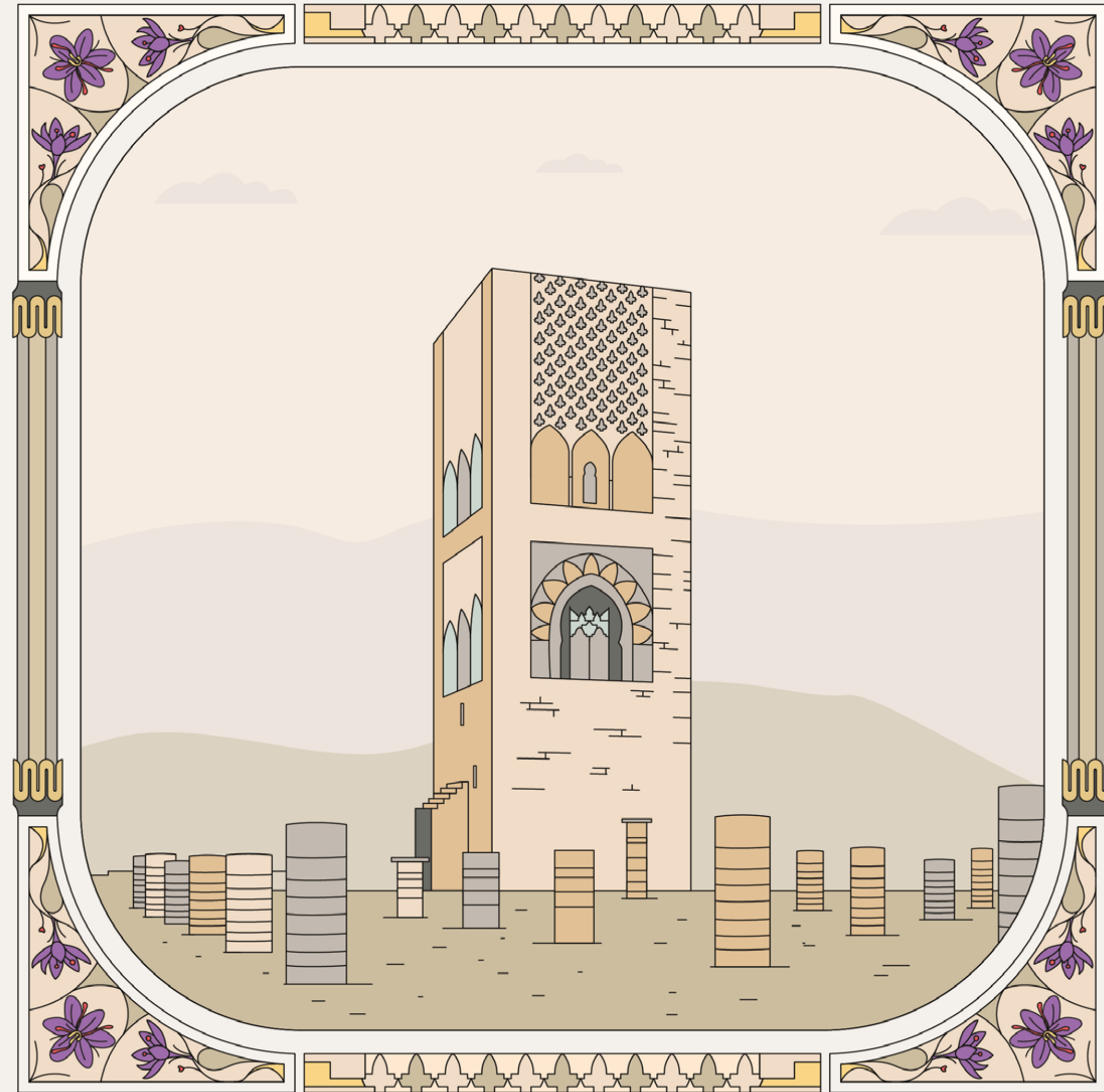
Kasbah of the Udaya



Chellah Castle

Rabat

The Rabat packaging concept emphasizes the importance of history and resilience through elements like the Kasbah of the Udayas and Hassan Tower. The packaging showcases Rabat's historical significance and how Bybelo saffron embodies the strength and heritage of Morocco.



