

OBJECT RESEARCH

Final Presentation

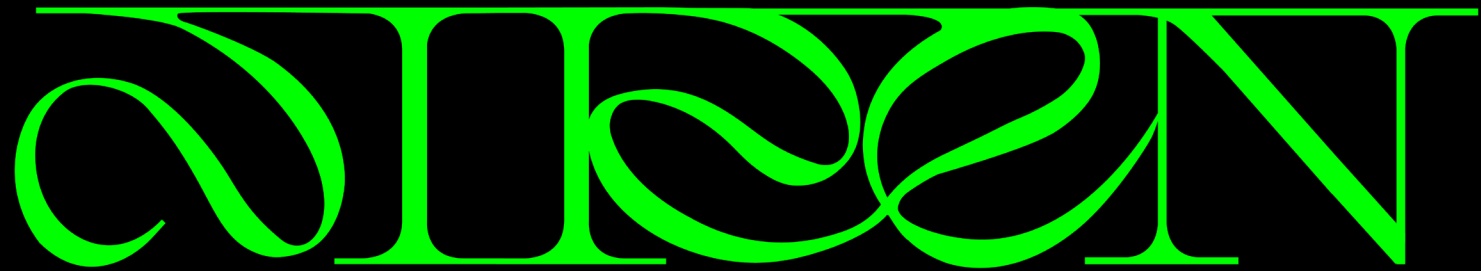
FISH

Accessories Branding Project

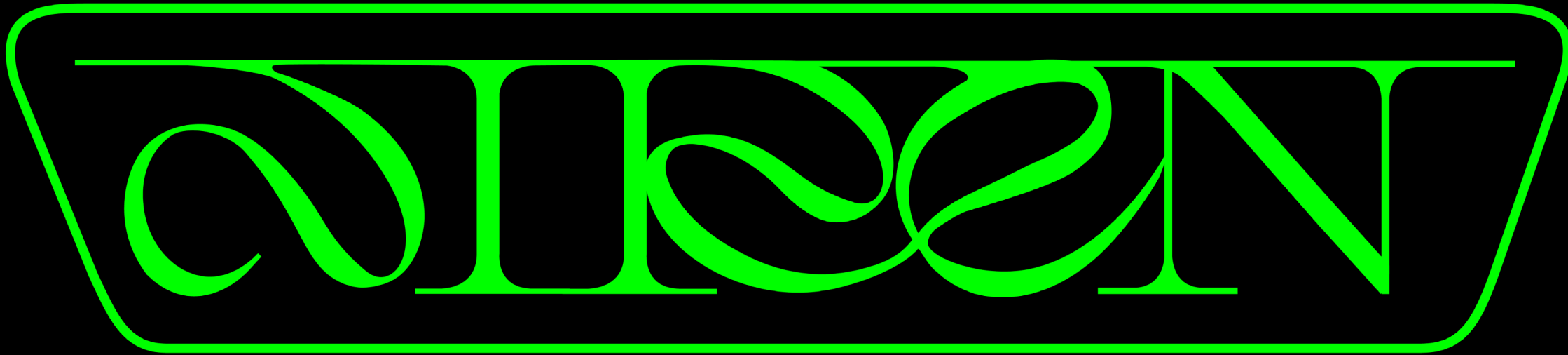
SIREN

The original meaning of siren is the image of dangerous mermaids in Greek mythology. In here, Siren is an experimental accessories brand. The intention is to make humans shed their inherent image and become deep-sea cyborgs.

