

Alyssa

Portfolio

2024

A group of diverse runners, including men and women of various ethnicities, are jogging together on a city street. They are dressed in athletic gear like tank tops, t-shirts, and shorts. The scene is set in an urban environment with buildings and a car visible in the background. The lighting suggests it's either early morning or late afternoon.

We Are
**FOR EVERY KIND
OF RUNNER**

2022

We are Runners

MR Price Sport - Retail Sports and Apparel brand

In the lead-up to Comrades and its qualifiers, Mr Price Sport launched the “We Are Runners” winter campaign to celebrate runners’ journeys.

Through stories of resilience and dedication, this campaign highlighted the motivations that keep runners going, whether it’s personal growth, the thrill of the race, and the community that surrounds them.

As part of the campaign, we curated running kits for every runner, “We Are Runners” encouraged athletes of all kinds to find their stride with gear made to support every step of their journey.

By sharing inspiring stories, we motivated athletes of all levels and encouraged them to explore a curated collection of running gear suited for every type of runner.

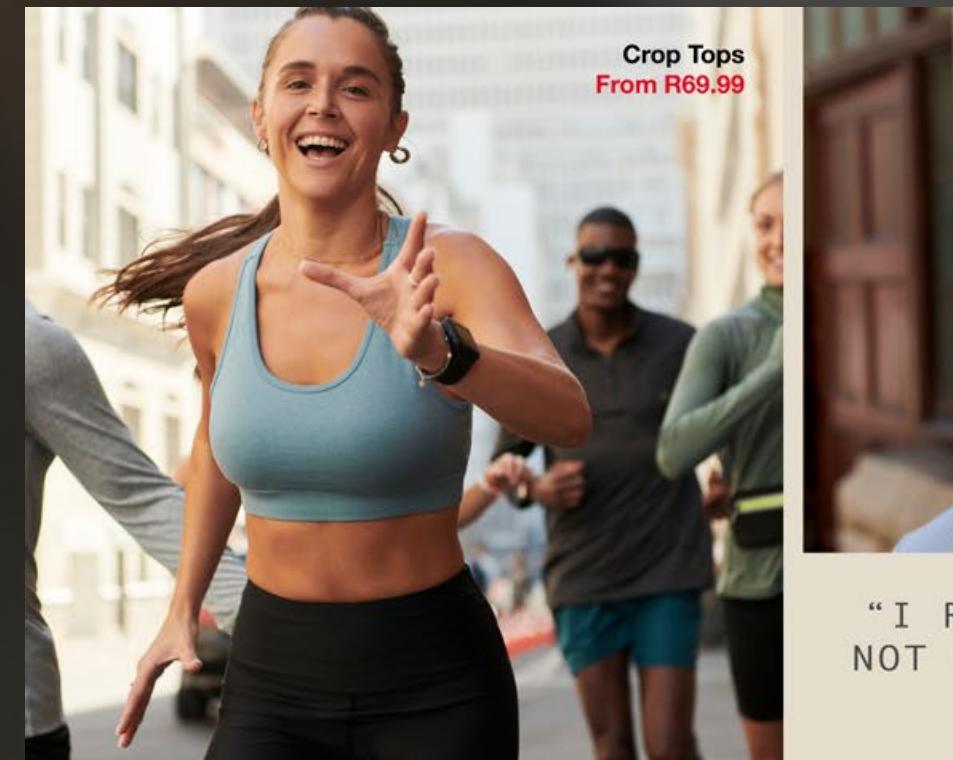


Mens Turtle Neck Top
From R159.99

"I RUN TO BE BETTER.
RUNNING IS MY WAY OF
TRACKING GROWTH WITH
ENDURANCE AND SPEED"
- LESLEY



Mens
Running Gear
From
R79.99



Crop Tops
From R69.99



"I RUN FOR THE JOURNEY,
NOT FOR THE FINISH LINE"
- BRITTANY



Ladies
Running Gear
From
R79.99



Mens Elite
Running Kit
From
R229.99

maxed
ELITE



Ladies Elite
Running Kit
From
R229.99

maxed
ELITE



Window banners

FOR THE BEGINNER RUNNER. FOR THE SOCIAL RUNNER. FOR THE DEDICATED RUNNER. FOR THE COMPETITIVE RUNNER



FOR THE BEGINNER RUNNER. FOR THE SOCIAL RUNNER. FOR THE DEDICATED RUNNER. FOR THE COMPETITIVE RUNNER

mrprice sport

NEW IN LADIES MENS KIDS FITNESS SPORTS OUTDOOR

BEGINNER RUNNER

At Mr Price Sport, we believe we're all runners. No matter what level you think you are - whether you've run countless kms or just trying your hand at it. Every step is one in the right direction, as long as you're wearing the best running kits, made by us.

FOR THE SOCIAL RUNNER. FOR THE DEDICATED RUNNER. FOR THE COMPETITIVE RUNNER

Mens Running Tees From R159⁹⁹

Ladies Running Tees From R139⁹⁹

'I RUN FOR THE ADRENALINE HIT' - CADEN

I RUN TO FEEL PART OF A COMMUNITY - LESLEY

Mens Dri Sport® Shorts From R139⁹⁹

SHOP RUNNING

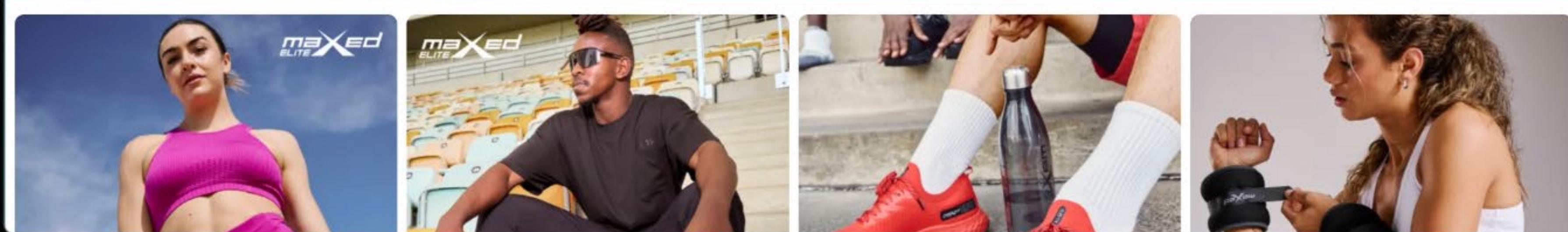
mrprice sport
OFFICIAL TECHNICAL PARTNER

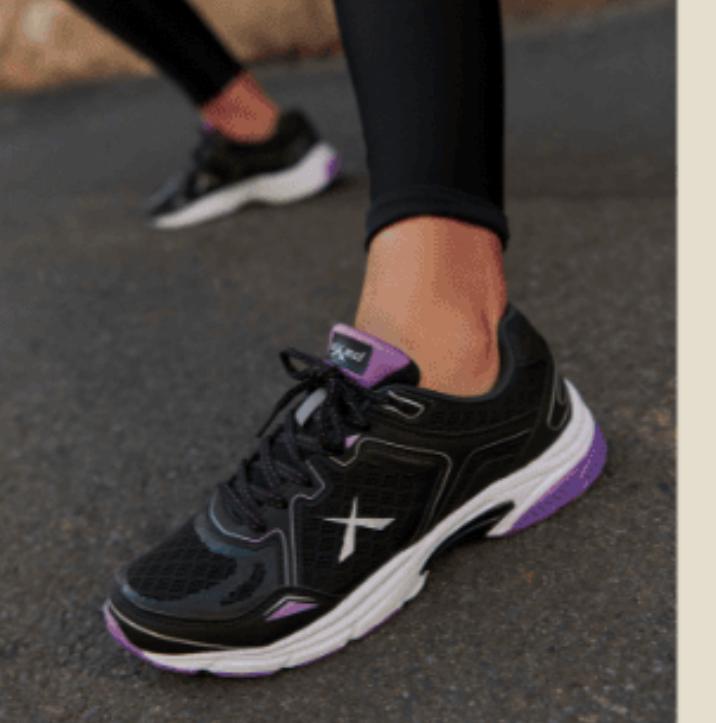
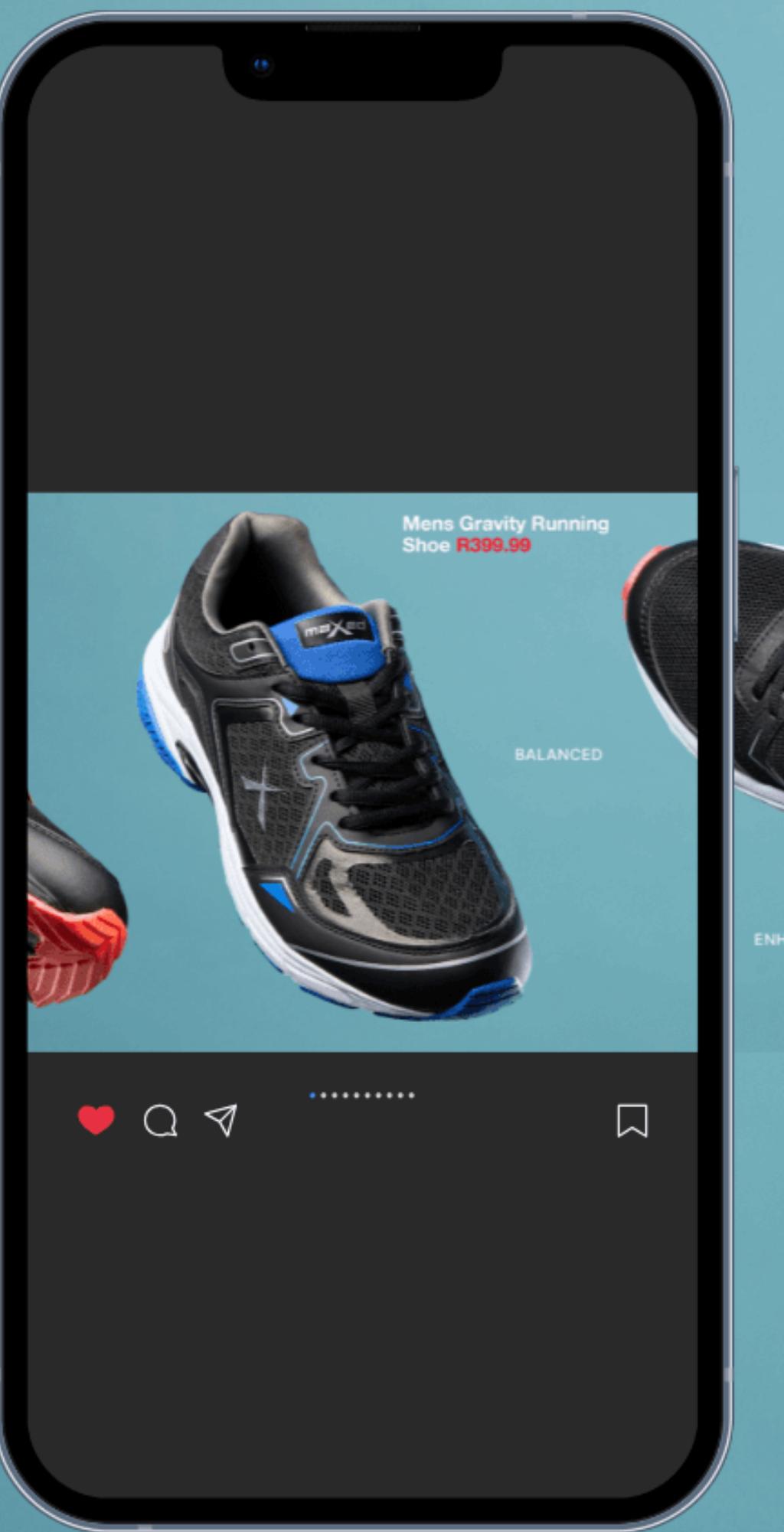
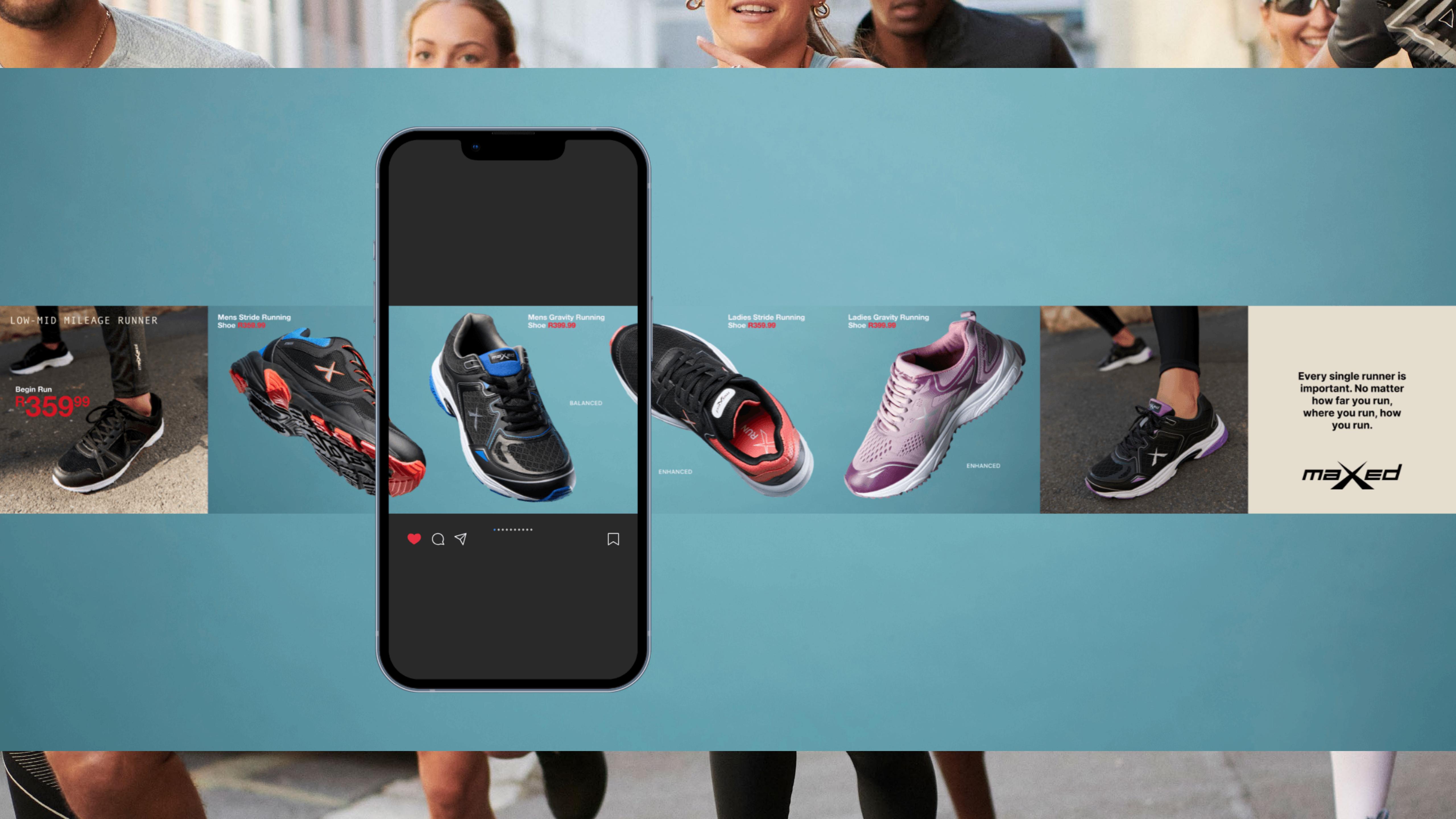
SUNDAY,

2022 THE RETURN SISHAY' IBUYA

f i

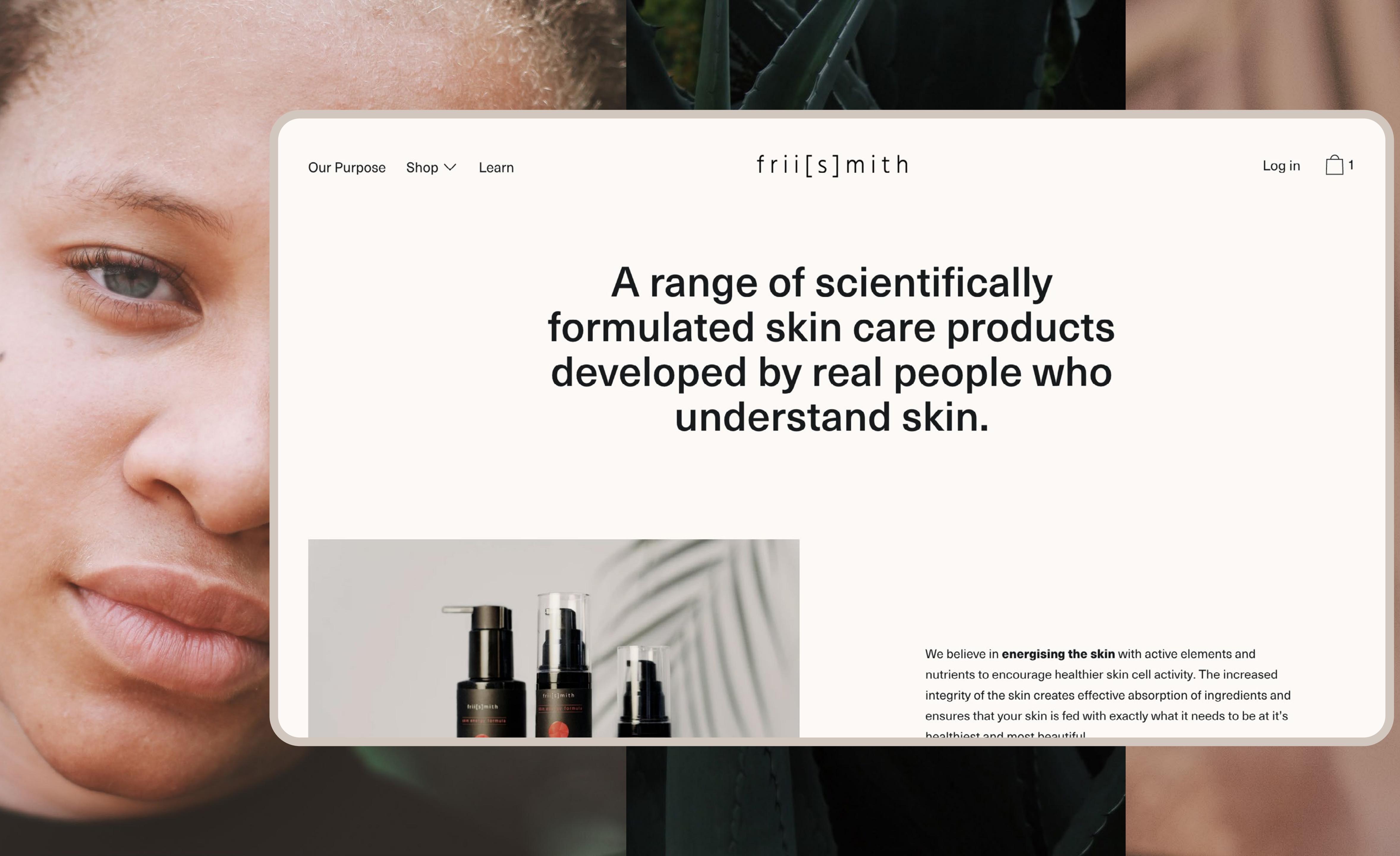
Available in selected stores, online at www.mrpricesport.com or on our mr price app. Please note that delivery of selected products may have been affected due to COVID-19.

[SHOP FOOTWEAR](#)



Every single runner is important. No matter how far you run, where you run, how you run.

maxed



Our Purpose Shop ▾ Learn

frii[s]mith

Log in

1

A range of scientifically formulated skin care products developed by real people who understand skin.



We believe in **energising the skin** with active elements and nutrients to encourage healthier skin cell activity. The increased integrity of the skin creates effective absorption of ingredients and ensures that your skin is fed with exactly what it needs to be at it's healthiest and most beautiful.

2019

Website for the Australian market

Frii[s]mith - female owned skincare brand made with signature ingredients.

Frii[s]mith needed a website to launch and sell their new skincare range. I led the development of the content and website, collaborating with a strategist and copywriter.

After a branding workshop, we aligned the site direction with the client's brand values - promoting fresh, confident faces and the belief that women should feel great in their own skin. The messaging focused on skincare education,

reflecting the expertise of the female scientist and healthcare professional founders.

