



ROYAL HERITAGE
REIMAGINED

PATRA
Collection



PATRA *Collection*

The Patra Collection is a striking line of pottery vases inspired by the elegance and power of ancient Egyptian **queens and goddesses**. Each piece reimagines **timeless heritage** through a modern lens, blending sculptural forms, refined details, and contemporary finishes to create **statement art** for the modern spaces.



Hathor Vase



KEMET



TITI



ISIS WING



PATRA



MNKHT



NILE



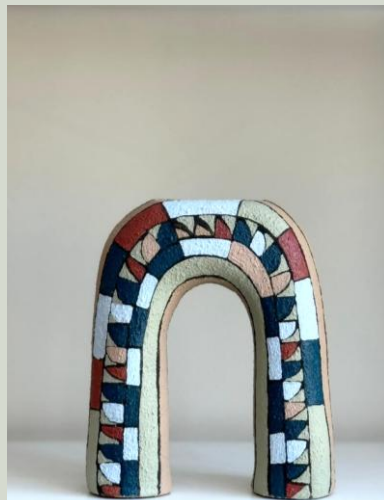
LOTUS PLATOS



LOTUS ORGANICA



HATHOR



CLEO



KHEPRI



NEFER

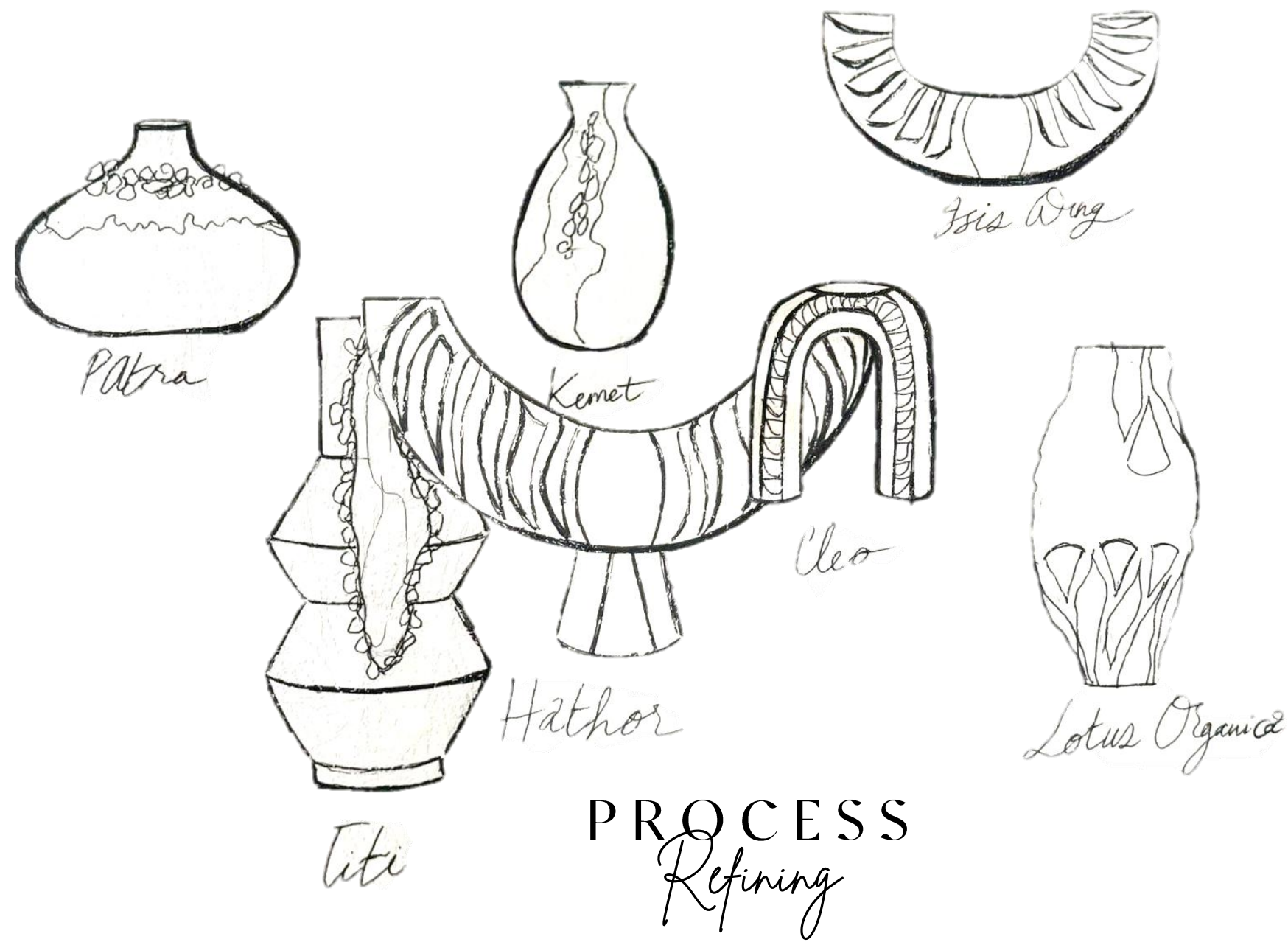
Patra collection

Handmade Sketches

The Patra Collection is the result of a meticulous design journey — one that began with **hand-drawn sketches** inspired by stories of royal heritage and evolved through countless explorations of **form, texture, and proportion**. Each vase was thoughtfully developed through a process of material selection, combining pottery with refined finishes like alabaster stones and gold leaf to reflect timeless elegance. From the first pencil line to the final styled piece, every detail was crafted to embody both artistic expression and modern sophistication, **bringing history and design into perfect harmony**.



From the process of our design



The Patra Collection draws from the timeless **Egyptian color palette**—**lapis lazuli**'s deep mystique, the vibrance of **Egyptian Blue 2**, the richness of **carmine**, the grounding of **carbon black**, and the radiance of **gold**. These royal hues, once reserved for queens and temples, are reimagined alongside modern tones of **dusty pink** and **sage green**. The fusion bridges antiquity with contemporary design, creating a harmony where the power of the past meets the softness of today.



A 3,400-YEAR-OLD
EGYPTIAN PAINT
PALETTE



ANCIENT EGYPTIAN BRUSH & TOOLS FROM MUSEUM OF EGYPTIAN CIVILIZATION

Pottery is one of the most timeless materials in human history, cherished for its beauty, function, and endurance. The ancient Egyptians mastered the craft thousands of years ago, shaping **clay and alabaster** into vessels that carried water, stored grains, and held offerings to the gods. The piece displayed at the Grand Egyptian Museum stands as a testament to this enduring legacy—its form, texture, and craftsmanship connecting us to a civilization that valued both utility and artistry. Today, **pottery continues to bridge the past and present, proving that true design never goes out of style.**



