



VIAGE

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Viage Fragrances is a niche perfume house originating from Dubai, United Arab Emirates. The fragrance industry offers scents inspired by the world's most captivating cities.

The inspiration for Viage Fragrances stems from the cultural richness and allure of global destinations. Each fragrance collection represents a cruise trip with ten stops, each destination offering a journey through diverse cultures and landscapes.

From the serene gardens of Tokyo to the bustling markets of Shanghai, the ancient wonders of Alexandria to the romantic canals of Venice, Viage captures the essence of these cities in every bottle.

Viage Fragrances also celebrates the diversity and beauty of global cultures. Each fragrance is a tribute to its inspired city's unique character and heritage. By wearing Viage fragrances, you're not just applying a scent; you're engaging with a cultural narrative and connecting with people from around the world.

The viage fragrances invite you to embark on a global olfactory adventure, to discover new places and experiences through the power of scent.

The oriental character is characterized by warm, sensual notes, vanilla musk spices, and amber. These elements create a luxurious and exotic aroma that adds a touch of sophistication and elegance to any occasion. The brand's commitment to quality and selection of ingredients and the artistry, involved in crafting each fragrance.

Viage Fragrances offer a unique experience for fragrance lovers. With exquisite blends, luxurious aromas, and cultural inspiration, Viage Fragrances invites you to embark on a sensory journey around the world. Whether you're a seasoned fragrance collector or simply seeking a new olfactory experience, Viage Fragrances are sure to captivate your senses and transport you to the new distant lands.

Part 1: Overview

Costing hundreds of millions of dollars and weighing more than a 150 thousand tons, a modern day cruise ship is like a giant floating hotel, containing thousands of guest rooms and hundreds of staff cabins that are able to house more than 6,000 people.



The Princess cruise ship near Puerto Vallarta, Mexico. (Photo: Alonso Reyes)

Cruise ship amenities include:

- **Dining and shopping**, with dozens of restaurants, retail shops, and luxury stores;
- **Entertainment**, including live performances, lounges, cinemas, swimming pools, water slides, and even Go-Kart racetracks and casinos;
- **Sporting facilities**, including basketball courts, fitness centers, and jogging tracks.

Modern cruise ships are massive, offering countless amenities. (Photo credits from top left: Mustang, wasi1370, Colin Lloyd, Brandon Nelson, and Christian Lambert.)



Part 2: Brand Concept



Part 2: Brand Concept

Although modern cruise ships are like sailing cities that are designed to offer all kinds of comfort and entertainment that one can imagine, the real pleasure comes from the traveling itself.

More than the food, shopping, cinemas, and waterslides, the experience of sailing across the ocean, visiting new cities, meeting new people, and learning about other cultures are the most important things that make a cruise trip an unforgettable experience.

A cruise ship docked at Sydney Harbour, New South Wales, Australia. (Photo: Mick Orlick)



A cruise ship sailing near the Golden Gate Bridge, San Francisco, California. (Photo: John Bell)



For this reason, the brand concept must focus on the voyage and the destinations, and not the vessel.

Ultimately, it is the voyage and the city stops that are made on the way are the things that create all the lifetime memories.

Cruise ships docked at various locations around the world. (Photo credits from top left: Stephanie Klepacki, Hugh Whyte, Adam Gonzales, Robert Linder, Kent Weitkamp, Fernando Jorge, Colin Lloyd, Roman Davydko, Matt Benson, Fernando Jorge, and Secret Travel Guide)



Part 3:
Brand Name



Part 3: Brand Name

The ideal brand name must capture what a cruise ship trip represents: A journey of a lifetime in search of new experiences. The name must also be easy to pronounce and memorable.

Dictionaries, encyclopedias, and other academic and literary resources were consulted in order to find the best-suited words.

A list containing dozens of options was compiled and then carefully filtered according to the aforementioned criteria, as well as market availability.



A cruise ship near the dock at night, Drøbak, Norway. (Photo: Vidar Nordli-Mathisen)

Finally, after weeks of research, the brand name finally emerged.

Viāge (noun): A journey by land or sea; a pilgrimage; a journey of adventure; the journey and sojourn of an ambassador.

The name fulfills all the criteria: It has the right meaning, it is easy to pronounce, and above all, it is short and memorable.

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The word **Viage** is the original Middle English form of the Modern English word **Voyage**. It is borrowed from Anglo-Norman, and shares a similarity with the Old French word “voiage” which also has the same meaning.

Part 4: Logo



Part 4: Logo

Four elements are chosen as inspiration for the logo design:

1. Helm

The helm can still be found in cruise ships today. It represents leadership.

2. Bow

As the front of the ship, the bow represents direction and ambition.

3. The **sea** represents new and unknown experiences.

4. The **lighthouse** represents new destinations.

1



Steering wheel in a modern cruise ship.
(Photo: Aleksandar Milutinovic)

3



Baltic sea. (Photo: Ant Rozetsky)

2



The bow of a ship in the North Sea.
(Photo: Jorg Greuel)

4



Port light house in Bodrum, Turkey.
(Photo: Deniz Vatan)

The resulting monolinear logo combines all the elements in a simple composition that clearly communicates the brand concept in a sophisticated and elegant manner.



For the logotype, the serif typeface “Ivy Mode” is selected for its elegant flared sans serif style. It is highly reminiscent of high-contrast Didone typefaces that are typically used in fashion. It is stylish and luxurious, with a contemporary expression.

Ivy Mode

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VIAGE

The resulting logo is elegant and refined, and works equally well in larger and smaller sizes.



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Part 5: Bottle Label



Part 5: Bottle Label

For the bottle, there are three types of labeling:

1. **Paper Labeling:** Offers effects like embossing, spot UV printing, and hot foil stamping.
2. **Screenprinting & Plate (or Sticker):** The logo is produced as a Zamac plate or a paper sticker. The rest of the text is screenprinted.
3. **Screenprinting & Hot Stamping:** The logo is hot stamped in metallic foil for a premium finish, and the text is screenprinted.



Paper Label

The label is printed with effects such as embossing and hot foil stamping.



Screenprinting & plate (or sticker)

The logo is printed on a plate or a sticker, and the text is screenprinted.



Screenprinting & Hot Stamping

The logo is hot stamped, and the text is screenprinted.

