Merchandise, Product and Brand Design

Turning ideas into coherent merchandise collections, catalogues and market-ready product ranges



What I Help Businesses Create

Merchandise Collections, Catalogues and Brochures,
Product and Packaging Development



- travel
- cruise
- hospitality
- food
- beverage
- lifestyle products

THE DESIGNER BEHIND
AS DESIGN

Andrew Smit

Creative Director and Concept-to-Market Designer



36 years of design experience, grounded in production, products and practical business. I have worked as an independent designer since 1990, helping businesses develop identities, merchandise, packaging, catalogues, signage and customer-facing campaigns.

My experience stretches from initial concept development through to production-ready artwork, giving clients creative continuity from the first idea to the finished product. Alongside design, I have built and operated businesses in farming, handcrafted soap and grooming products. This practical experience has taught me to view design as more than decoration. It must communicate clearly, manufacture correctly and earn its place in the market.

Today, I specialise in merchandise collections, catalogues, brochures and product development for cruise, travel, hospitality and product-led businesses.

36 Years

Commercial design experience

Commercial Insight

Designer and product-business owner

Concept to Production

Ideas developed into workable products

Remote Collaboration

Supporting clients internationally

HOW I SUPPORT CLIENTS

CAPABILITIES BUILT AROUND THE PRODUCT

Flexible creative support, from a single commercial requirement to a coordinated product range.

Merchandise Collections

Coordinated product ranges developed around a clear theme, destination or brand, including product selection, artwork application, colourways and presentation decks.

Catalogues and Brochures

Clear, engaging editorial design that organises complex information through strong hierarchy, considered typography and practical print or digital layouts.

Product and Packaging

Product concepts, labels, boxes, sleeves, gift sets and packaging systems developed with materials, manufacturing and customer experience in mind.

Brand Systems

Visual identities built to work consistently across products, packaging, marketing materials, signage and customer-facing environments.

Illustration and Patterns

Original illustrations, icons and repeat patterns created for destination merchandise, apparel, accessories, drinkware and branded product collections.

Production-Ready Design

Accurate artwork, dimensions, colour specifications, mock-ups and supplier-ready files prepared for print, manufacture and presentation.

FROM FIRST IDEA TO PRODUCTION-READY ARTWORK

Brief → **Research** → **Concept** → **Range Development** → **Refinement** → **Final Artwork**