ANCIENT EGYPTIAN STONES FROM MUSEUM OF EGYPTIAN CIVILIZATION



ANCIENT EGYPTIAN ALABASTER VESSELS FROM GRAND MUSEUM OF EGYPT



POTTERY

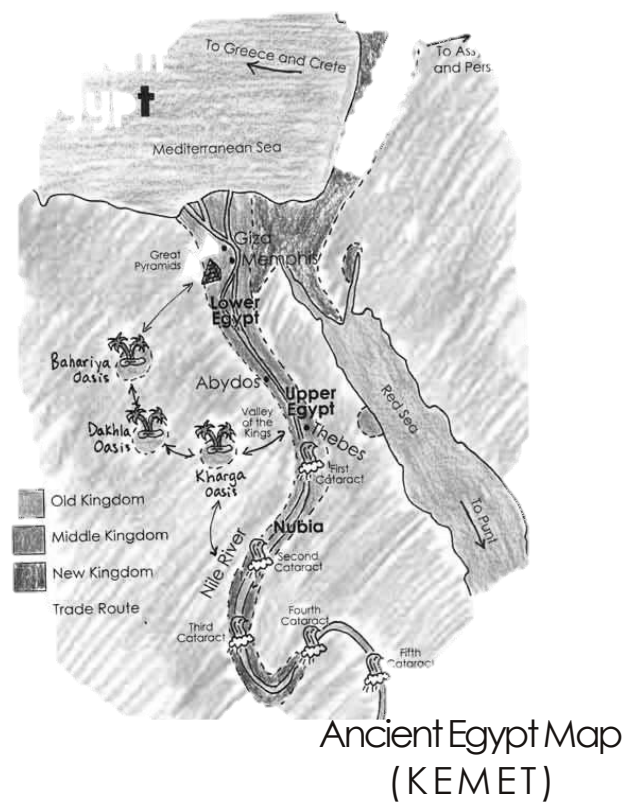
ANCIENT EGYPTIAN POTTERY FROM GRAND MUSEUM OF EGYPT

ALABASTER STONE



LINEN

K E M E T is a statement vase that pays homage to the **ancient name of Egypt**, meaning 'the Black Land.' Inspired by the lines of ancient maps, its pottery form is elevated with the luminous touch of **gold leaf alloy comparable to 23 karats** and the timeless purity of **Alabaster stones**. The contrast between earthy clay and precious materials reflects Egypt's duality—**raw and refined, eternal and ever-evolving**.



ISIS WING is a statement vase inspired by the protective wings of the goddess Isis, reimagined in a modern palette of **timeless black and white**. Symbolizing strength, grace, and divine guardianship, its sculptural form translates ancient mythology into **contemporary elegance**—where history's most powerful goddess finds new life in modern design



Isis Goddess



TITI is a statement vase inspired by Queen Nefertiti's iconic crown, crowned with the protective **Uraeus cobra**. Its pottery form is elevated with **gold leaf alloy comparable to 23 karats** and **alabaster stones**, echoing the power and grace of Egypt's most celebrated queen. Titi embodies regal strength and timeless beauty, **reimagined as a modern work of art**.



Uraeus (cobra)

Nefertiti's Crown

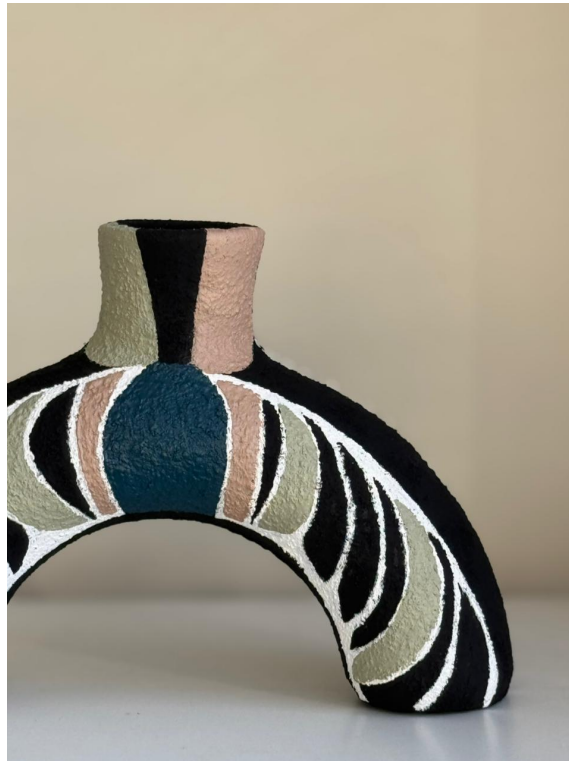


TITI

HATHOR is a statement vase inspired by the goddess of music, love, and beauty, reimagined in timeless black, white, and NNO colors. Its form reflects harmony and grace, translating the spirit of Hathor into a **modern design language**. The piece embodies both softness and strength—an elegant tribute to one of Egypt's most beloved deities.



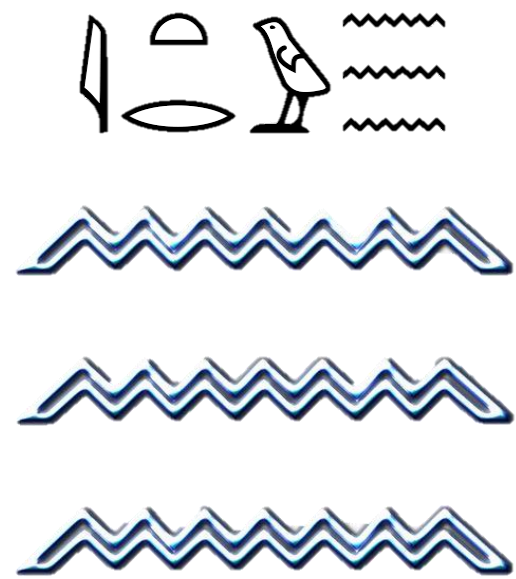
Hathor Goddess



The **M N K H T** statement vase draws its essence from the elegance of **ancient Egyptian linen**—once a symbol of purity, craftsmanship, and timeless luxury. Wrapped in the texture of linen upon pottery and enriched with touches of gold, it bridges the heritage of the past with the refinement of the present. The piece stands as a modern heirloom, embodying strength and softness, history and innovation, all **woven into a single sculptural form.**



The **NILE** statement vase channels the lifeblood of ancient Egypt, inspired by hieroglyphics that honored the river's flowing waters. Crafted in plaster with serene aqua tones and adorned with colored alabaster stones, it **echoes the rhythm, movement, and vitality of the Nile**. A fusion of material and meaning, the piece embodies renewal, abundance, and the eternal connection between water and life



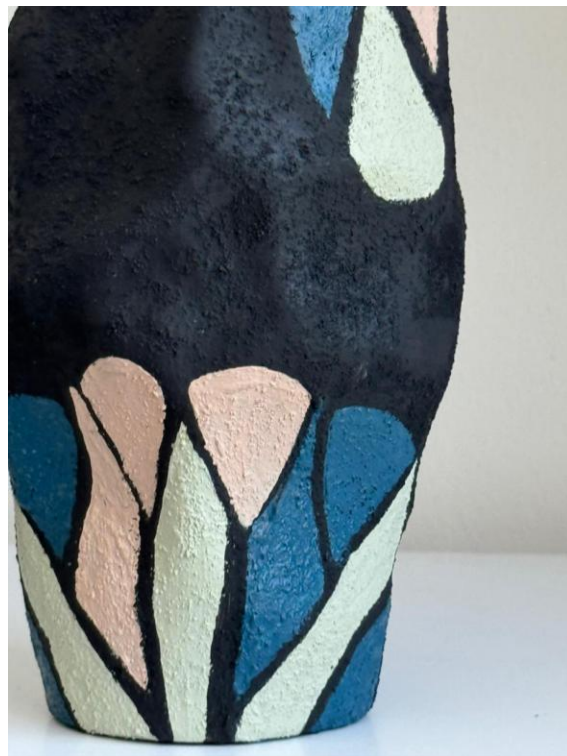
Hieroglyphic symbol of Nile River water



LOTUS ORGANICA is a statement vase inspired by the sacred Egyptian lotus flower, a timeless symbol of rebirth and purity. Reimagined with a **modern organic form**, the piece captures the fluid elegance of nature while honoring ancient symbolism. It stands as a vessel of **renewal and beauty**, where heritage blossoms into contemporary design.