The third option (hot stamping the logo and screenprinting the text) is chosen, as it offers the simpler and more beautiful choice for this bottle design.



Part 6: Perfume Names

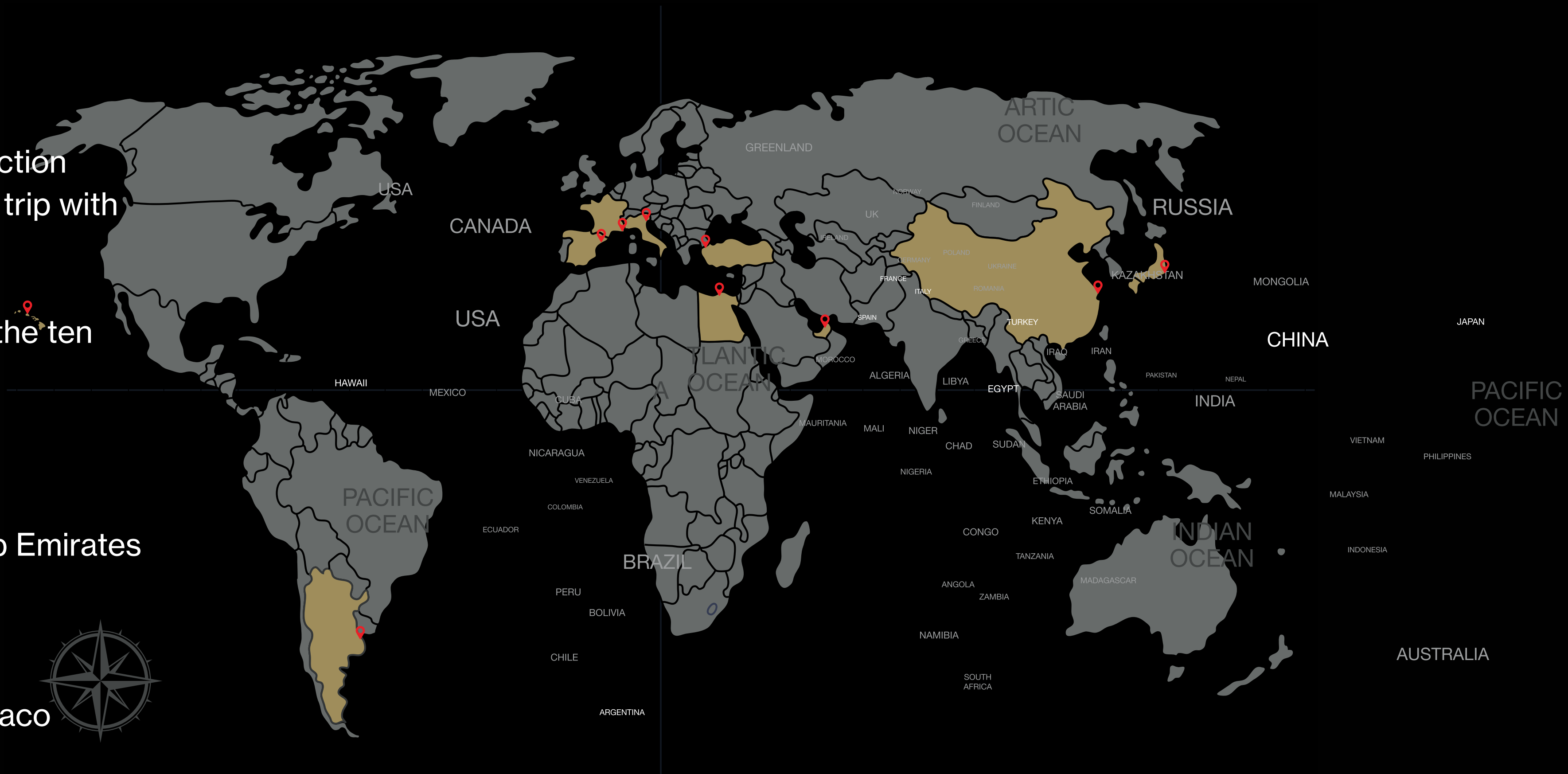


Part 6: Perfume Names

Each perfume collection represents a cruise trip with ten stops.

For this cruise trip, the ten stops are:

- Tokyo, Japan
- Shanghai, China
- Dubai, United Arab Emirates
- Alexandria, Egypt
- Istanbul, Turkey
- Venice, Italy
- Monaco City, Monaco
- Barcelona, Spain
- Buenos Aires, Argentina
- Honolulu, Hawaii



Tranquil Tokyo

Although Tokyo is one of the biggest and busiest cosmopolitan cities in the world, it has a lesser-known, quiet side.

During the spring, Tokyo's cherry blossoms are on full display in many of its neighborhoods and parks, giving it a calm, unique beauty.



Shimmering Shanghai

The busy Huangpu District in Shanghai is known for the Bund, a riverside stretch of skyscrapers and a pedestrian promenade. At night, one can take a river cruise or ferry and enjoy the city lights.



Dazzling Dubai

Dubai is a city and emirate in the United Arab Emirates with an ever-growing international presence. It is renowned for its ultramodern, skyscraper-filled skyline, massive artificial islands, famous hotels, and luxury shopping.



Ageless Alexandria

Founded more than 2,300 years ago, Alexandria is the second largest city in Egypt, and the largest city on the Mediterranean coast. It is the country's main seaport, and is home to many historical landmarks, old-world cafes, and sandy beaches.



Idyllic Istanbul

Istanbul is a unique city that sits at the intersection of Europe and Asia, old and new. It offers abundant historical and cultural riches, and is famous for its beautiful atmosphere and amazing architecture.



Vibrant Venice

As capital of northern Italy's Veneto region, Venice has no roads, just water canals. It remains a major Italian port in the northern Adriatic Sea, and is one of the world's oldest tourist and cultural centers.



Magnetic Monaco

Monaco is a tiny royal principality on the Côte d'Azur. Tourists visit Monaco in order to experience the alluring French Riviera, as well as enjoy its lavish five-star hotels, designer boutiques, luxury yachts, and opulent restaurants.



Bustling Barcelona

Barcelona is one of the most famous touristic spots in the world, well-known for its Art Nouveau architecture, culture, and cuisine. It is a city that is constantly on the move.