To complement the brand's natural-positive ethos, we incorporated visual elements like foliage, crystals, and natural textures, symbolising the ingredients used in their products.



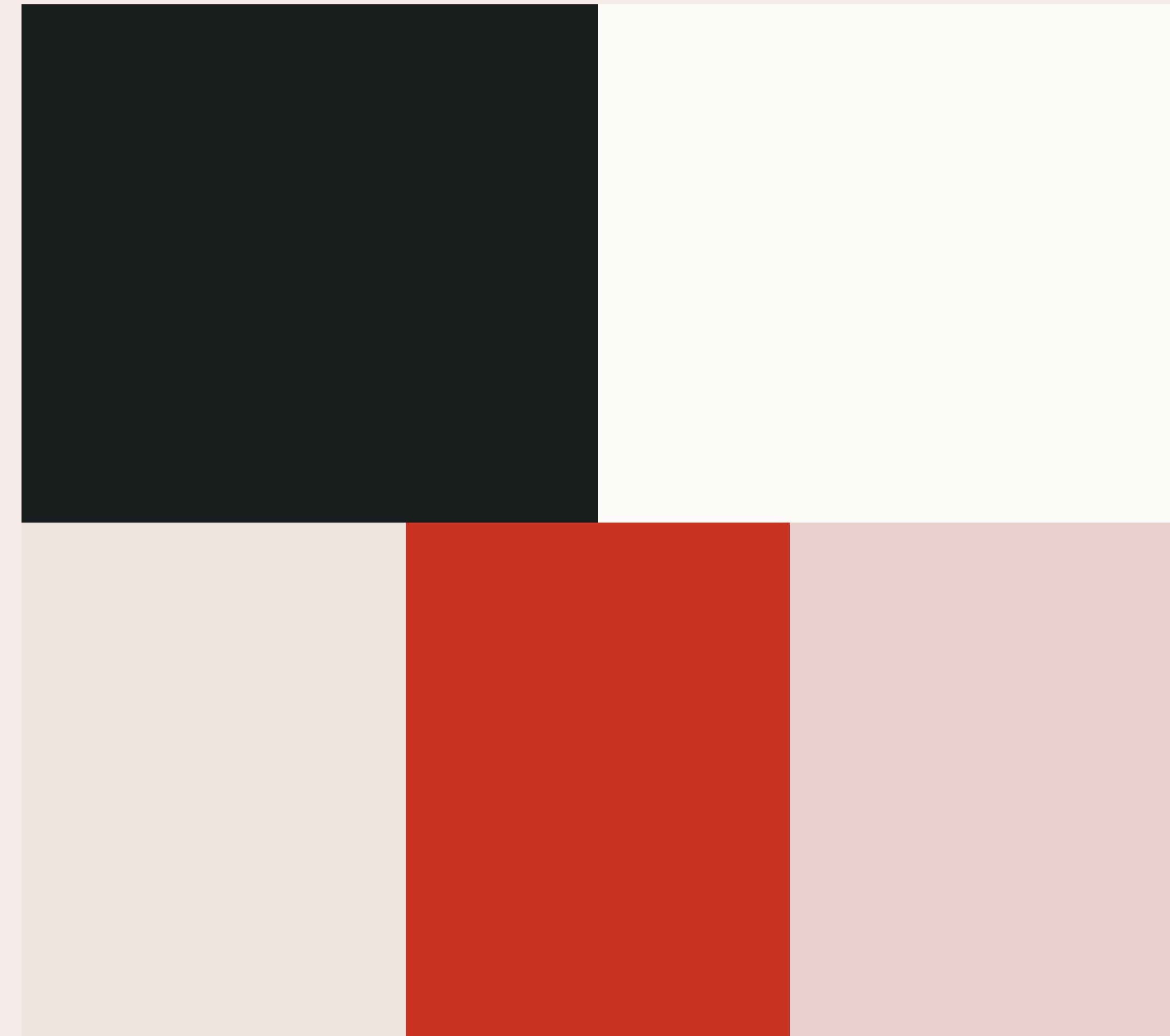
Enhance your skin's energy production.

This serum feeds ingredients directly into the cell, delivering what it needs to function optimally.



We believe in **energising the skin** with active elements and nutrients to encourage healthier skin cell activity. The increased integrity of the skin creates effective absorption of ingredients and ensures that your skin is fed with exactly what it needs to be at its healthiest and most beautiful.

[Shop now](#)



UI colour palette



I am [power] Active Cleanser
\$50.00

Our Purpose Shop Learn

Log in  1

Shopping Cart

Quantity	Total
1	\$50.00

I am [power] Active Cleanser

Remove

Special instructions for seller

Subtotal \$50.00

Shipping & taxes calculated at checkout

Check Out

Our Purpose Shop Learn

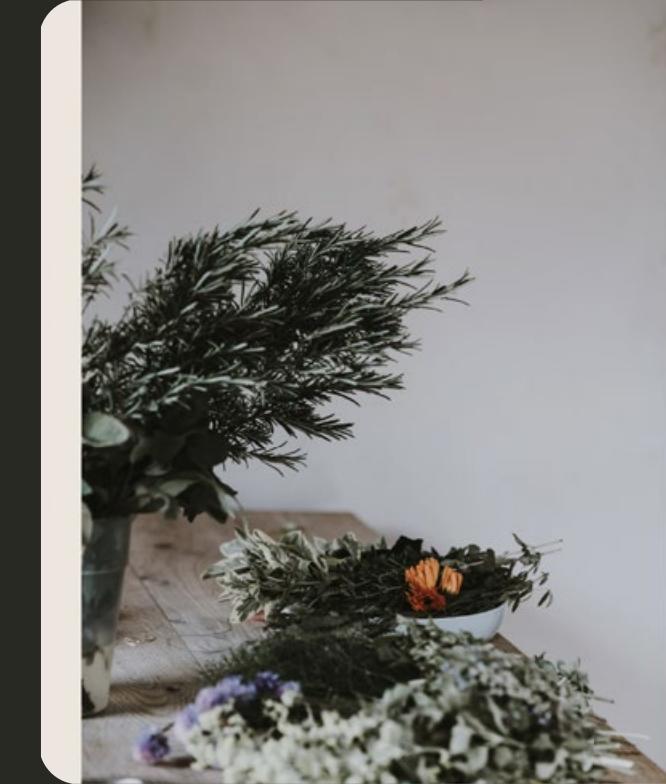
frii[s]mith

Log in  1

A range of scientifically formulated skin care products developed by real people who understand skin.



We believe in **energising the skin** with active elements and nutrients to encourage healthier skin cell activity. The increased integrity of the skin creates effective absorption of ingredients and ensures that your skin is fed with exactly what it needs to be at its healthiest and most beautiful.



Skin enriching elements

We have combined science with earthbound energies and practices to create products that give the skin all the things it needs to thrive.

[Get to know our hero ingredients](#)




The reason why we do what we do.

Integrity
Honesty above all other things. We have carefully and thoughtfully formulated our products using a variety of natural ingredients scientifically proven to enhance the skin as an organ. We want your skin to age proactively, and in order to achieve that we have used only the best vitamins, minerals and compounds in our products.

Loyalty
We are in this for the long haul and you and your skin are our main priority.

Expertise and evidence based
Your skin is your largest organ and a canvas that conveys so much more than what meets the eye. Our in depth knowledge and years of experience coupled with empathy and a passion for driving positive change fuels the frii[s]mith brand.

[Learn about our story](#)

frii[s]mith

Cart > Information > Shipping > Payment

Express checkout 

OR

Contact information Already have an account? Log in

Email

Keep me up to date on news and exclusive offers

Shipping address

First name Last name

Address

Apartment, suite, etc. (optional)

City

I am [power] Active Cleanser \$50.00

Subtotal \$50.00

Shipping Calculated at next step

Total AUD \$50.00



I am [power] Active Cleanser \$50.00

<https://friimsmith.myshopify.com/products/i-am-power-active-cleanser>



Honesty above all other things.

We have carefully and thoughtfully formulated our products using a variety of natural ingredients scientifically proven to enhance the skin as an organ.



The driving force of our business, it's who we are and the reason why we do what we do.

[Read about our approach](#)

Hero Ingredients

So you want to know more you little book worm. Welcome to our ted talk.

found in **I am [power] Active Cleanser**

Bulgarian Rose Water

A light, rose petal infused water.

Maintains the skin's PH level

Anti-inflammatory

High percentage of antioxidants essential to strengthening skin cells and defending against free radical damage



watch walkthrough video

put on
courage

2019

Rebrand

Liza Clifford Studios - Bra assessing, fitting and educating.

Following a rebranding workshop, I was tasked with redesigning Liza Clifford's brand identity. I evaluated the existing identity, considering its 10-year history and how it aligned with the new strategy. Throughout the process, I kept the client closely involved, ensuring clear communication on how the rebrand was visually translated.

My work included revamping the logo, developing a new colour system and visual language, and redesigning packaging, thank-you cards, digital and printed stationery, as well as outdoor signage.



old logo



new logo

Cherry Blossom

Midnight Grey

Twilight Teal

Athena

Goodnight Kiss

Protea Pink

Soft Blush



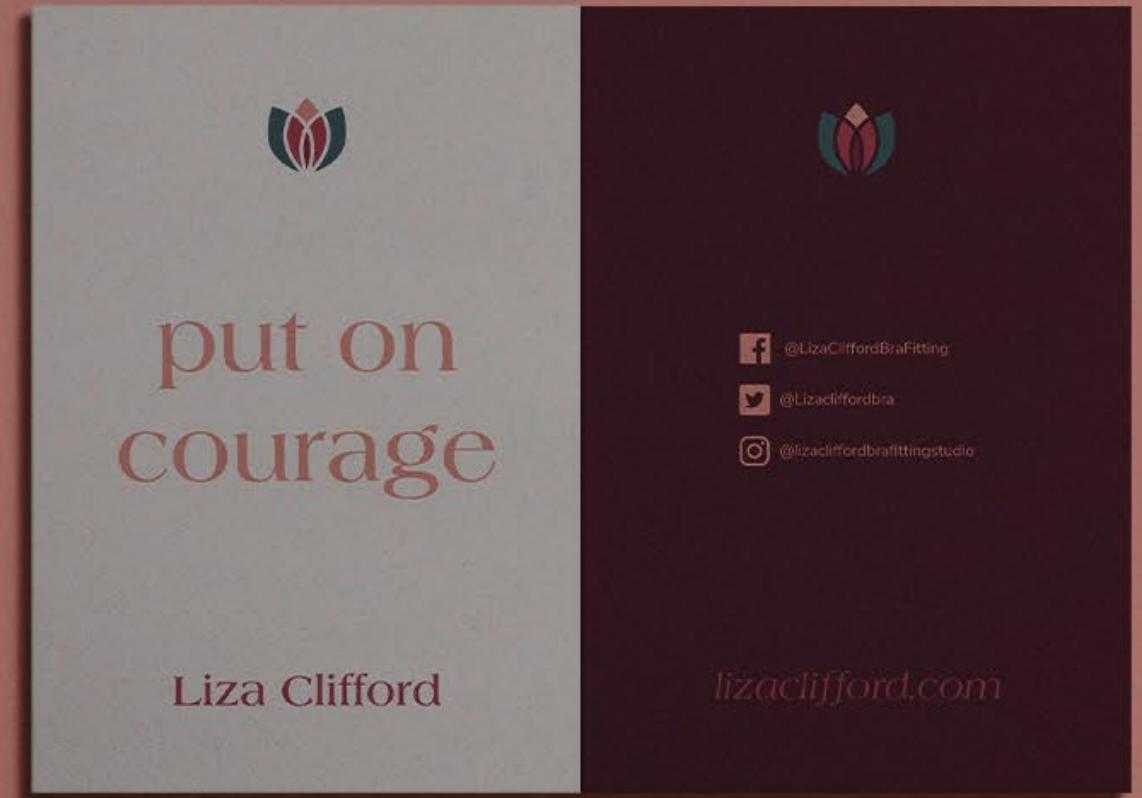


expecting me

you've been
expecting me

put on
courage





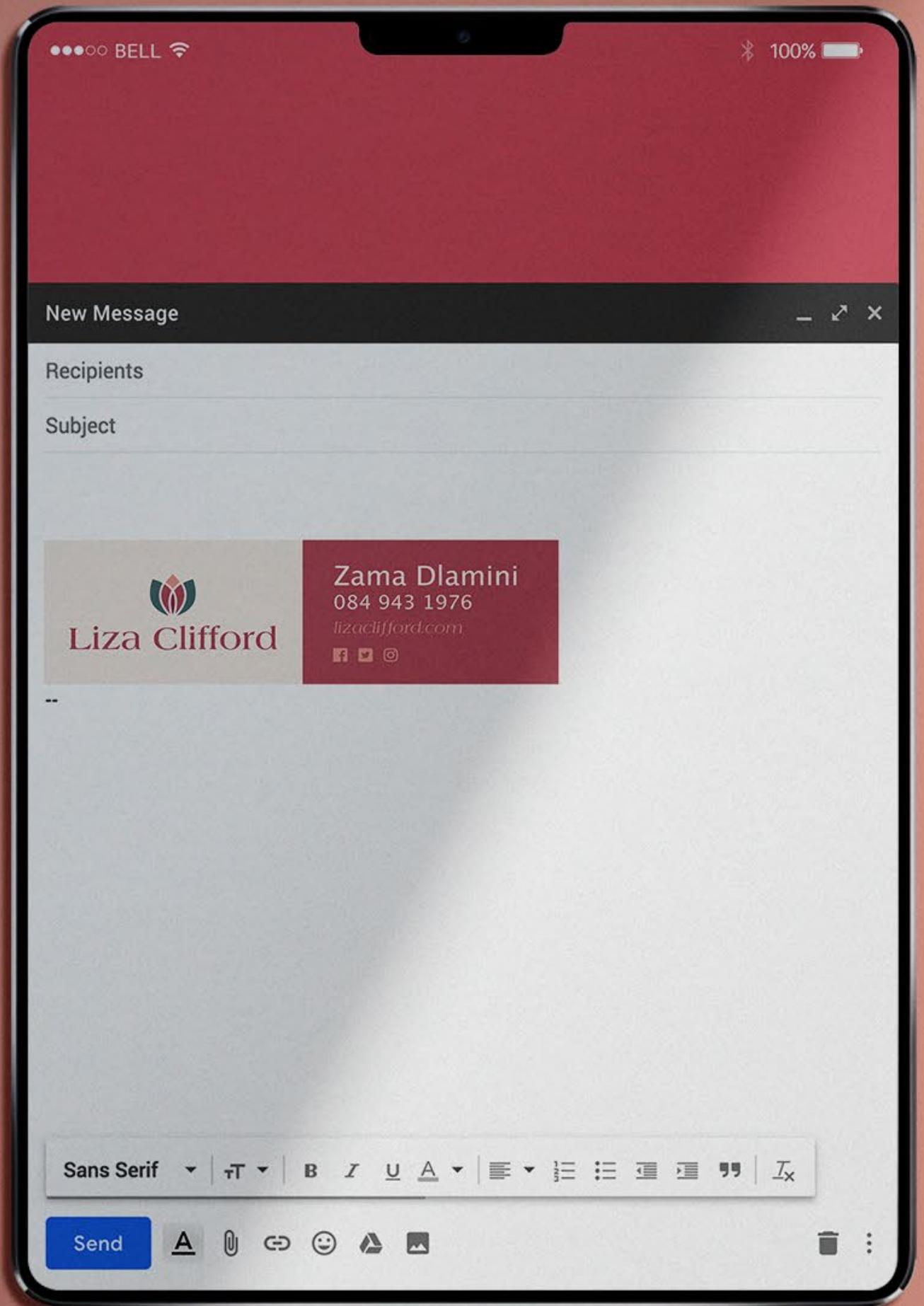
The Scoop
Your consultant would've explained this to you. If you do not scoop properly your bra will gape, be too tight and you will have side breast. Please feel free to book a FREE refit if you forget these steps.

The W.I.P (Wear-in Process)
This can take anything from one week to six weeks depending on the size of your bust. This pain will subside and it will not return with future purchases. This pain will only happen approximately 2-4 hours after putting your bra on. We are happy to help you with a free refit should you be concerned about this.

Caring for your new investment.
NEVER wash your bra in the washing machine, in a bag or device. HAND WASH ONLY. We recommend a mild detergent like sunlight bar or any mild soap. Please do not use Woolite. Your bra is now supporting you and sits very close to your skin. Rashes and irritations are more likely the detergent than the bra.

Bras are expected to last 6 months to 3 years depending on how often you wear them. Please note we recommend 3 bras and a sports bra for every 2 workout days per week.

Orders
Please look to the UK size as this is the SA size curve. Your order will take approximately 4 - 12 weeks and you will only be contacted if there is a delay. Should you require more updates kindly let us know.



Liza Clifford
PUT ON COURAGE

Liza Clifford Professional Bra Fitting Studio

Director: Liza Clifford
Reg. no: 2013/136409/07
VAT no: 4120269834

T. 086 133 3779
E. info@lizaclifford.com

2 St Marys Rd,
Kloof, Durban, 3640

Thrups Centre,
204 Oxford Road, Illovo

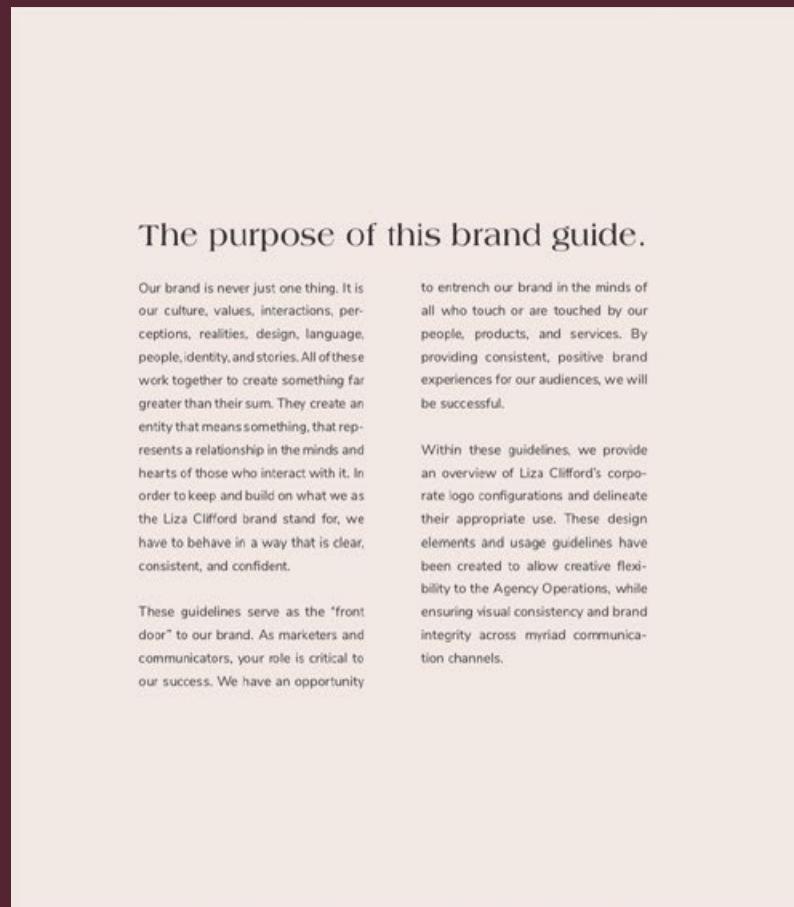
8 25th Street,
Menlo Park, Pretoria

lizaclifford.com

Liza Clifford
PUT ON COURAGE

Zama Dlamini
zama@lizaclifford.com
084 943 1976

lizaclifford.com



The purpose of this brand guide.

Our brand is never just one thing. It is our culture, values, interactions, perceptions, realities, design, language, people, identity, and stories. All of these work together to create something far greater than their sum. They create an entity that means something, that represents a relationship in the minds and hearts of those who interact with it. In order to keep and build on what we as the Liza Clifford brand stand for, we have to behave in a way that is clear, consistent, and confident.

These guidelines serve as the "front door" to our brand. As marketers and communicators, your role is critical to our success. We have an opportunity

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Clear space and minimum height
To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.

The minimum clear space of the logo is the width of the letter 'L'. This minimum space should always be maintained as the logo is proportionally resized.

The minimum height of our primary logo is 18mm. Please use an appropriate secondary logo for applications under 18mm height. The minimum height of our secondary logos is 12mm.