Ancient Egyptian
Lotus flower

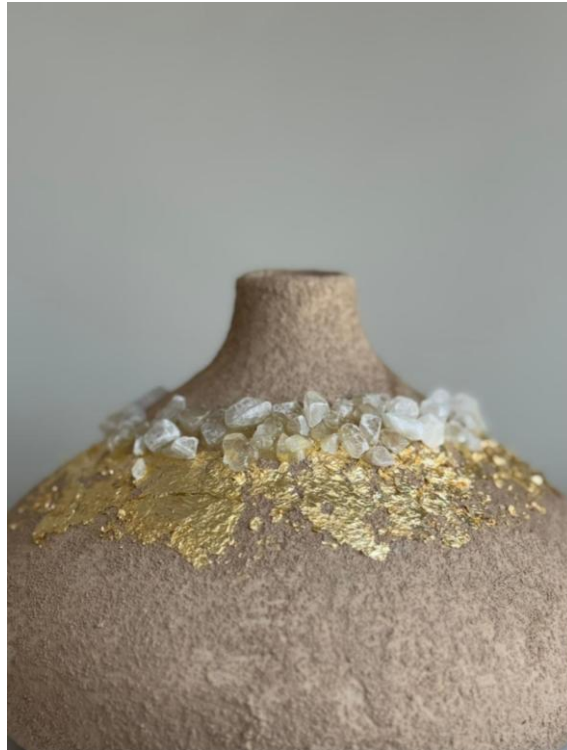


LOTUS
ORGANICA

P A T R A is a statement vase inspired by the grandeur of ancient Egyptian jewelry collars—symbols **of royalty, protection, and divine beauty**. Crafted in pottery and adorned with **gold leaf alloy comparable to 23 karats** and **alabaster stones**, it transforms timeless adornment into sculptural form. Patra embodies elegance that **bridges ancient opulence with modern artistry**.



Ancient Egyptian
Collar Jewelry

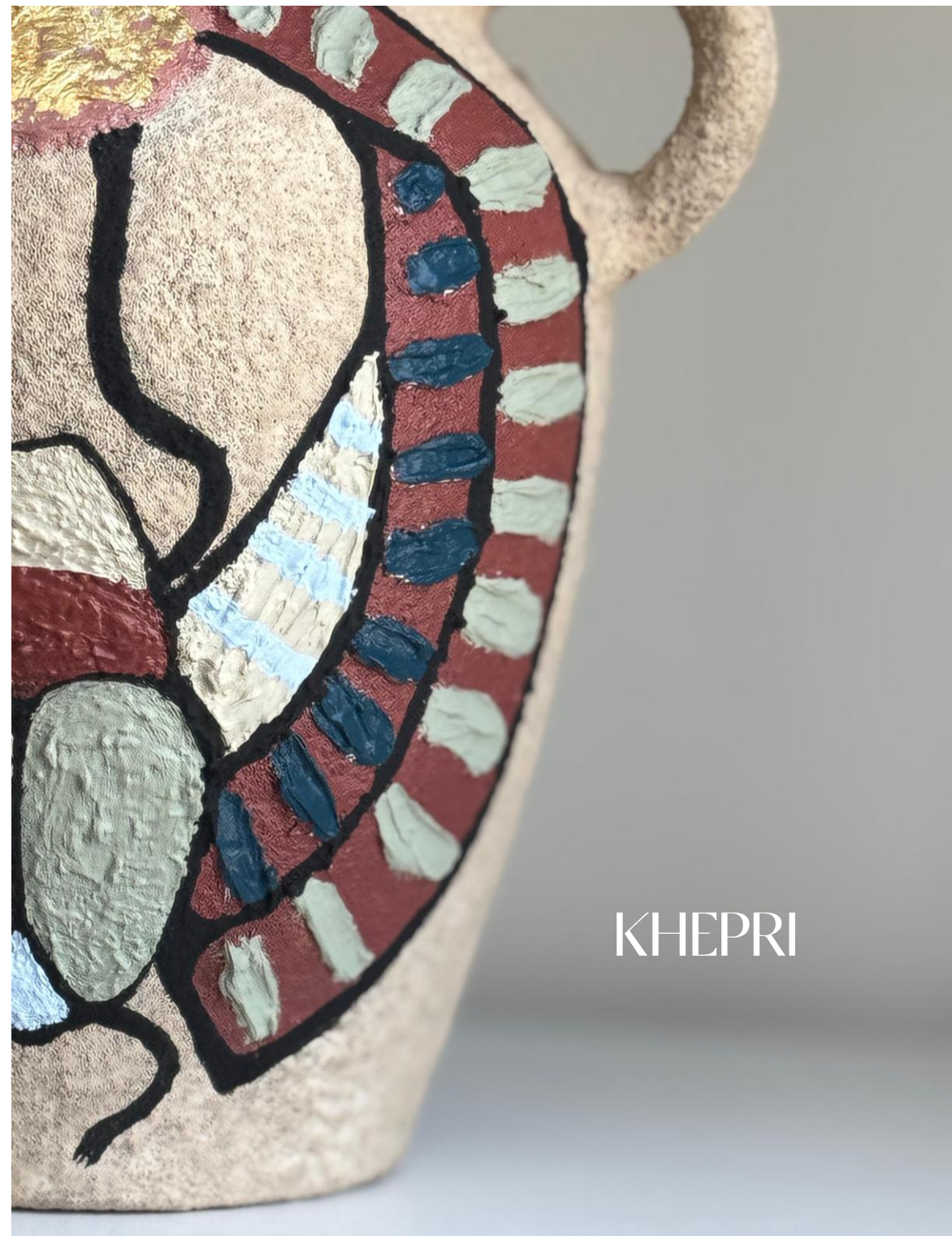


P A T R A

The **K H E P R I** statement vase draws its essence from the ancient Egyptian scarab, a **powerful emblem of rebirth, transformation, and the eternal cycle of the sun.** In ancient Egypt, the scarab symbolized renewal and protection, believed to carry the energy of the rising sun and the promise of new beginnings. Reimagined in a modern form, It merges sleek, contemporary lines with subtle symbolic details, honoring the timeless spirit of resilience and transformation while bringing a **bold, sculptural presence** into today's spaces.