LOGO



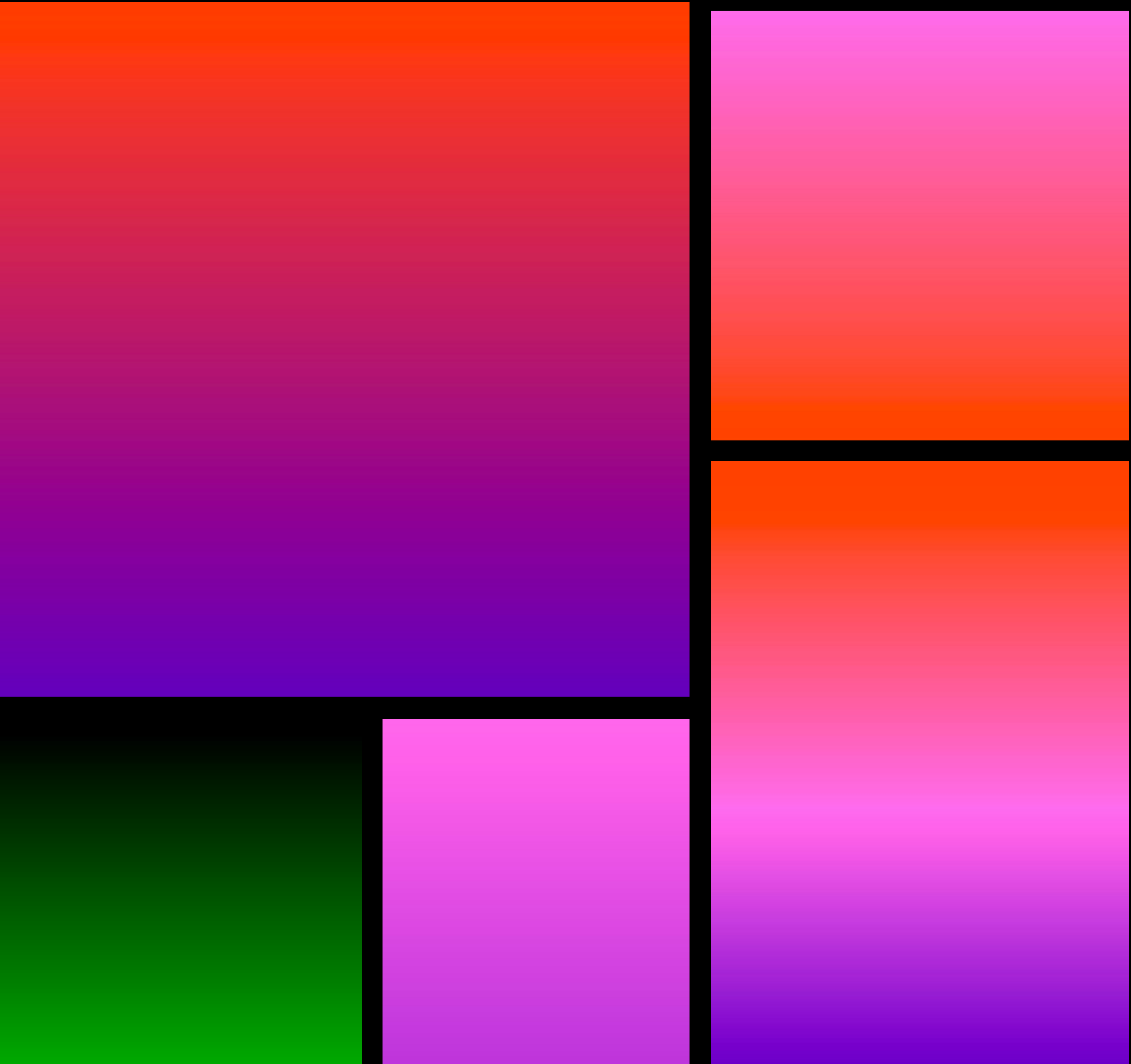
Prototype



Official

COLOR

My color palette is composed of gradient colors, in order to show a psychedelic feeling.