Beaming Buenos Aires

Buenos Aires is Argentina's cosmopolitan capital city and a popular touristic destination. Most famous for its presidential palace and Plaza de Mayo, Buenos Aires is also known for its colorful shops and houses that line its neighborhoods.



Hypnotic Honolulu

Honolulu is the capital of Hawaii, and is famous for its dining, hotels, and above all else, its beaches. Its coast is dominated by magnificent green mountains that, along with its crystal-clear water, give Honolulu a dazzling beauty.



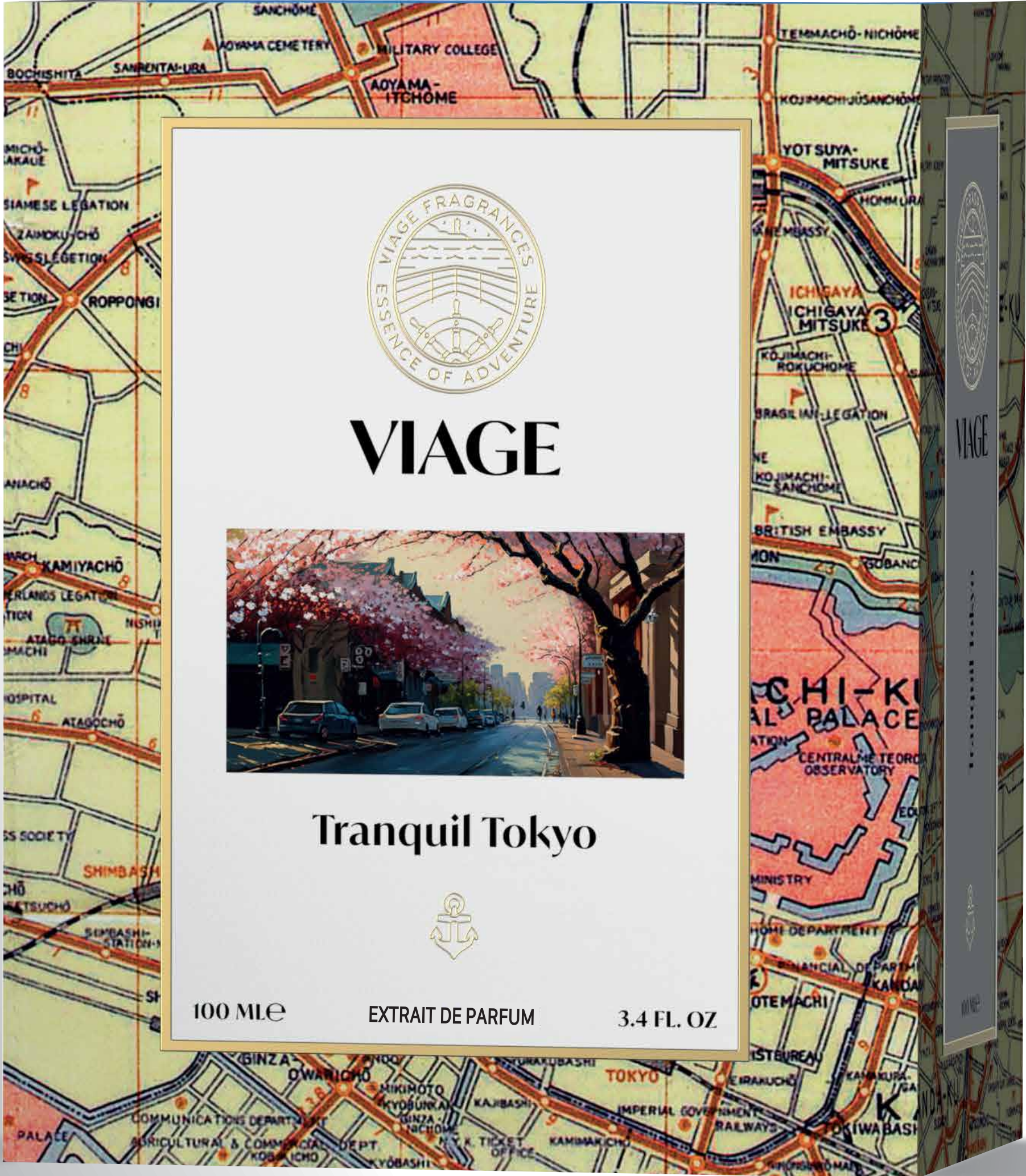
Part 7:
First Collection - Packaging



Part 7: First Collection - Packaging

Tranquil Tokyo

For the outer box sleeve, the central area has a minimalistic look, with the city's painting in the center. The background image of the sleeve showcases a 1930 map of Tokyo.