Khepri is the ancient Egyptian scarab in hieroglyphics



KHEPRI

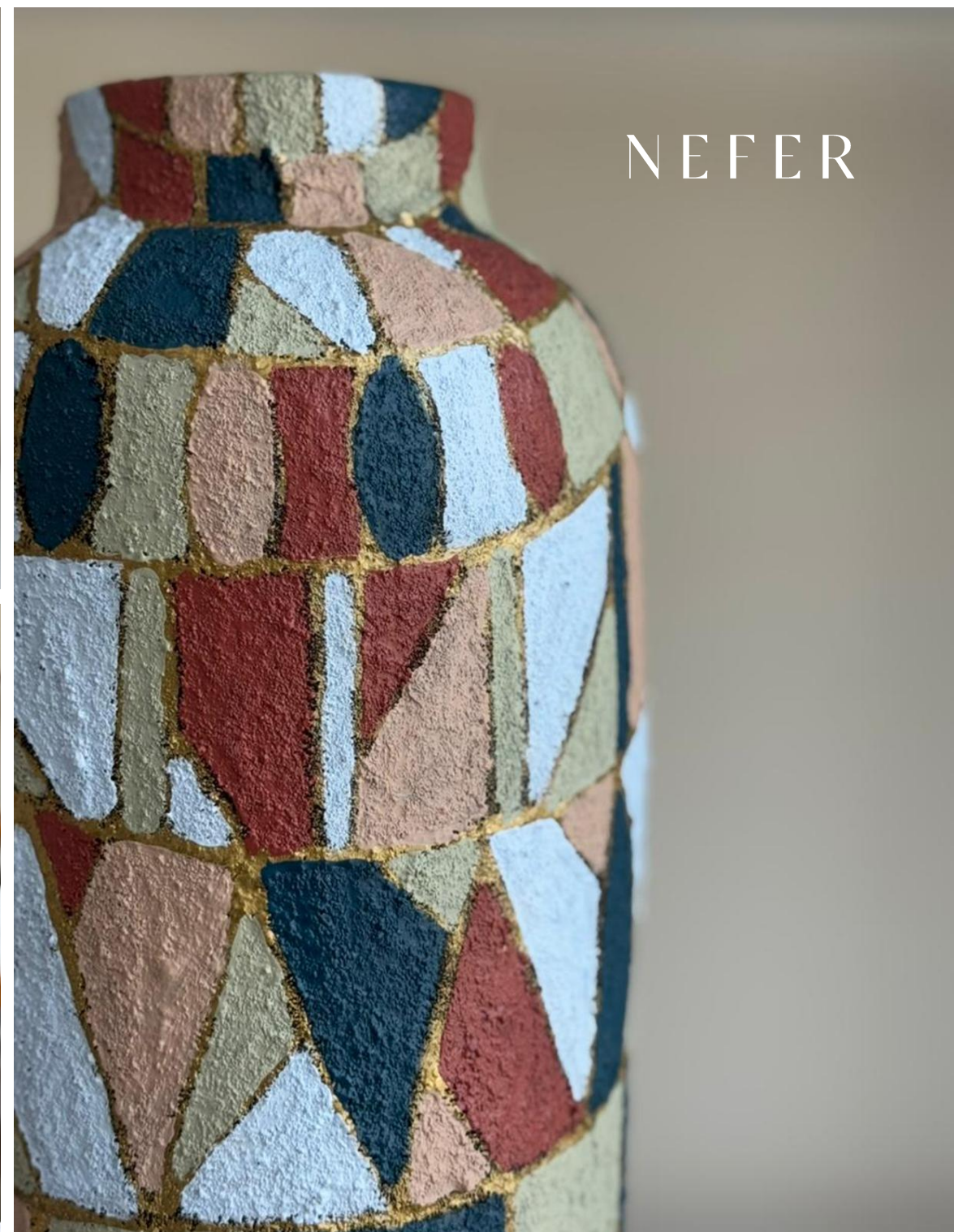
The **NEFER** statement Vase draws its inspiration from the iconic collar of Queen Nefertiti, translating its regal geometry and **layered elegance into a sleek, modern form**. With bold lines, refined contours, and a contemporary finish, it captures the **queen's timeless grace in a striking decorative piece**.

According to the Met, the "nefer" hieroglyph means

good or beautiful ■



Ancient Egyptian
Collar Jewelry



NEFER

The **C L E O** vase is a contemporary tribute to Cleopatra's legendary headpiece, reimagining its intricate curves and regal symmetry in a sleek arch-shaped design. **Merging ancient opulence with modern minimalism.** It stands as a bold centerpiece that **exudes power, elegance, and timeless allure.**



The **LOTUS PLATOS** Plate takes inspiration from the sacred Egyptian lotus flower, a timeless symbol of rebirth and purity. Its flowing petals are reinterpreted in a sleek, modern form, blending ancient symbolism with contemporary elegance to create a striking decorative piece.