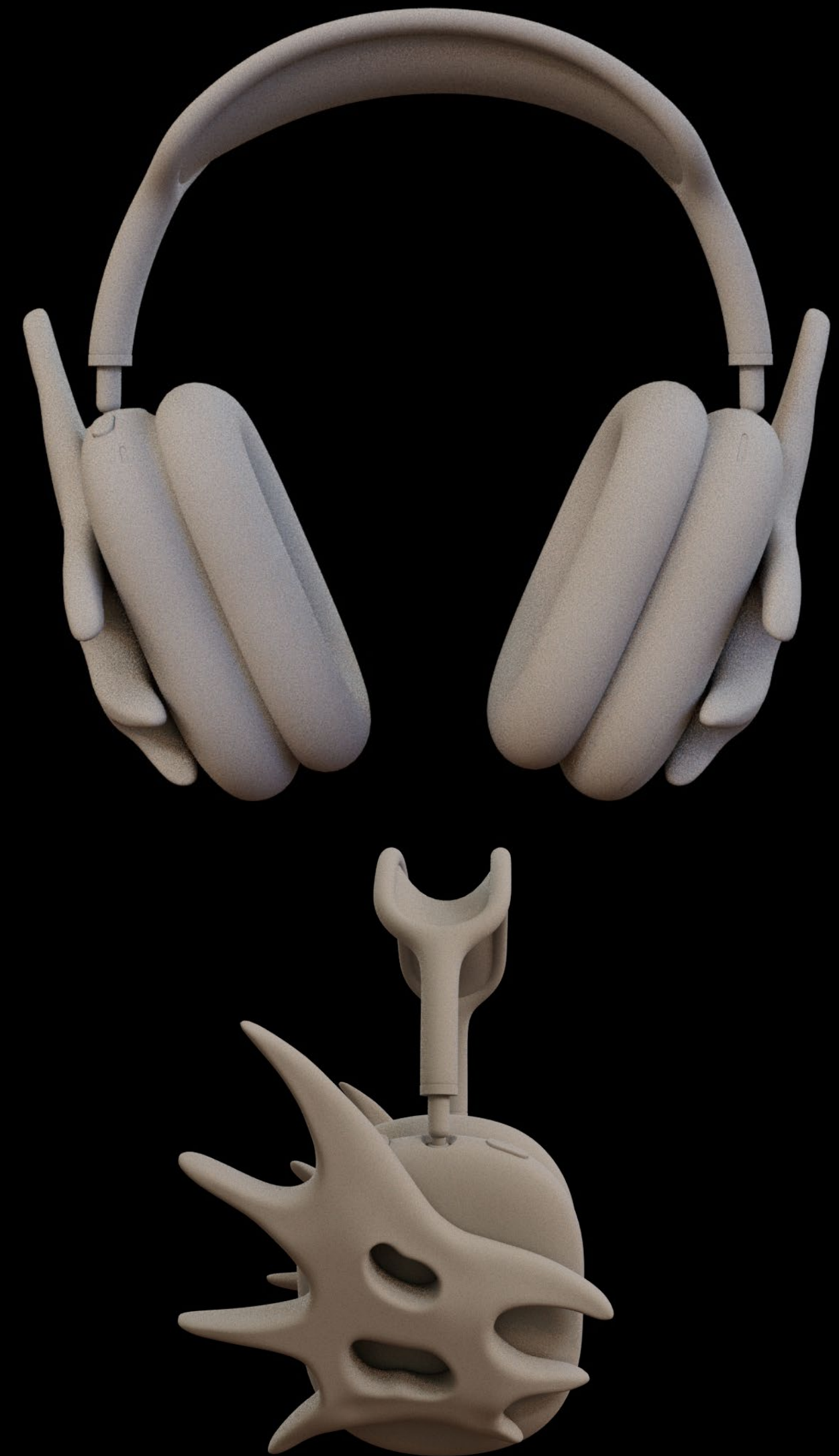


PRODUCT

Prototype



AirPodsMax Attachment



PACKAGING

Templates

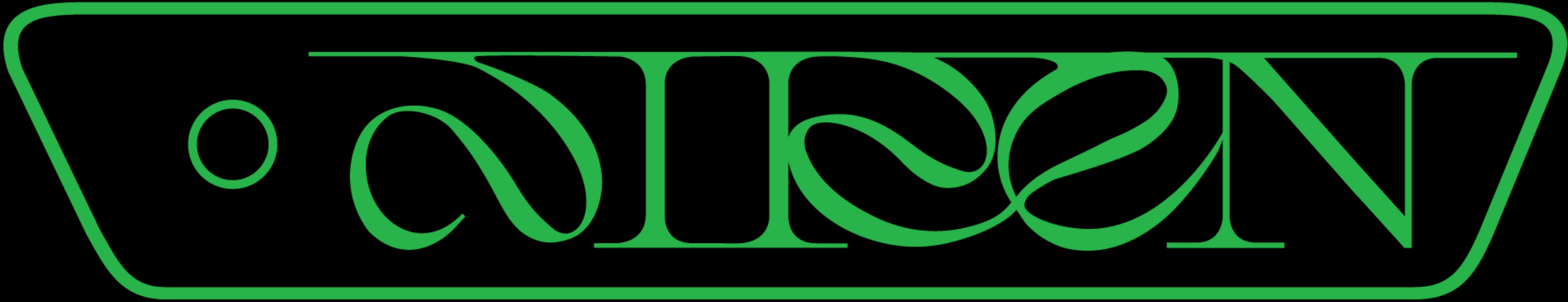


Outside



Inside

TAG



Logo Tag



Shape Tag

DISPLAY



The picture shows the Physical packaging and the products. I finally produced 3 pairs of products through 3D printing and handcrafting. They are white, black and metallic silver.