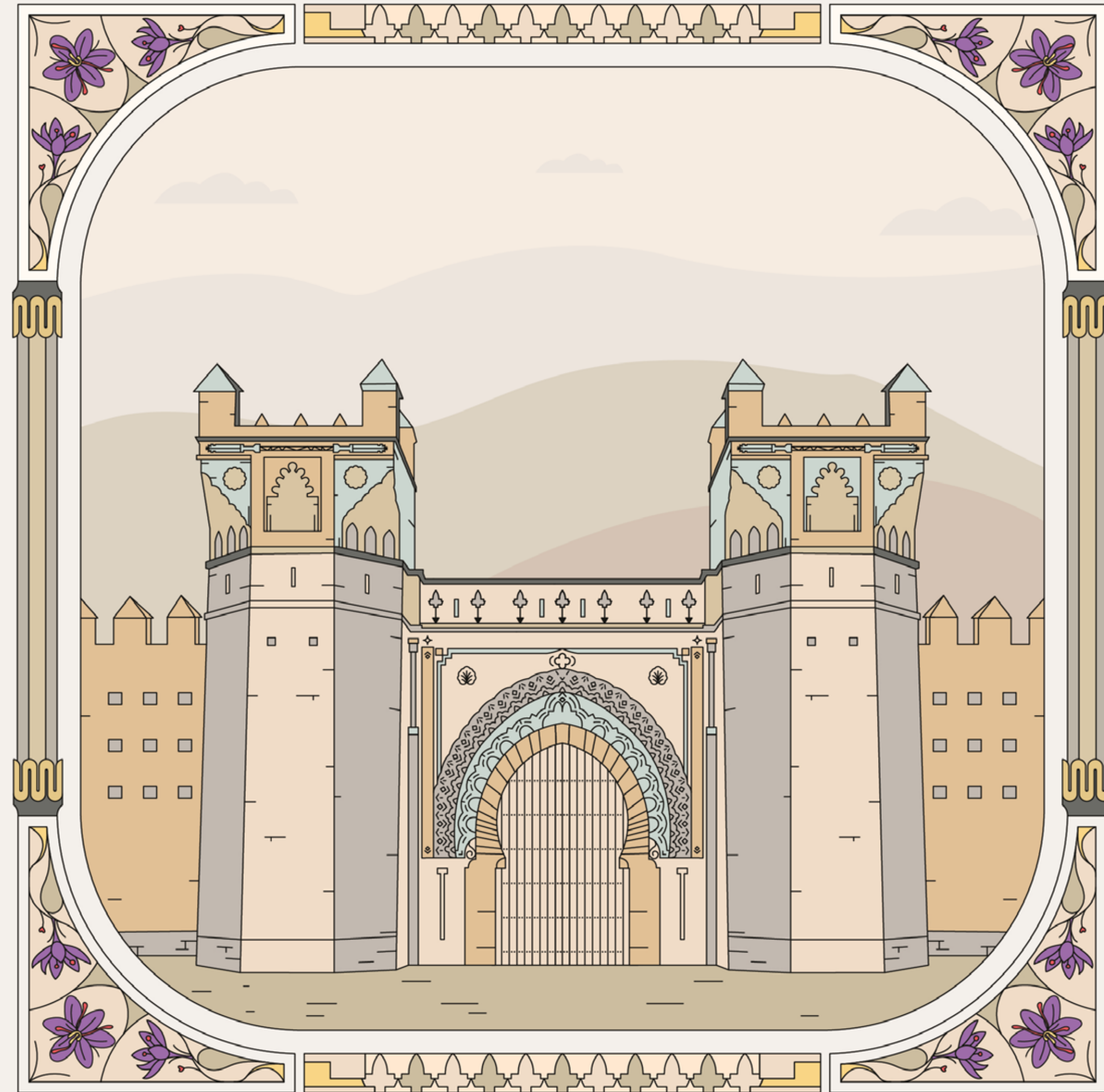
Hassan Tower:

One of the most famous historical landmarks of Rabat, this tower stands as a symbol of strength, resilience, and history. Its construction, which was halted due to the sultan's death, reflects the city's enduring spirit.



Kasbah of the Udaya:

One of Rabat's most significant landmarks, the Kasbah of the Udayas represents Morocco's long and rich history, from its origins as a military fortress to its modern-day significance. Its unique architecture and position make it an iconic symbol of Rabat's past and cultural legacy.



Chellah Castle:

Situated a few kilometers from Rabat's center, the Chellah castle blends various civilizations' influences and history, offering a visual representation of Morocco's diverse heritage and strength.





