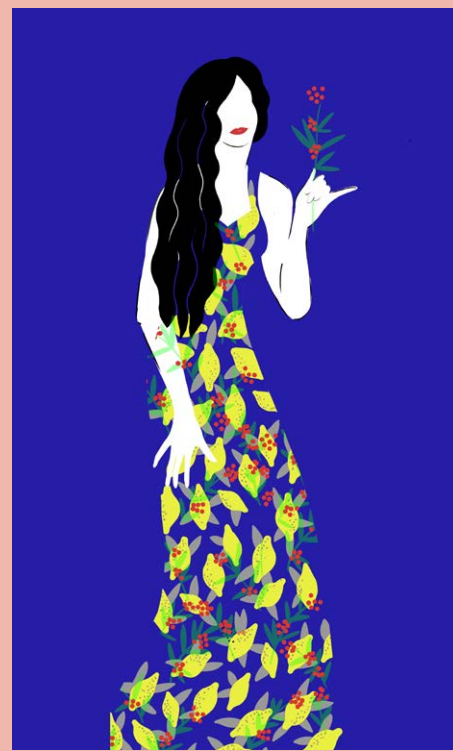




# WELCOME TO MY CREATIVE SPACE!

*I am creative professional  
for beauty and wellbeing  
brands*





# ..about me



I am enthusiastic and experienced Creative professional based in Milan.

My work is focused on delivering creative directions and visual identities, from strategy to execution. Passioned about Design research and led by curiosity, I like to move my perspectives from big pictures to details, applying the findings in each product.

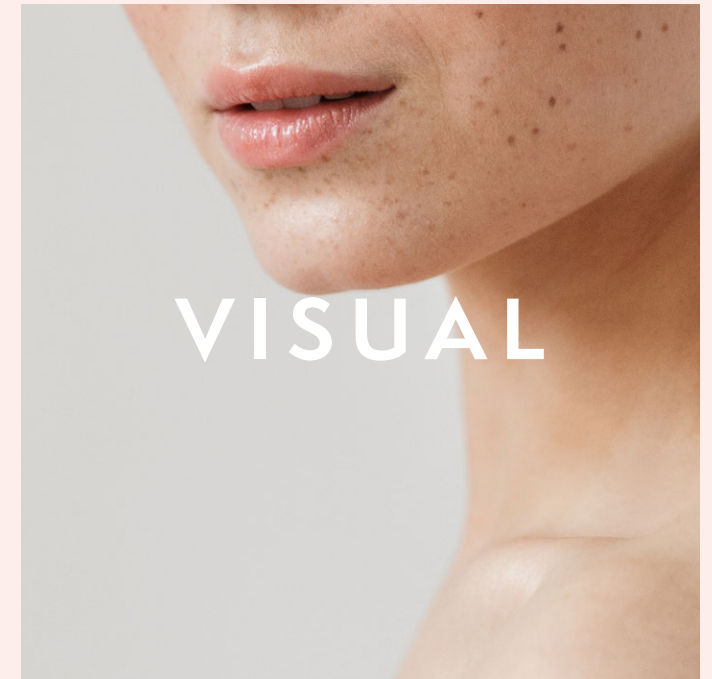
With 15+ years experience in Branding, and a Master in Strategic Communication, I create and develop Brands and Packaging for companies and agencies who need to launch and develop new products ranges

With a Master degree in Strategic Design at Politecnico di Milano and an interior design background, I have been participating in several trend research projects for WW companies, finding emerging trends and lifestyle patterns.

I help companies to build relationship between their brands and their consumers across products, stories and digital touch points, accompanying in their “next step”, whatever big or small it is.



# AT YOUR *service* FOR...



# BRAND STRATEGY

- ~ Creative Strategy
- ~ Brand Design
- ~ Brand Naming
- ~ Brand Architecture
- ~ Brand Identity
- ~ Brand Guidelines
- ~ Brand experience
- ~ Logotype
- ~ Typography

We are the creative side of your business strategy, aligning with your marketing purpose and translating it into creative output.

# PACKAGING DESIGN

- ~ Packaging Design
- ~ Packaging Development
- ~ Product Management
- ~ Packaging selection
- ~ Material research
- ~ Printing Supervision
- ~ Sustainable packaging
- ~ Executive output