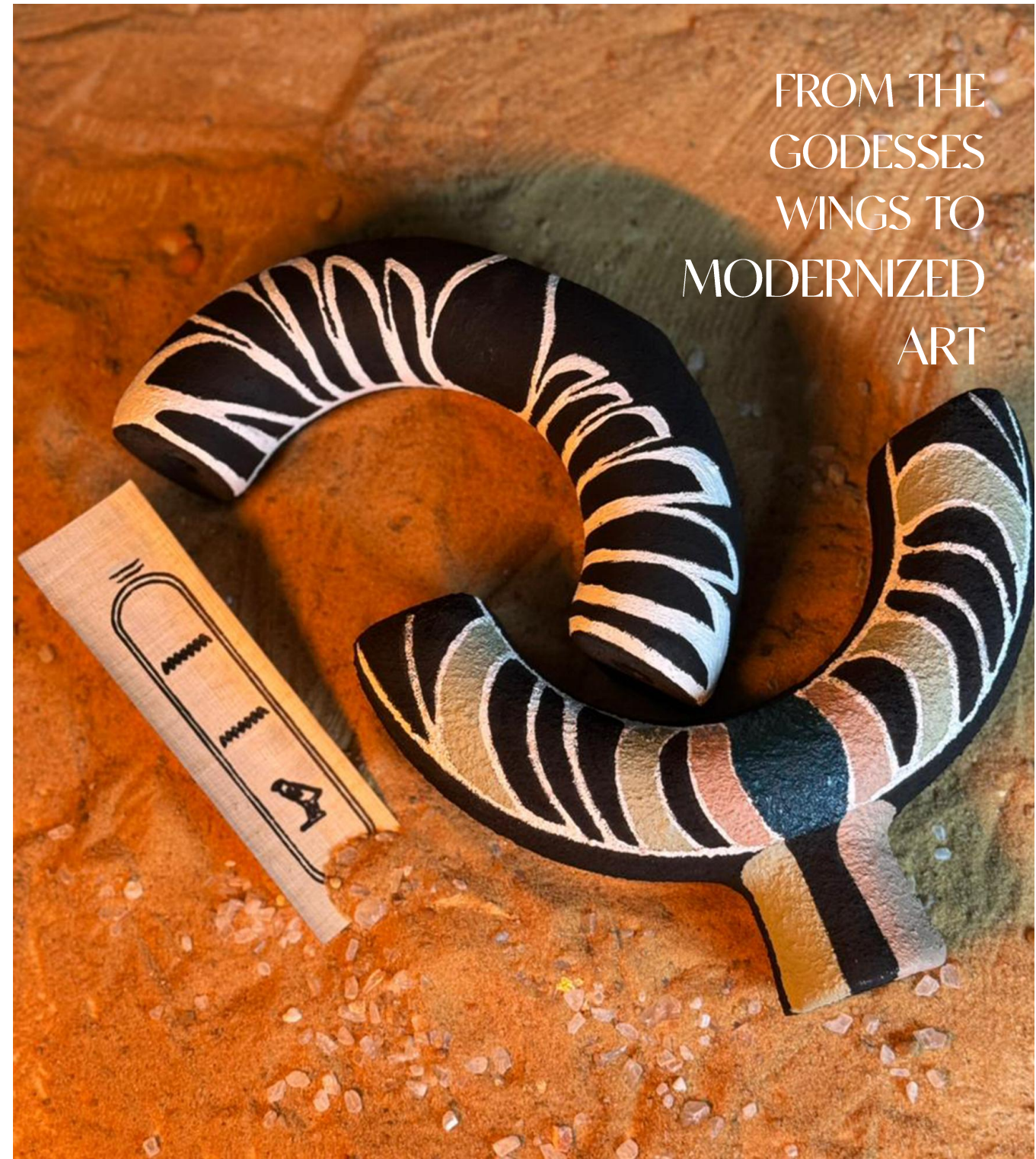
Ancient Egyptian
Lotus flower



LOTUS
PLATOS



FUNCTIONALITY



FROM THE
GODESSES
WINGS TO
MODERNIZED
ART



K E M E T

HEIGHT: 22 CM
DIAMETER: 15 CM
WEIGHT: 1.3 KG



T I T I

HEIGHT: 35 CM
DIAMETER: 20 CM
WEIGHT: 3.3 KG



I S I S W I N G

HEIGHT: 12 CM
WIDTH: 22 CM
WEIGHT: 0.8 KG



P A T R A

HEIGHT: 18 CM
DIAMETER: 21 CM
WEIGHT: 2 KG



M N K H T

HEIGHT: 25 CM
DIAMETER: 13 CM
WEIGHT: 1.7 KG



N I L E

HEIGHT: 22 CM
WIDTH: 24 CM
WEIGHT: 1.5 KG



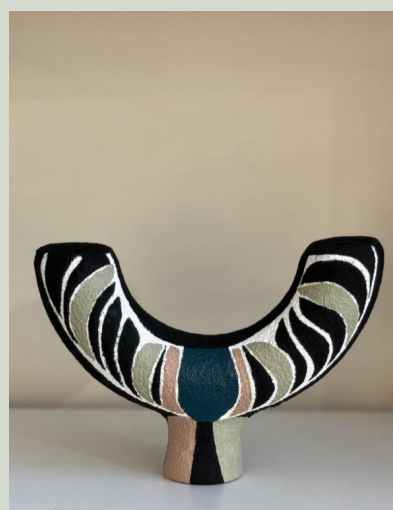
L O T U S P L A T O S

HEIGHT: 10 CM
DIAMETER: 20 CM
WEIGHT: 1.5 KG



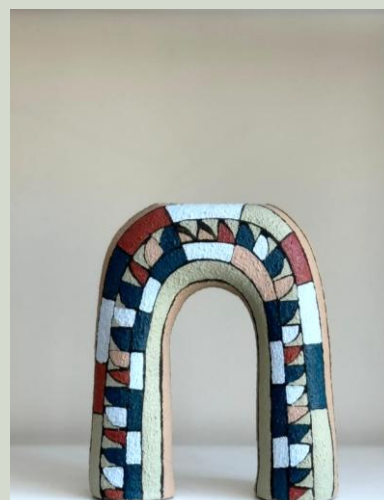
L O T U S O R G A N I C A

HEIGHT: 20 CM
DIAMETER: 7 CM
WEIGHT: 0.6 KG



H A T H O R

HEIGHT: 17 CM
WIDTH: 24 CM
WEIGHT: 0.6 KG



C L E O

HEIGHT: 20 CM
WIDTH: 17 CM
WEIGHT: 1.6 KG



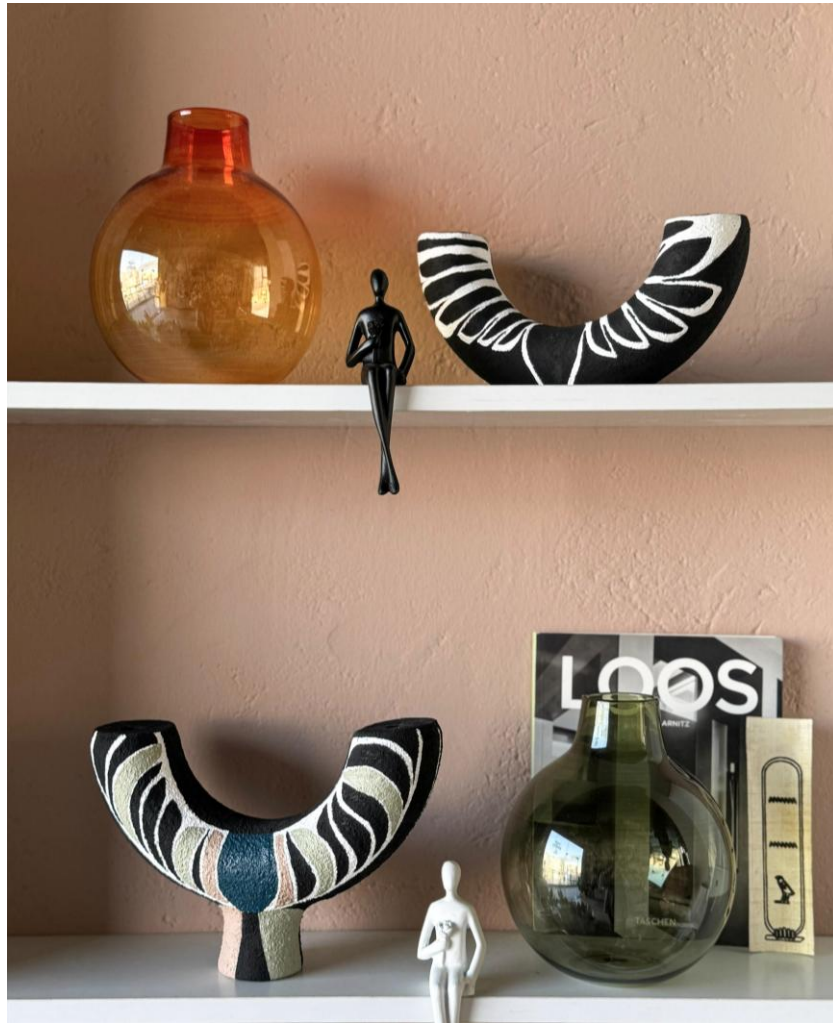
K H E P R I

HEIGHT: 28 CM
DIAMETER: 27 CM
WEIGHT: 2.6 KG



N E F E R

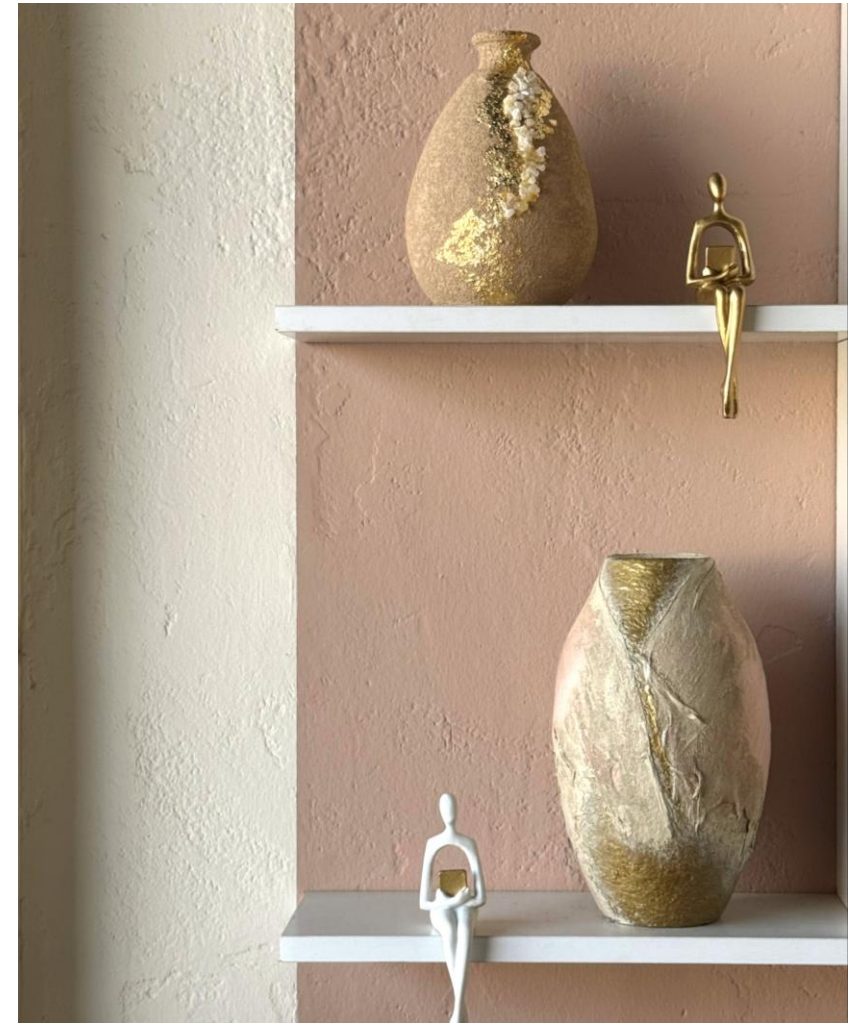
HEIGHT: 32 CM
DIAMETER: 15 CM
WEIGHT: 2.5 KG