Logo misuse
A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, distorting, or modifying it in any way. This includes accessorizing the logo with extra elements. Only show our logo in the colour palette outlined in this document.

Here are a few examples of some ways you should never consider using the logo.

A. Background Colours
Don't use the logo on backgrounds that visually compete.

B. Vector First
Use the vector version of the logo to avoid low resolution pixelation.

C. Drop Shadows
The logo should never have a drop shadow.

D. Distortion
Please ensure that the logo has not been squashed or distorted in any way.

E. Special Effects
Please do not apply any special effects.

Twilight Teal
pantone 2220 C | CMYK: c65 m38 y44 k24 | HEX: #5a7474

Dusk
pantone 5265 C | CMYK: c77 m75 y46 k61 | HEX: #383042

Athena
pantone 216 C | CMYK: c39 m81 y45 k51 | HEX: #682e3e

Goodnight Kiss
pantone 2061 C | CMYK: c33 m82 y38 k27 | HEX: #913c59

Protea Pink
pantone 2046 C | CMYK: c23 m71 y44 k12 | HEX: #055b67

Soft Blush
pantone 700 C | CMYK: c9 m47 y38 k0 | HEX: #e39d91

Cherry Blossom
pantone Warm Gray 1 C 60% tint | CMYK: c6 m9 y12 k0 | HEX: #f2e9e2

Midnight Grey
pantone 433 C | CMYK: c71 m64 y59 k83 | HEX: #333135

Photography Guidelines

To ensure our images represent our brand personality and, in turn, engage viewers and help them feel part of the experience pictured, make sure the photographs you select or shoot for Liza Clifford:

- 1. Capture authentic moments.**
People should be shown at ease and content rather than posed, staged or overly cheerful. Viewers are naturally more drawn in when people in a photograph appear real and truly engaged in their activity. Subjects should appear in natural positions and situations as if enacting a scene rather than being static or overly posed.
- 2. Utilise authentic lighting.**
Lighting should look natural even if it is artificial. Over-use of studio lighting can create an inauthentic feel. Avoid shooting people on an isolated white background, which results in a loss of the environment's context.
- 3. Present natural environments.**
Do not clip people and objects out of their original environment. Do not show overly manicured environments. Allow little imperfections such as glare from a window, a slightly messy desk, or someone in mid-thought.
- 4. Consider the point of view.**
Explore interesting angles, a creative point of view makes subjects look engaged rather than just spectators. Crop an image and control depth of field to isolate subjects and emphasise their story.

Typography
Typography is a powerful tool when used consistently. Our fonts best represent the living, inspirational feel of the brand and should be used across all print and web applications.

headlines + accents
Americana Reg Italic
Americana Reg
Americana Bold
Americana Extra Bold

subheadings
SF Pro Text Light Italic
SF Pro Text Bold Italic

body copy
Nunito Sans Light
Nunito Sans Reg
Nunito Sans Bold
Nunito Sans Black

Download links
[Americana](#) [SF Pro Text](#) [Nunito Sans](#)

Lifestyle Photography
We use imagery that focuses on people and what is important to them. Along with capturing Liza Clifford's personality, these images demonstrate the important role Liza Clifford plays in the day-to-day lives of our customers, allowing us to tell our unique story in an authentic way.

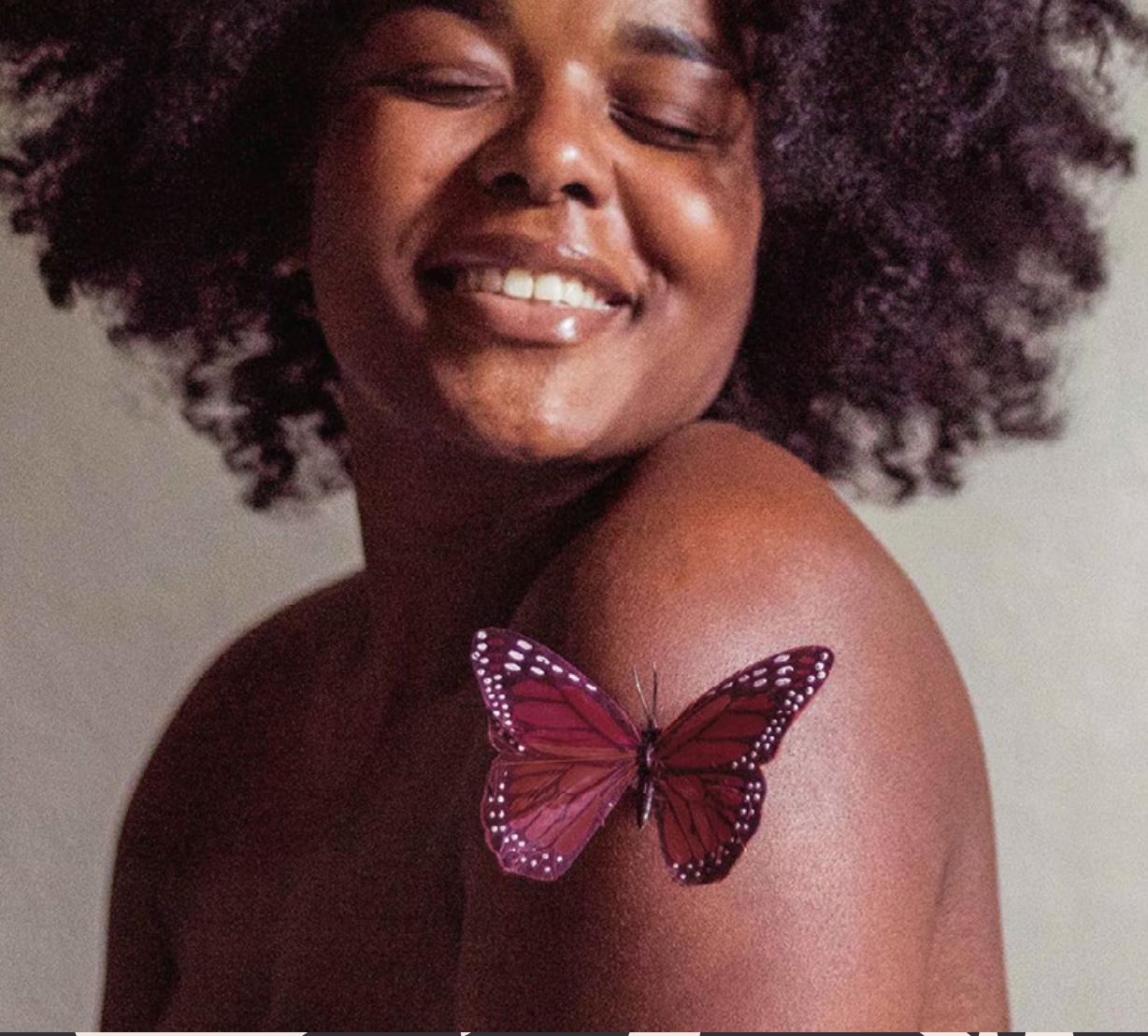
Imagery should capture authentic life interactions and expressions between people who happen to be caught in the moment. It's imagery where people are overly posed or staged. If conceptual photos are necessary, they should be real, clever, and relevant to the message.

Do
Do capture real-life moments and natural imperfections.

Don't
Don't depict women that do not fit mainstream beauty standards.

Do
Do include a diversity of people (age, race, etc.).

Don't
Don't use cliché images for confidence, wellness or any other concept.



••• put on courage •••





2020

Re-Imagining a Campaign

East Coast Radio - Big Walk 2020

The East Coast Radio Big Walk is KwaZulu-Natal's largest mass participation event. Unfortunately, due to the pandemic, it was postponed indefinitely.

In collaboration with a copywriter, we aimed to build on the 2019 theme of #WalkToTheBeat for 2020. I focused on creating a fresh look using only ECR colours.

We developed the new theme, #TheBeatGoesOn, along with thought starters. My design features an electric aesthetic, emphasising texture, shape, and contrast. The rich background resembles a speaker while conveying a sporty vibe.





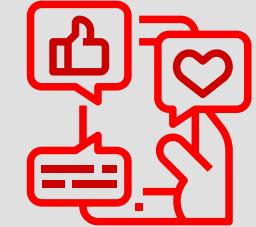
On Air

We'll play an intro of a song and have listeners call in to finish off a verse of that song.



On Air

Let's ask our listeners call in and we play an instrumental of a song and ask them to complete the beat by doing impromptu beat boxing to carry the beat.



Social Media

Let's put out posts of song lyrics and have an online relay where people finish off the lyrics line by line in the comments.

The Big Walk lock up was adapted to co-ordinate with the new theme look and feel.



2019 lock up





thrive
zero



2018

Zero packaging

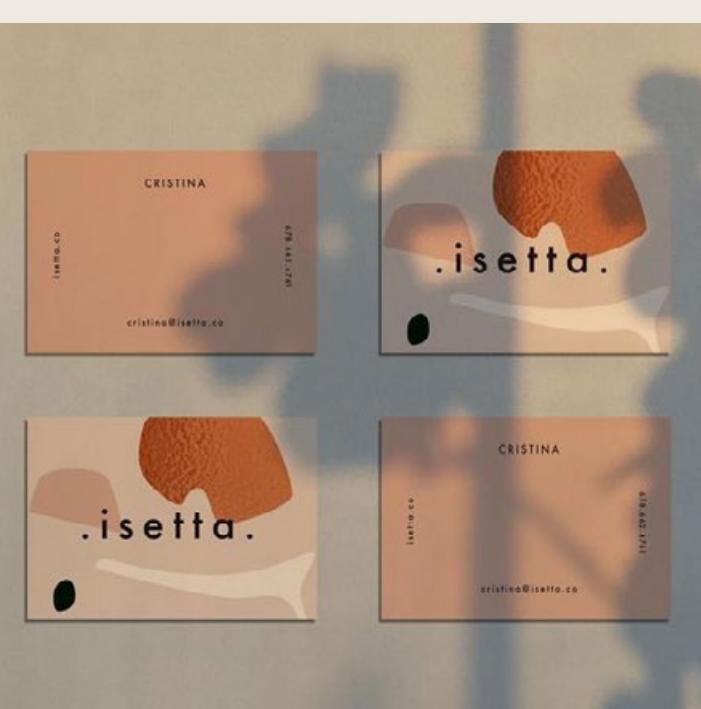
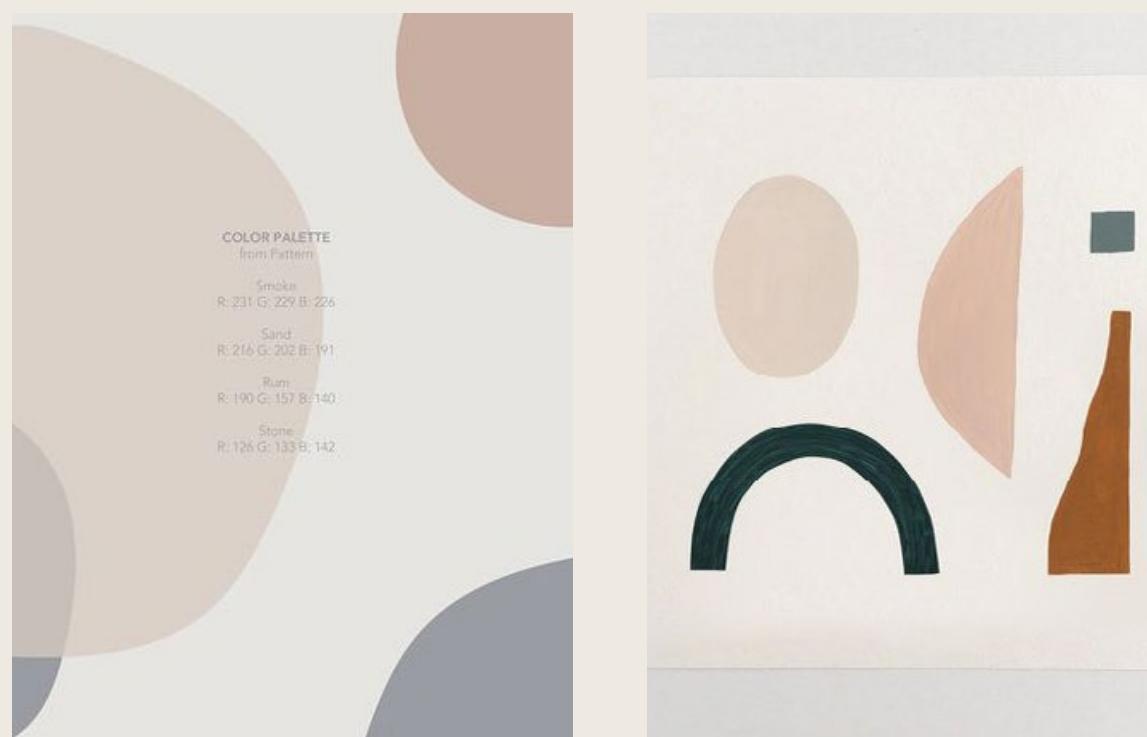
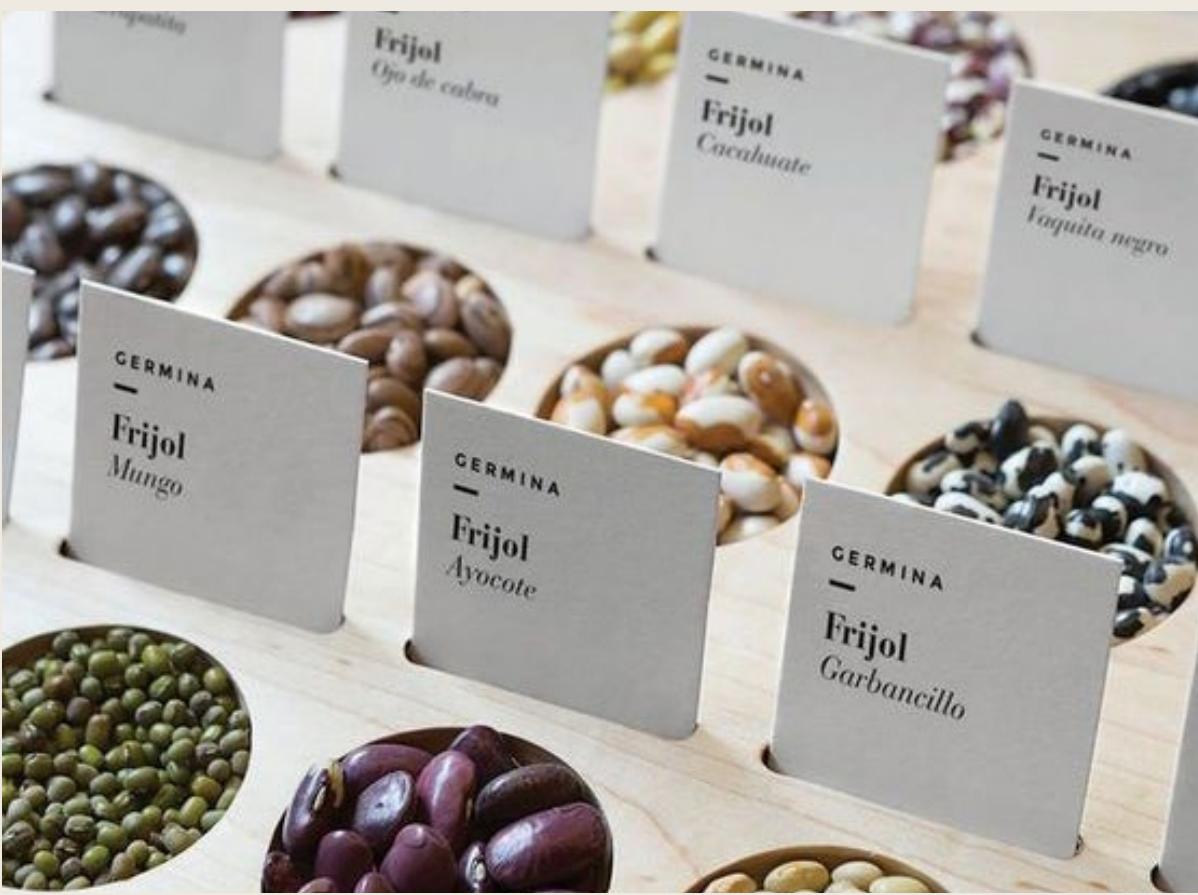
Thrive Pharmacy - Branding for a pop up food store.

Thrive Pharmacy needed a distinct brand identity for Thrive Zero, a pop-up, bring your own packaging store for pantry items.

Since Thrive Zero wouldn't include a dispensary, the branding had to stand apart while aligning with its purpose: to champion sustainable living and highlight the earth's raw resources.

Targeting 18-35-year-old health-conscious, eco-minded women, I crafted a vibrant, playful identity that felt like a relaxed, approachable extension of Thrive Pharmacy.

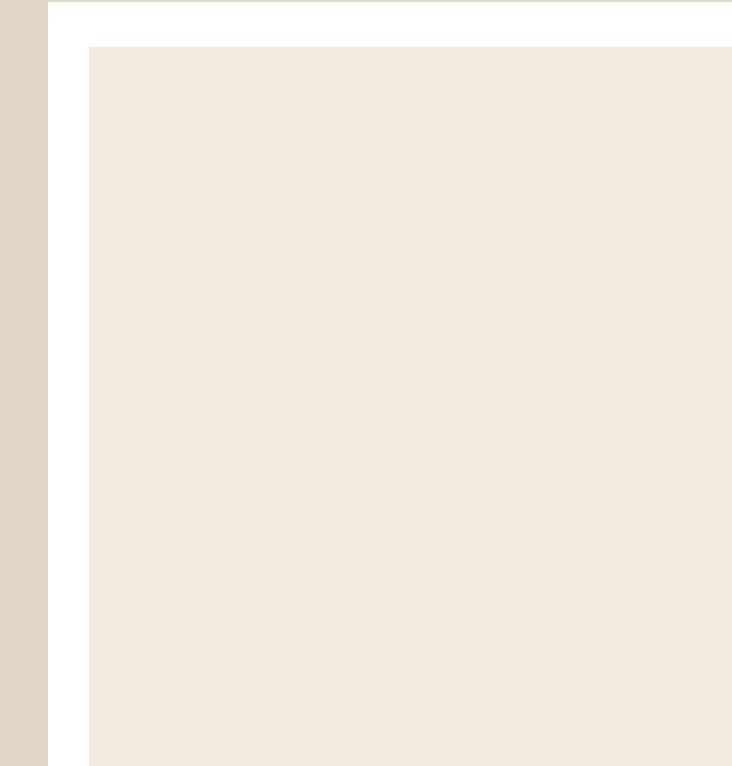
Expanding the existing turquoise and grey palette, I introduced a display font and a mix of shapes and colours, creating a fresh, friendly look for Thrive Zero.







BLUE SPIRULINA



COCONUT FLOUR



BENTONITE



LIQUORICE ROOT



ALMOND BUTTER



GOJI BERRY

The colour system is drawn from food and nature. It is full bodied, warm and rich.