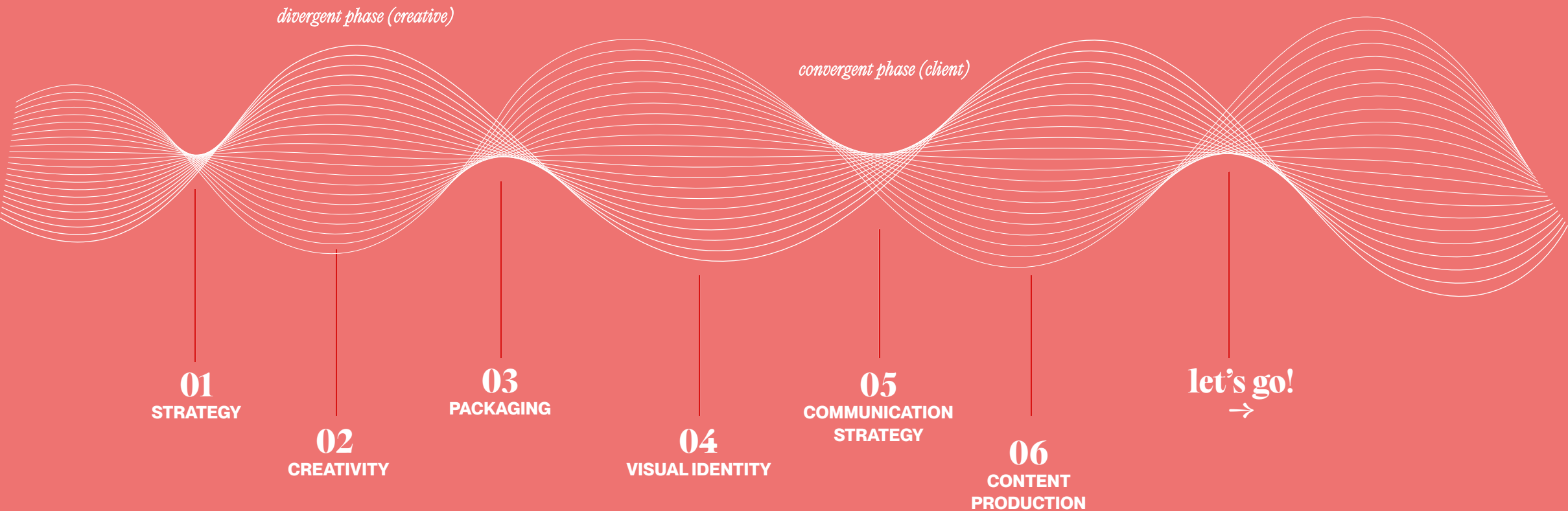
With background in Industrial Design and understanding of materials and printing techniques, we ensure feasibility and propose sustainable solutions for your packaging.

# VISUAL DIGITAL

- ~ Creative Direction
- ~ Art Direction
- ~ Creative team management
- ~ Visual Storytelling
- ~ Digital content
- ~ Content Strategy
- ~ UX UI

Our service is centered around creating content that not only looks beautiful, but communicates your brand's unique story and values.

# I TAKE CARE OF YOUR PROJECT → FROM *sketch* TO *launch* ←



A creative brain is a divergent brain. Thanks to our divergent thinking, we offer you plenty of proposals that align with your strategy. You will have many options to choose from, as you know what is best for you. Our work is to provide you with proposals through the divergent and convergent phases of the project.