CULTURAL AND CONCEPTUAL EXPRESSION



HARMONY AND CONTRAST



STATEMENT ART AND CONVERSATION STARTER



CANDLEHOLDERS



SPATIAL DEFINITION FOR SPACES



FLORAL ARRANGEMENTS



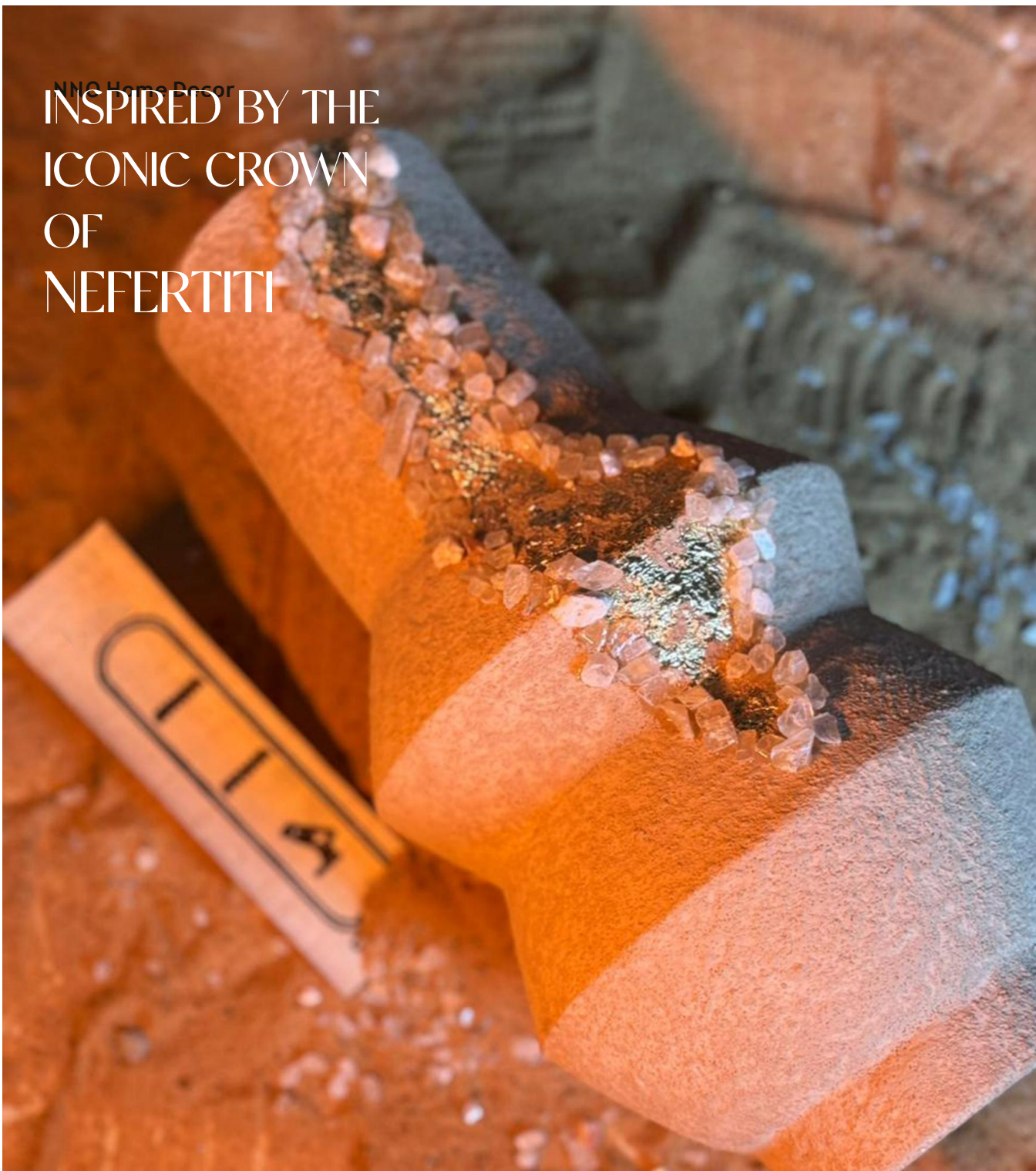
ERGONOMICS EASY TO HOLD AND CARRY
YET WEIGHT IS STABLE



ERGONOMICS EASY TO HOLD AND CARRY
YET WEIGHT IS STABLE



STYLING THAT GIVES SPACES CHARACTER
AND DEFINES ITS DESIGN



INSPIRED BY THE
ICONIC CROWN
OF
NEFERTITI

COMMERCIAL POTENTIAL

Market Size & Trends

Egypt

The Egyptian home décor market is growing: projected revenue for home décor is around US\$99-100 million for 2025, with a CAGR of ~9.2% through 2029. [Statista](#)

More broadly, the home furnishings / décor / furniture & home furnishings market in Egypt is quite large: ~\$2.7 billion in 2024, expected to approach ~\$4.0 billion by 2033, with CAGR ~4-5% depending on report. [IMARC Group+1](#)

Online sales (eCommerce) in furniture & homeware / decorations are growing fast: for example, “Furniture & Homeware” in Egypt’s eCommerce set to reach about US\$220 million by 2025; decorations sub-market also rising. [eCommercedb](#)

Gulf Region (Saudi Arabia, UAE, Kuwait, Qatar, Bahrain, Oman)

Rising disposable incomes, large expatriate populations, high interest in luxury lifestyle and décor items.

The ceramics / decorative ceramic / artisan homeware sectors are showing growing demand: high end, custom or artisanal pieces are increasingly valued. UAE & Saudi Arabia in particular have rising demand for decorative ceramics and luxury artisan pieces. [ekaceramic.com+1](#)

Home décor market in Gulf: size in many reports > US\$1+ billion for decorative/home furniture etc., with decorative accessories (vases, sculptures) being part of that. (See for example: market share of home decoration in Gulf ~10- % in certain reports) [homexsaudi](#)

Global

Vase Market as a category is sizable: in 2024, global vase market estimated at ~ USD 2.45-3.1 billion (depending on classification). Projected growth over the next 5-10 years at a CAGR of ~5-6%. [Growth Market Reports+2Dataintel+2](#)

Ceramic vase segment: also growing, with projected increase to ~USD 6+ billion by 2035 in some reports. [WiseGuy Reports](#)

There is a trend toward artisan / original design / handmade / cultural heritage décor pieces globally, driven by buyers wanting uniqueness, story, sustainable / ethical production. [Patra's](#) positioning plays into that trend.

Strengths & Differentiators for Patra

Authentic craft & story: handmade, inspired by Egyptian queens + connection to history / heritage is a strong narrative.

Design uniqueness: original designs will be perceived as premium vs mass produced décor.

Artisan value: craftsmanship justify higher price points.

Local production & cultural authenticity, which can appeal both locally and globally (especially for customers valuing heritage / provenance).

Challenges to manage:

Cost of production & scaling manually handmade items while maintaining quality____> We train artisans and artists.