DISPLAY HEADINGS

MORGANITE BLACK

<https://gumroad.com/l/jPYXU>

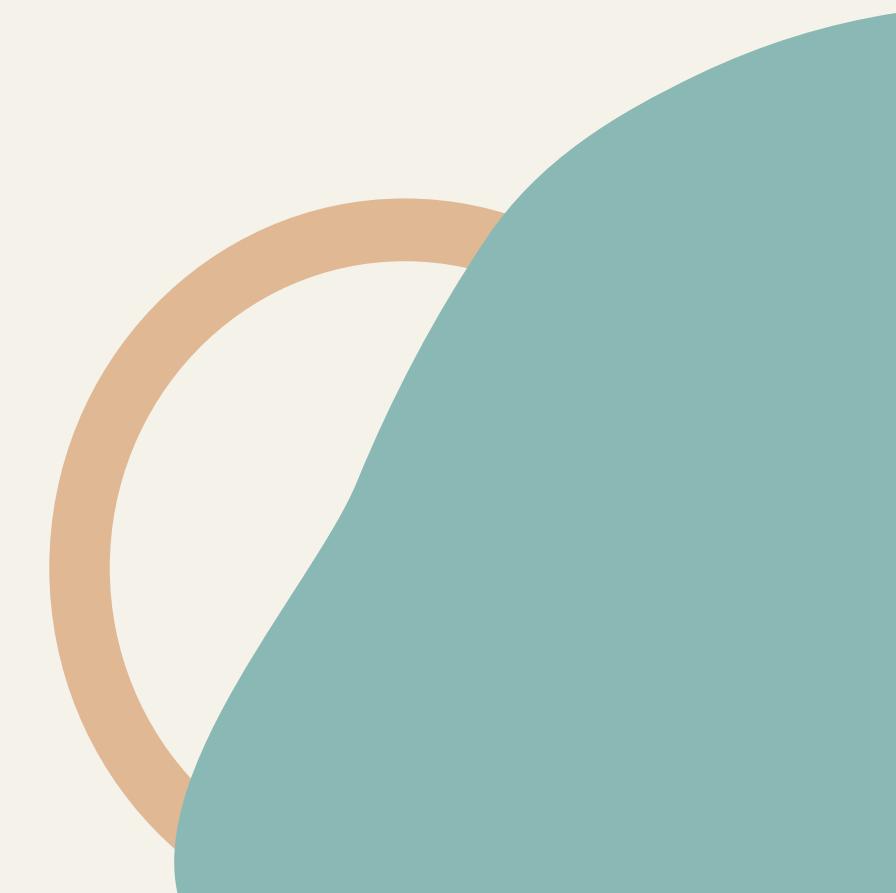
HEADINGS

GEOMETRIA BOLD

<https://www.cufonfonts.com/font/geometria>

BODY COPY

geometria medium



thrive
zero

thrive
zero

thrive
zero

thrive
zero

thrive
zero

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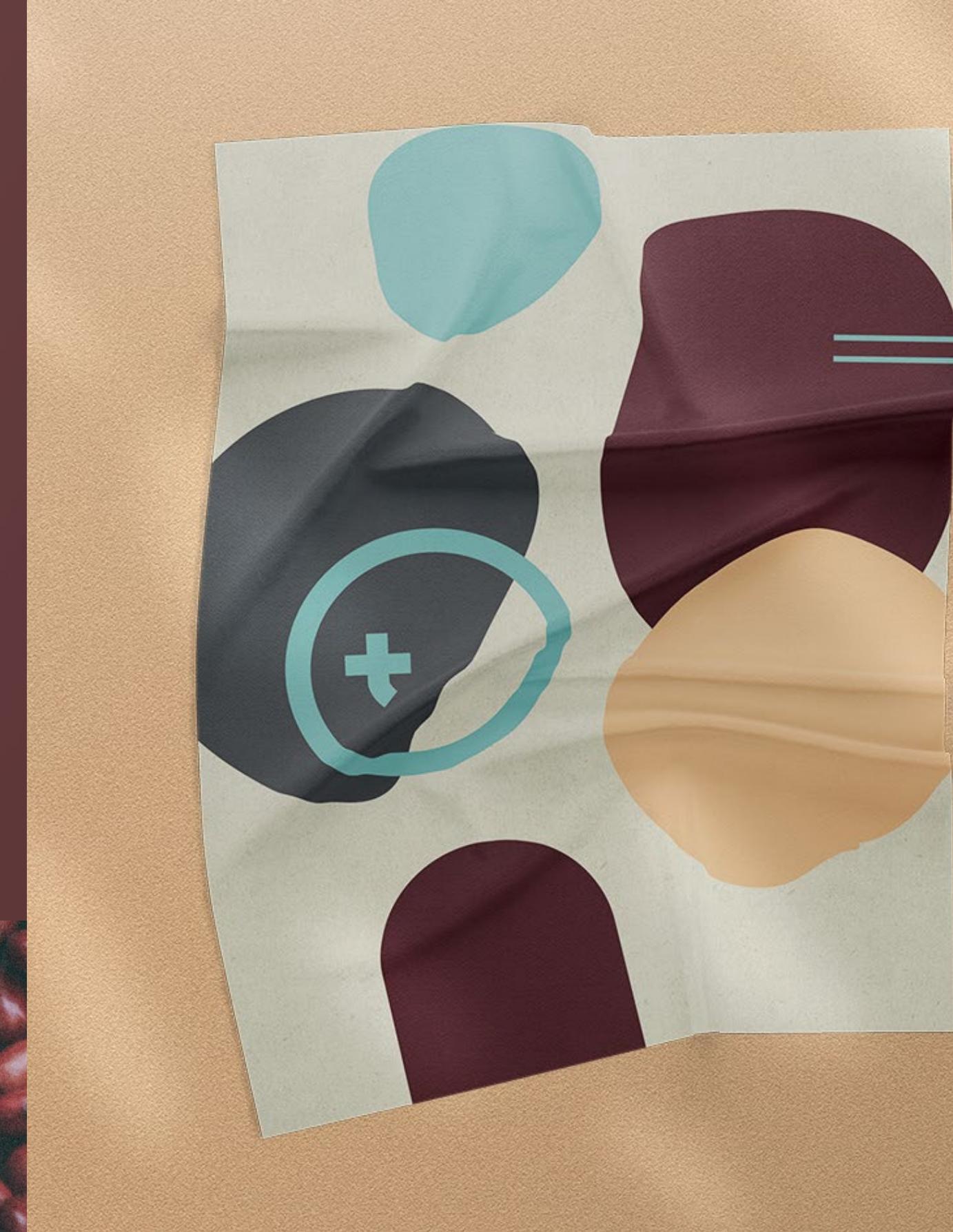
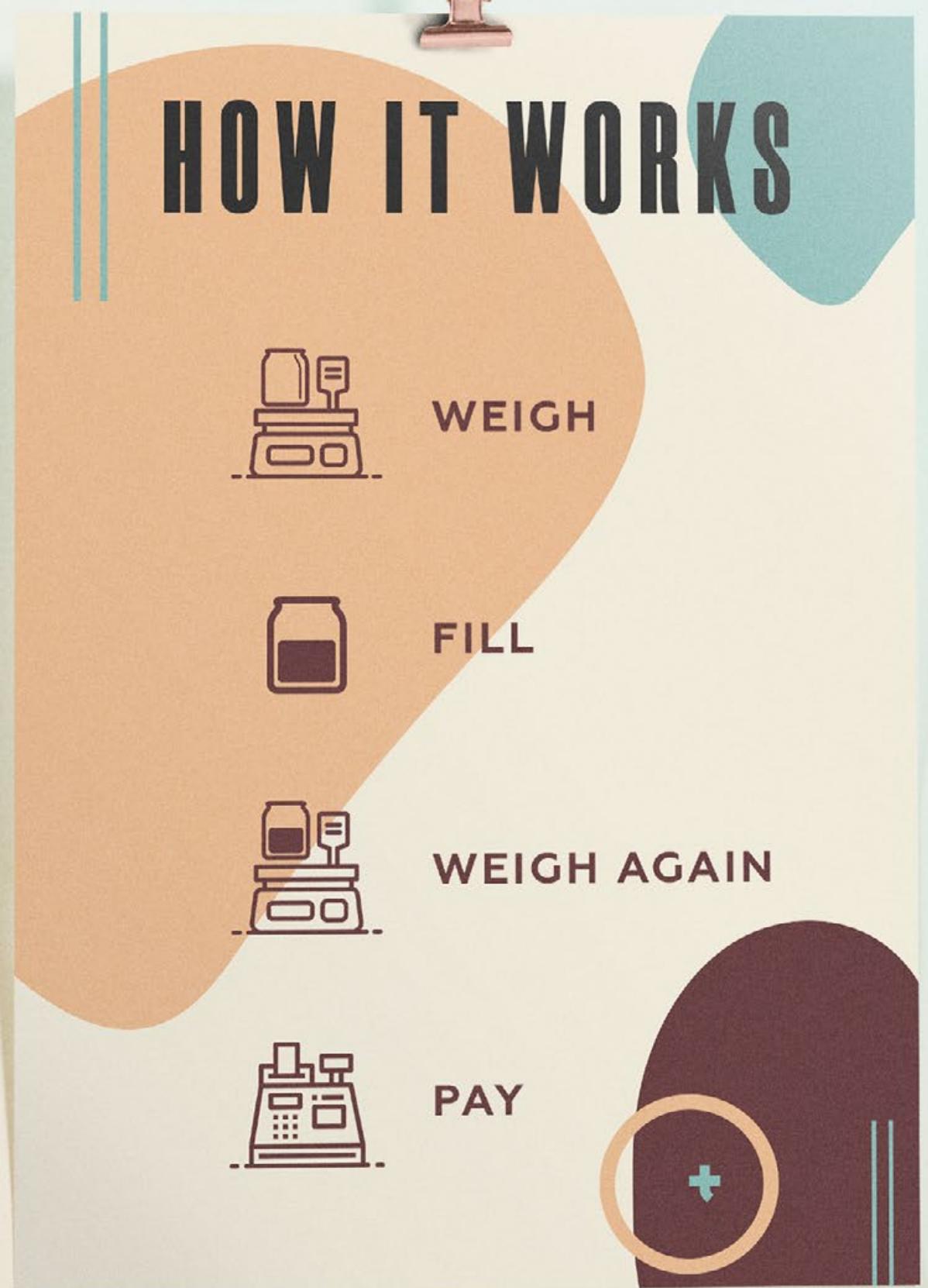
INFO@THRIVEZERO.COM
+27 (0) 32 222 2323

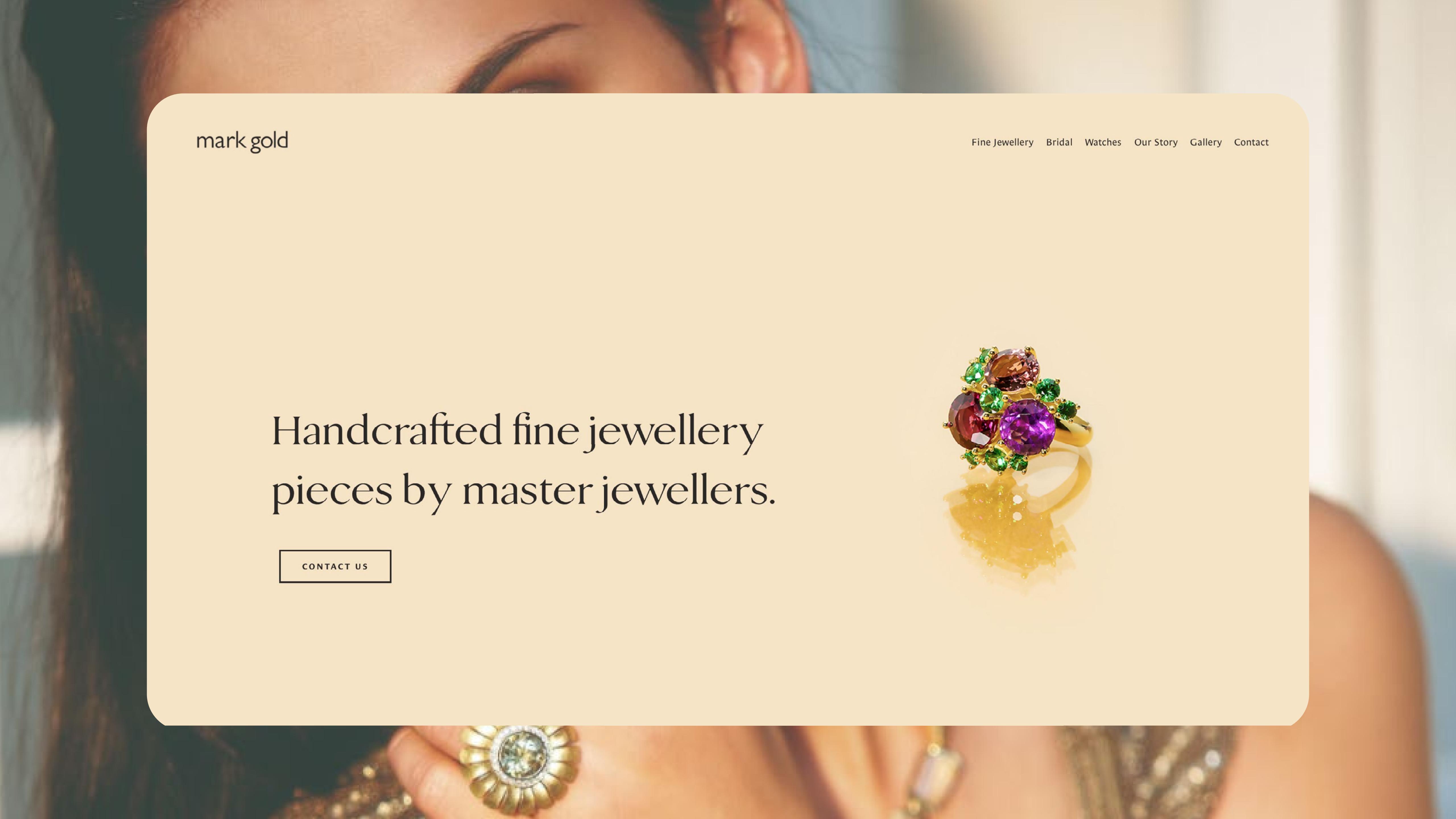
WWW.THRIVEZERO.COM

INFO@THRIVEZERO.COM
+27 (0) 32 222 2323



WWW.THRIVEZERO.COM





mark gold

Fine Jewellery Bridal Watches Our Story Gallery Contact

Handcrafted fine jewellery
pieces by master jewellers.

CONTACT US



2019

Expanding on a brand identity for web.

Mark Gold - Bespoke jewels hand crafted with precious metals, precious & semi-precious gems & diamonds.

I was tasked with designing Mark Gold's first website, aimed at creating a minimalist yet glamorous online presence to reflect their high-value pieces.

With limited creative assets and no new photography, I expanded the brand identity to support a sleek UI. To keep the header light, I used only the wordmark and selected a 70s-inspired typeface to blend

minimalism with glamour. A tan and bright pastels colour palette was crafted to unify hues across all elements.

The website was designed on Squarespace, chosen by the client for its user-friendly interface, with custom CSS added as needed for a refined touch.



[instagram](#) [facebook](#) [contact](#) [privacy](#)

Colori

Our Colori range is a collection of Italian inspired jewellery design crafted with rare stones sourced from around the world. These stones are colour-matched to create an exceptional piece to be coveted by generations to come.

mark gold

Fine Jewellery Bridal Watches Our Story Gallery Contact

Let us help you celebrate your love story.

EARRINGS

COLORI

Refined Swiss horology from Giuliano Mazzuoli.

[EXPLORE WATCHES](#)

mark gold

Fine Jewellery Bridal Watches Our Story Gallery Contact

bracelets and necklaces, we bring a unique set of capabilities through some of the top jewellers in South Africa to masterfully bring our clients' visions to life.



Handcrafted fine jewellery pieces by master jewellers.



Rings

ose selection of bespoke rings that form part of our custom jewellery ranges. Tailored to fit your vision and for visual impact that makes a

PUZZLE™
RINGS

Visionary design. Finely handcrafted. One of a kind.

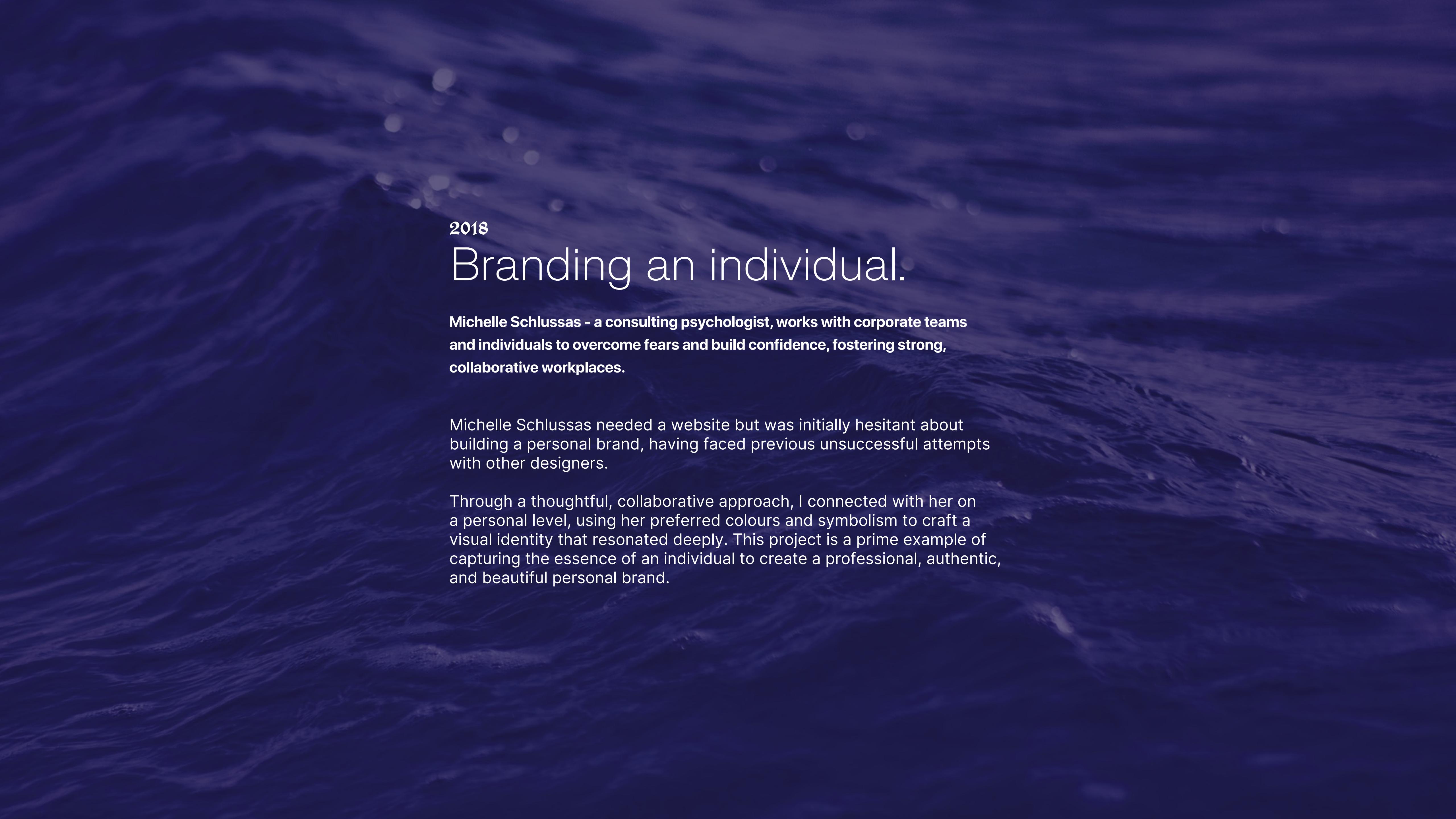


visit site

Learn more about our over thirty year legacy.

