

MARIEBELLE



Properties list:

- range of products
- new product
- confectionery and sweetness
- chocolate
- identity by colour
- identity by typography
- luxury
- classic
- box
- metals
- cardboard and paper
- opaque
- end-user packaging
- gift packaging
- identity by shape

"I want my brand to be elegant and beautiful to the eye as well as delicious and wonderful to taste. After all, chocolate should be a complete experience" Mariebel Lieberman of Mariebelle Mariebelle is a luxury confectionery brand dedicated to creating delicious and visually stunning confections and chocolates. Established in 2001 by Maribel Lieberman, the company has grown from a small store in New York's fashionable SoHo district to an international brand that is distributed all over the world. Maribel is clearly not one to be constrained by the formulaic marketing approach of larger confectionery brands. With a background in fashion design, she directs all the packaging design herself - eschewing consumer research in favour of instinct, creative flair, and the confidence that she's developing packaging for consumers just like herself. The result, she points out, is a palette of colours "that are appealing from a fashion standpoint - after all, blue is typically a colour that research has shown to be at odds with food brands and food marketing". The signature fashion-led brand style in its palette of blue and brown feels as much haute couture as maitre chocolatier. Particular attention has been paid to how the packaging would look grouped together on a shelf, rather than as individual items. Geometric squares and rectangles reflect the brand's devotion to neat, streamlined looks. Materials are always high-end custom-dyed heavy paper, durable tins and other luxury materials and trims - because the packaging is intended for display on a desk or in a pantry, long after the confection has been consumed.

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

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