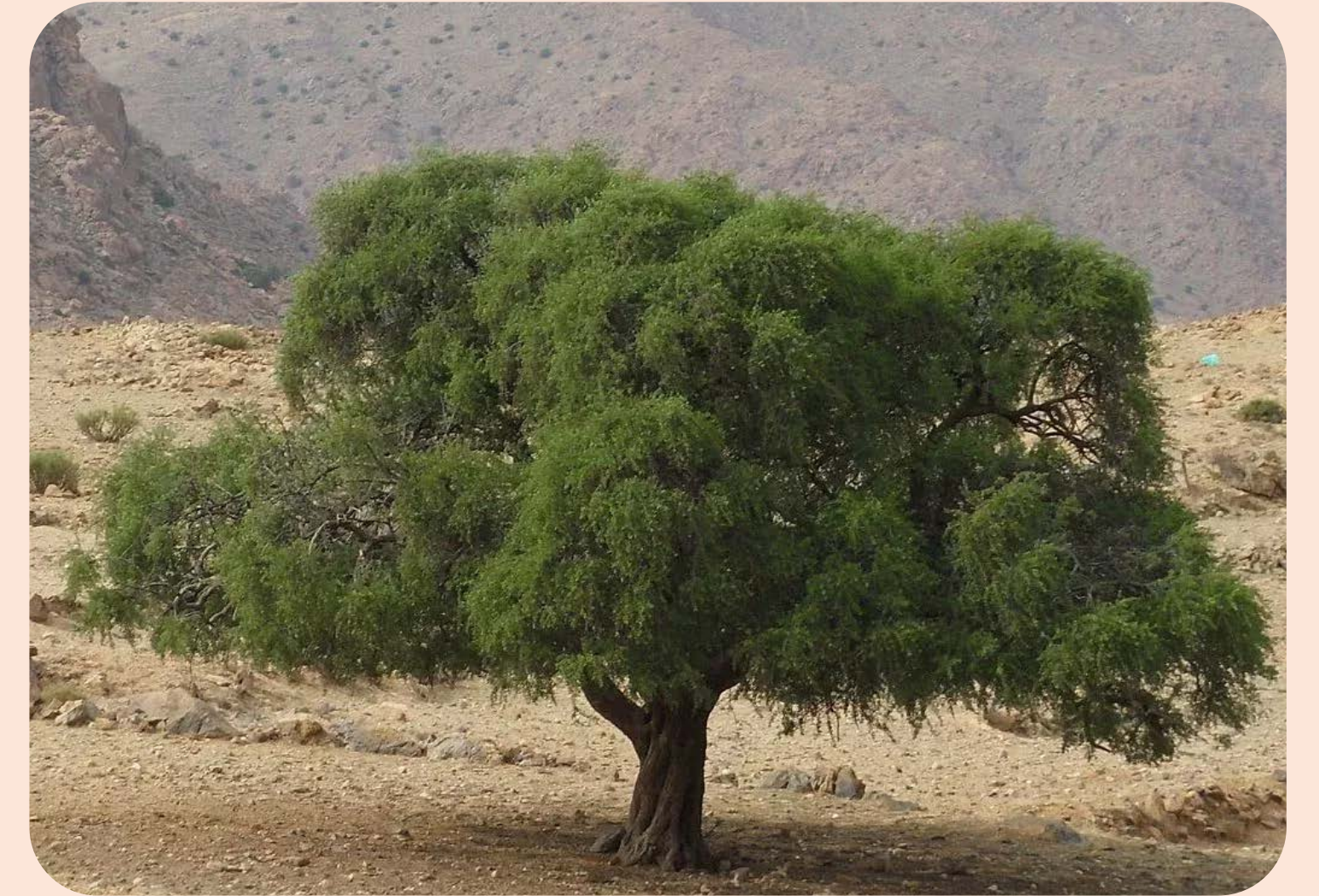




Agadir Beach



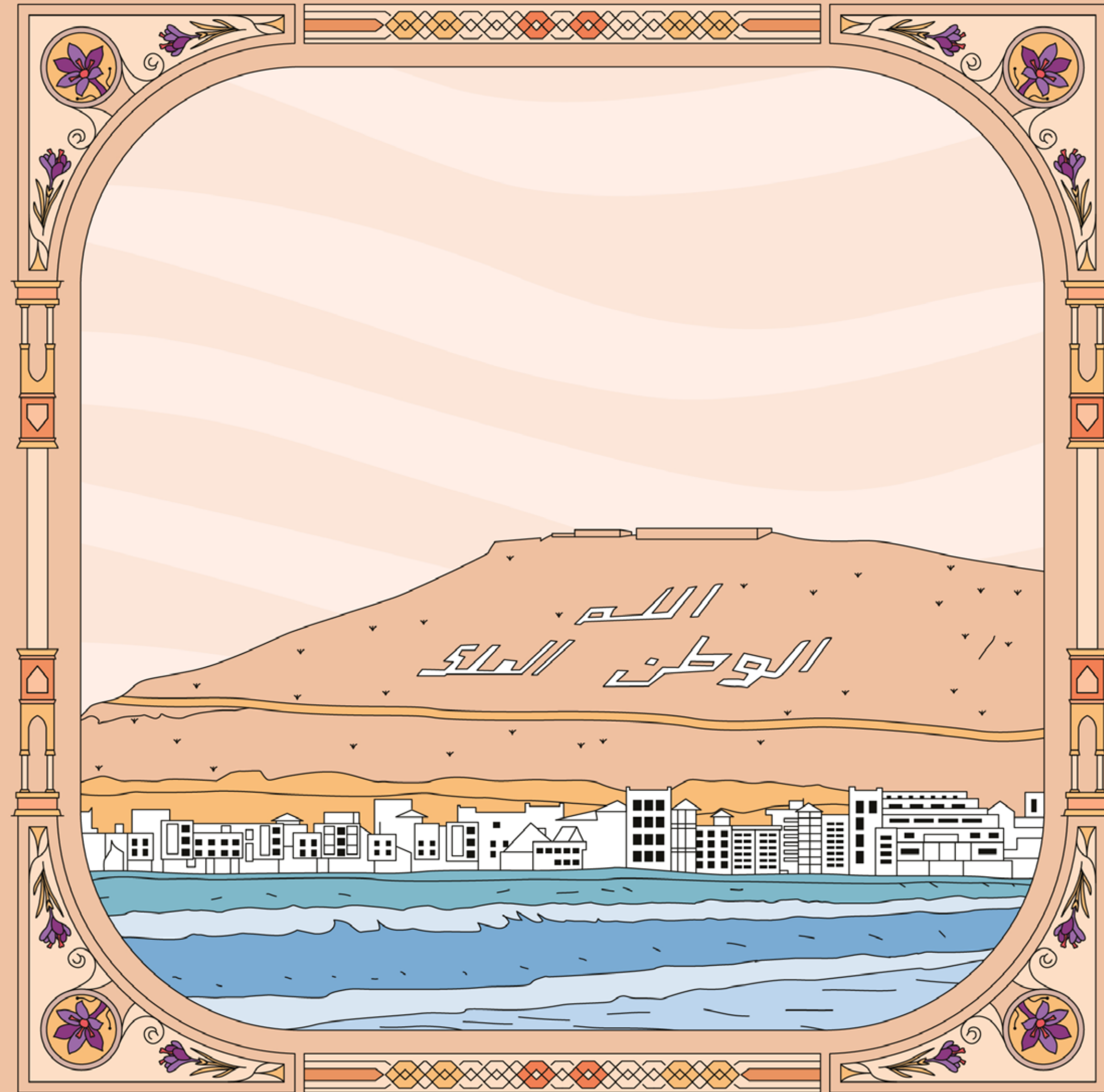
Agadir Oufla



The Argan Tree

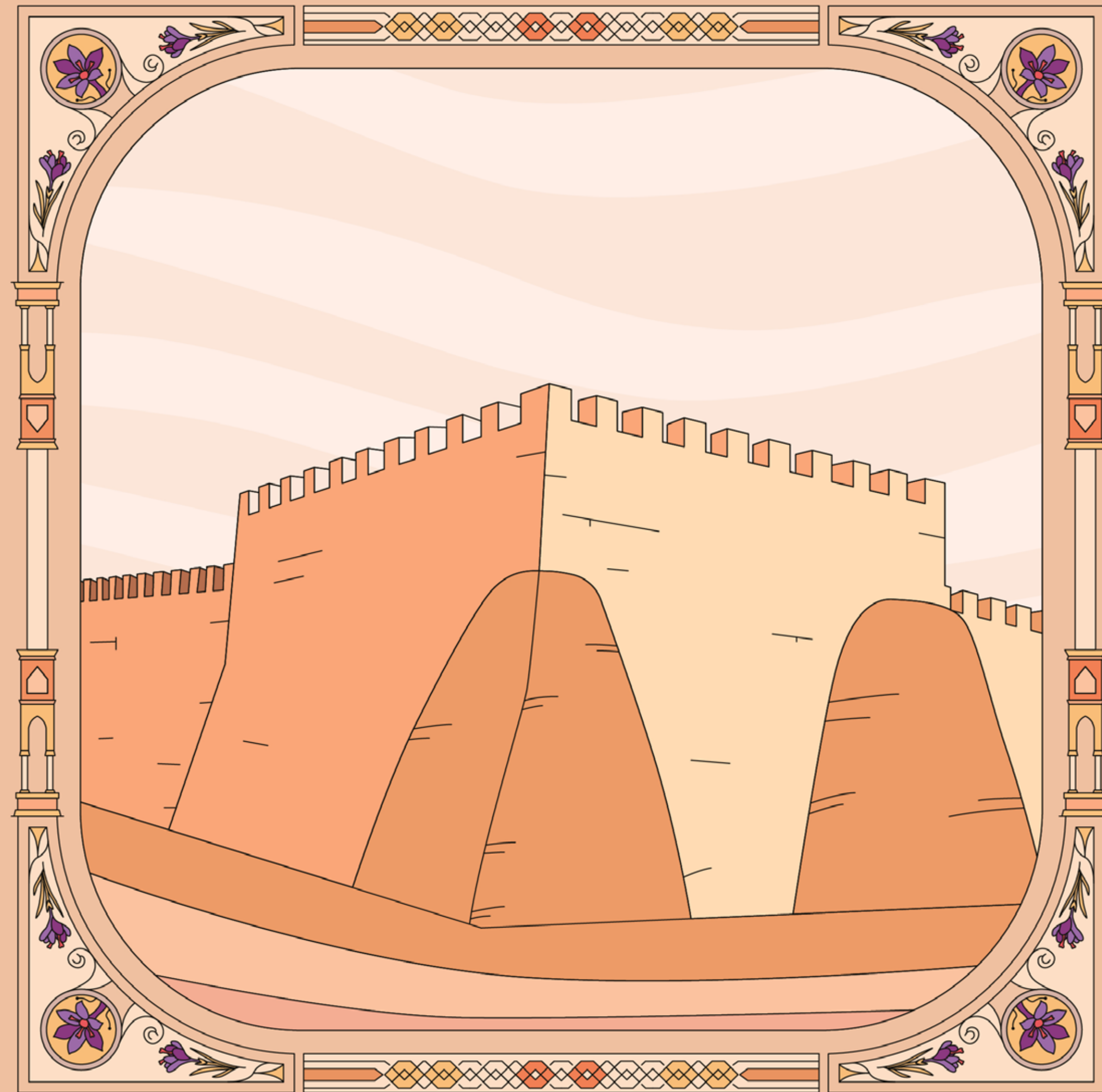