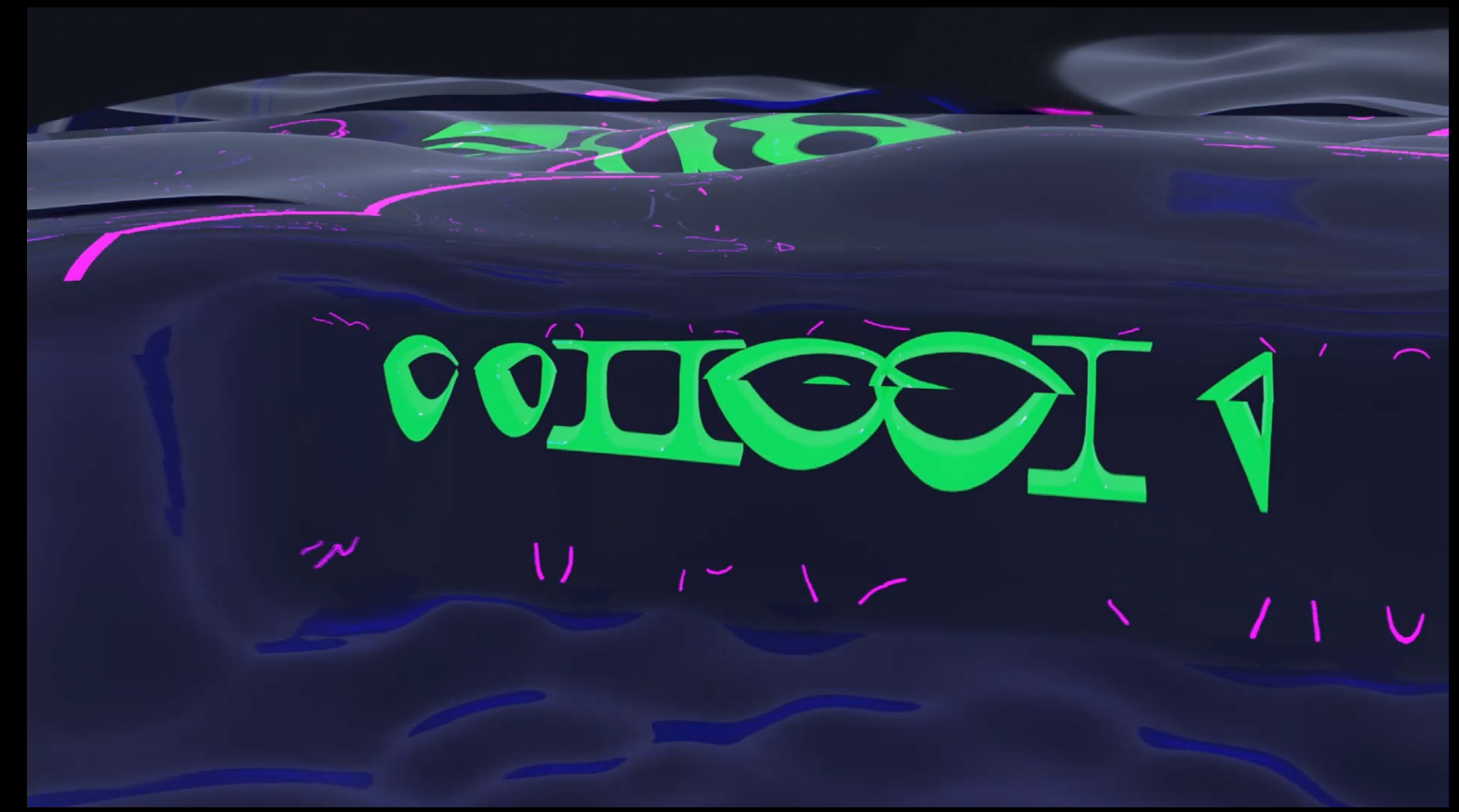
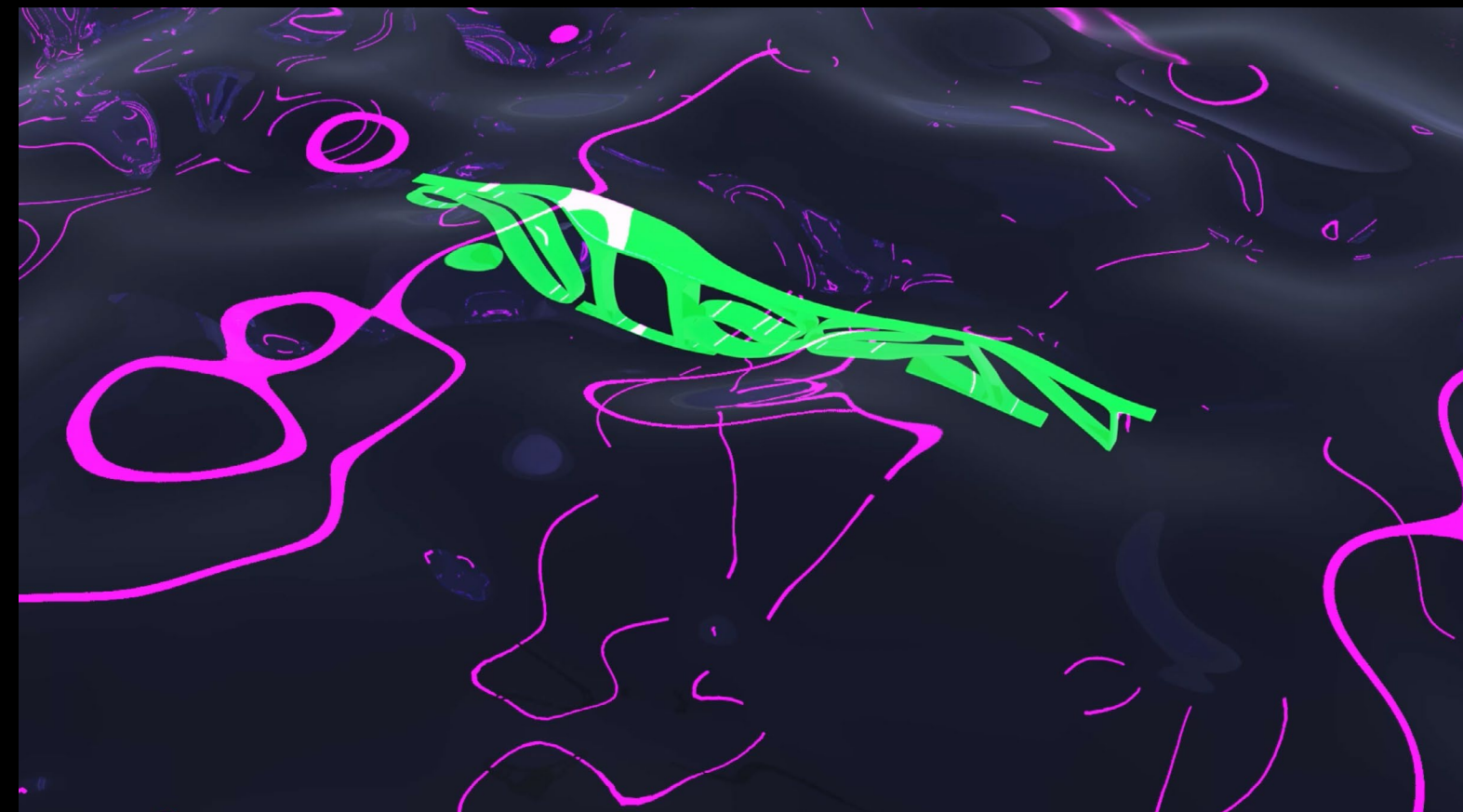