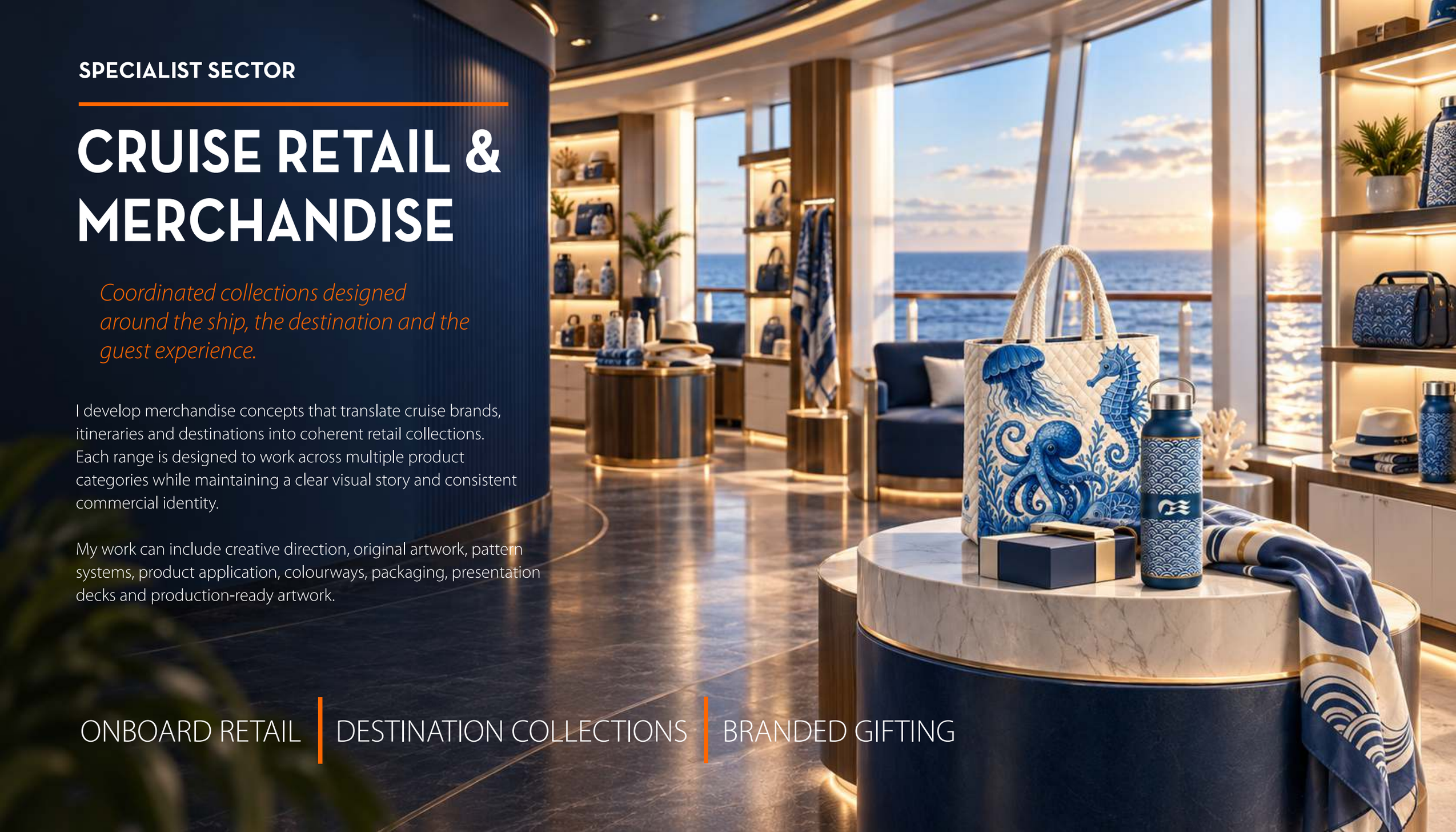
SPECIALIST SECTOR

CRUISE RETAIL & MERCHANDISE

Coordinated collections designed around the ship, the destination and the guest experience.

I develop merchandise concepts that translate cruise brands, itineraries and destinations into coherent retail collections. Each range is designed to work across multiple product categories while maintaining a clear visual story and consistent commercial identity.

My work can include creative direction, original artwork, pattern systems, product application, colourways, packaging, presentation decks and production-ready artwork.



ONBOARD RETAIL | DESTINATION COLLECTIONS | BRANDED GIFTING

CONCEPT MERCHANDISE DEVELOPMENT

SEABOURN ALASKA WILDLIFE COLLECTION

A destination-led merchandise system inspired by Alaska's wildlife, landscape and lodge aesthetic.

Developed as a concept for a Seabourn Alaska cruise programme, this coordinated collection combines wildlife artwork with buffalo plaid, topographic line work and a refined lodge-inspired colour palette.

The visual system was designed to extend consistently across accessories, apparel, sleepwear, drinkware and gifting, while allowing individual products to retain their own character.

MY ROLE: Creative direction, concept development, illustration, pattern creation, colour direction, product application and merchandise-deck presentation.
RANGE APPLICATIONS: Bags and totes Apparel and sleepwear Drinkware Lanyards and keyrings Travel accessories
DESIGN LANGUAGE: Wildlife icons Buffalo plaid Topographic textures Forest green, lodge red and winter white
PROJECT STATUS: Concept merchandise development





CONCEPT MERCHANDISE DEVELOPMENT

SEAWITCH WAVES COLLECTION

PRINCESS CRUISES

A contemporary marine pattern system developed for coordinated onboard retail.

Seawitch Waves combines flowing ocean forms, layered blues and restrained gold accents. The system explores both statement illustrations and repeat patterns, allowing the identity to adapt across different products while remaining recognisably part of one collection.

MY ROLE: Creative direction, pattern development, colour direction, product application and merchandise-deck presentation.

RANGE APPLICATIONS: Drinkware Beach totes Notebooks Lanyards and guest accessories

DESIGN LANGUAGE: Ocean-inspired linework
Statement and repeat patterns Deep blue and white palette
Restrained gold detailing

CONCEPT APPAREL DEVELOPMENT

PRIDE OF AMERICA ALOHA COLLECTION

NORWEGIAN CRUISE LINE

A coordinated cruise-retail apparel range inspired by Hawaii's tropical colour and character.