OUR STORY





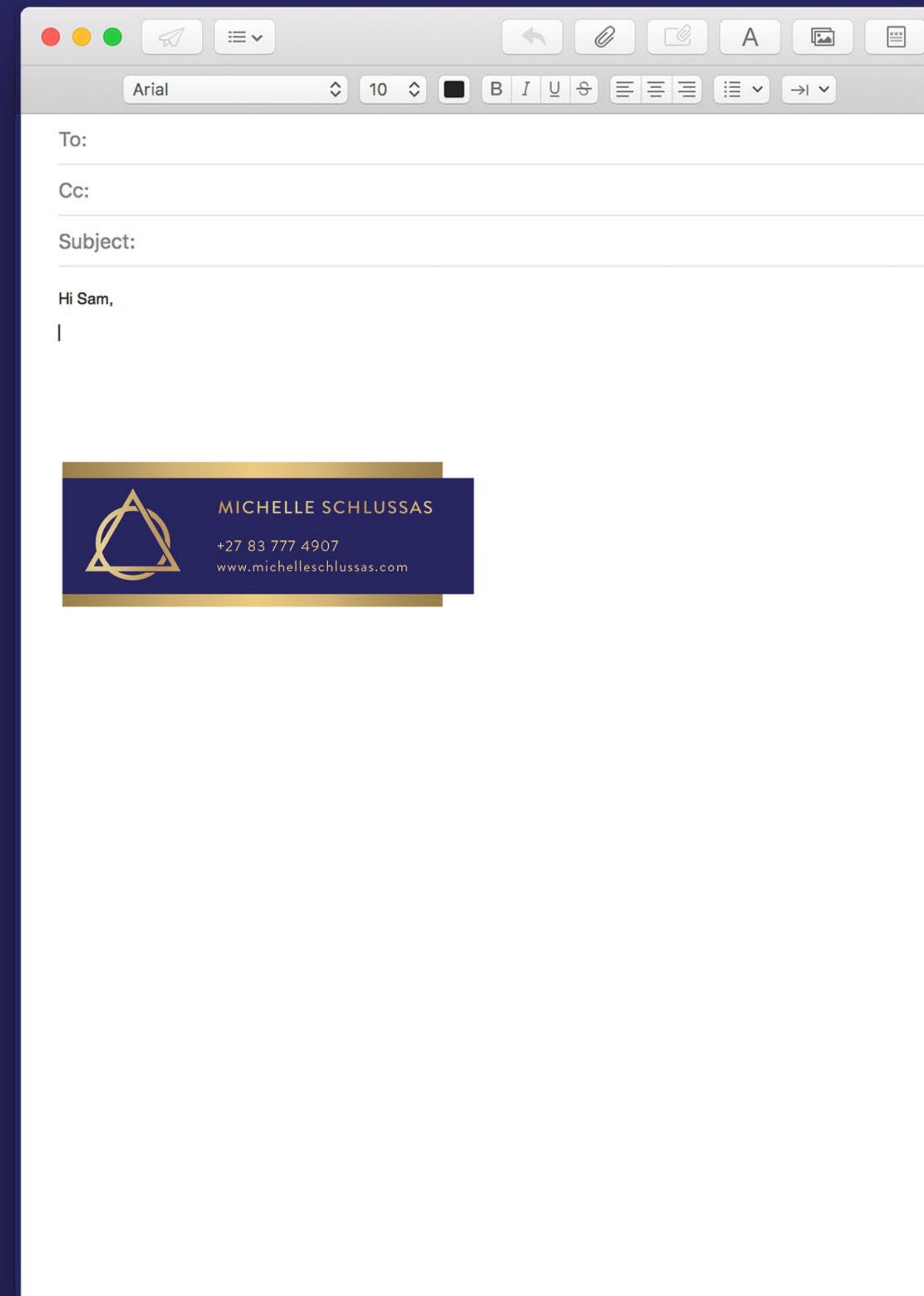
2018

Branding an individual.

Michelle Schlussas - a consulting psychologist, works with corporate teams and individuals to overcome fears and build confidence, fostering strong, collaborative workplaces.

Michelle Schlussas needed a website but was initially hesitant about building a personal brand, having faced previous unsuccessful attempts with other designers.

Through a thoughtful, collaborative approach, I connected with her on a personal level, using her preferred colours and symbolism to craft a visual identity that resonated deeply. This project is a prime example of capturing the essence of an individual to create a professional, authentic, and beautiful personal brand.



SSAS

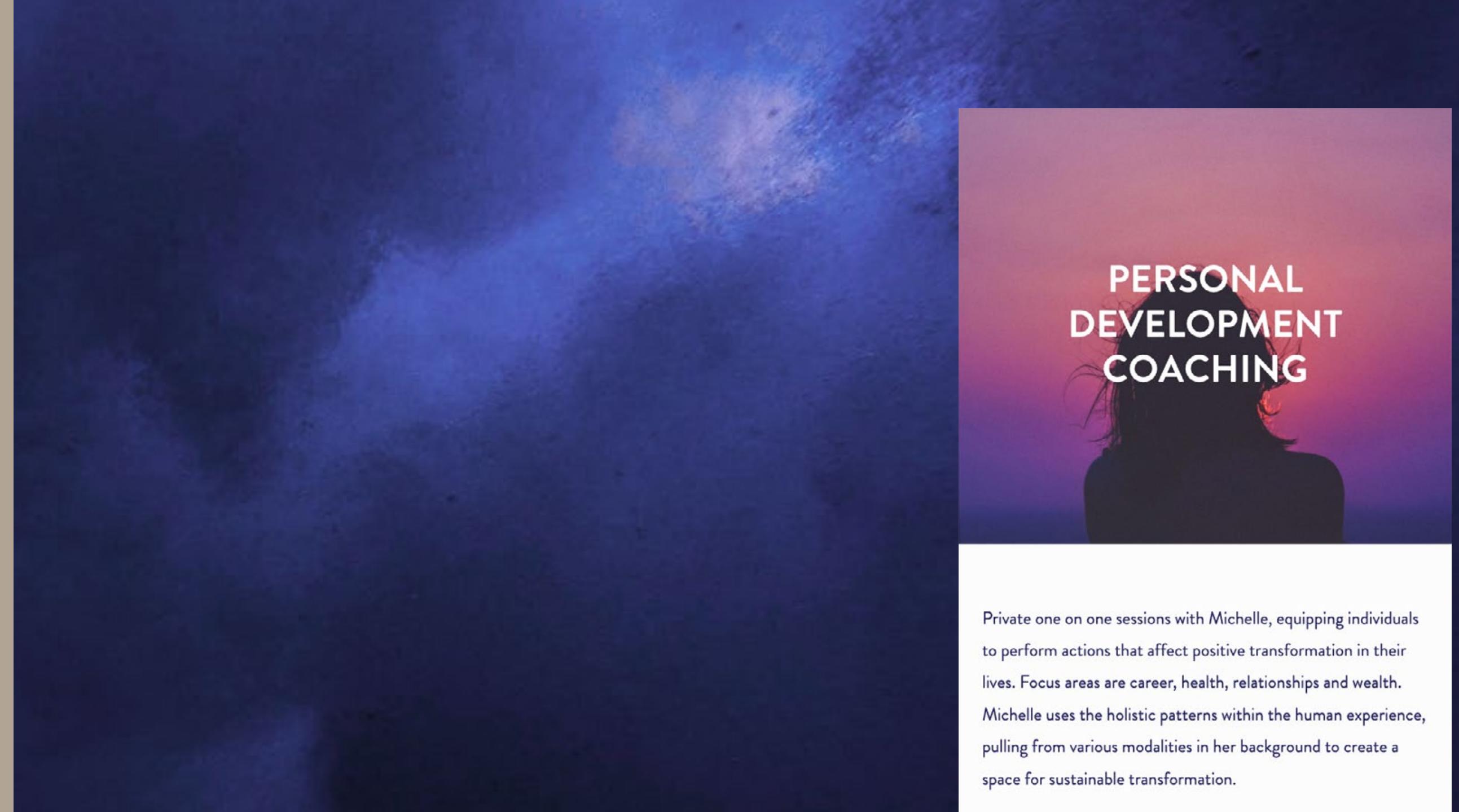


FIND YOUR BALANCE, THE REST WILL FOLLOW.

GAIN

Gain clarity in your career and life with

ABOUT SERVICES+ WORKSHOPS BLOG CONTACT



Private one on one sessions with Michelle, equipping individuals to perform actions that affect positive transformation in their lives. Focus areas are career, health, relationships and wealth. Michelle uses the holistic patterns within the human experience, pulling from various modalities in her background to create a space for sustainable transformation.



WORKSHOPS

MICHELLE'S WORKSHOPS ARE CUSTOM DESIGNED FOR HER AUDIENCE. HER APPROACH IS TO INSPIRE COLLABORATION RATHER THAN COMPETITION.



// 01

Executive Workshops

Growing individuals, developing teams, embracing diversity. Michelle encourages people to look past labels and deliverables and truly understand those they work with.



// 02

Work Culture Workshops

Agility, flexibility, innovation and adaptation through healthy corporate culture. In the words of Peter Drucker, "Culture eats Strategy for breakfast."



// 03

Creative Workshops



// 04

Leaning Into Your Personal Strengths



COVID-19 SA RESOURCE PORTAL

ABOUT

MENUS

GALLERY

CONTACT

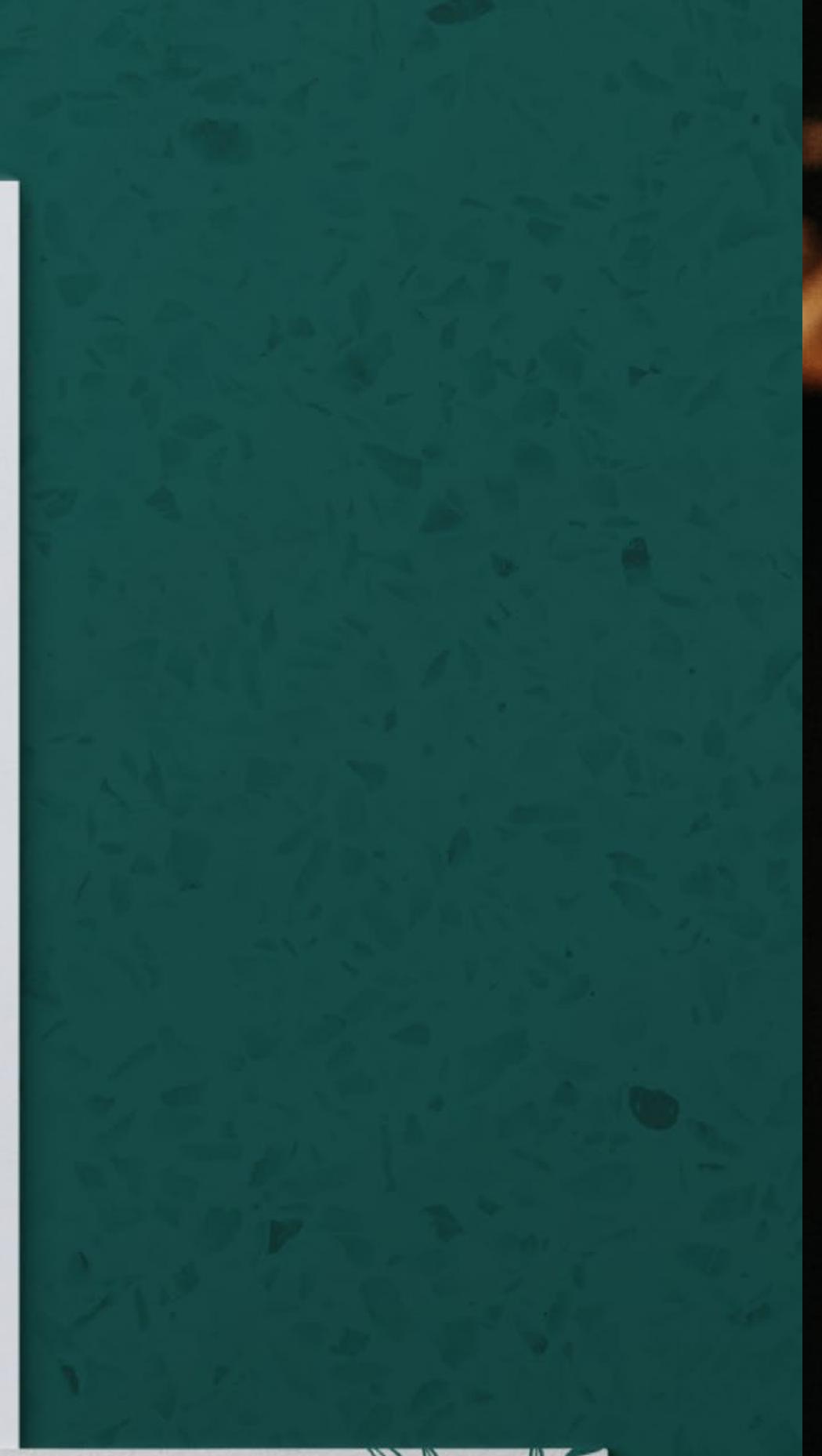
@ f P in

Catering is more than just providing food, it's also about people. Nothing brings people together like good food. The table becomes a meeting place of nourishment, joyous celebrations, and shared moments.

MENUS

GALLERY

CONTACT



Before this project, To Your Taste lacked consistent branding. The brief called for an identity that felt feminine, classic, and understated.

Nothing brings people together like good food.



TO YOUR TASTE

Questionnaire



Congratulations on your engagement!

Hi, I'm Katheryn. Head chef and owner of To Your Taste. I am so excited to be working with you and ensuring that your special day is a success. I take a very personal approach when it comes to planning and delivering your catering needs. In order for me to ensure that your vision and dream becomes a reality, I would like to get more information and some finer details from you before I compile a menu to suit your tastes and preferences.

katheryn@toyourtaste.co.za **072 620 8584** **toyourtaste.co.za** **Instagram icon**

Your Menu

I feel that it's important for you as the bridal couple to love the food that is served at your wedding. That is why I enjoy tailoring menus to suit your taste and preference.

with lighting and adequate power and a water source.

Staff

The staff cost is separate to the food cost. I use well-trained waiters and a floor manager who will take very good care of you and your guests.

Hiring

Each venue is unique in what they supply. If you have chosen a venue that requires additional hiring of crockery, cutlery and equipment, I will quote on this separately to the menu and staff.

If you'd like me to get a quote on specific crockery or gold/copper cutlery, I'd be happy to – that will come at an additional charge and a deposit.

Payments and Cost

The first payment is due on confirmation of the booking. This includes 50% of the food cost, hiring, and staff.

The remaining 50% is due 2 weeks before your wedding day, along with the final confirmation of your number of guests.

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General Information

Name of bride and groom:

Wedding Date:

Name of venue:

Number of guests (estimate):

Time of ceremony:

The Menu

Do you have a budget in mind for the food? If so please let me know below.

Style of menu:

- Harvest table, main course, dessert, late night snack.
- Canapes, starter, main course, dessert.
- other:

Theme or colour palette of your wedding decor:

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The Menu

Food that you love:

Food or ingredients that you don't want to see on your menu:

Allergies or dietary requirements of family or guests that you know about at this stage:

Do you have a wedding cake supplier, or would you like me to provide a quote?

- I have a wedding cake supplier
- Please provide a quote

1. What are your favourite cake flavours?

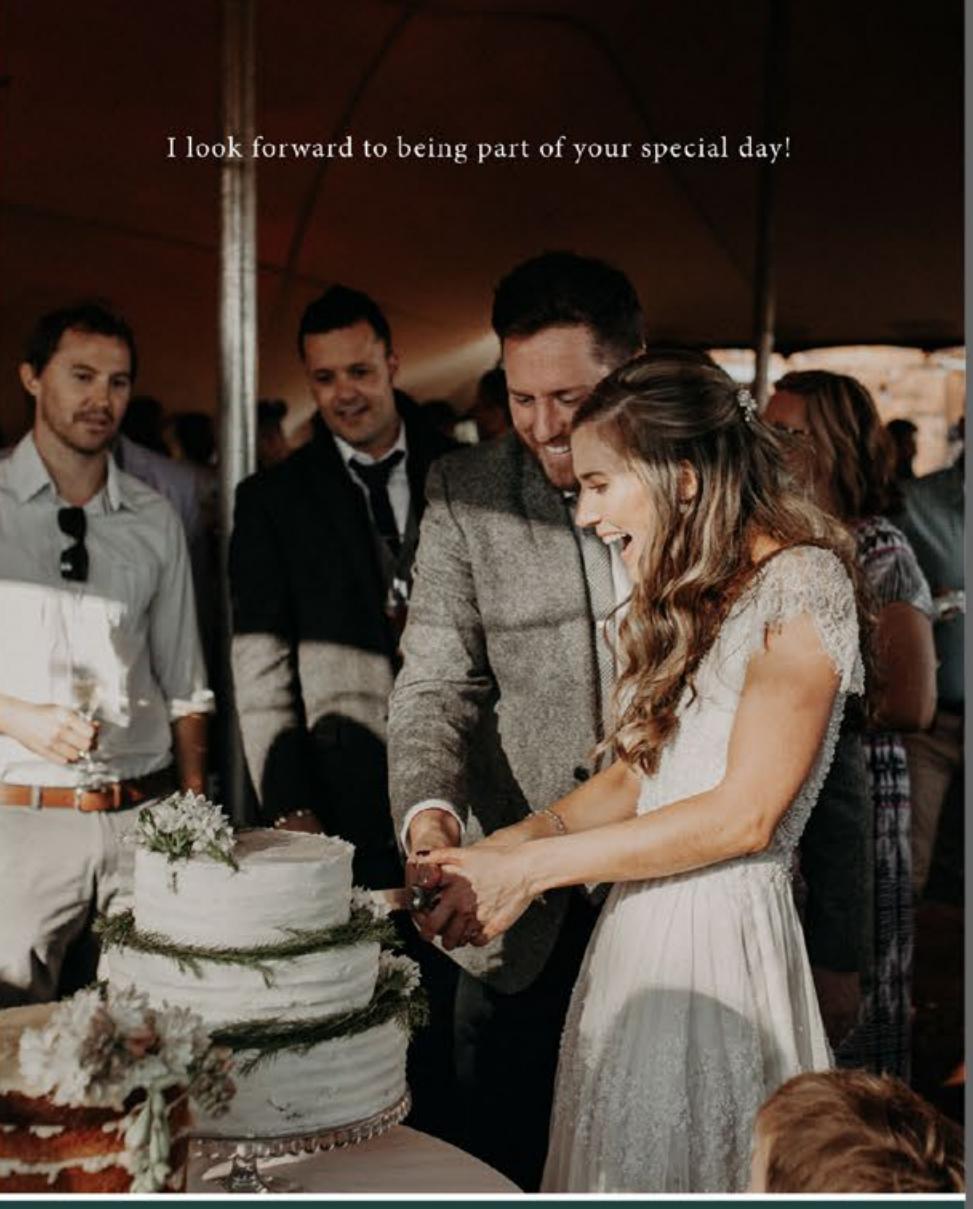
2. What style of wedding cake do you have in mind?
eg. 3 tiers fully iced, individual cakes with fresh flowers, etc.

Service Providers

Do you have a wedding coordinator?

Who is doing the bar service for your wedding?

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I look forward to being part of your special day!

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Topped with raspberries and a sprig of mint.

Orange and almond flourless cake topped with vanilla bean mascarpone.

Late night snack

Served buffet style.

— Glazed Gammon Slices —
Served with homemade mustard mayonnaise and fresh cocktail rolls.

[BOOK AN APPOINTMENT](#)

"Your hired staff were an absolute pleasure to deal with and everything ran smoothly. Please know that we appreciate your professionalism, help, advice, kindness and patience throughout the whole preparation and planning process."

Jane and Kim Hagemann

Learn more about our process [here](#).

To Your Taste will custom design your menu to your preferences and budget.

[HIGH TEA](#) [COCKTAIL PARTY](#) [WEDDING](#)

— HIGH TEA —

Sweet Selection

- Baked Cheesecake —
Topped with berry coulis and fresh strawberries.
- Courgette Cake —
Filled with lemon curd, and topped with cream cheese icing.
- Mini Macarons —
Filled with pistachio cream.
- Truffles —
Homemade rich dark chocolate and hazelnut.
- Almond Slices —
Topped with toasted flaked almonds.
- Mini Tea Scones —
With homemade strawberry jam and whipped vanilla bean cream.

Savoury Selection

- Smoked Salmon Parcels —
Filled with horseradish cream cheese on crackers.
- Caprese Skewers —
Tomato, basil, buffalo mozzarella and balsamic reduction.
- Cucumber and Dill Sandwiches —
Layered with cream cheese.
- Bruschetta —
Topped with balsamic onions and camembert, garnished with micro herbs.
- Chicken Liver Parfait —
On melba toast, topped with pineapple marmalade and onion sprouts.
- Tarts —
Roasted aubergine, caramelised onion and blue cheese tarts, drizzled with balsamic reduction.