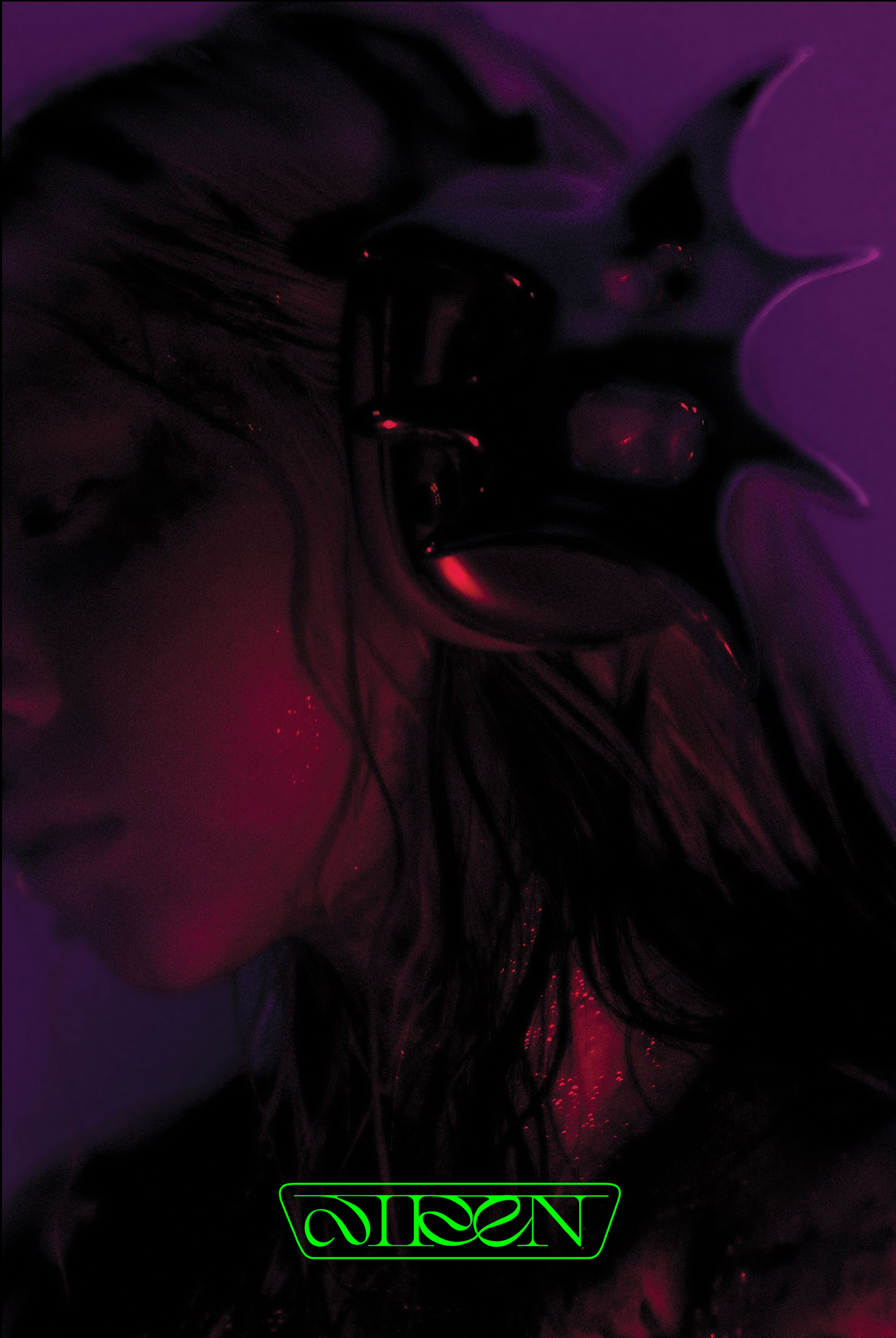


LOGO ANIMATION

*I created a short
logo animation in
C4D to show the
brand vibe and
artistic direction of
SIREN.*