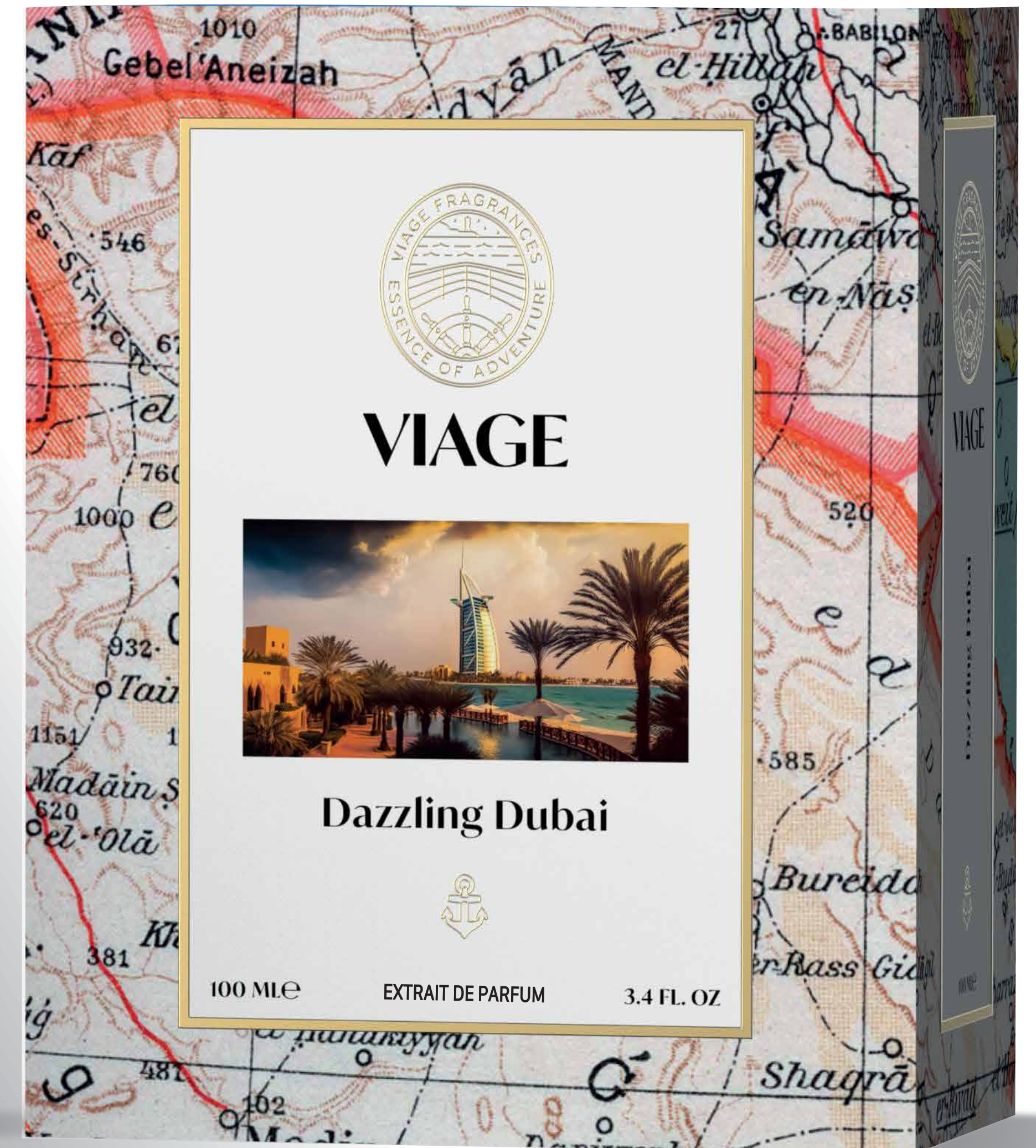
Shimmering Shanghai

The background image of the box sleeve is from a map showing the city of Shanghai, circa the 1930s.



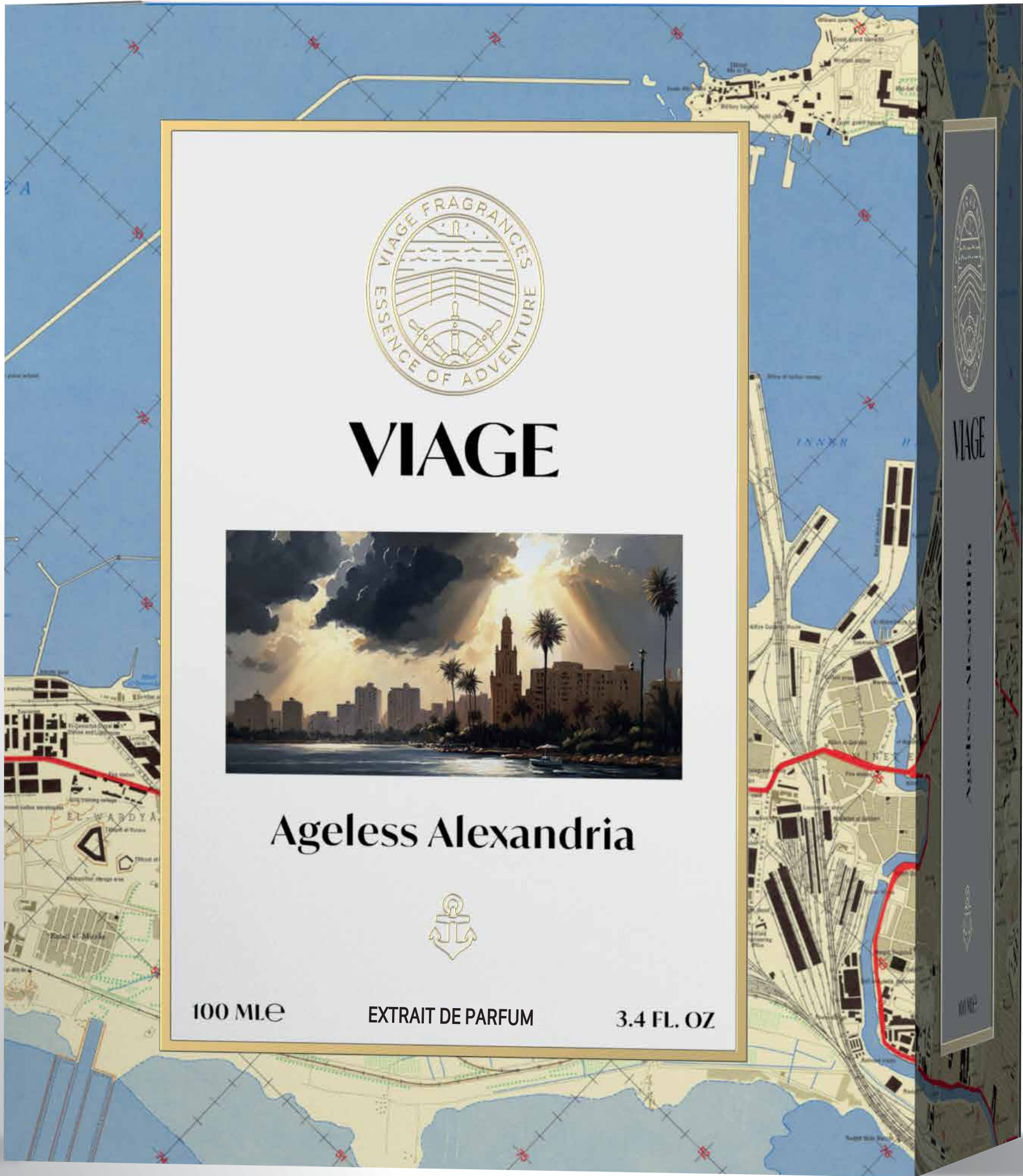
Dazzling Dubai

The background image of the sleeve is from a map showing Gulf region, circa 1929.