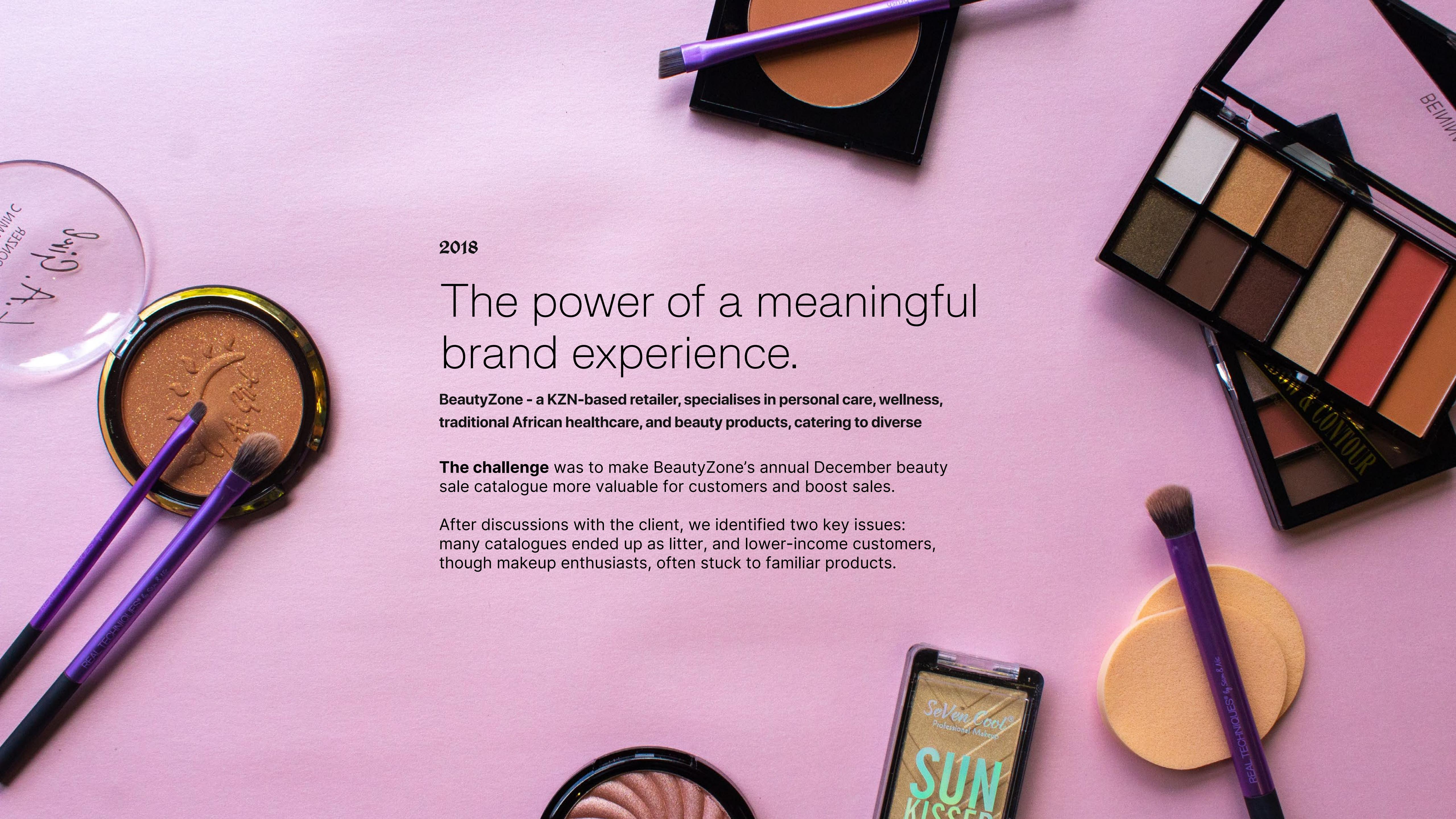
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THANKS TO THE TALENTED PHOTOGRAPHERS!

Vanilla Photography

Michigan Behn Photography

visit site



2018

The power of a meaningful brand experience.

BeautyZone - a KZN-based retailer, specialises in personal care, wellness, traditional African healthcare, and beauty products, catering to diverse

The challenge was to make BeautyZone's annual December beauty sale catalogue more valuable for customers and boost sales.

After discussions with the client, we identified two key issues: many catalogues ended up as litter, and lower-income customers, though makeup enthusiasts, often stuck to familiar products.



Show them what you're made of...

Eyes from **R14,99**

Cosmetic brushes and sponges from **R5,99**

Face Powders from **R11,99**

Foundation from **R11,99**

Pro Tip
Apply primer to your face before your make up and end with a spritz of setting spray to keep your skin fresh and your make up lasting all day.

The solution was to create a broadsheet-magazine hybrid.

Combining educational content with sale items. This approach offered makeup application tips and “get the look” guides to encourage cross-selling.

beautyzone®

GLAMOUR PARTY
07 - 24 Dec 2018

The ultimate guide to your unique look the festive season

Collaborating with the Marketing and Sales teams, we balanced engaging content with product promotion for maximum impact.



Results

The sale achieved record-breaking success.

Floor staff were enthusiastic to share the booklet, and customers reported feeling valued and enjoyed lingering in stores. The boost in staff morale was a welcome surprise for the client.

Get party ready and glam up.

Tassels are so in! Whether you wear them on your ears or around your neck - we've got your summer style covered.

Necklaces fr R999

14 beautyzone

Finishing Touches

Using a thin brush, add a touch of highlighter just under your brows and near the inner corners of your eyes to take your look to the next level.

Highlighter Powders from R1199

Contour Powders from R1199

Mascara and Eyeliners from R499

Dare to be eye-catching

10 beautyzone

Pro Trick

Use tissue oil to rid your face of dark marks or scars. For best results, gently dab a small drop on the affected area before bed.

7 beautyzone

CHANGE YOUR LOOK FOR EVERY SPECIAL OCCASION.

A wig is a fast and easy way to change your look this festive season. Keep your wig in good condition by brushing it every time you wear it.

assorted godas available in selected stores.

assorted wigs from R6000

Assorted brushes available in stores.

Care for your skin this summer!

Gentle Magic Range from R899

Ponds Flawless Radiance Range from R2499

EAD tissue oil Range from R999

Nivea Perfect & Radiant Range from R5999

Garnier Even & Matte Range from R1999

Pro Trick

Use tissue oil to rid your face of dark marks or scars. For best results, gently dab a small drop on the affected area before bed.

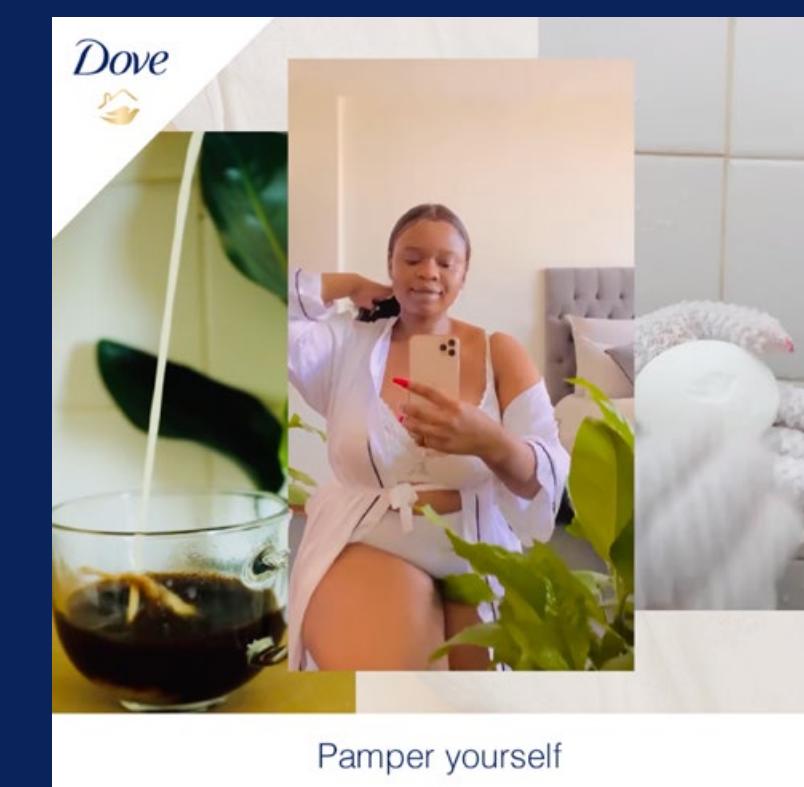
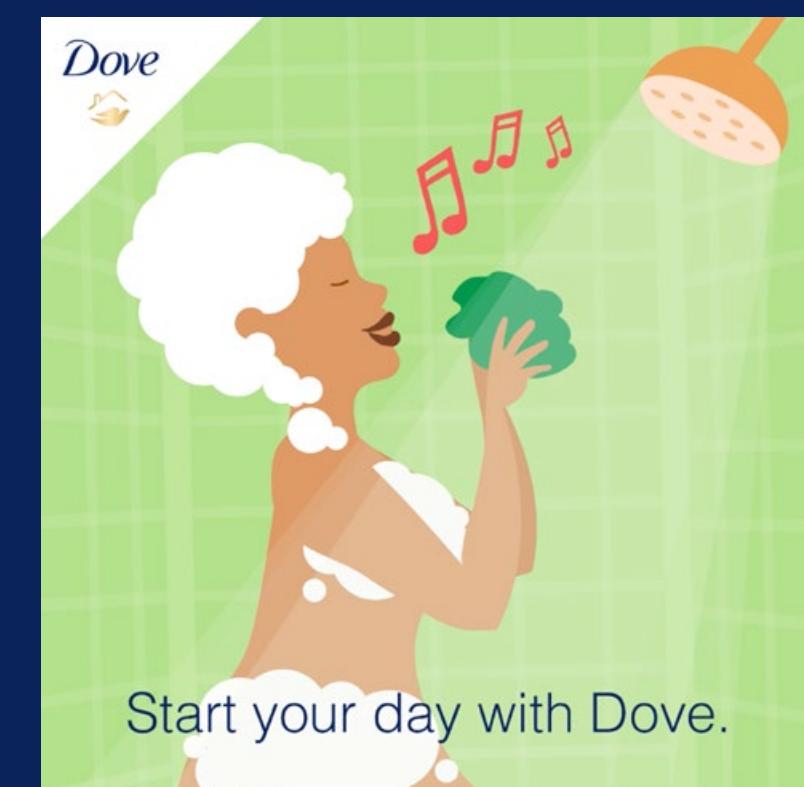
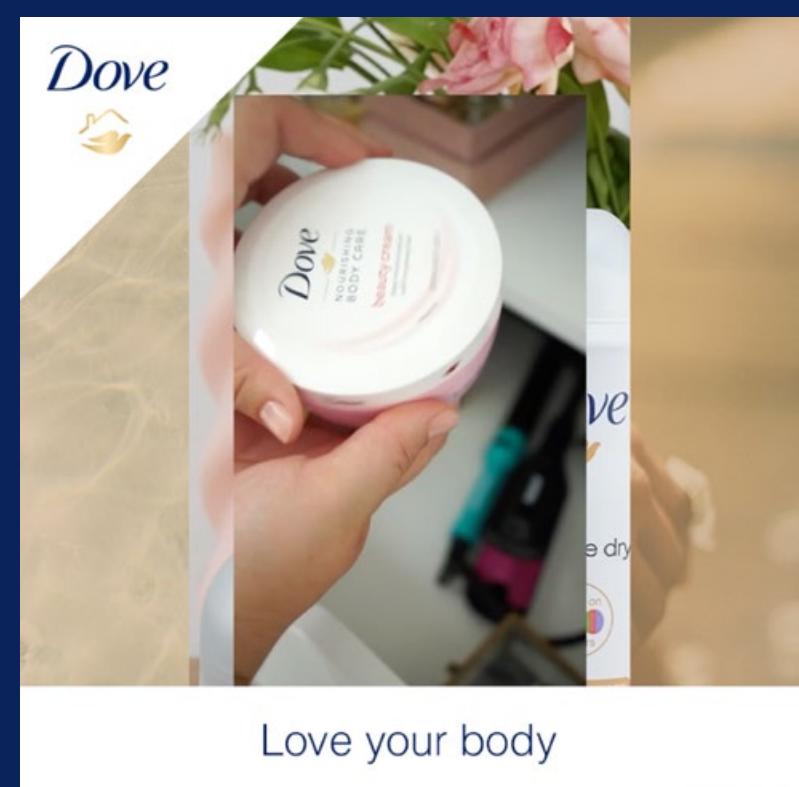
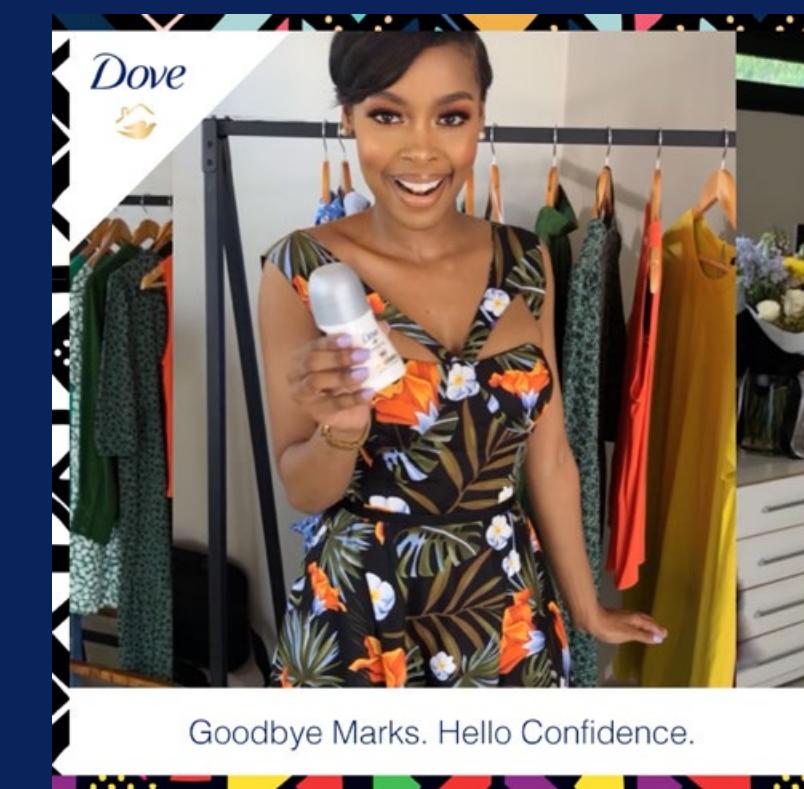
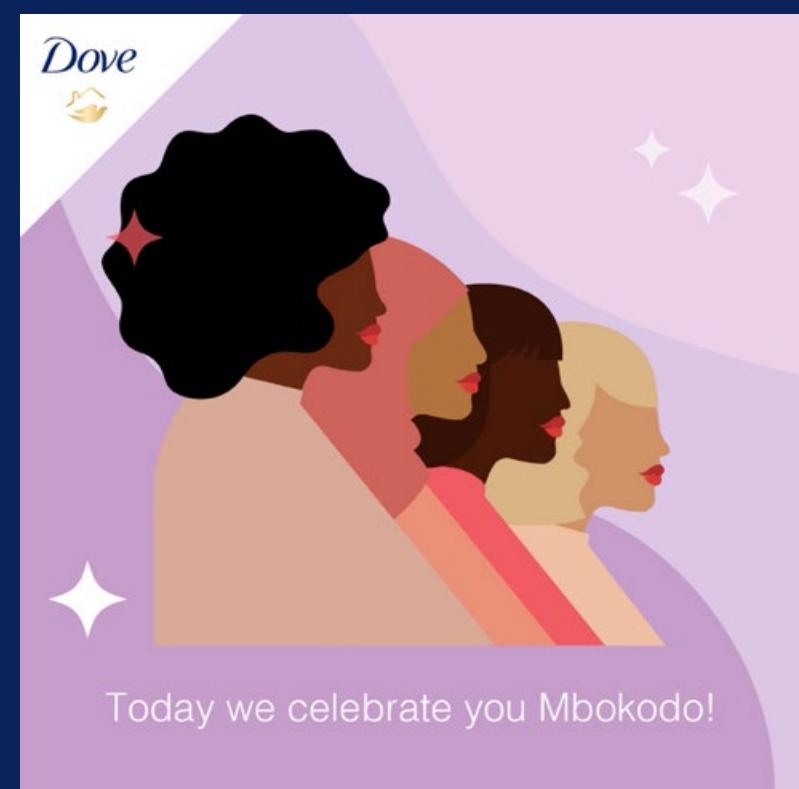
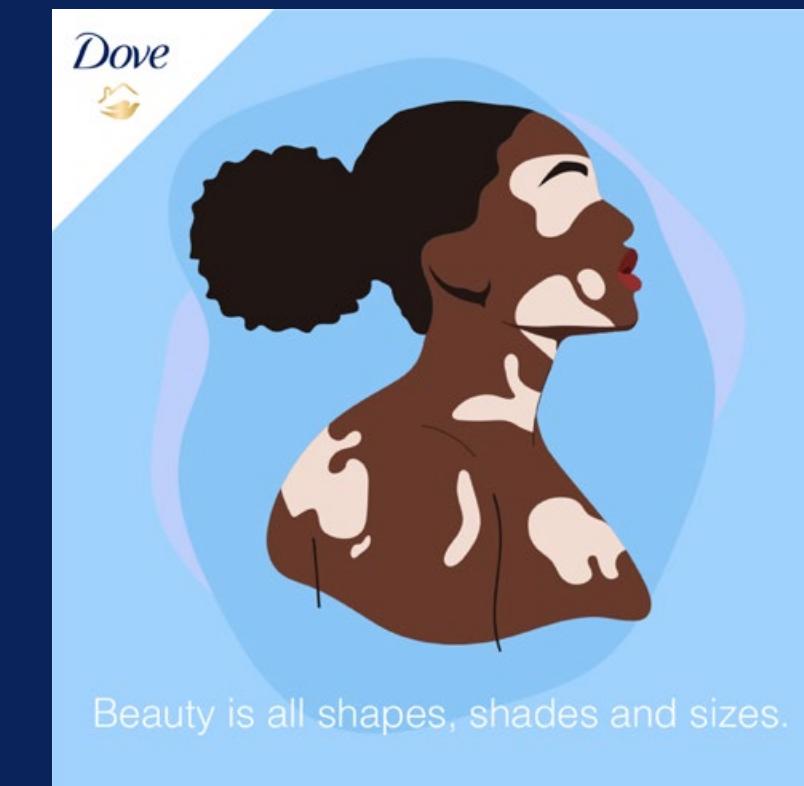
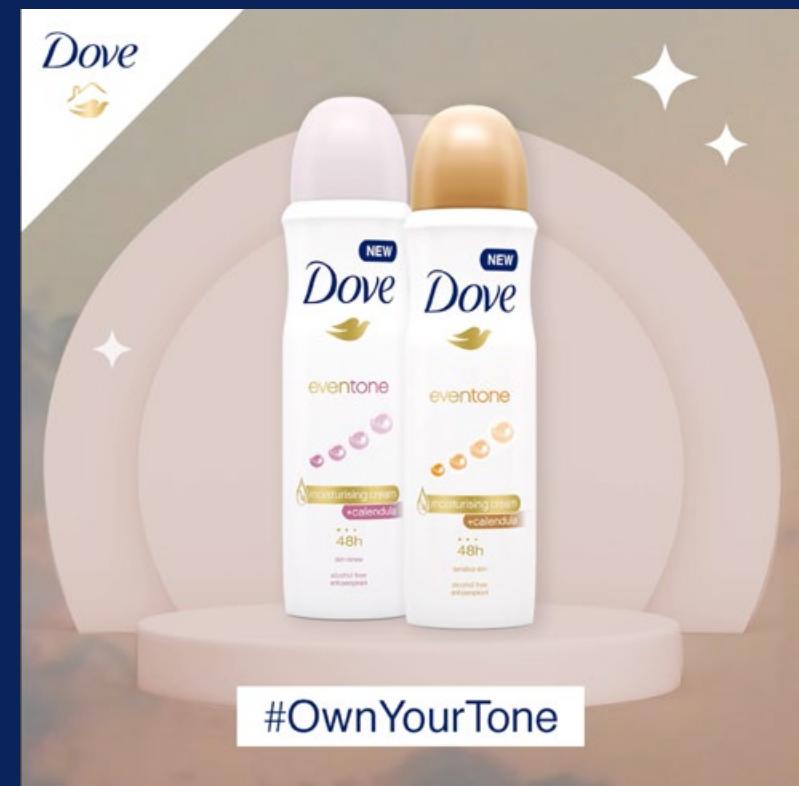
7 beautyzone



assorted godas available in selected stores.