CAMPAIGN
DEEP SEA CYBORG





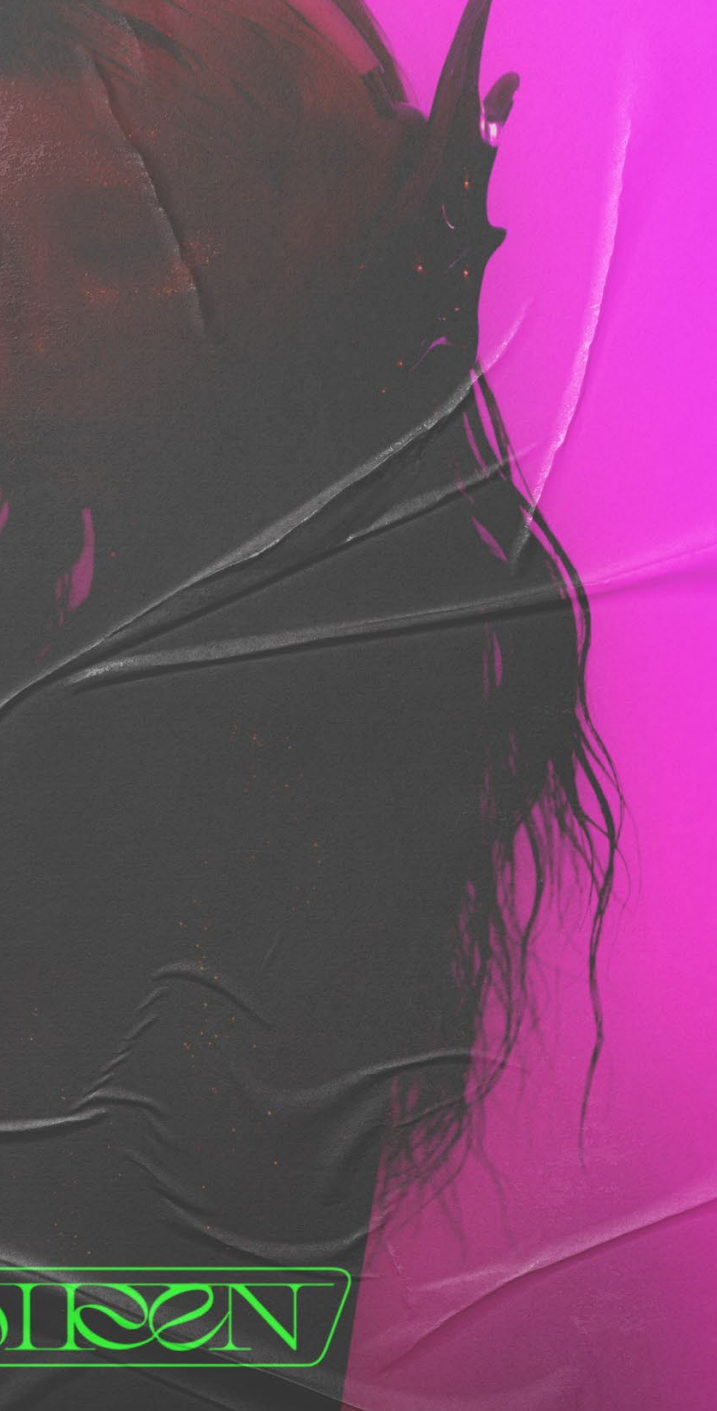












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