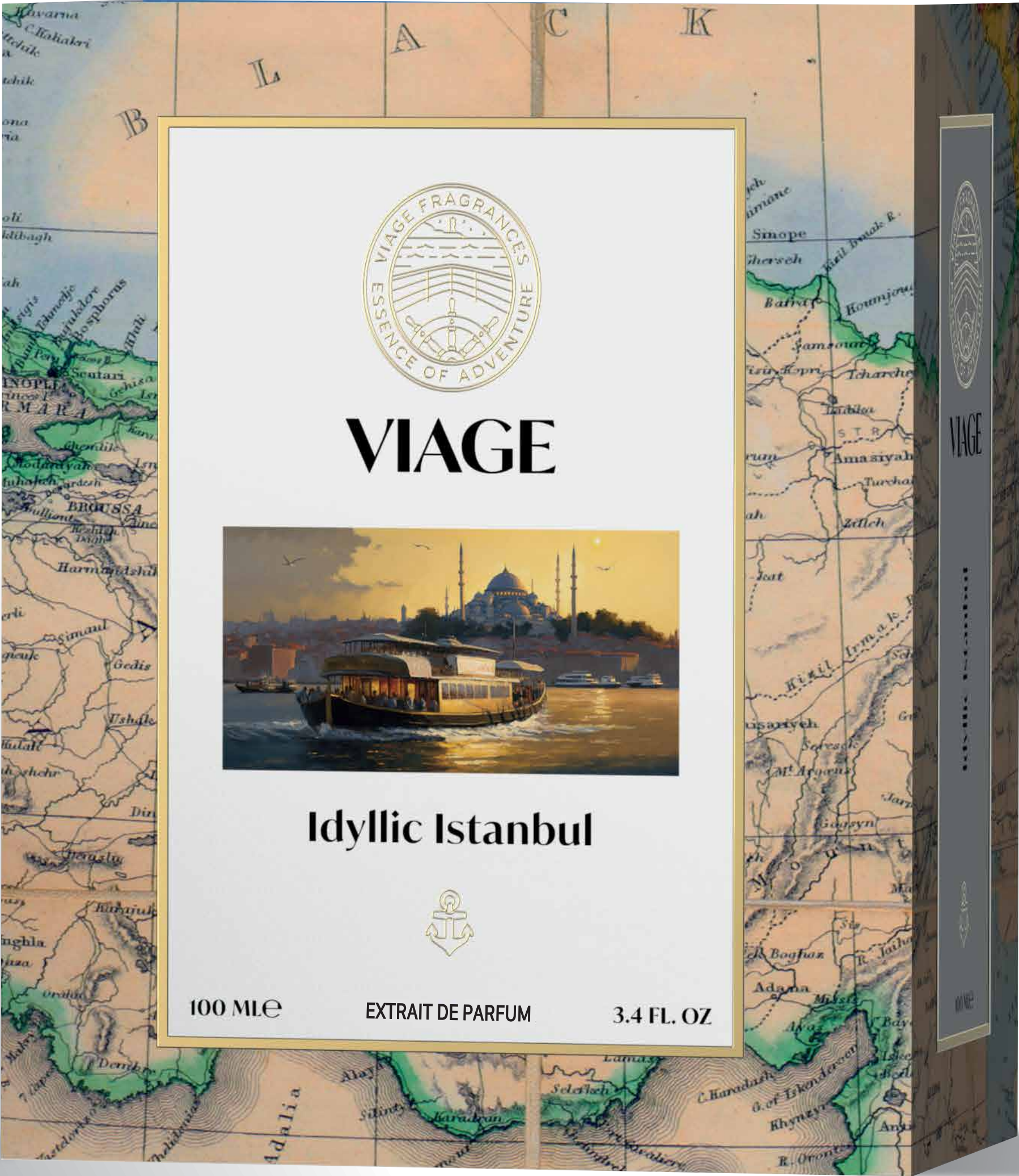
Ageless Alexandria

The background image of the sleeve is from a map showing the city of Alexandria, circa 1959.