Developed as a concept for Norwegian Cruise Line's Pride of America, the collection explores complementary print directions based on tropical foliage, hibiscus flowers and island-inspired geometric motifs. Each design was developed to work as a complete garment while retaining a coordinated family identity through colour, collar treatments, branded trims and supporting accessories.

MY ROLE: Creative direction, apparel concepts, pattern development, colourways, garment application and merchandise-deck presentation.

RANGE APPLICATIONS: Men's polo shirts Graphic T-shirts Caps and headwear Tote bags Coordinated accessories

DESIGN LANGUAGE: Tropical foliage Hibiscus florals Island-inspired motifs Teal, navy, coral and warm orange



CONCEPT MERCHANDISE DEVELOPMENT

PRIDE OF AMERICA COLLECTIBLES & ACCESSORIES

NORWEGIAN CRUISE LINE

A coordinated cruise-retail collectibles and accessories range inspired by Hawaii's tropical colour and character.

Developed as an extension of the Pride of America Aloha collection, this concept range applies Hawaiian imagery across collectible gift sets, drinkware and smaller guest accessories. Metal dome-resin magnets were grouped into custom display tins, while coordinated colours and motifs were extended across bottles, tumblers, decorative straw covers and lanyards.

MY ROLE: Product concept development, illustration, icon design, surface graphics, packaging concepts, product application and merchandise-deck presentation.

RANGE APPLICATIONS: Custom magnet gift sets Metal dome-resin magnets Bottles and tumblers Decorative straw covers Lanyards and guest accessories

DESIGN LANGUAGE: Hawaiian destination icons Tropical colour palette Modular illustration system Coordinated gifting presentation

CONCEPT MERCHANDISE DEVELOPMENT

DELFT CAPSULE COLLECTION

HOLLAND AMERICA LINE

A contemporary maritime collection inspired by traditional Delft blue decorative art.

Developed as a concept merchandise capsule for Holland America Line, the collection reinterprets Delft-inspired blue-and-white illustration through detailed marine-life artwork. Octopus, seahorse, fish, whale and jellyfish motifs were adapted across textiles, drinkware, stationery, leather goods and travel accessories.
Deep navy, crisp white and tan leather variations allow the collection to move between classic and premium product categories.

MY ROLE: Creative direction, marine illustration, product development, colour direction, artwork application and merchandise-deck presentation.

RANGE APPLICATIONS: Bags and leather goods Drinkware Stationery Travel accessories Collectible gifts

DESIGN LANGUAGE: Delft-inspired illustration Detailed marine-life motifs Blue-and-white colour system
Tan leather and gold detailing



CONCEPT DESTINATION MERCHANDISE

NEW ORLEANS DESTINATION COLLECTION

CARNIVAL CRUISE LINE

A vibrant merchandise concept celebrating the food, architecture and unmistakable character of New Orleans.

Developed as a coordinated destination collection for Carnival Cruise Line, the range transforms local flavours, landmarks and cultural references into a distinctive illustrated design system. The artwork was adapted across tote bags, drinkware, lanyards and accessories, creating a connected retail story while allowing every product to retain its own visual impact.

MY ROLE: Creative direction Destination research Illustration development Surface pattern design Product application Merchandise presentation
PRODUCT RANGE: Tote bags · Drinkware Lanyards · Accessories

BRAND IDENTITY · FOOD & HOSPITALITY

RED OVEN REBRAND

BRAND CHALLENGE

Red Oven required a distinctive identity that felt warm, authentic and immediately connected to traditional oven-baked pizza. It also needed enough clarity and strength to work across large building signage and smaller printed applications.

IDENTITY CONCEPT

The identity was inspired by the brick arch surrounding the mouth of a traditional pizza oven. This recognisable shape became the foundation of the mark, while the central flame communicates heat, craft and freshly prepared food.

LOGO RATIONALE

The final approved logo uses a compact badge structure that remains recognisable across different sizes. Strong red creates appetite and visibility, while the white artwork provides clean contrast and immediate impact.

VISUAL SYSTEM

CF Jack was selected as the corporate typeface for its informal handcrafted character. The oven arch flame motif and red-and-white palette were developed into a consistent visual language for building signage, menus, product labels, pizza boxes and promotional material.