# THE BEST PEOPLE TO WORK FOR

**allegri.**  
COSMETIC SOLUTIONS

**COSMESI  
SICILIANA**

  
**ÉCRIN DE FLEUR**  
- CHIC NATUREL -

**gfl**  
SKIN CARE

**H E M P  
C A R E**

Società del  
**Karité**  
since 1977

**LABioelite**

**MMC**   
COSMETOLOGY

**nailevo**  
SELECTED • COSMETICS

**OmniShopper**

**pinkfrogs**  
cosmetics

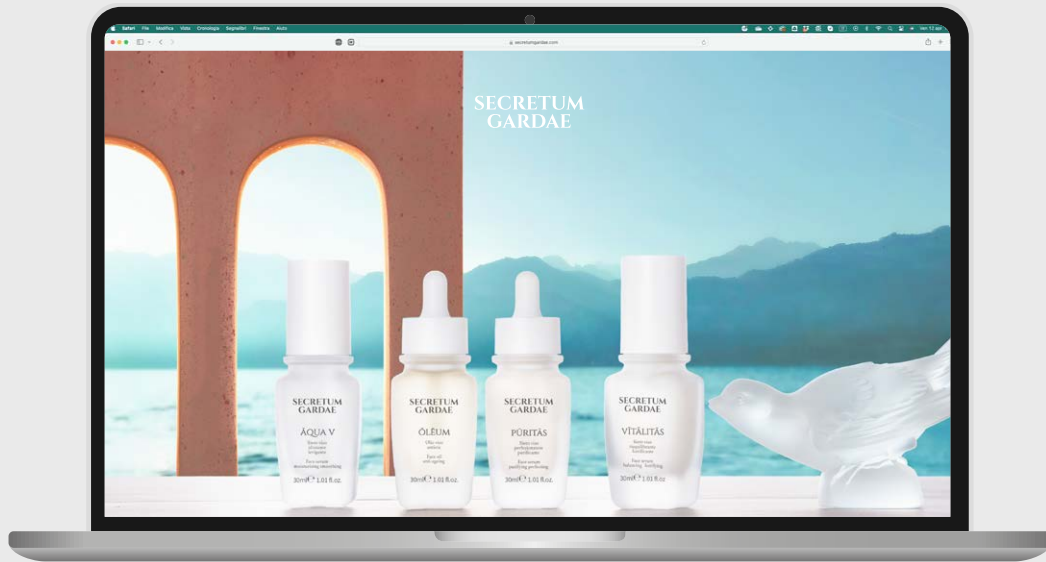
**SECRETUM  
GARDAE**

**ursulaborroni**

# SOME OF MY WORKS







SECRETUM  
GARDAE

### Garda lake secrets of beauty

Secretum Garde, a fresh entrant in the skincare panorama, is poised to launch its first line of innovative products. **Our mission was to weave a captivating narrative** around the product, one that evokes the concept of a precious gift from the stunning land of Garda Lake in Italy.

The packaging draws inspiration from the architectural intricacies of villas and castles in the region. Its meticulous detailing and exquisite finish evoke the same care and attention found in renowned Italian wine labels. **Secretum Garde's packaging details are reflecting the same level of craftsmanship.**

- Brand visual Identity
- Packaging Design and development
- Digital Art Direction









### Boosting with berries

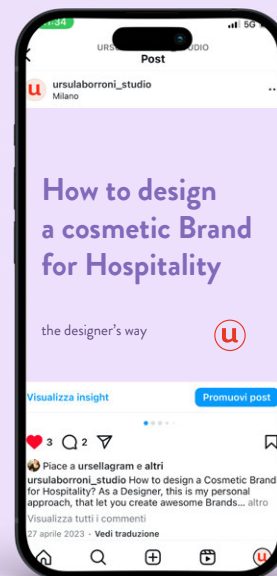
Samboost is a brand of Hotel Cosmetics and its Design have been created around one of the main ingredients of the formula: elderberry organic extract.

We created a brand name that represent the

fortifying properties of this powerful berry, and played along with circles and vibrant violet shades. Samboost cosmetics's vibrant elegance is embodied in every detail of the visual content. For Samboost Cosmetic range, We selected bottles in PCR PET material, which are recycled and recyclable.

- Naming, Branding
- Visual identity
- Art Direction, Print and digital

SAM  
BO  
S  
T





# HEMP CARE

RAW GEMS



## A diamond in Solid cosmetics

The **naming** itself—Raw Gems—conveys a powerful message of stripping away the unnecessary, celebrating the preciousness of simplicity.

Our approach to branding and product development centers on minimizing environmental impact without compromising style.

By eliminating the need for adhesives, we ensure a **seamless and eco-friendly experience** for consumers. The entire Raw Gems collection shares a single wrap, distinguished by a vibrant colored band. This not only adds an elegant touch but also **optimizes paper consumption**.

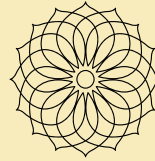
The **carefully chosen woodfree paper** is 100% post-consumer recycled.

- Naming
- Packaging Design and Development
- Art Direction

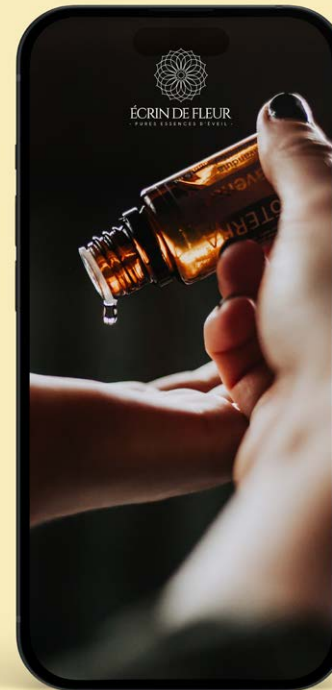
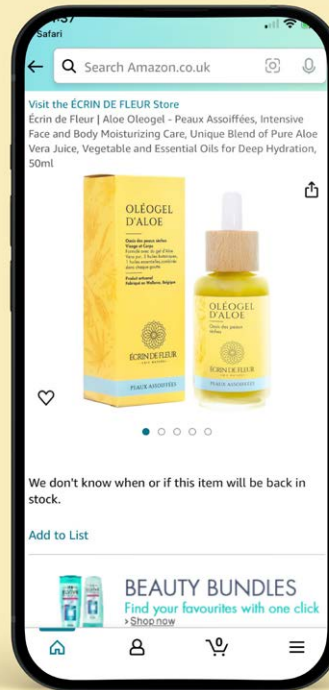








ÉCRIN DE FLEUR  
- PURES ESSENCES D'ÉVEIL -



### D2C Brand of Men's cosmetics

The Ecrin de Fleur Gel Oils packaging design seamlessly blends natural aesthetics with tactile appeal.