Agadir

Bybelo's Agadir packaging reflects the balance of natural beauty, wellness, and sustainability, using elements like the Kasbah, Agadir Beach, and Argan tree to convey the brand's commitment to quality, care, and responsibility.



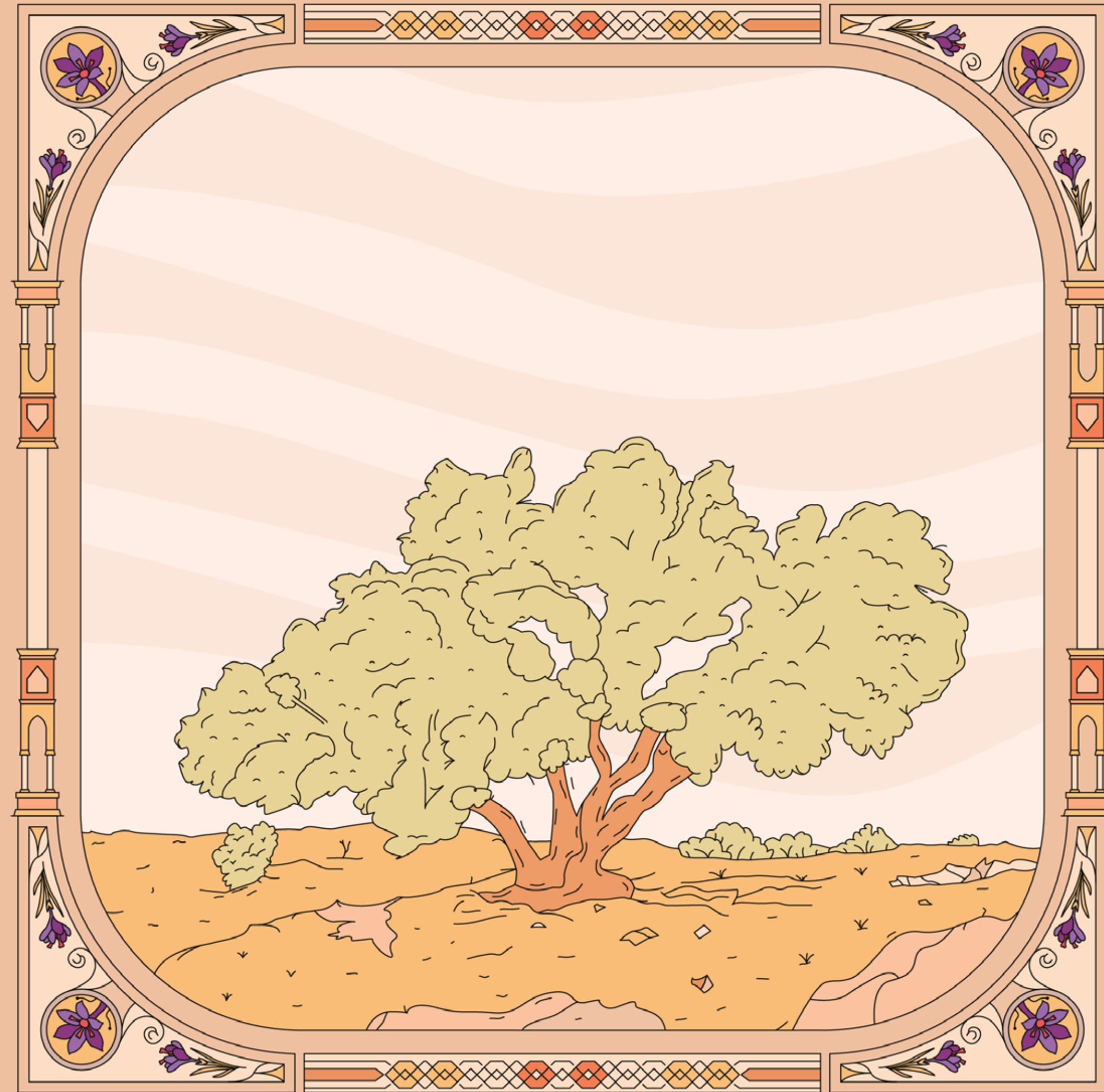
Agadir Beach:

The clear waters and tranquil beauty of Agadir Beach symbolize relaxation, renewal, and wellness, attributes closely linked to the health benefits of saffron. It reinforces the message of Bybelo's commitment to improving the lives of its customers.



Agadir Oufla:

The Kasbah of Agadir, offering panoramic views of the city, represents the resilience and endurance of Agadir. This symbol connects to Bybelo's mission to provide a product of strength and quality, sourced from environments that endure.



Argan Tree:

The argan tree, native to southwestern Morocco, is vital to the local ecosystem and economy. It represents the sustainable and responsible practices that Bybelo supports, especially in its partnership with Berber women.









Bahia Palace



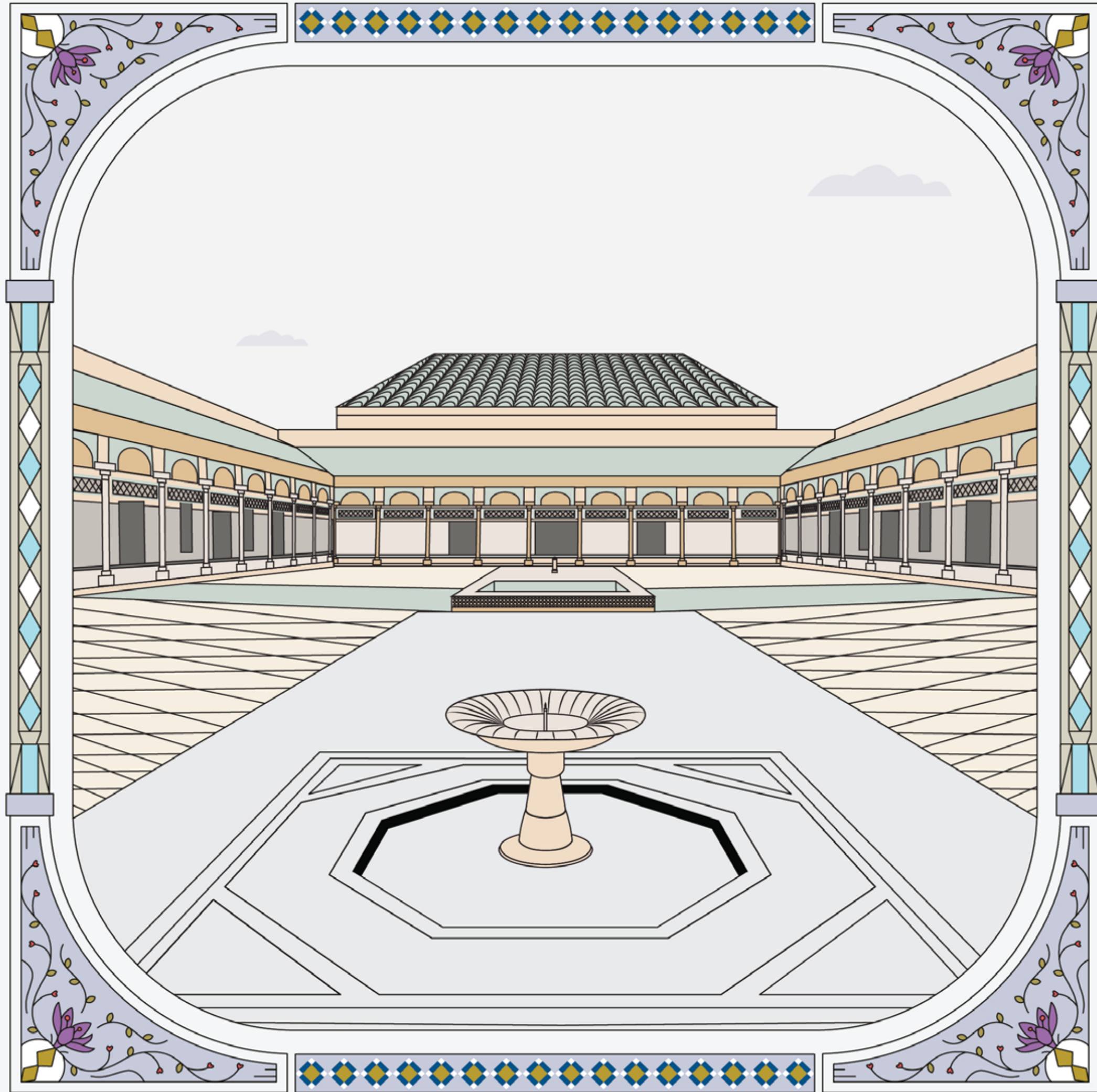
El Badi Palace



Kutubiyya Mosque

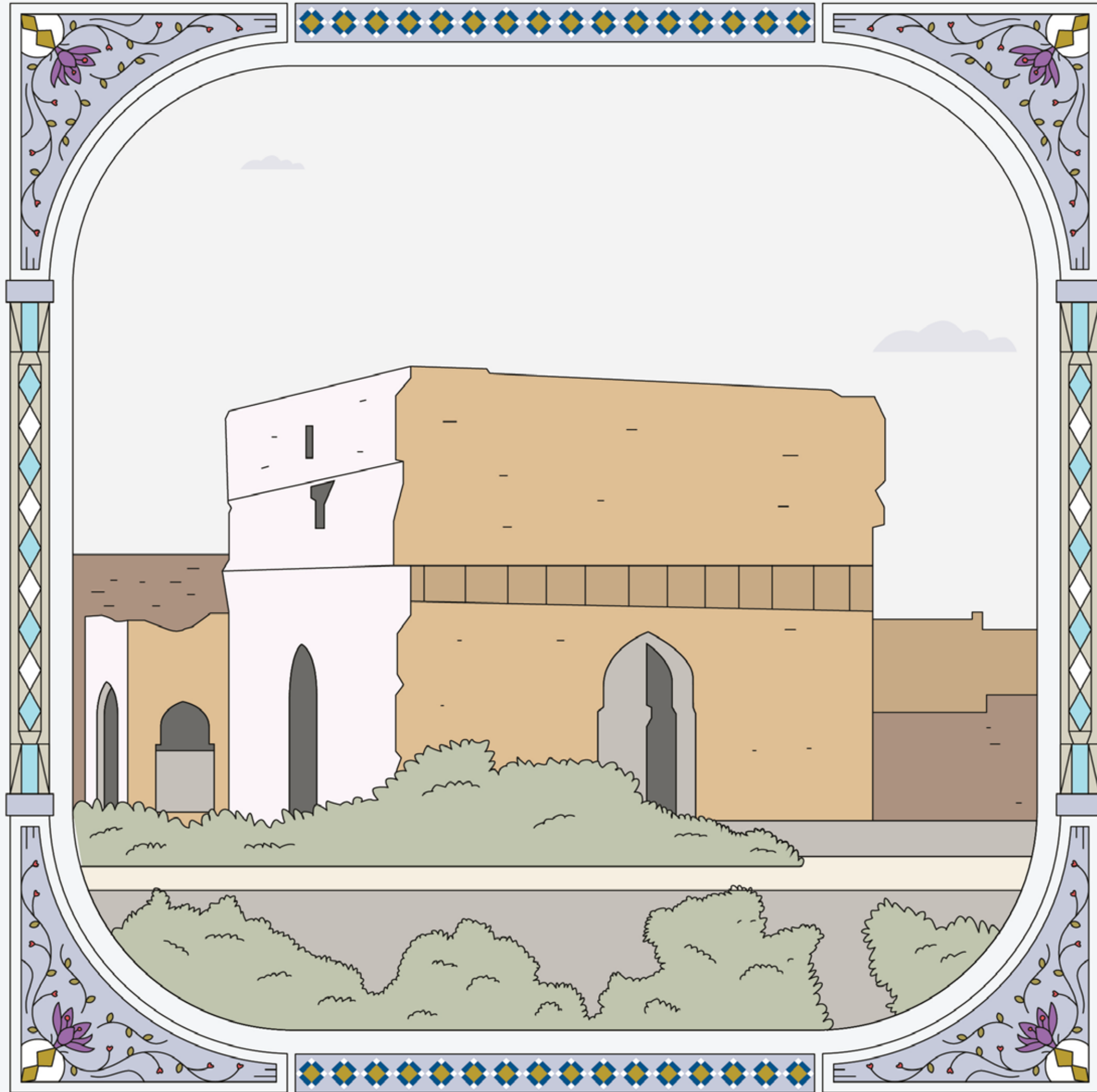
Marrakesh

Bybelo's packaging for Marrakesh draws on the elegance, cultural richness, and historical grandeur of the city. The design incorporates iconic landmarks to showcase the authenticity and high standards that the brand embodies.



