

« Before & After: Ethos Water | Main | Lavanila »

JULY 22, 2008

Brand Spotlight: Joya

Joya is a boutique home fragrance brand based in New York City. The line was founded by a young Yale grad, Frederick Bouchardy, 4 years ago. He continues to creative direct and works with local designers and close friends.

Joya focuses on fusing natural materials, stylish and unexpected fragrance blends, and innovative package design. There are numerous collections within the Joya brand-intended to cater to different audiences-but the common link is attention to detail and clean, appealing, functional design intended to enhance the experience of opening the product.

Earlier collections were designed in house (by Bouchardy and design partner, Julia Kots, who have since managed other design projects under the name [Felis Rufus Design](#)).



The Joya Original collection utilizes an unusual, all-natural tropical palm oil wax and is the first scented candle to be offered at the MoMA Design Stores. The Joya Original gift box features a 2 piece folding carton held in place by an elastic cord. This box was designed with Susan Scior, who also did industrial design on Joya's Plume box, which opens from both sides and features a rigid e-flute tray inside.



This tray keeps the sensuous, curved, acid-etched and screenprinted candle within safe-and it bears a spot pms color representing the fragrance blend and romantic copy describing the scent origins.



Joya's Luscious collection features packaging once again by Felis Rufus Design. The lace print, which adorns the outer packaging for the assorted mini-votive gift set (matchbox style) and tumbler and is screenprinted onto the tumbler glass, was created by hand by Ms. Kots. The Joya PM collection uses vintage textile prints, reinvented by Design Studio 21 in New York City, to decorate the oversized glass container and matching, tonal gift box.

Welcome

Home
About The Dieline
Contact Us
Advertise
Submit Your Packaging

Features

Articles
Before & After
Brand Spotlight
Creative Dieline
From the Editor
Good Design
Reader Submissions
Student Spotlight
Studio Spotlight
Trade Events

Industry

Bath, Beauty, & Health
Technology
Tobacco
Wine & Spirits
Beverage
Books & Media
Fashion
Food
Home & Garden
Kids & Baby
Office & Art Supplies
Pets

Substrate

Aluminum
Bag, Film
Carton
Glass Bottle
Jar
Molded Fiber
Paper, Paperboard,
Cardboard
Plastic Bottle
Plastic, PVC
Pouch
Specialty
Sustainable
Tin, Metal, Foil
Tube

Archives

October 2008

ADVx3




See All ADVx3 Ads
In affiliation with UnderConsideration
Want to Advertise here? E-mail Us

Search

Google Custom Search

Subscribe

 [Subscribe To Our Feed](#)

Recent Posts

Pentawards 08 on The Dieline!
What is Pepsi thinking?
Williams Sonoma Pound Cake Mix
Studio Spotlight: Sandstrom Partners
D-Wade Sidekick for T-Mobile Gut Tea
adidas Originals aZX project
Château d'Estoublon Olive Oils
70N Water
Care&s

Recent Comments

dan on Studio Spotlight: Sandstrom Partners
dan on Studio Spotlight: Sandstrom Partners
dan on D-Wade Sidekick for T-Mobile
dan on What is Pepsi thinking?
karen West on What is Pepsi thinking?
Linky on What is Pepsi thinking?
Linky on What is Pepsi thinking?
Michael on What is Pepsi thinking?
dan on What is Pepsi thinking?
Sheila on Williams Sonoma Pound Cake Mix

September 2008
August 2008
July 2008
June 2008
May 2008
April 2008
March 2008
February 2008
January 2008

More...

Our Advertisers

Many thanks to our ADVx3 Partners

House Industries

This Space Available

This Space Available

This Space Available

This Space Available



Perfume in Porcelain, Joya's newest collection, which launched at Barneys in December 2007 and has since been making its way to exclusive apothecaries and specialty stores worldwide, represents a collaboration between Bouchardy and longtime friend, Sarah Cihat, a Brooklyn-based ceramic artist best known for her line of Rehabilitated Dishware. Perfume in Porcelain features 6 unusual fragrance blends (including Himalayan Goji Berry and Gunpowder Green Tea) in original, faceted porcelain containers. 3 are in white with gray motifs fired on by hand, and 3 are black porcelain with black motifs. The motifs, including a moth, octopus, dandelion, peacock, and skull with swords, each represent a specific scent. Bouchardy and Cihat collaborated on each aspect of the project—fragrance, secondary package (porcelain) design, outer packaging (distinctive rigid boxes with striking modern gothic illustrations in relief). These pieces are offered as scented candles or fragrance diffuser sets, and each piece is unique.



Joya has also produced collections in partnership with Opening Ceremony, Rodarte, and Baxter of California. Bouchardy has unique line extensions up his sleeve for next spring and additional partnerships slated to launch for holiday 2008.

[Email this](#) • [Subscribe to this feed](#) • [Add to del.icio.us](#) • [Share on Facebook](#) • [Digg This!](#) • [Stumble It!](#)

Posted by Andrew Gibbs on July 22, 2008 in [Features: Brand Spotlight](#), [Industry: Home & Garden](#), [Substrate: Paper, Paperboard, Cardboard](#) | [Permalink](#)

TRACKBACK

TrackBack URL for this entry:

<http://www.typepad.com/t/trackback/2187642/31498244>

Listed below are links to weblogs that reference [Brand Spotlight: Joya](#):

Packaging Jobs

- o CM Access: Sr. Designer
- o NSCAD University: Assistant Professor, Interdisciplinary Design (Visual Communication and Product Design)
- o Casabella Holdings: Senior Graphic Designer
- o JR286: Graphic designer
- o Thorley Industries LLC: Senior Web/Graphic Design

Post Your Job At

coroflot

Links



pentawards

The Dieline is an active sponsor of the Pentawards, the first and only professional design competition devoted exclusively to the art of brand packaging.

UNDERCONSIDERATION

A growing network and enterprise dedicated to the progress of the graphic design profession and its practitioners, students and enthusiasts.