Logistics / shipping for fragile pottery (packaging, damage risk). ____> Testing Packaging and updating Packaging

Competition from cheaper mass-produced alternatives, and from other artisan producers globally. ____> Focusing on target audience

Market Plan / Go-to-Market Strategy

Refine branding & story: Emphasize authenticity, heritage, the queen inspirations. Have high quality visuals, professional photography, story content (e.g. “which queen inspired which vase, symbolism”).

Quality control & scaling: Ensure consistency in hand-made items. Train artisans; Test packaging methods (protective, but also aesthetic) for shipping locally and internationally.

Pricing strategy: Costing carefully (materials, labor, shipping, overhead) to set price points for different segments: local luxury, gift, export. Consider margin needed for each channel.

Limited editions: Release limited edition pieces (#editions), signed / numbered, to build prestige.

Target Audience:

Designers, Architects, Interior designers, Development and real estate, Upper Class homeowners, Art Collectors, Young art enthusiasts and young designers, Tourists & expats, Affluent Household in Gulf region, Individuals buying high-end gifts, Global Design-conscious consumers. International showrooms and hotels in Egypt looking for **Cultural Heritage and localization modernized touches**.

This Audience is tested for 2 years (2023-2025) for other handmade vase collections



K E M E T

Price: EGP 2399
\$ 120
SR 319
AED 319



T I T I

Price: EGP 4550
\$ 230
SR 515
AED 515



I S I S W I N G

Price: EGP 2895
\$ 180
SR 385
AED 385



P A T R A

Price: EGP 3650
\$ 199
SR 486
AED 486



M N K H T

Price: EGP 3650
\$ 199
SR 486
AED 486



N I L E

Price: EGP 3650
\$ 199
SR 486
AED 486

Pricing for the Release of the collection



L O T U S P L A T O S

Price: EGP 3250
\$ 190
SR 433
AED 433



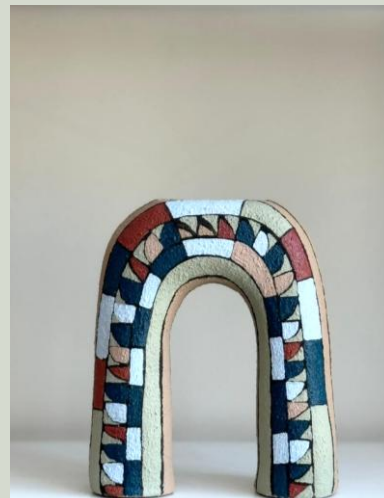
L O T U S O R G A N I C A

Price: EGP 2399
\$ 120
SR 319
AED 319



H A T H O R

Price: EGP 3250
\$ 190
SR 433
AED 433



C L E O

Price EGP 3250
\$ 190
SR 433
AED 433



K H E P R I

Price: EGP 5250
\$ 270
SR 670
AED 670



N E F E R

Price 0EGP 5250
\$ 270
SR 670
AED 670

Phase 2: Expand Local Reach

Retail & Showrooms: Place vases in high-end home décor boutiques, furniture stores, design studios.

Consider partnerships with interior designers or furnishing stores in Cairo and Alexandria.

Online presence and e-commerce

invest in social media marketing (Instagram especially) with strong imagery. SEO / content marketing around Egyptian design, queen motifs.

Events, exhibitions, fairs: Participate in local craft fairs, design fairs, hotel showrooms.

collaborations with tourism

Phase 3: Gulf Region Entry

Market research per country: Evaluate import regulations, shipping, pricing expectations in UAE, Saudi, Kuwait etc.

Understand tastes (color palettes, décor style) in each region.

Distribution partnerships: Find boutique stores, design showrooms, interior designers, hotel suppliers in Gulf.

Customs & Shipping logistics: Ensure packaging and logistics for fragile pottery, costs, customs, import taxes are managed.

Offer local warehousing

Marketing & positioning: Position as luxury / artisanal; collaborations with interior décor influencers in Gulf; consider premium shoot locations; maybe presence in luxury lifestyle magazines.

Phase 4: Global / Export Scaling

Online international sales: Ship globally (carefully with cost/packaging)

Trade shows & gallery / design fairs abroad

Limited editions / collaborations: Collaborate with international designers or brands to create special collections which can gain exposure.

Risk

Production bottlenecks (handmade takes time)

Damage during shipping

Price competition from mass-produced décor items

Currency / import/export hurdles

Trend shifts in décor styles

Mitigation

Plan capacity ahead, **build artisan team**, invest in tools to speed non-artistic parts (but preserve hand finish).

Develop protective packaging; partner with shipping/carrier firms familiar with fragile items; consider insurance.

Emphasize uniqueness, story, craft; target premium rather than competing with low cost; maintain good quality.

Monitor exchange rates; factor duties/taxes into pricing; localize some sales to avoid import costs.

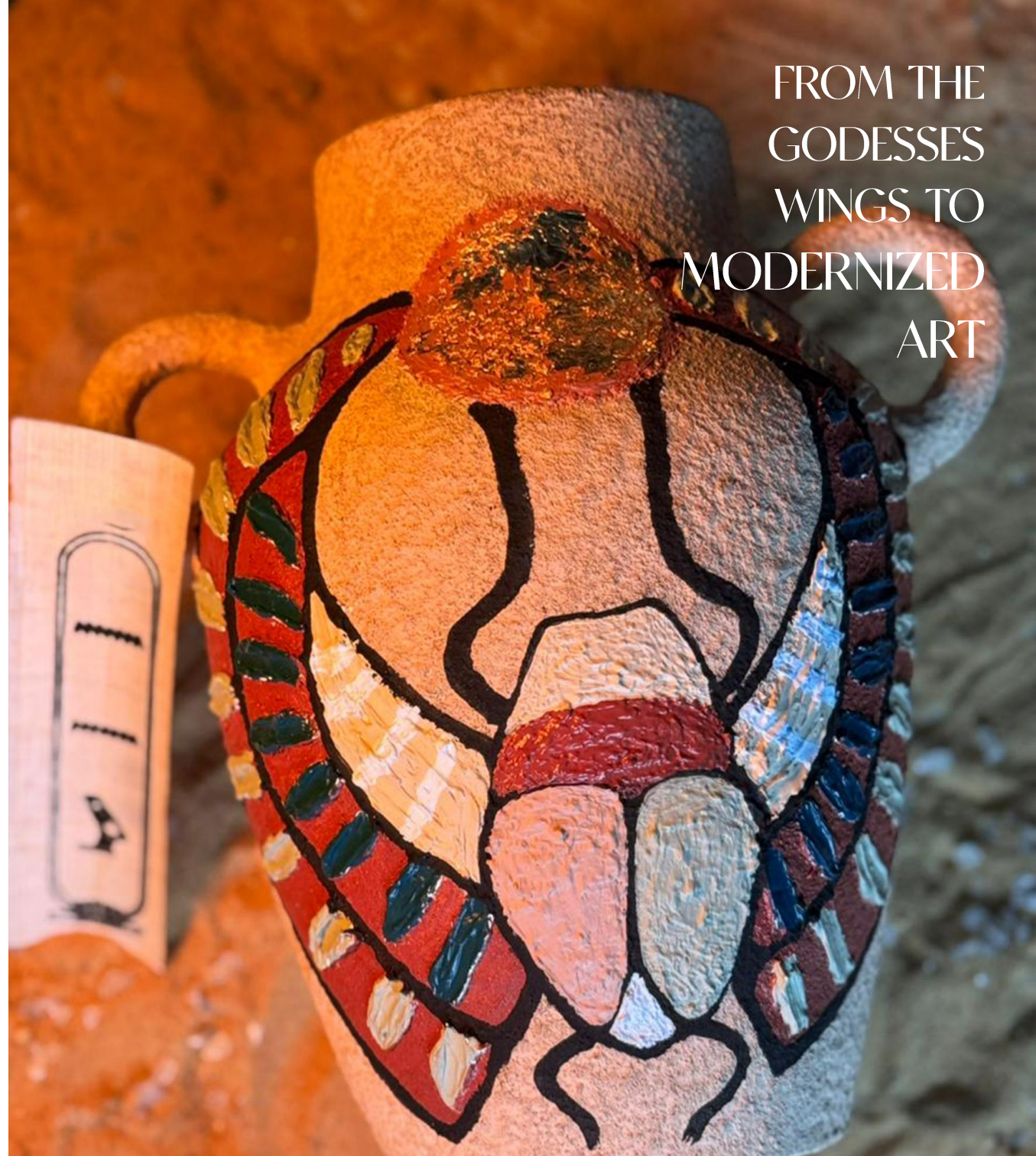
Stay responsive: keep designing; track trends; possibly offer custom pieces; **keep versatile designs**.