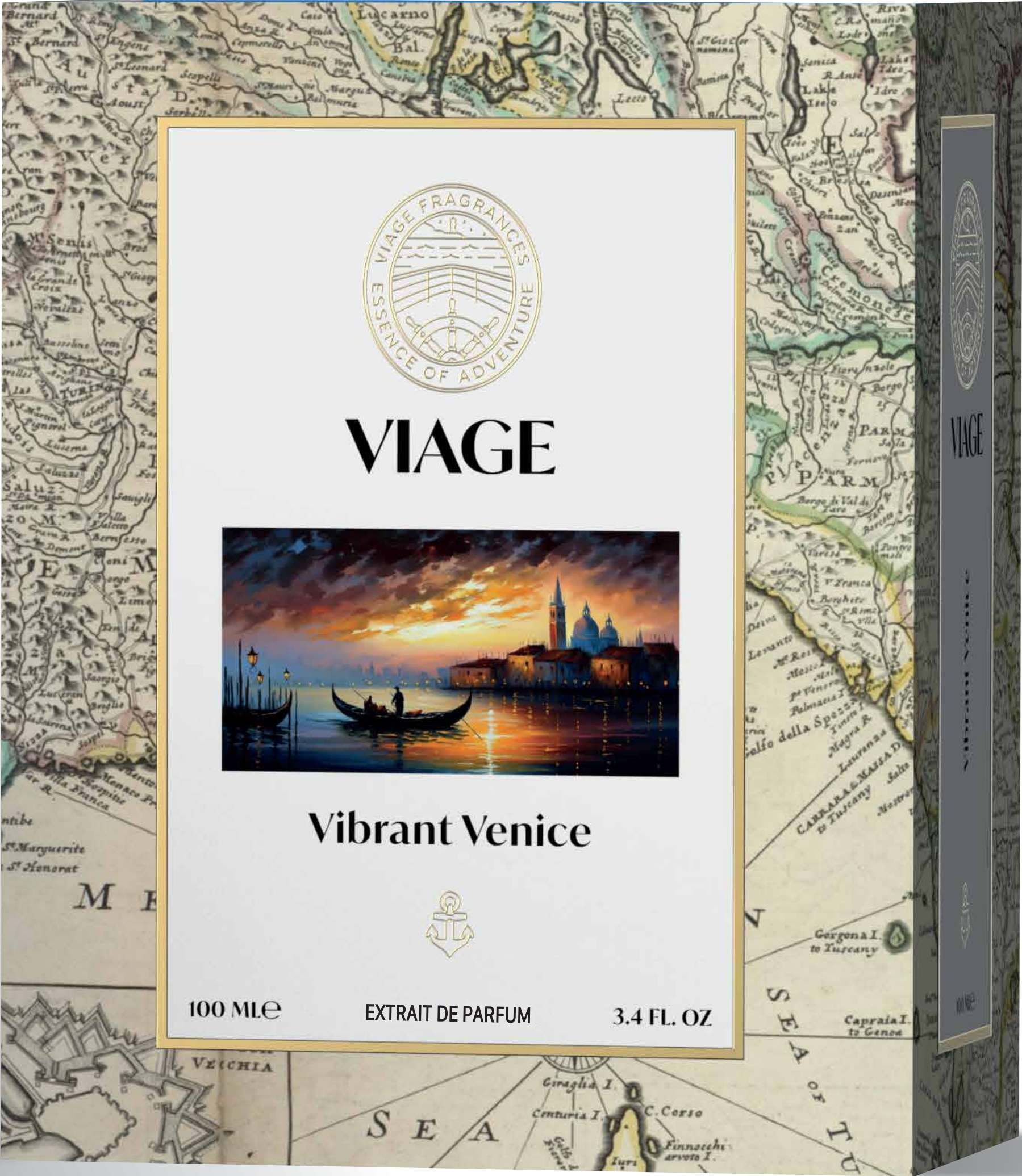
Idyllic Istanbul

The background image of the sleeve is from a map showing Istanbul, the Black Sea, and the frontiers of Russia and Persia during the reign of the Ottoman Empire, circa 1853.



Vibrant Venice

The background image of the box sleeve is from a map of the upper part of Italy, including Venice and other cities like Savoy, Milan, Genoa, and Tuscany, circa 1736.



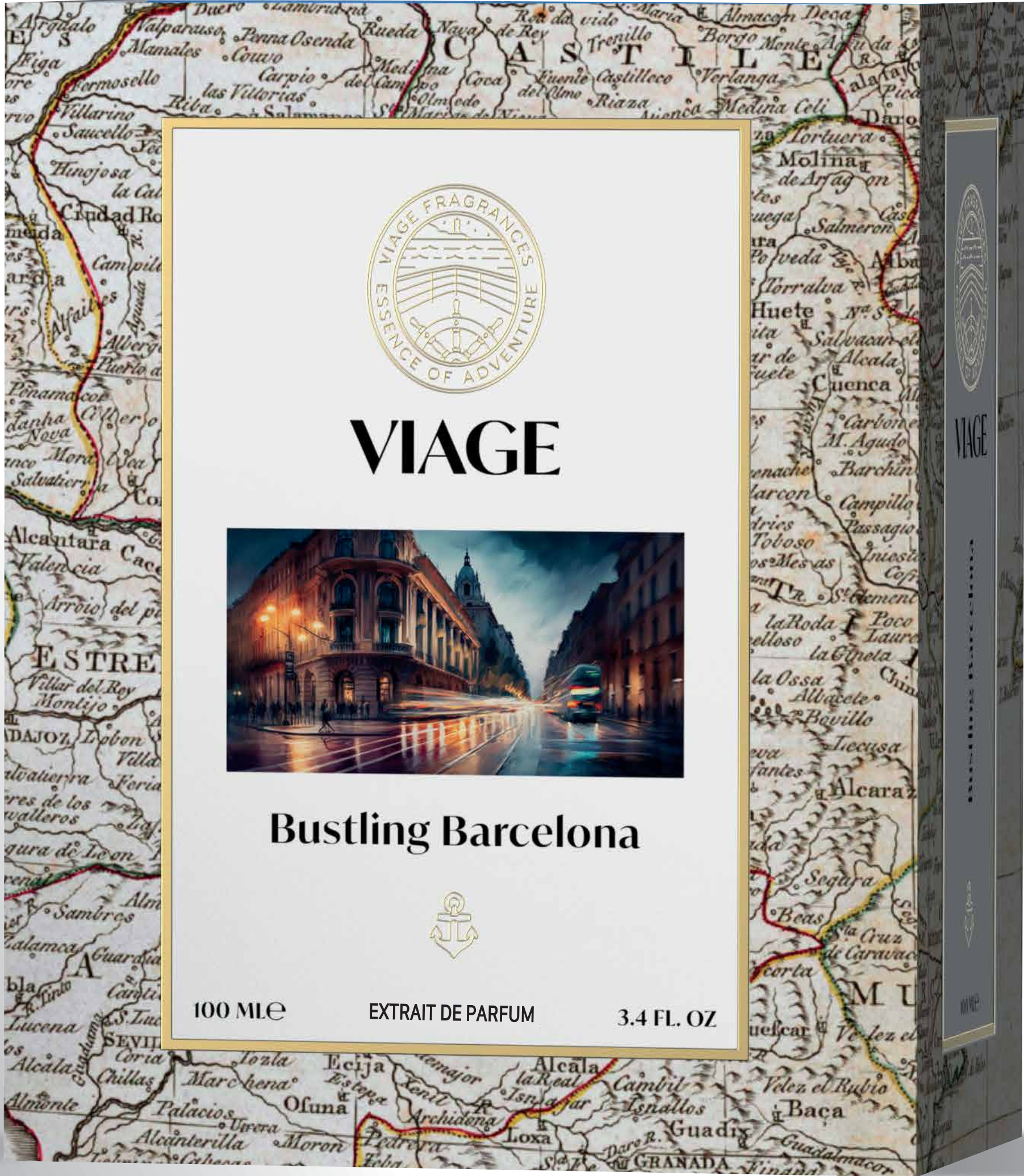
Magnetic Monaco

The background image of the sleeve is from a map showing Monaco and Monte Carlo, circa 1921.