Inspired by the oils' organic hues, the glossy finish of packaging evokes the sensation of oil.

The primary packaging features wood and natural materials, emphasizing the product's purity.

The use of yellow recalls the natural color of organic oils, emphasizing their botanical origin.

By incorporating wood and earthy textures, the packaging visually communicates the natural essence of the product line, integrated in the whole Ecrin de Fleur product collection.

- Digital Brand Strategy
- Digital Art Direction
- D2C Packaging Design
- e-commerce photography



HIGH VISCOSITY  
Original liquid soap undiluted,  
has the best clean ability.







## HYGIENE AND PROTECTION

Brand for cosmetics focused on the rejuvenating effects of its extracts and citrus fragrance. Designed for distributors and hotel spas aiming to offer an elegant, contemporary option that aligns with the design of the most modern hotels.

**yuzu**  
BOOST

## OLFACTORY THERAPY

Cosmetic range with a medical and pharmaceutical appeal, proposed to become a true brand of personal protection and hygiene products. Designed for distributors aiming to offer products similar to pharmaceutical ones for personal care.

**immu.** **Tōji**

## BRAND STRATEGY, NAMING, AND DESIGN

## EMPATHY AND CARE

Empathy and protection: a cosmetic line with a medical appeal that lightens the post-COVID situation and meets the need for protection, cleanliness, and hygiene. Designed for hotels and business hotels catering to millennials and the new generation.

**sam up**

**SAM**  
BOOST

## PROTECTION FROM PLANTS

An herbal-inspired cosmetic line designed to align with various hotel ranges, being feasible to be sold through distributors and B2B structures in the hotel amenities industry.

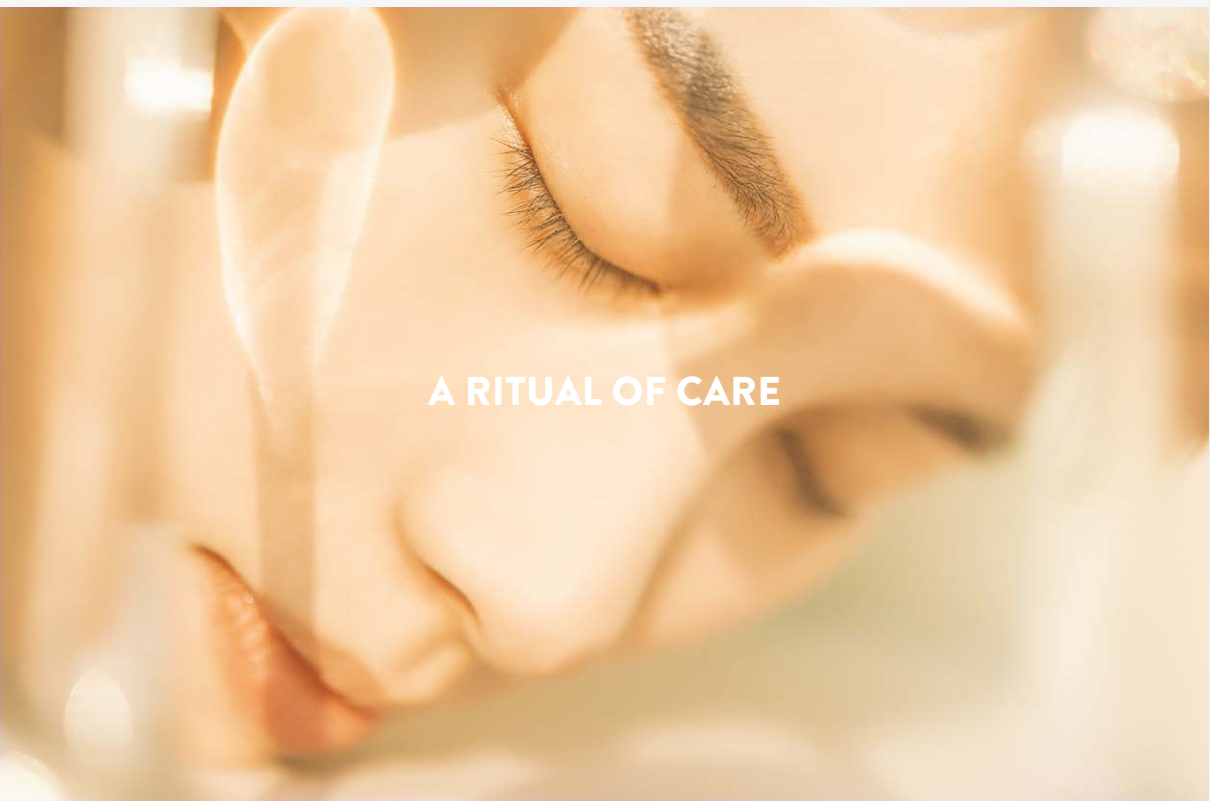
fitO Gems

### A Ritual of care in every hotel room.

Inspired by an ancient Japanese tradition, Tōji is a tribute to wellness and sensory experiences. According to an Eastern belief, on the day of the winter solstice, it is customary to enjoy a hot bath with Yuzu fruits to help preserve the health of

the entire family. Inspired by this legend, we have created a fresh and dynamic brand that brings a sense of freshness to hotel rooms, seamlessly integrating into any setting. The packaging, made from recycled materials with a matte finish, contrasts with the glossy, shaped label, featuring minimalist design details that are simple and adaptable to any context in the hospitality industry.