assorted wigs from R6000

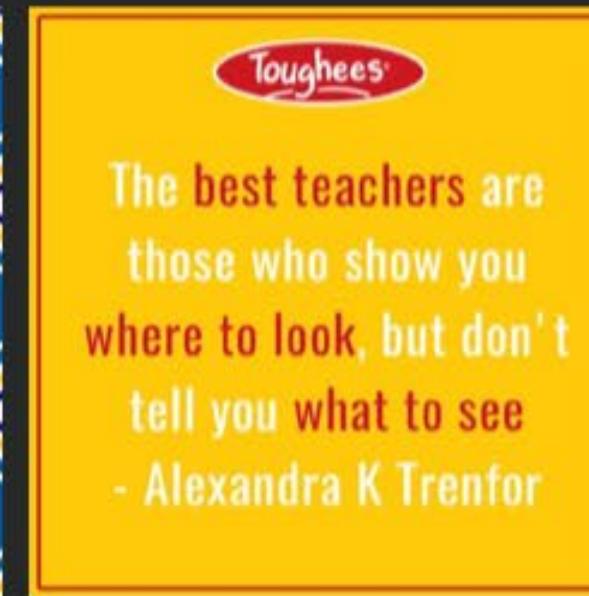
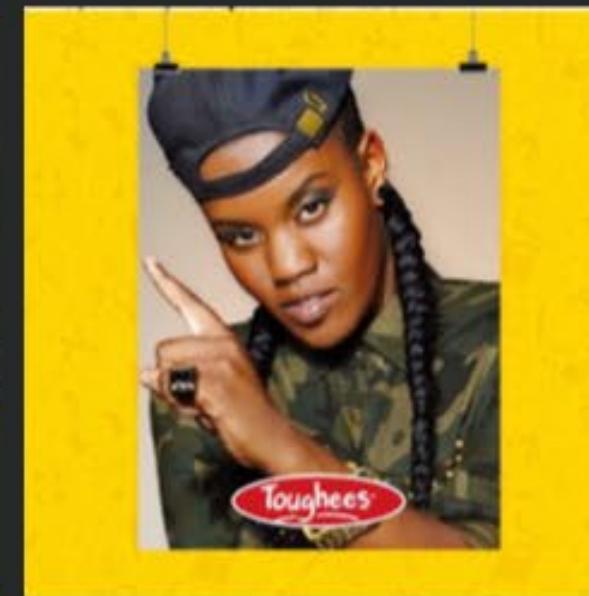
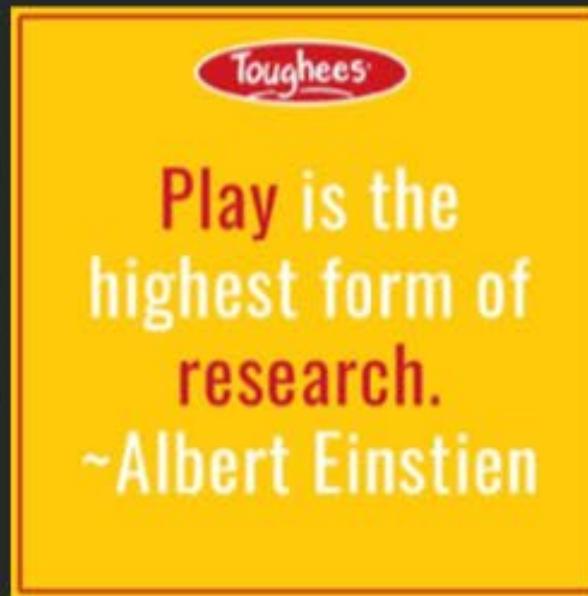
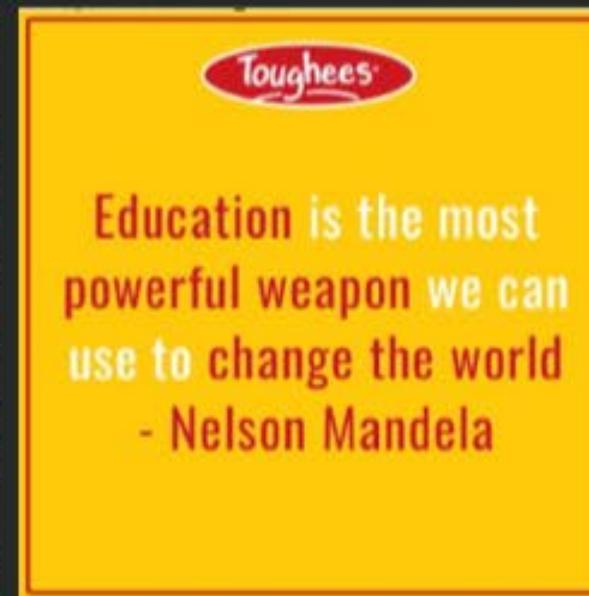
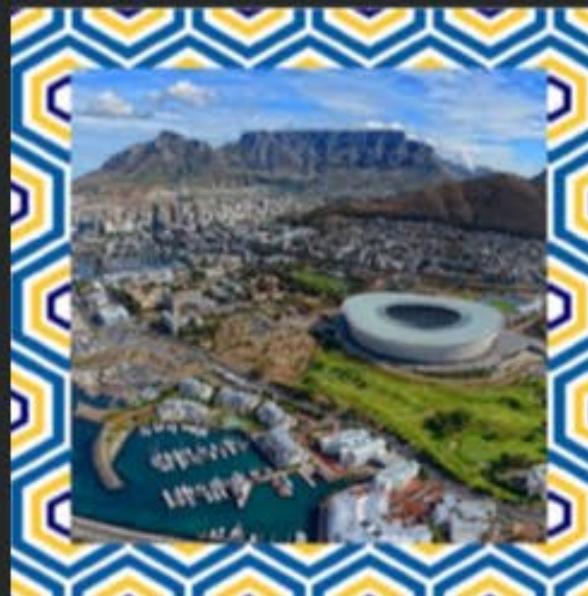
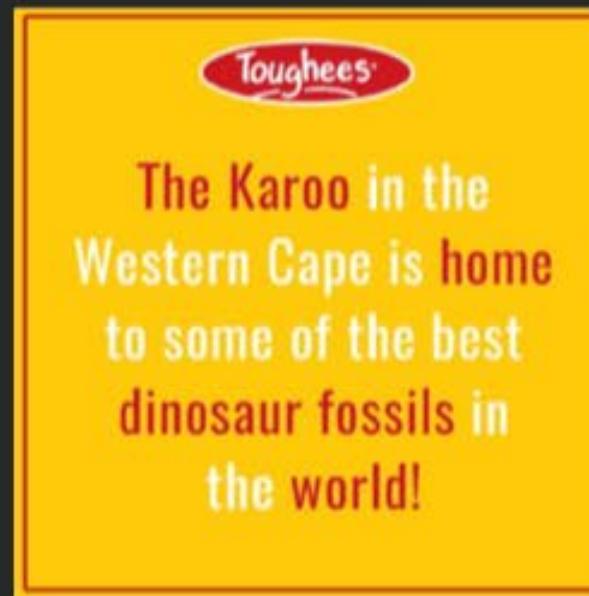
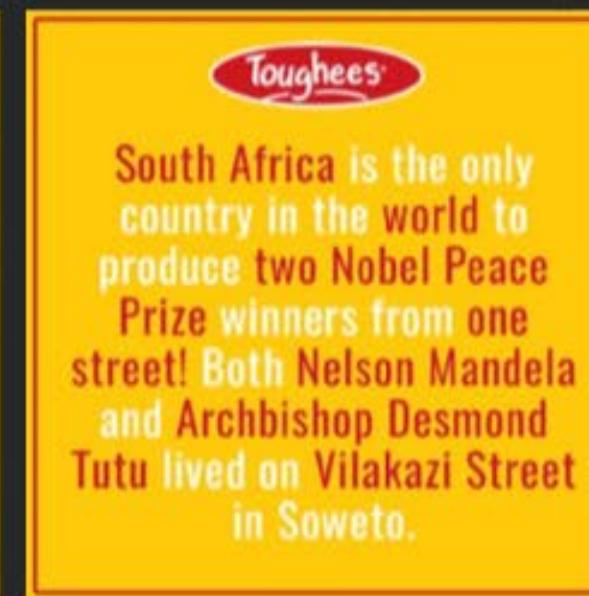
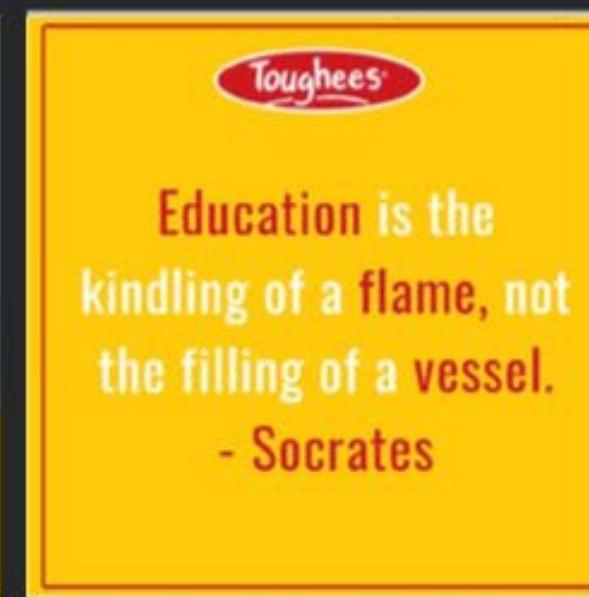
Assorted brushes available in stores.



2021 Dove master brand

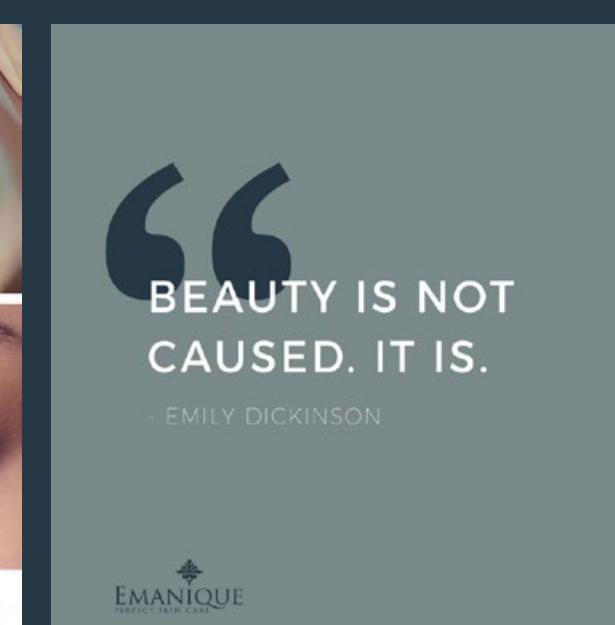
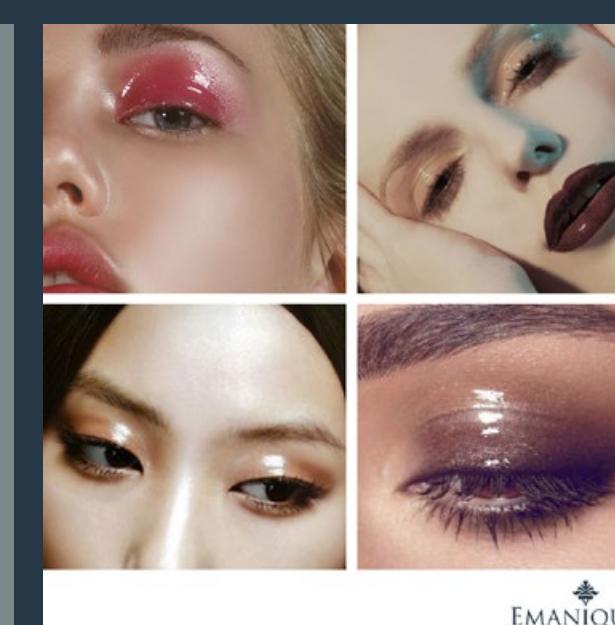
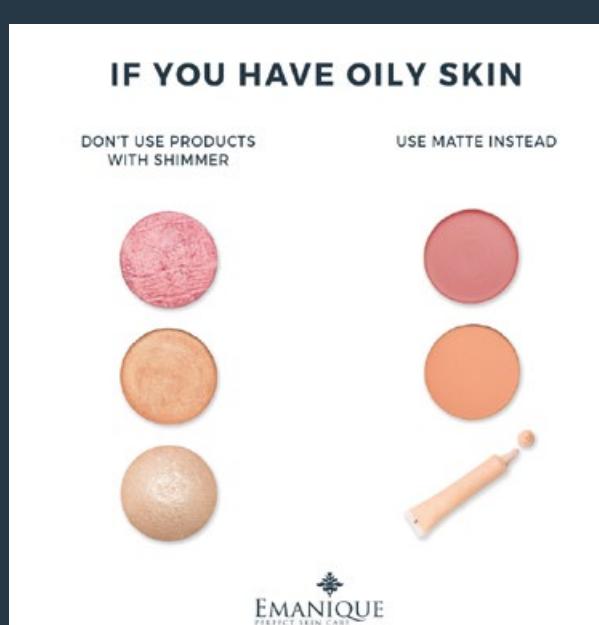
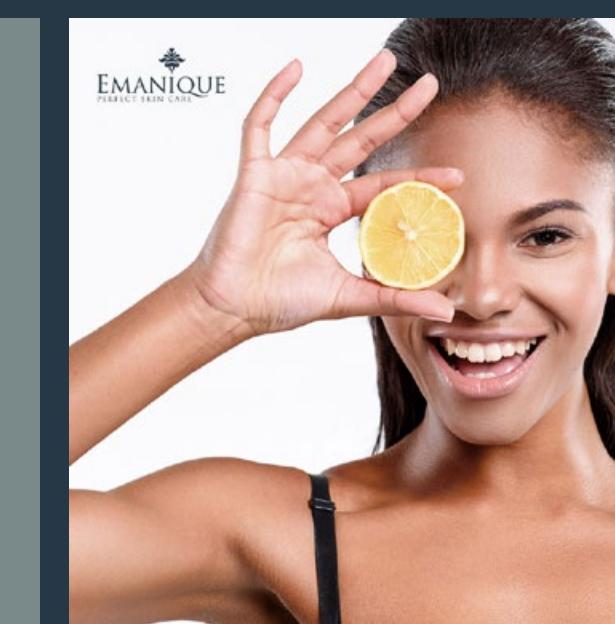
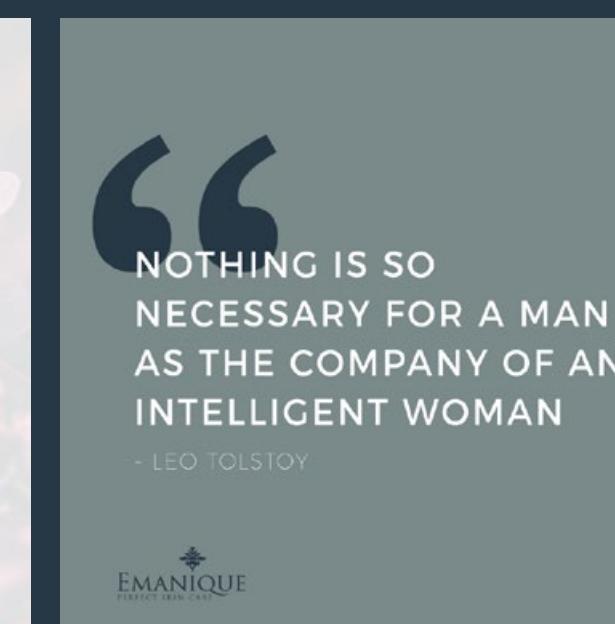
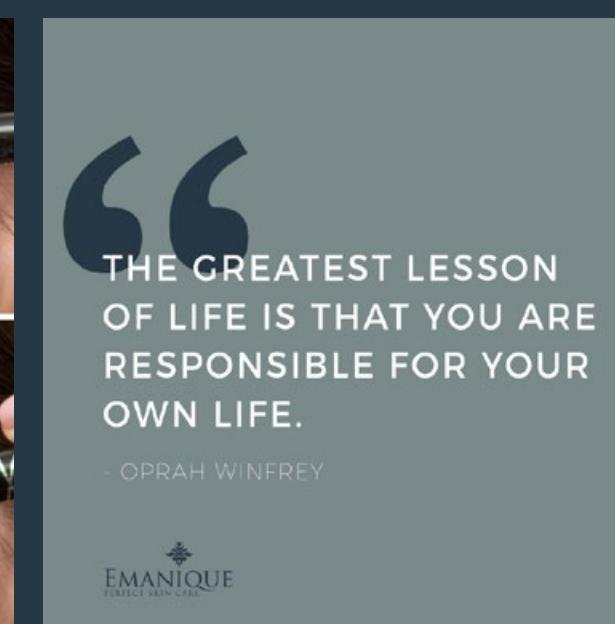
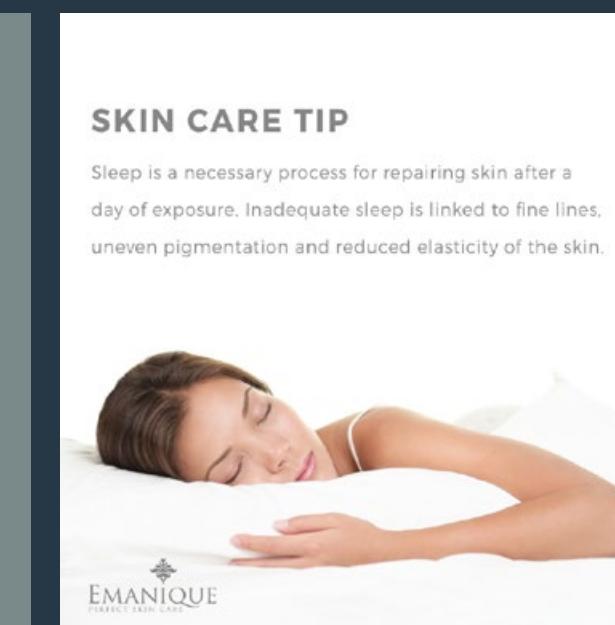
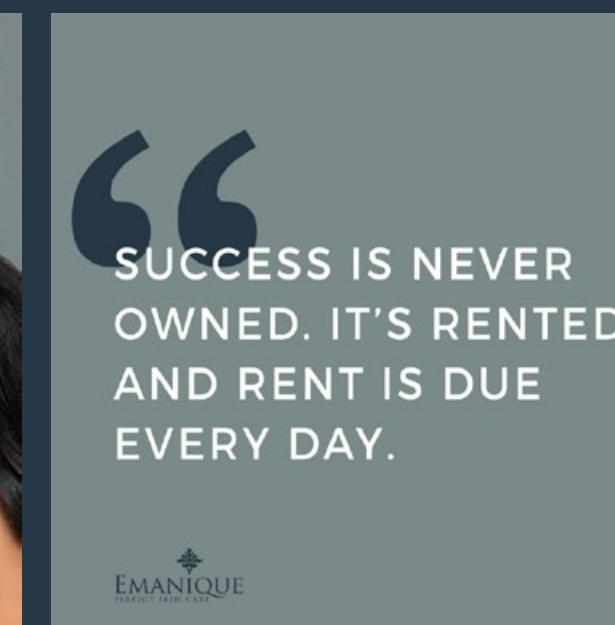
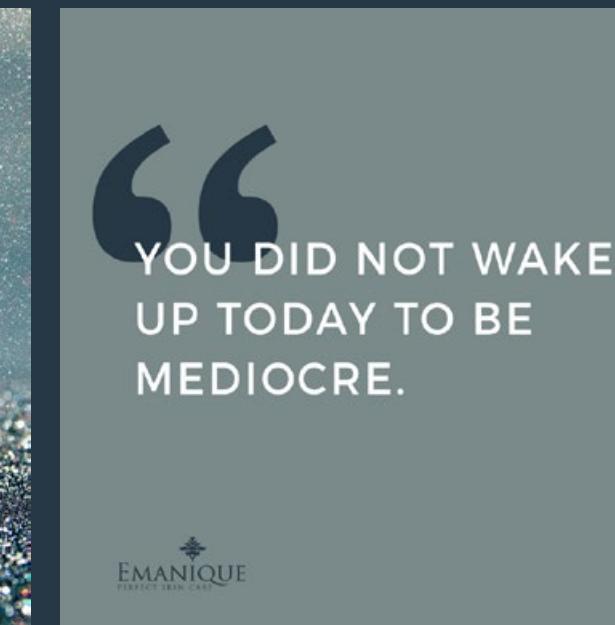
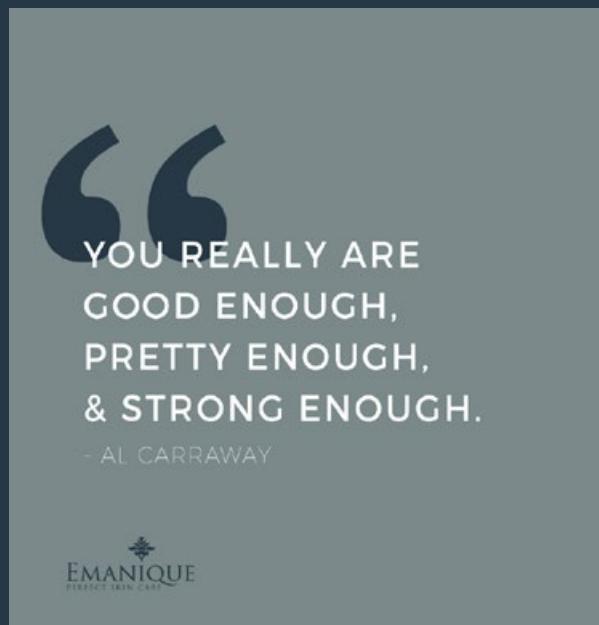
Facebook organic and paid content creation.
Showcased are stills from videos.