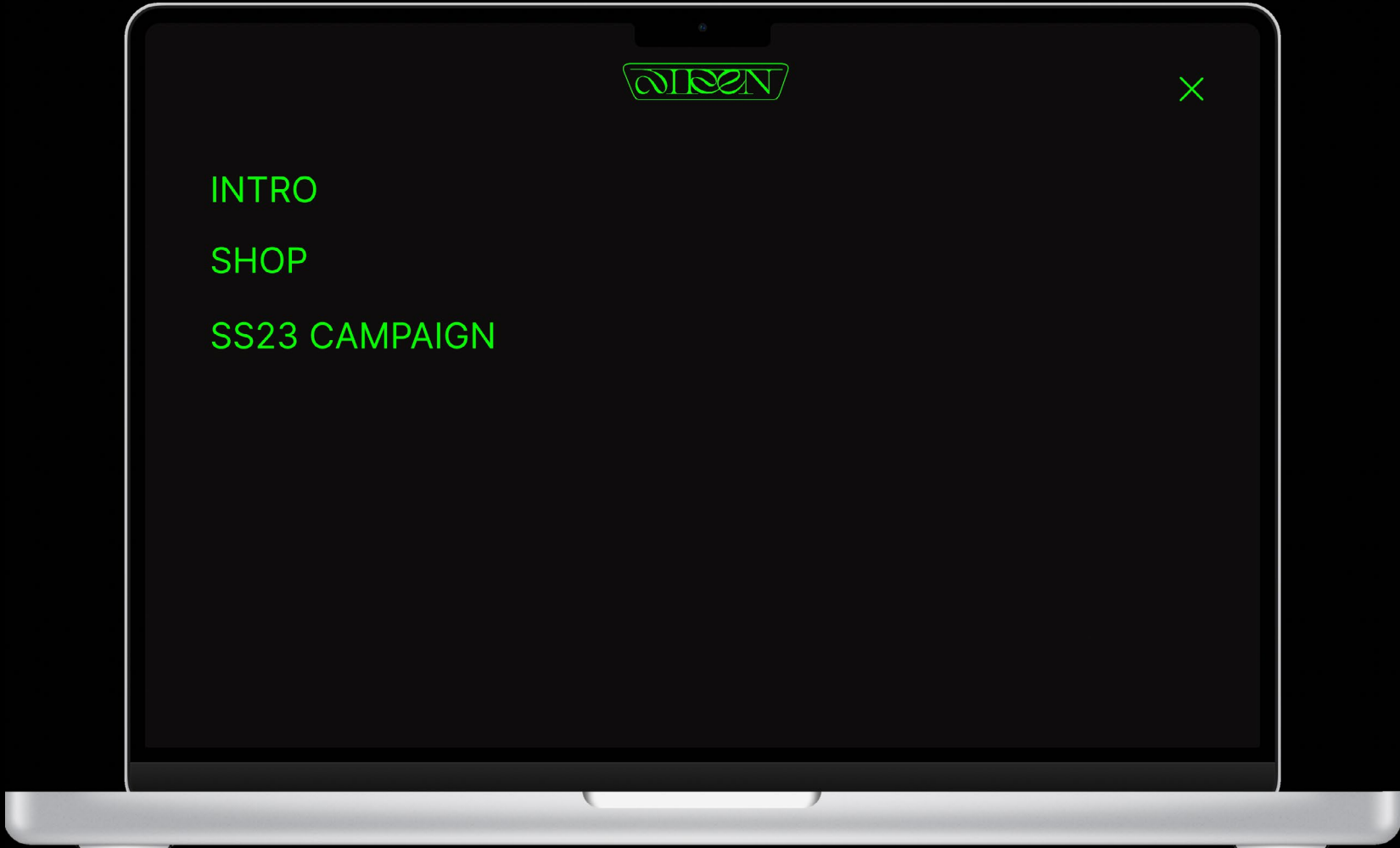
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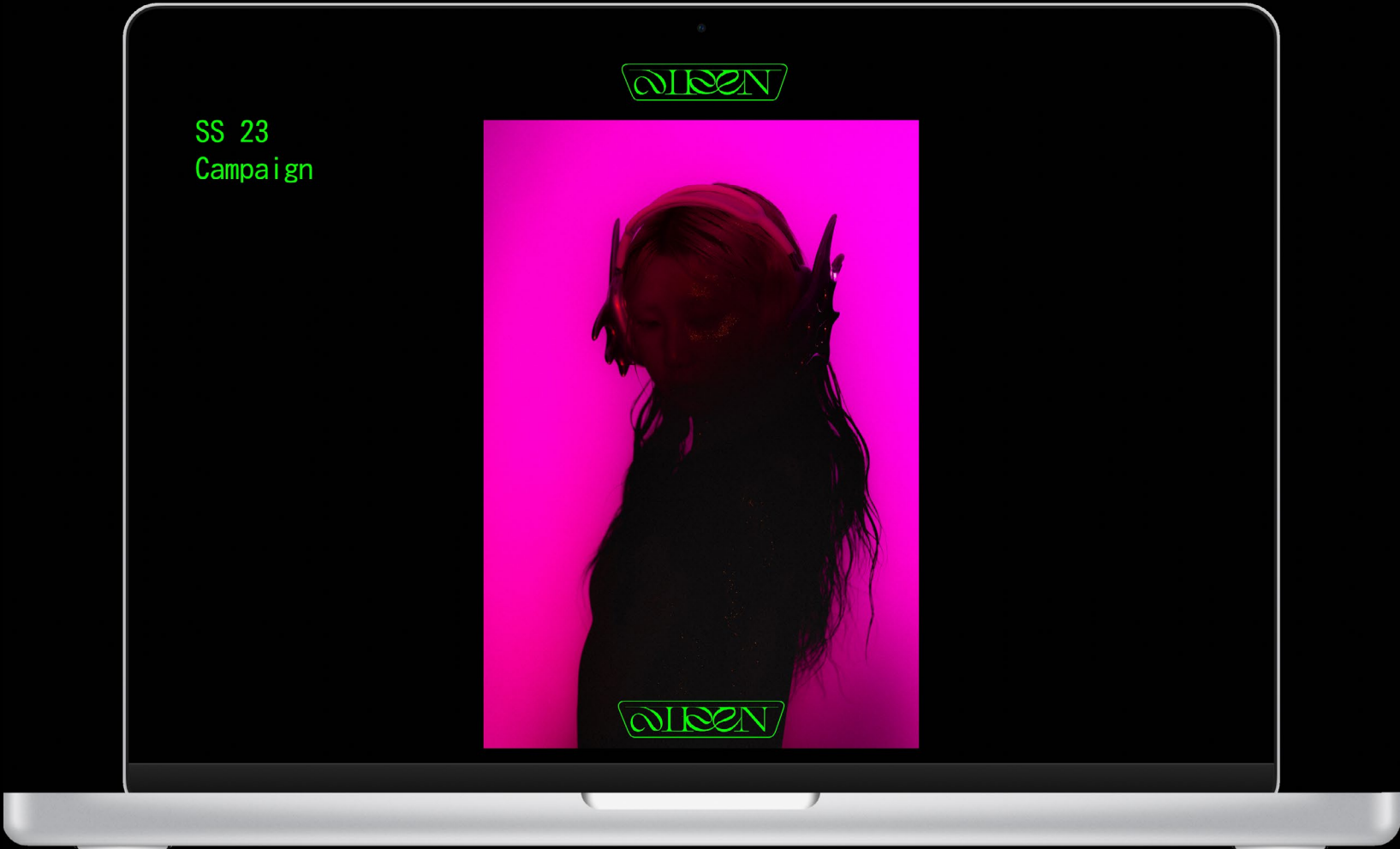