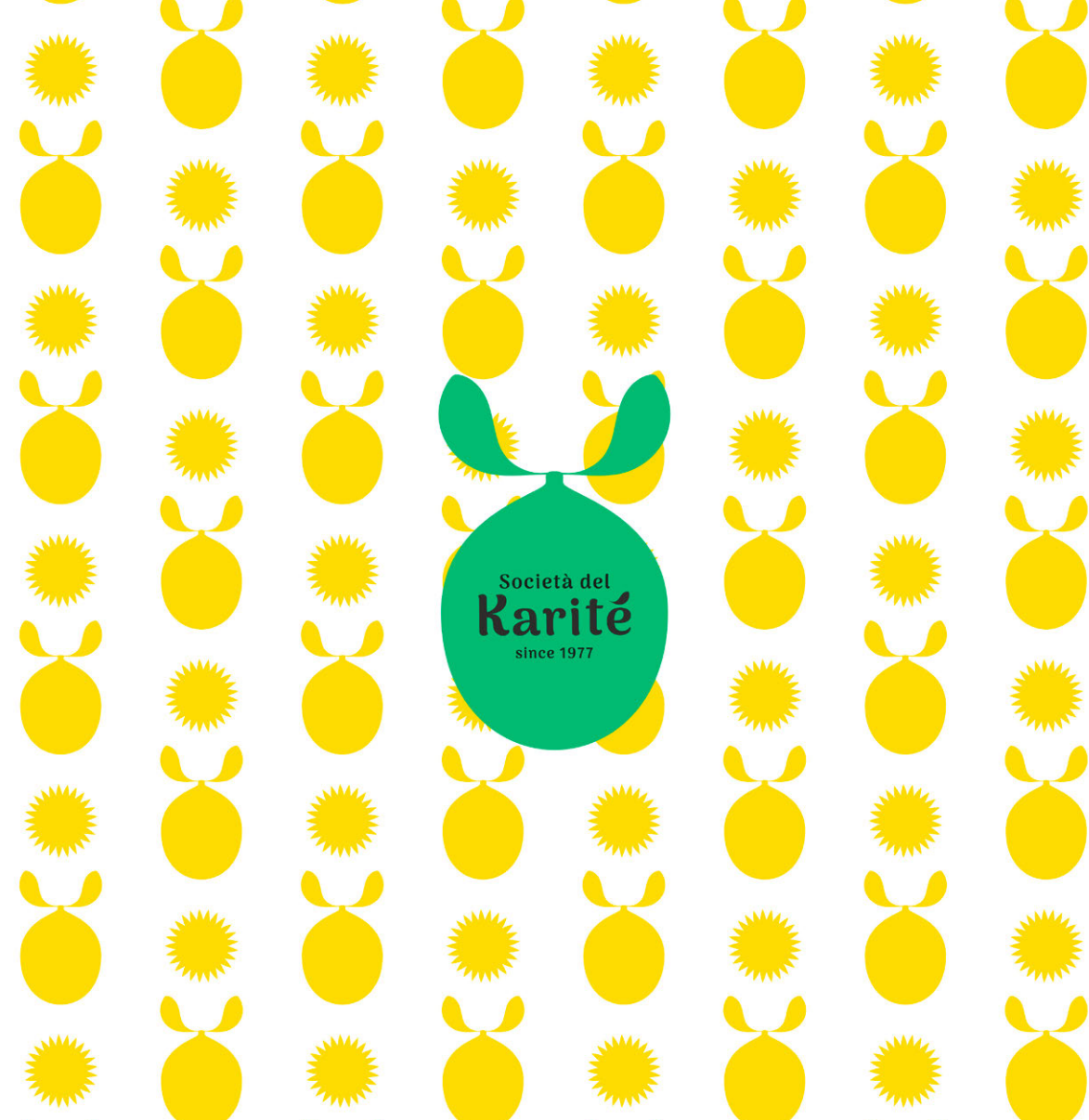
- Naming
- Brand strategy and Design
- Packaging
- Digital Art Direction