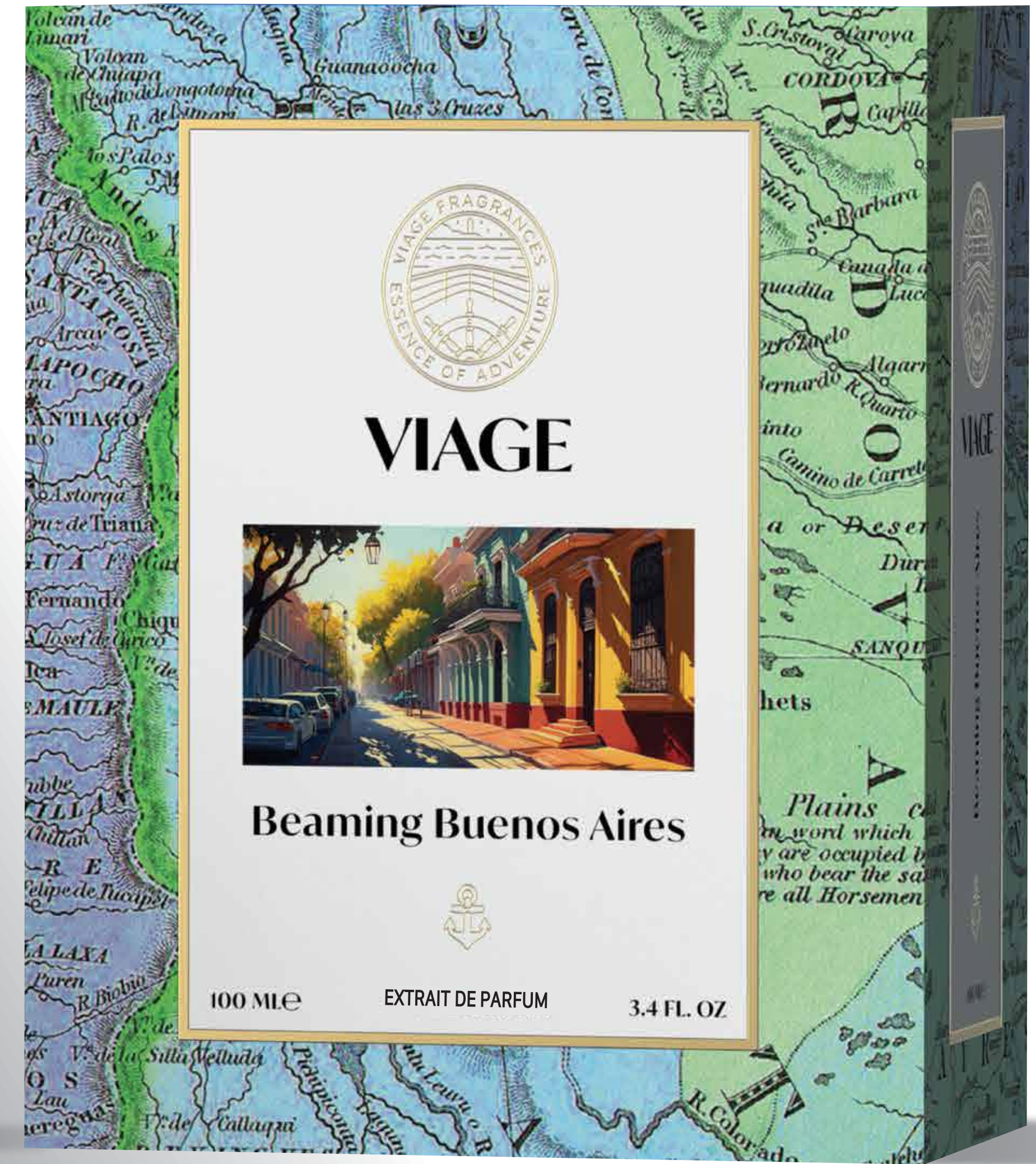
Bustling Barcelona

The background image of the box sleeve is from a map covering the general divisions of Spain and Portugal, circa 1786.

