

# DARK DECADENCE

## Dark Decadence | Package Design

**Proposal** | Dark Decadence is a jewelry business specializing in acquiring and restoring historic pieces from unconventional locations, such as castles, cemeteries, or haunted asylums. In a world where monsters exist, the company caters to collectors interested in the strange and unusual.

**Concept** | The notion of “ghouls and glamour” sprouted from a late-night binge of Travel Channel’s TV show *Ghost Adventures*. The lead investigator of the show was using pieces of historic jewelry to elicit responses from the paranormal during an investigation. As an avid lover of all things spooky, Dark Decadence was born. ‘Dark’ refers to a preference for the paranormal, while ‘Decadence’ denotes a luxurious self-indulgence. The combination of these two aspects resulted in the creation of Dark Decadence.

**Deliverables** | A series of three boxes alongside three pieces of jewelry that tie into the concept.

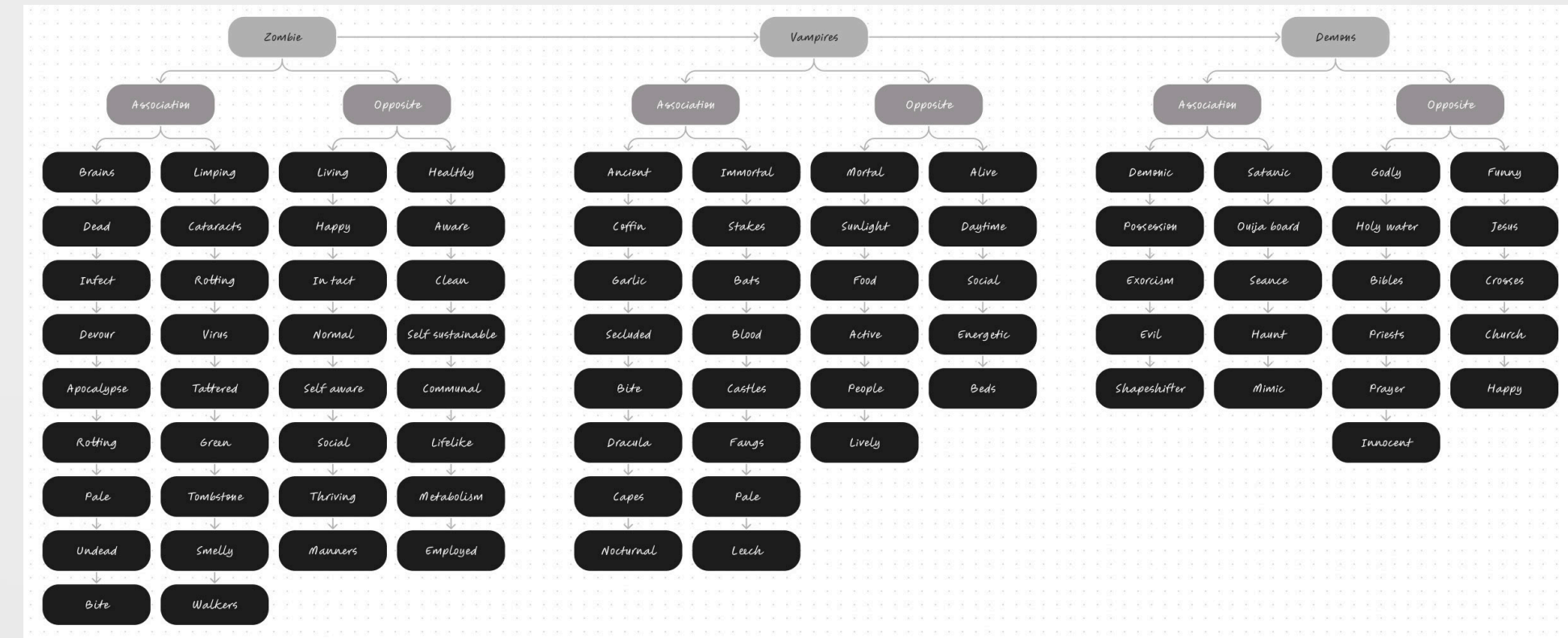
**Goals** | To create a memorable story for each piece of jewelry along with a unique brand identity.

**Key words** | Gothic, victorian, detailed, old, monsters, creepy, luxurious, cohesive, and spooky.



List of monsters/creatures |

- |          |            |              |              |              |          |           |           |              |             |
|----------|------------|--------------|--------------|--------------|----------|-----------|-----------|--------------|-------------|
| Mummy    | Succubus   | Angels       | Chupacabra   | Skinwalker   | Mermaids | Yeti      | Griffin   | Oni          | Manticore   |
| Werewolf | Incubus    | Skeletons    | Fae/fairy    | Dragons      | Sirens   | Bigfoot   | Loch ness | Frankenstein | Elf         |
| Ghost    | Zombie     | Mothman      | Unicorns     | Banshee      | Witch    | Sasquatch | Centaur   | Krampus      | Hell hounds |
| Demon    | Wendigo    | Men in black | Shadows      | Changelings  | The rake | Nessie    | Minotaur  | Orcs         | Goat man    |
| Devil    | Trolls     | Gnomes       | Leprechauns  | Cyclops      | Ogre     | Pegasus   | Kraken    | Giants       | Genie       |
| Goblins  | Reptilians | Vampire      | Jersey Devil | Shapeshifter | Gremlin  | Medusa    | Gorgon    | Phoenix      | Dybbuk      |
| Phantoms | Aliens     |              |              |              |          |           |           |              |             |



DARK DECADENCE

MASON SERIF OT

Dark Decadence

Amador

Dark Decadence

Ambroise

Dark Decadence

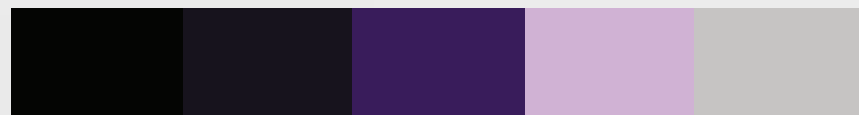
American Scribe

Dark Decadence

Apple Chancery

Dark Decadence

Avalon



List of possible names |

Moody Metals  
Dark Decadence  
Punky Pendants  
Haunted Heirlooms  
Gouls and Glamour

Phantom Finds  
Ethereal Trinkets  
Soul Stone  
Ghostly Glimmer  
Eerie Elegance

Enchanted Whispers  
Cryptic Charms  
Beastly Bling  
Creature Couture  
Crafty Creatures

Cursed Collections  
Menacing Minerals  
Goul's Gold  
Chilling Charms  
Creepy Creations

Haunting Handiwork  
Cryptic Karats  
Demonic Delights  
Macabre Metals  
Terror Trinkets