A RITUAL OF CARE







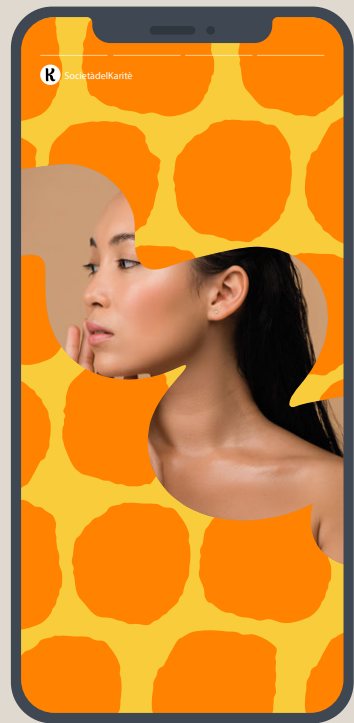
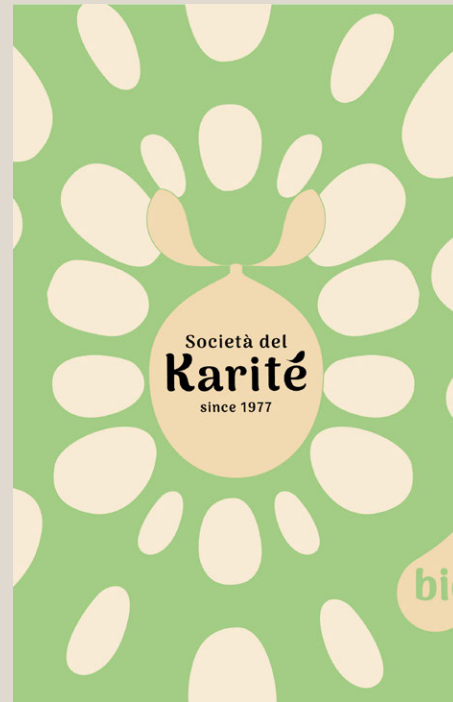
### The butter animalier

In this rebranding endeavor, we have embraced the vision of the company's strategy, which has led us on a journey through the vibrant colors of Africa and its rich tribal iconography.

The brand embodies the elegant and simple act of nurturing the skin with a creamy touch. It's a

timeless and natural symbol of softness, brought to life through gentle curves and a creamy accent. Starting from the brand, the inspiration radiates to all the main elements of the visual language in which the "butter animalier" concept takes shape. It talks to an audience in the pharmacy stores, transforming into elements linked to nature and tribal iconography.

- Brand Design
- Packaging Design
- Visual Identity







### Capturing Sicilian essence

Together with Strategic Marketing, we developed a new brand of products inspired by Sicily. The company aimed to launch a brand rooted in Sicilian heritage, anticipating trends about five years ahead. The brand draws inspiration from

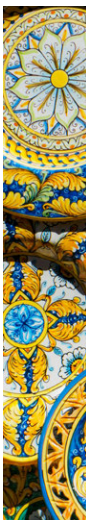
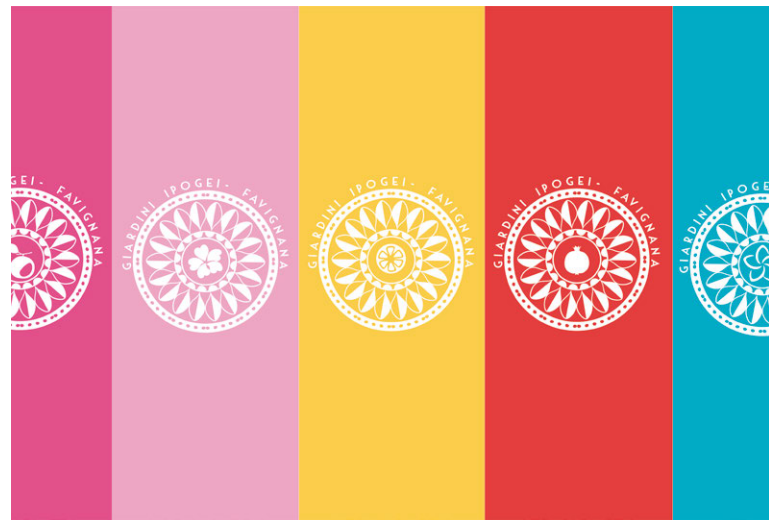
the richness of traditional Sicilian cart decorations. The expressiveness of these patterns and hand drawings has been translated into a cosmetic appearance, enhancing their elegance while maintaining their intensity.