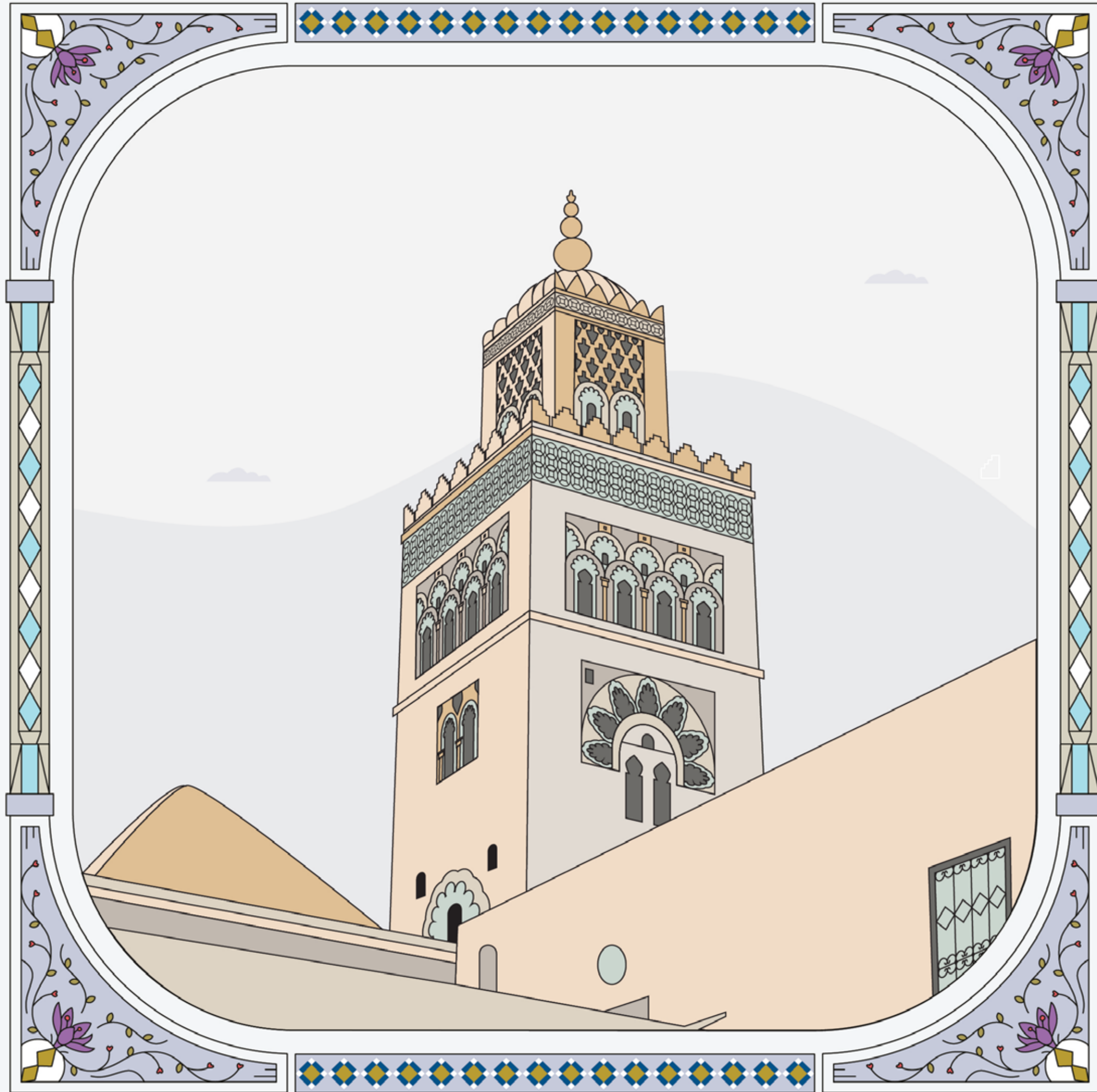
Bahia Palace:

This mid-19th-century palace embodies the city's blend of elegance and cultural depth, representing the high standards of Moroccan craftsmanship and design. Its intricate details are a reflection of Bybelo's commitment to quality and authenticity.



El Badi Palace:

Known for its ruins, El Badi Palace represents the grandeur of Marrakesh in its prime. The remains of this palace are a symbol of the city's historical opulence and beauty, with its intricately designed architecture influencing Bybelo's visual storytelling.



Kutubiyya Mosque:

One of the largest mosques in Marrakesh, the Kutubiyya Mosque is a key element of the city's skyline and a powerful cultural symbol. It stands for spirituality, architectural beauty, and Moroccan heritage, just as Bybelo stands for high-quality, authentic saffron.









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Captured By Mohamed Alshamy_Bybelo Founder
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Thank you

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