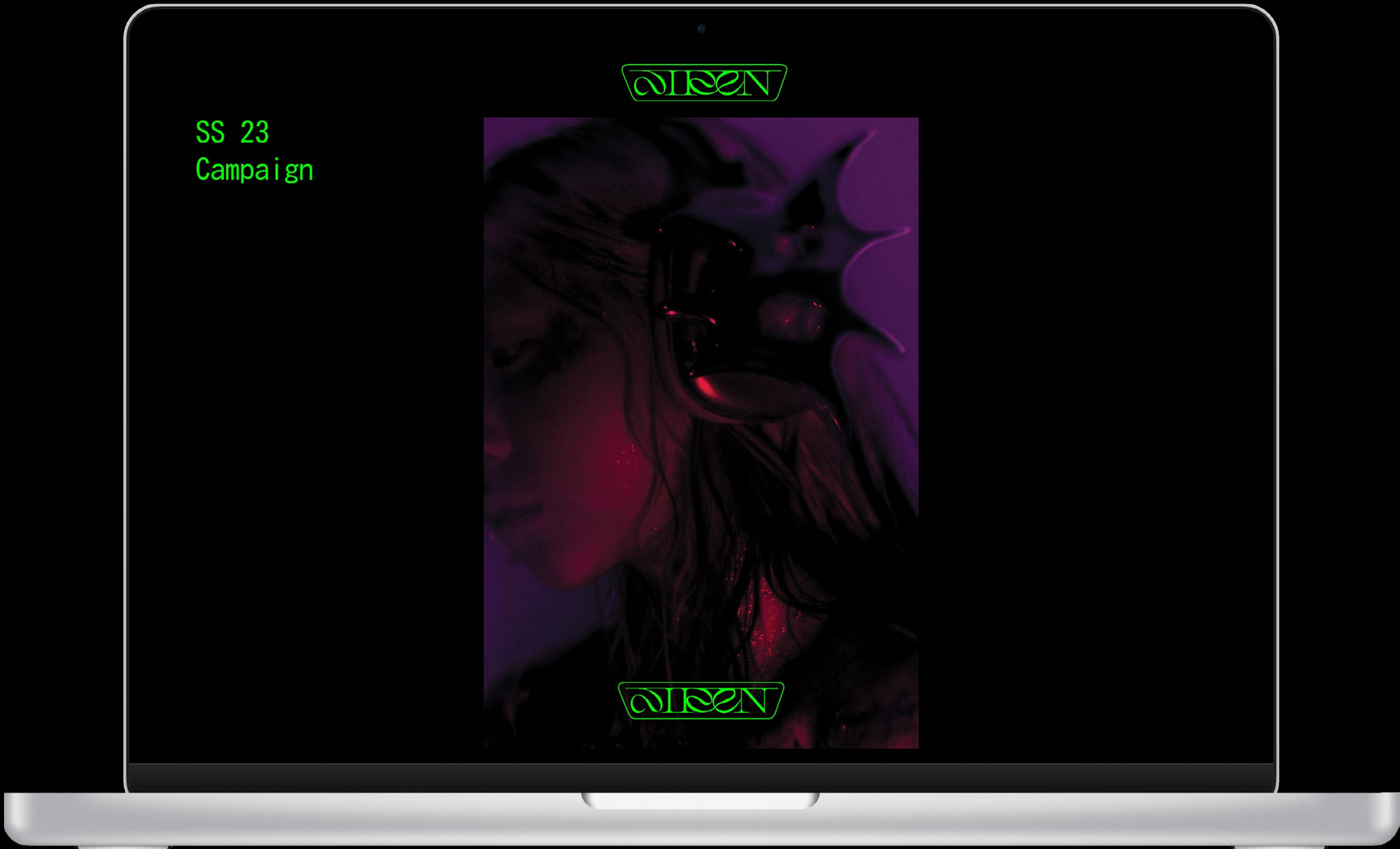
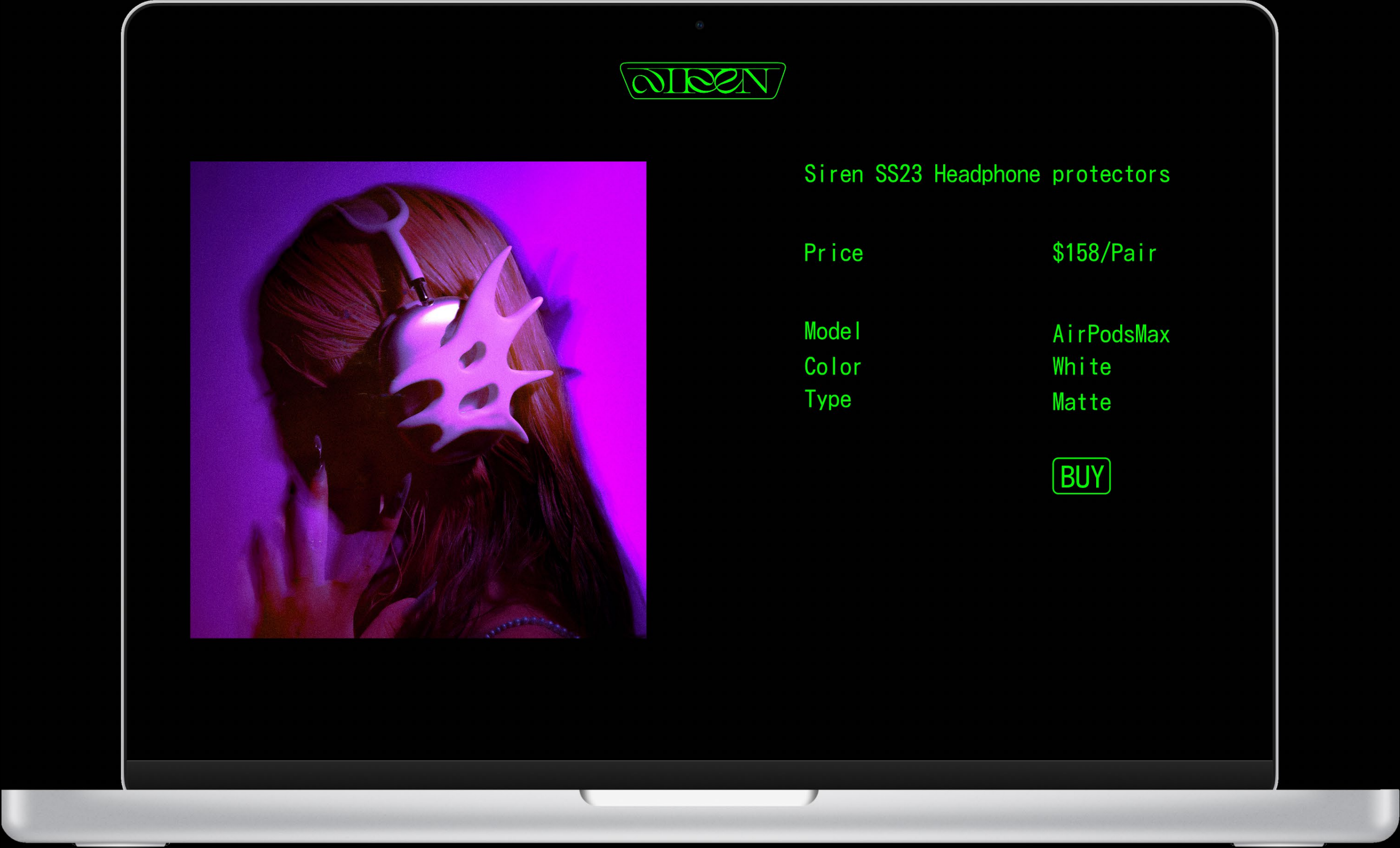
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WEBSITE



WEBSITE



TANKS!