- Brand Design
- Brand Visual identity
- Art direction



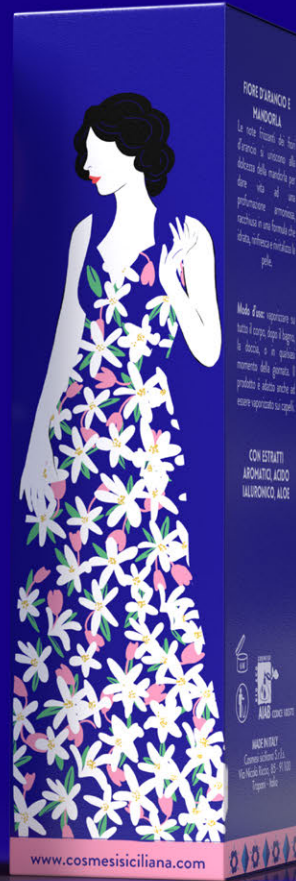


PH. Sarah Paracchini





# MAGARÌA



**ACQUA DI BELLEZZA  
PER IL CORPO**

**VERBENA E  
MANDARINO**  
Profumata - Idratante  
Rivitalizzante

**COSMESI  
SICILIANA**

150 ml e 5,07 fl.oz







eco bio cosmetic

ACQUA DI  
**ZAGARA**  
ORANGE BLOSSOM  
WATER

COSMESI  
SICILIANA

100 ml e 5,07 fl.oz



LAGUNA DEI FENICI







Image Courtesy Cosmesi Siciliana



With Sarah Paracchini







FLEXIBLE PACKAGING  
WE LOVE

**A Warm Embrace:  
Harmonious Blend of Self-Care and  
Sustainability**

Jihapee means “embrace” in Hindi, symbolizing a brand that highlights the emotional dimension of Ayurvedic science, the foundation of its cosmetics. The flexible packaging is a sustainable choice,

carefully designed to minimize environmental impact. Soft, soothing colors evoke a warm, emotional embrace, harmonizing self-care with environmental care. Jihapee’s branding encapsulates a holistic approach, where the nurturing of one’s body aligns seamlessly with the nurturing of the planet. This thoughtful design invites users to experience a deeper connection with both themselves and the world around them.

- Branding
- Packaging Design and development
- Visual Content





**Conscious Luxury for Hotel Amenities.**  
For eco lovers only!

This cosmetic range is born from a huge research on ecological packaging for cosmetic ranges. Designed in 2010 it is on the market until today. The presentation box have been designed in paper pulp, 100% post consumer, and produced by moulding.

- Branding
- Packaging Design and development
- Product Management
- Art Direction



Serene to be

Conceived as Hospitality cosmetic brand for UK market, the style of this brand is delicate and simple. The name refers to a serene English lady in her relaxing time while travelling. The logo is inspired by the flowers of an English garden and the colors represent the typical English palette of interior decoration.

- Branding
- Packaging Design and development
- Art Direction

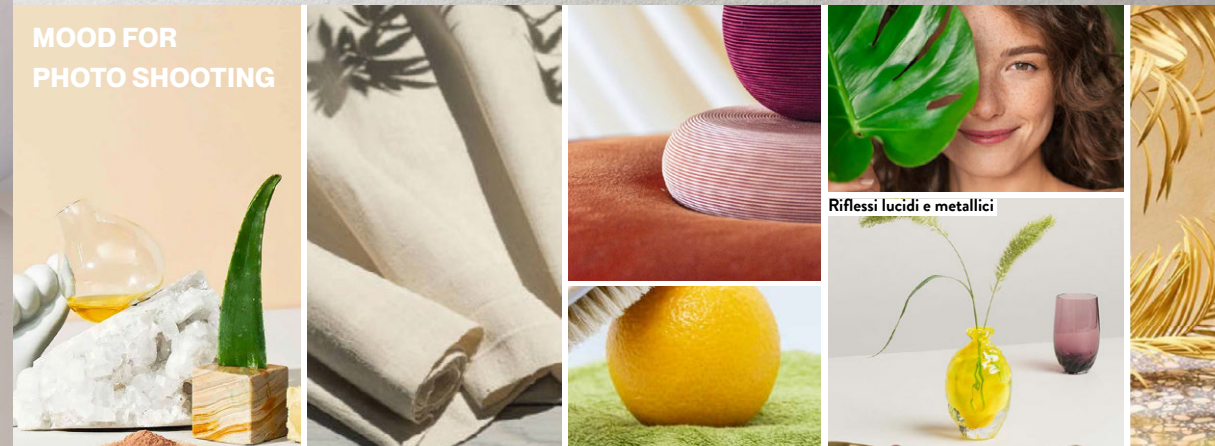


# HEMP CARE

CBD SUPREME



HEMP  
CARE  
CBD SUPREME



## The Epitome of Natural Luxury and Sustainability

Hemp Care CBD Supreme is the pinnacle of Hemp Care product line, embodying top-quality cosmetics that align seamlessly with the superior identity of Hemp care products.

We've meticulously crafted the packaging to reflect the essence of natural luxury. The use of **Hemp fiber-based paper** underscores our commitment to sustainability and the environment. This choice not only enhances the product's natural appeal but also aligns with the **brand ethos**.

- Naming
- Packaging Design and Development
- Art Direction

..NOT JUST  
COSMETICS







### Healthy food, happy people

Secretum Garde, a fresh entrant in the skincare panorama, is poised to launch its first line of innovative products. Our mission was to weave a captivating narrative around the product, one that evokes the concept of a precious gift from the stunning land of Garda Lake in Italy.