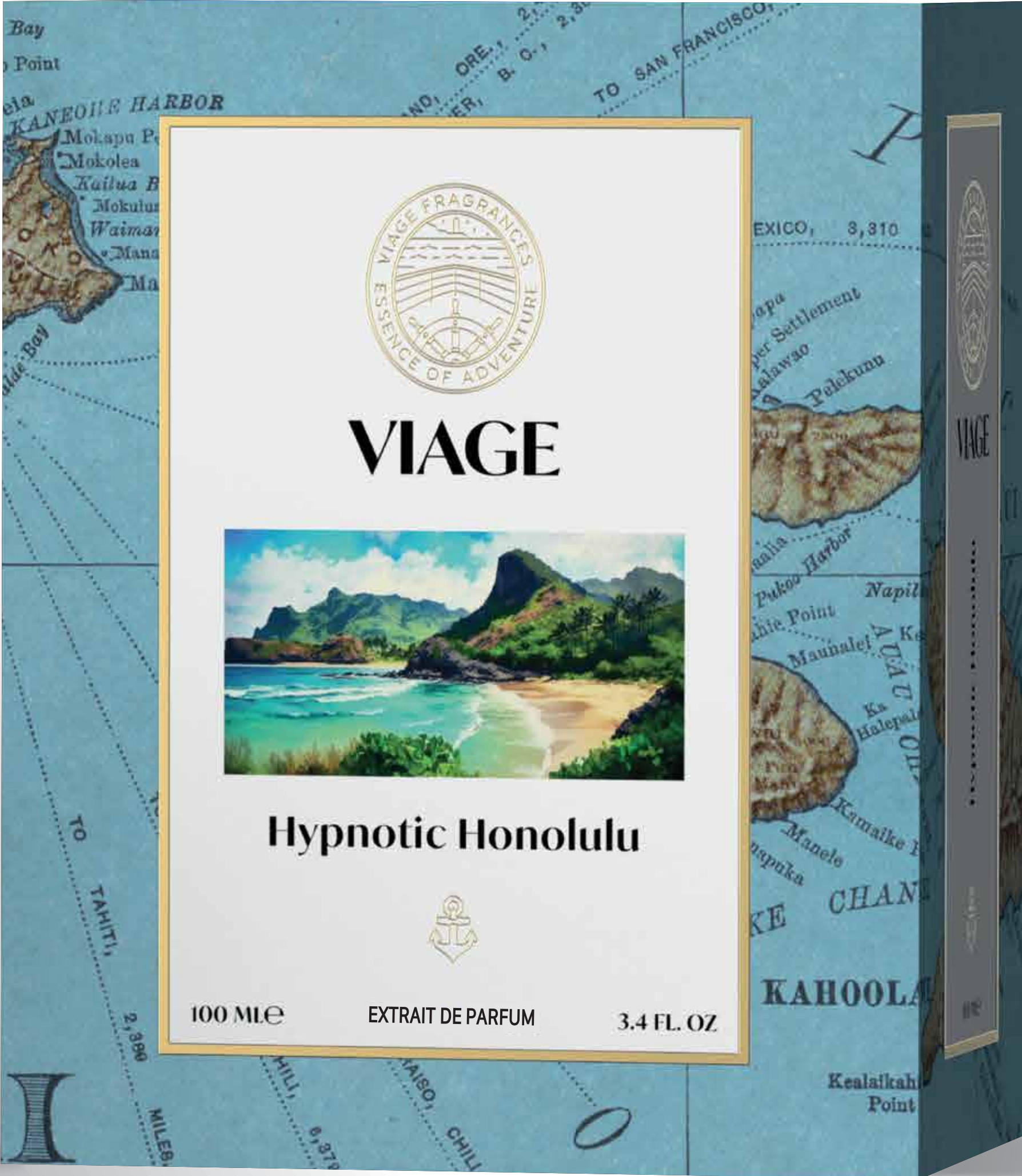


Beaming Buenos Aires

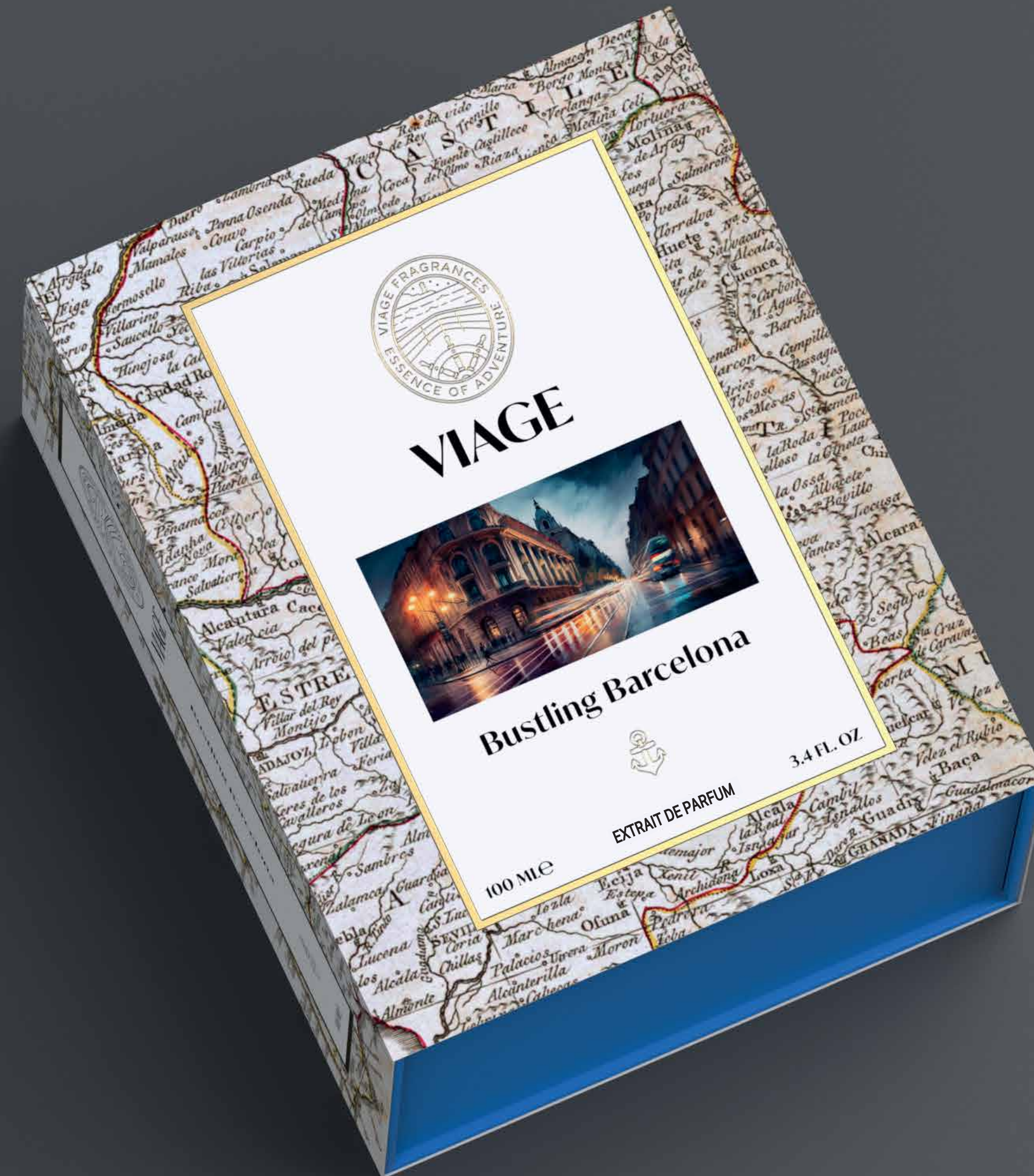
The background image of the sleeve is from a map showing the south part of South America, including the modern-day nations of Chili, Argentina, Bolivia, Uruguay, Paraguay, and Brazil, circa 1850



Hypnotic Honolulu
The background image of the sleeve is from a map showing the cluster of islands that form Hawaii, circa 1898.



The first view of the package is the outer sleeve. For this collection and all future collections, this outer sleeve must be unique to each perfume in order to create a rich brand identity.





Next, we see the rigid inside box, which has a magnetic closure.

The color of the box is royal blue, representing the ocean. All the printed elements on it must be hot foil-stamped in metallic gold.

This box is the same for all the perfumes in all collections.



Finally, the box is opened and we see the perfume bottle for the first time.

The bottle is embedded in either white foam or a white cardboard die-cut. There can be a label on the inside of the lid, as well as a small booklet inside the box, containing information about the city that the perfume represents.



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