MY ROLE

Brand Strategy - Identity design - TypographySignage - Menu design - Packaging and labels







BRAND IDENTITY · FOOD & HOSPITALITY

RED OVEN BRAND ROLLOUT

FROM IDENTITY TO CUSTOMER EXPERIENCE

Following approval of the new identity, the Red Oven visual system was extended across the customer's complete experience, from exterior signage and menu displays to takeaway packaging and smaller operational touch points.

CONSISTENT APPLICATION

The oven-red palette, brick textures, arch device and CF Jack corporate typeface created a recognisable visual language across building signage, promotional banners, menu boards, printed menus, product labels and regulatory signage.

PACKAGING SYSTEM

The identity was adapted for kraft and white pizza boxes, takeaway containers, food labels and branded paper serviettes. Each application maintains strong recognition while remaining practical and economical for everyday restaurant use.

DELIVERABLES

Building signage · Menu boards Printed menus · Promotional banners Product labels · Takeaway packaging Pizza boxes · Branded serviettes

MY ROLE

Art direction · Graphic design Menu design and layout · Signage Packaging development · Production artwork

RED OVEN Authentic

BRAND-LED MERCHANDISE · CRUISE RETAIL

SEABOURN CORE COLLECTION

COLLECTION CHALLENGE

Develop a timeless core merchandise range that reflects Seabourn's understated luxury while remaining recognisable across different products, seasons and onboard retail environments.

DESIGN SYSTEM

A coordinated visual system was created around the Seabourn identity, using charcoal, black, white, muted gold and powder blue. Core patterns, logo hierarchy, swing tags, trims and product applications were documented to maintain consistency across the collection.

RANGE DEVELOPMENT

The 29-page collection guide covers apparel, outerwear, headwear, bags, drinkware, leather accessories, keyrings, magnets, travel items, games and confectionery packaging.

MATERIAL DIRECTION

Sustainability and performance considerations included recycled content, organic cotton, UV resistance, stretch and temperature-regulating materials where appropriate.

MY ROLE

Creative direction · Collection architecture
Colour and pattern development
Product design and application
Brand consistency · Style-guide development
Presentation design and layout





DOCUMENT DESIGN · BRAND SYSTEMS

FROM COLLECTION TO COMPLETE STYLE GUIDE

DOCUMENT CHALLENGE

Transform a broad merchandise collection into a clear, practical document that could support internal review, product development and consistent brand application across multiple categories.

EDITORIAL SYSTEM

The 29-page guide brings together brand standards, sustainability considerations, colour palettes, pattern families, apparel, accessories, drinkware and gift concepts within one controlled visual structure. Consistent page architecture and a clear information hierarchy make complex collection details easier to review, compare and approve.

COMMERCIAL VALUE

The guide connects creative direction with product application, giving decision-makers a coherent overview while providing sourcing and production teams with reliable visual references.

MY ROLE

Creative direction · Document architecture
Editorial layout · Information hierarchy
Colour and pattern presentation
Product application · Final artwork

BRAND AND PACKAGING DEVELOPMENT

BILTONG BRO FROM CONCEPT TO RETAIL RANGE

BRAND CHALLENGE

Create a distinctive identity and packaging system for a traditional South African beef snack aimed at the American market. The brand needed to communicate authenticity, strength and appetite appeal while accommodating detailed food and product information.

DESIGN PROCESS

Extensive logo exploration examined how bull horns and mirrored BB initials could form a compact, memorable brand mark. Following approval of the identity, front-and-back pouch layouts were developed with a clear hierarchy for product naming, photography, nutritional information, ingredients, product claims and weight.

RANGE SYSTEM

Product colour coding allows quick identification while maintaining a consistent family appearance:
Green · Biltong Blue · Droëwors
Red · Chilli Sticks Orange · Biltong Powder

MY ROLE

Brand strategy · Logo development
Packaging architecture · Dieline layout
Product photography integration
Range development · Production artwork



ANDREW SMIT

CREATIVE DIRECTOR
CONCEPT-TO-MARKET DESIGN PARTNER



DISCUSS YOUR NEXT COLLECTION OR DESIGN PROJECT

With more than 36 years of commercial design experience, I help businesses transform ideas into distinctive identities, merchandise collections, packaging, product ranges, catalogues and retail-ready presentations.

Available for complete projects, specialist design support and ongoing creative partnerships.

BASED IN THE UK WORKING INTERNATIONALLY

andrewdesign1@gmail.com

+44 7463 229587 MESSAGES ONLY

malt.com/profile/andrewsmit