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- Creative Direction
- Packaging Design and development
- Visual Content







## Flagship Store Design

The client company is one of the largest small-cut tile manufacturers in China. It wanted to address its consumers with a more European appeal, dedicated to families of young Chinese with the myth of Italian design. The showroom we created in Foshan was designed to go beyond the typical

concept of a "market" typical of Chinese stores, to become a flagship store with areas dedicated to the immersive experience, structured as an apartment, a restaurant, a lounge  
With:

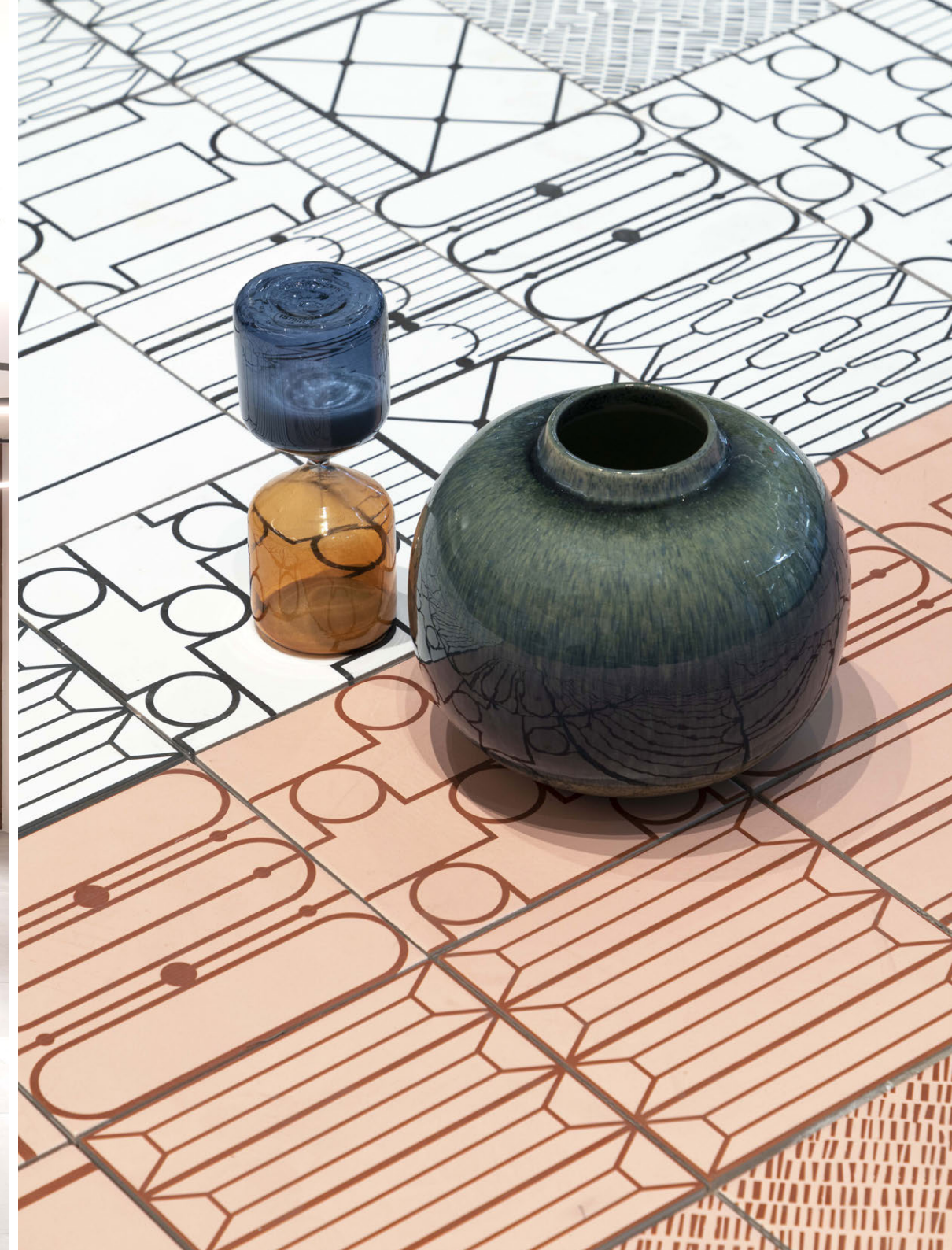
Belite Ceramics Co. Ltd  
Architect Sung Sook Kim

- Retail Concept
- Visual Merchandising
- Tiles design
- Project follow-up





**belite**  
Where excellence lives





**..let's connect!**

info@ursulaborroni.it  
Milano, via San Calocero 22  
+39 347 4755280  
www.ursulaborroni.it  
Linkedin  
Instagram