[view in motion](#)



2016 - 2017
Touchees

Instagram and Facebook content ideation and execution.



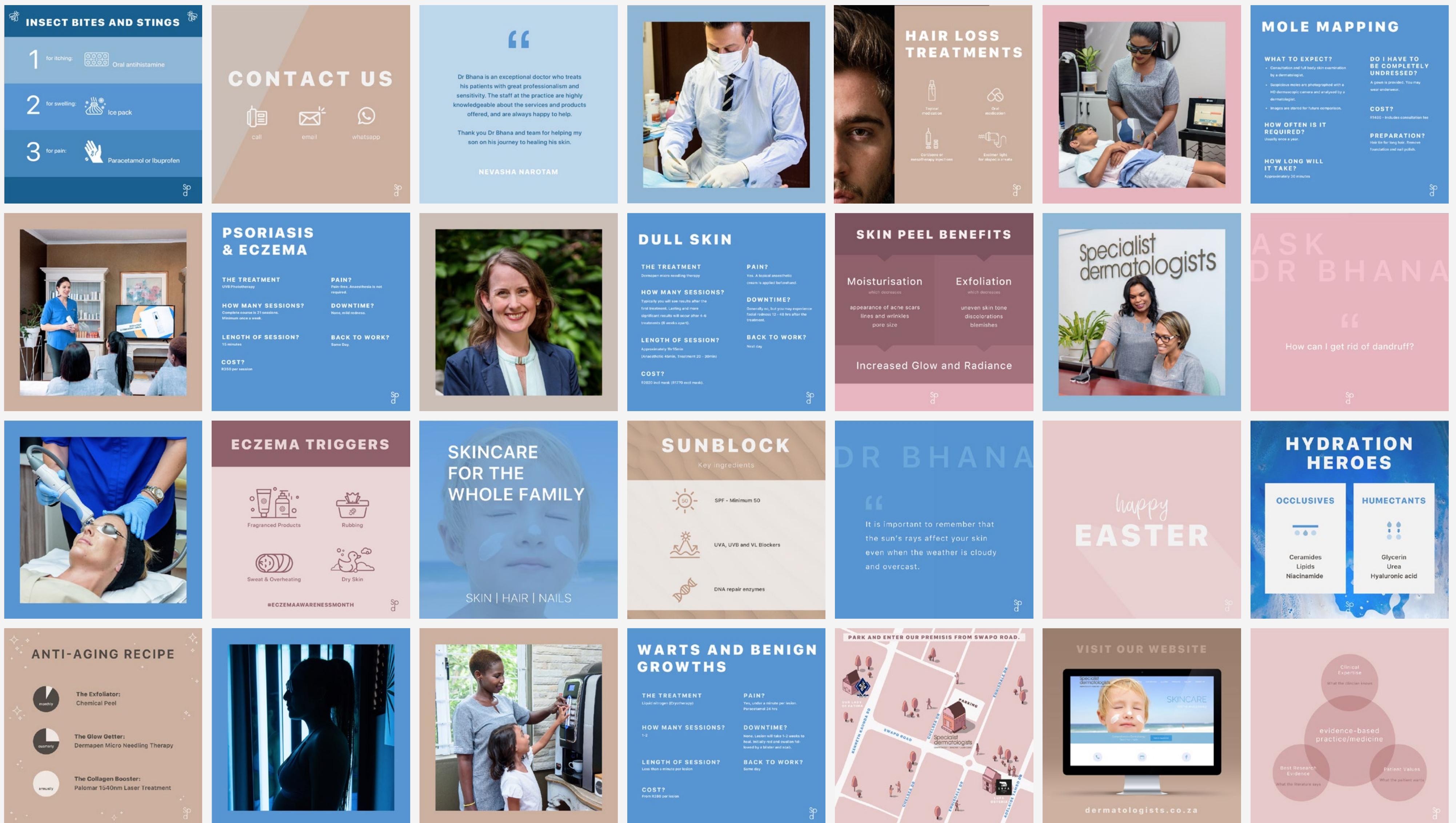
2016 - 2017
Emanique - Skincare brand
Instagram and Facebook
content ideation and
execution.

2019 Specialist Dermatologists

Specialist dermatologists sought a cohesive and professional Instagram feed to make a strong first impression on potential patients.

Recognising that many referred patients turn to Instagram for information, they aimed to enhance their online presence.

I developed a comprehensive Instagram content strategy, designed a series of templates for each content pillar, and art directed a photoshoot to capture the necessary images.



2019

Packaging design

For Simply Colour by Shaves





DESTINATION
ISLE OF MAN

2018

Isle of Man start up branding

Destination Isle of Man - Relocation services.

The founders of DIOM sought a distinctive brand identity infused with South African flair, along with a clever and unique logo.

I initiated the process by mapping the brand's core attributes, which provided a solid foundation for developing a stylescape. This stylescape embodies the themes of adventure and relocation, featuring nature photography that inspires and modern illustrations of

young-at-heart adventurers planning their next journey. It also highlights the peace of mind DIOM offers its clients by supporting them every step of the way.

After finalising the logo, I expanded the illustration palette and established guidelines for combining art and photography, ensuring a cohesive colouring approach.



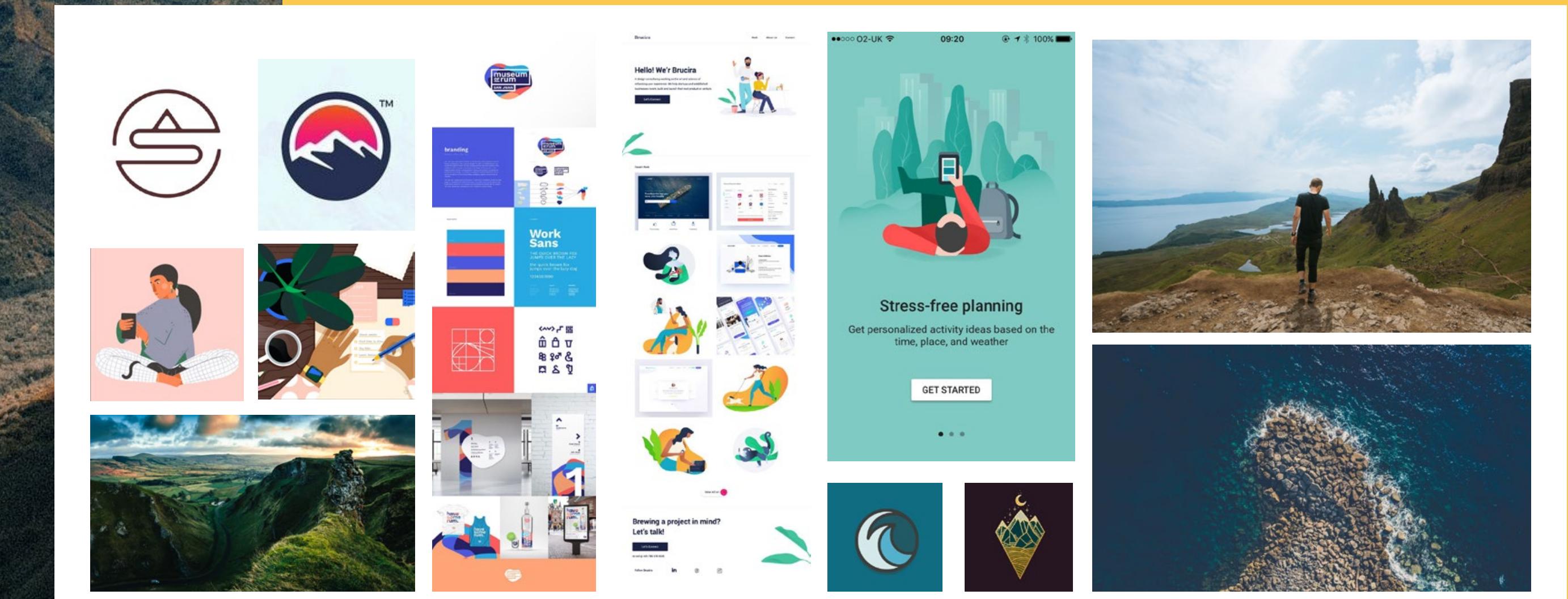
DESTINATION ISLE OF MAN

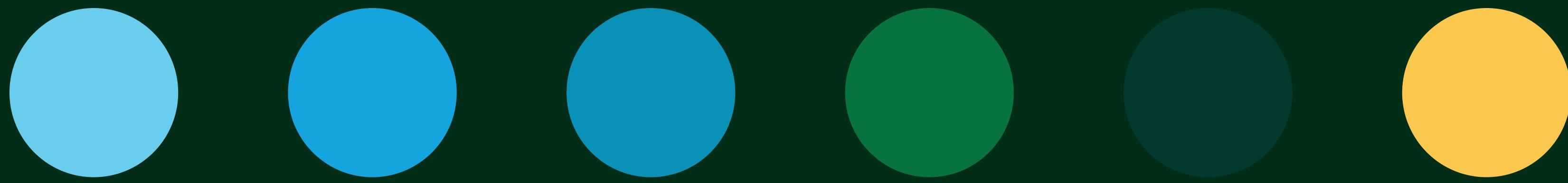


Brand core overview

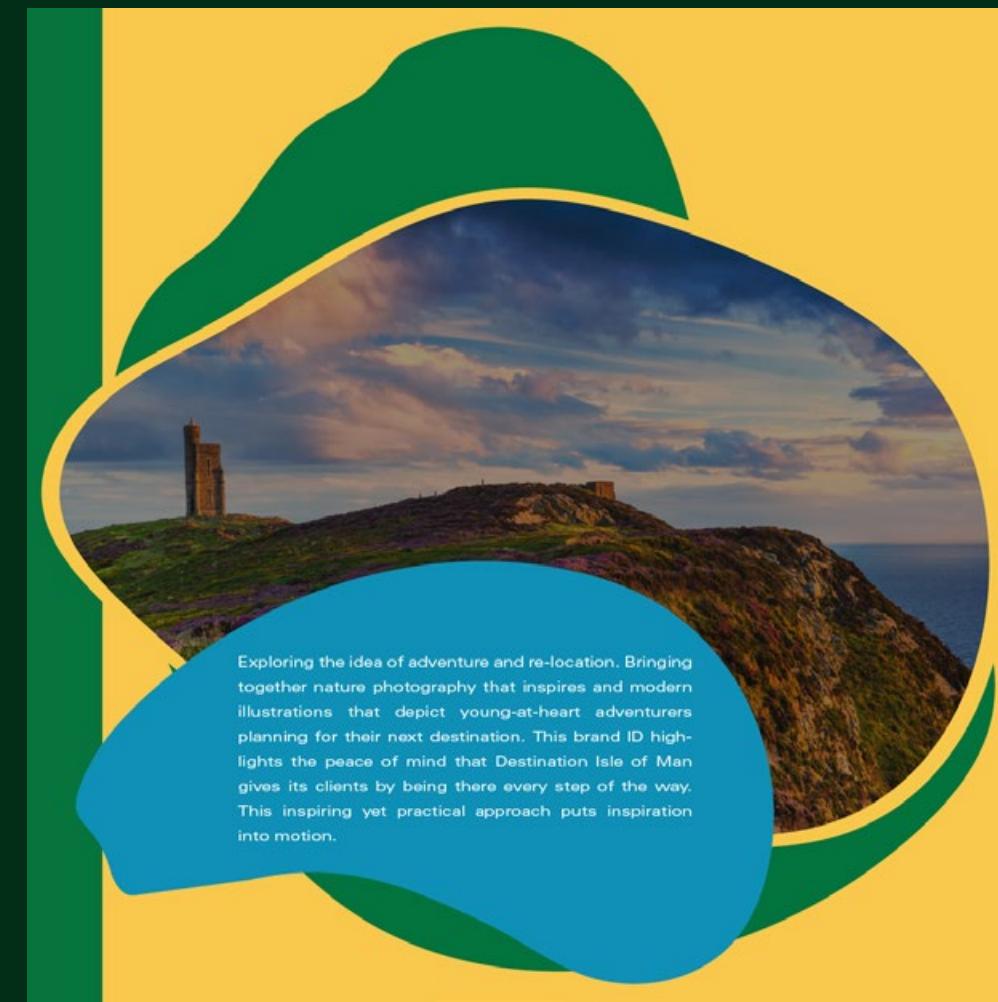
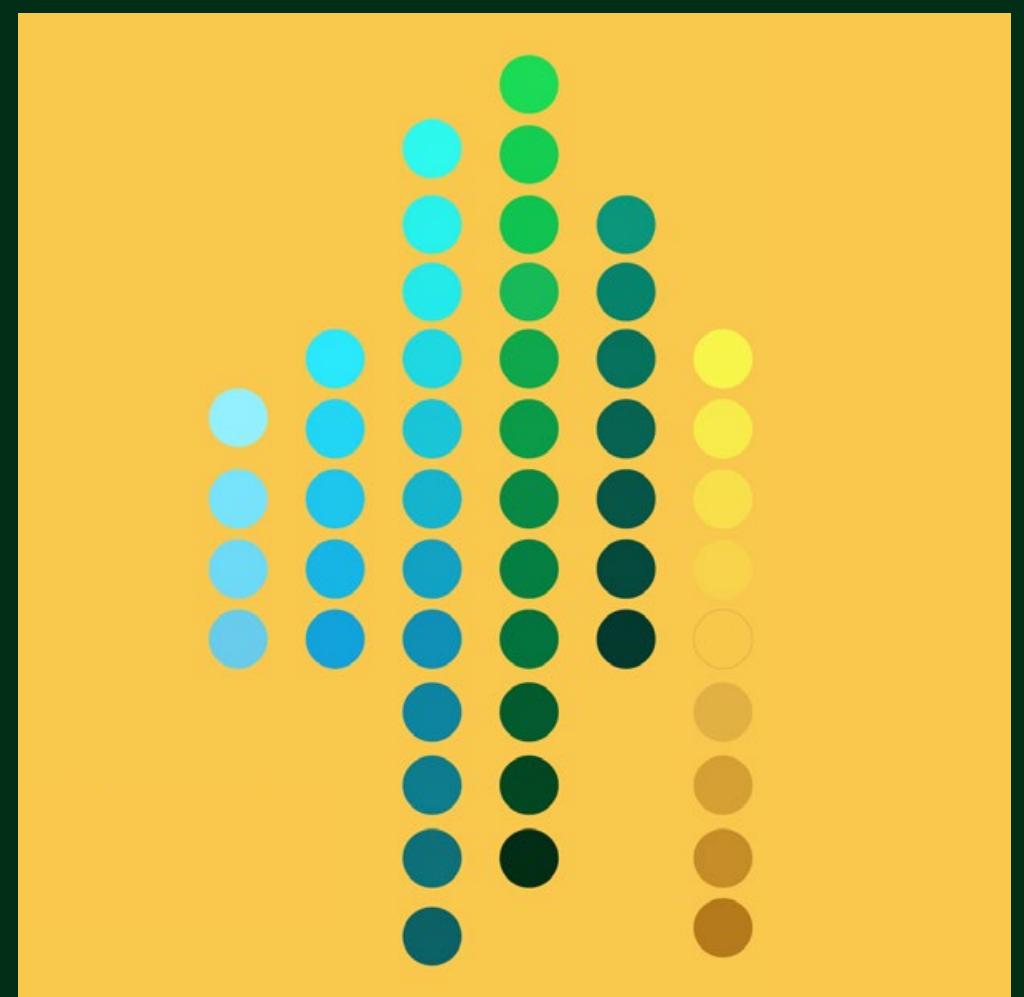
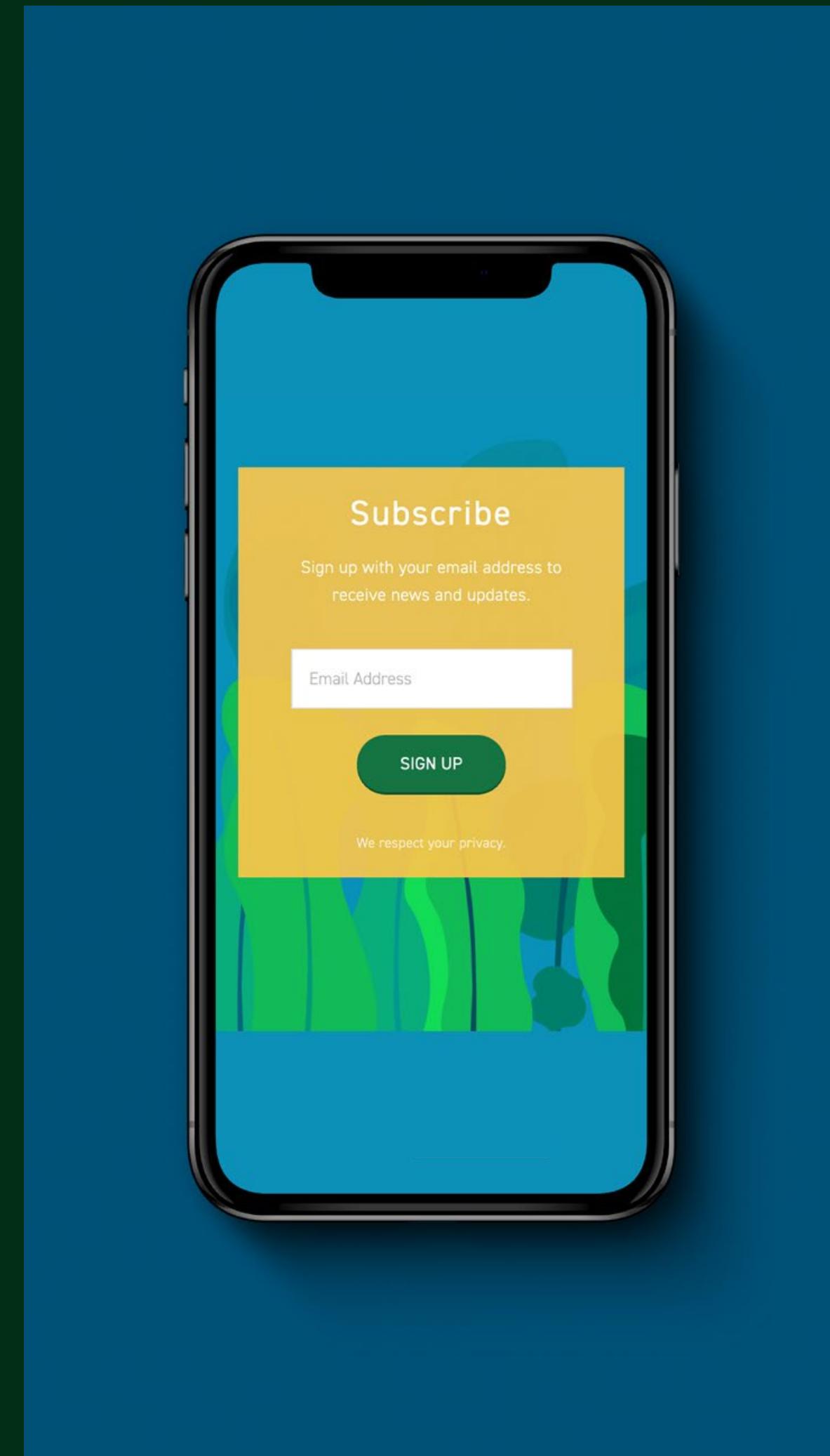
CULTURE	CUSTOMER	FEEL	IMPACT	DISTINCTION
Friendly	Young Families	Taken care of	Peace of mind	Fun
Positivity	Graduates	Warm	Improved Lifestyle	Bold and Bright
Inspirational	Businesses	Energized	Increased Wealth	Fresh
"Can-do"	Aspirational	Safe	International Connection	
	Driven			

Stylescape





A friendly and vibrant palette of greens and blues, complemented by a warm yellow.





Alyssa Naicker

Designer & Multi-Disciplinary Artist

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