DESIGN IS A
PROCESS

PRODUCTION

FROM THE
GODESSES
WINGS TO
MODERNIZED
ART



Why we choose certain forms (design rationale)

Stability & usability Wide base + narrower neck → high stability, less tipping with stems; good for functional vases.

Low-slung, wide-mouthed bowls → great for arrangements, fewer water-sealing issues.

Tall narrow necks → elegant silhouette but higher tip-risk.

Design rule of thumb: base diameter $\approx$ 30–50% of vase height for good natural stability

Strength & producibility Even wall thickness helps drying and firing

Smooth continuous curves distribute stress better than abrupt corners. We use fillets where walls meet bases or necks to avoid crack concentration.

No long thin projections and deep undercuts.

Concept & repeatability We created a modular family: a shared waist/foot profile across sizes so one mold design or tooling can be reused.

Silhouettes that read well both as raw clay and after finishes (alabaster insets, gold accents, linen wraps). E.g., recessed panels or planar faces are ideal locations for stone insets or gold leaf.



TESTING FORMS THROUGH AI GENERATED FORMS, SKETCHES, AND HANDMADE CLAY MOCKUPS.

Workflow + prototyping steps

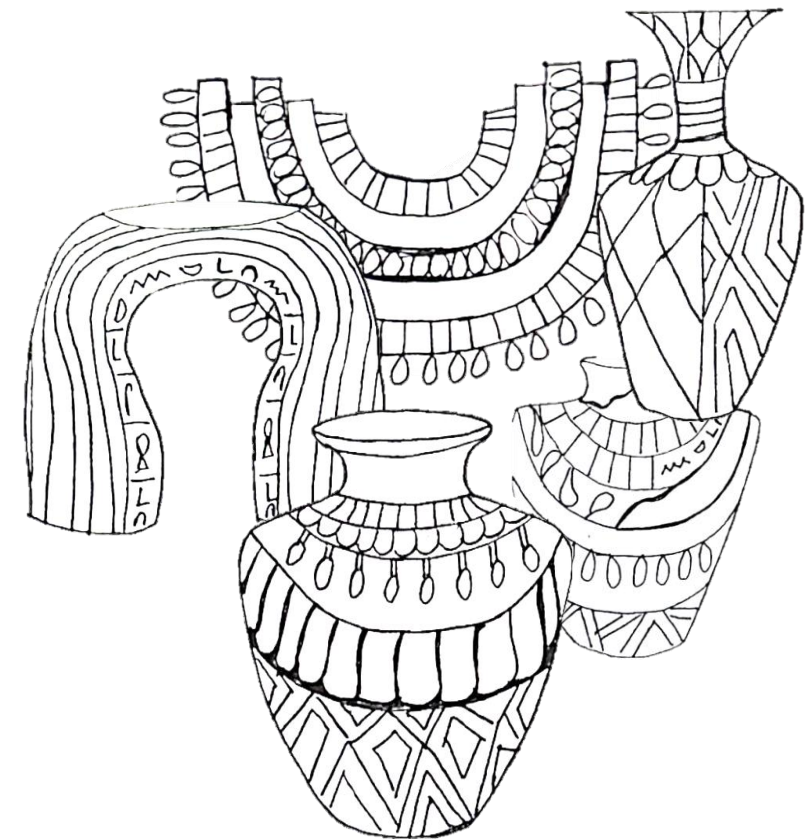
Stage A — Concept → Master model

1. **Sketch variations;** annotate **function** and the **finish intended** (stone inlay, gold, linen).
2. **Produce 1–3 masters:** **Quick clay mock** (handbuilt / wheel) by Egyptian artisans to test ergonomics and visual proportion.
3. **Scale and physical testing.**
4. **Document dimensions:** overall height, mouth diameter, base diameter, wall thickness target, dry & fired target (include expected shrinkage %)
5. Deliverable: Master sample(s) with photos, dimensions (raw and target-fired).

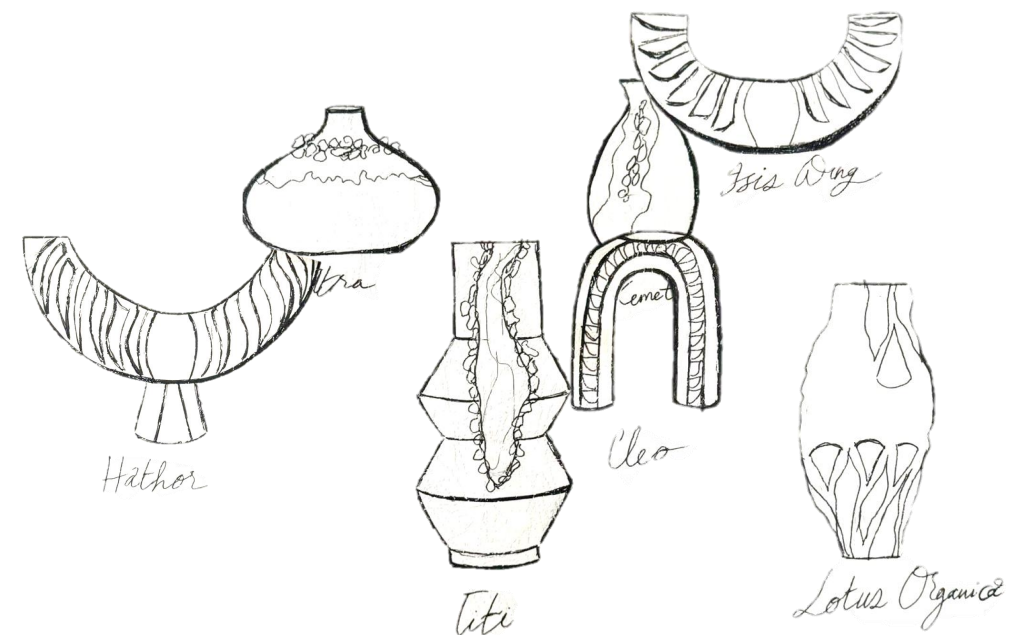
Stage B — Shrinkage test

Measure wet → leather hard → bone dry → bisque → final shrinkage.

Test for warping—dry several prototypes with drying schedule.



EARLIER SKETCHES



MORE REFINED & MODERNIZED

Stage C — Mold strategy

Silicone (RTV) molds — press-molding soft clay, reproducing highly detailed masters

Good for low-to-medium runs and for forms with undercut details (with multi-part molds).

a rigid mother mold (fiberglass, resin, or plaster shell) to support soft silicone has to be added and it will not help with larger runs.

Used Plaster slip casting molds — slip casting in large runs. Plaster absorbs water from liquid slip and forms solid walls; ideal for hollow functional vessels.

Plaster molds can be multi-piece for complex shapes but are less forgiving with undercuts.

Provided vent channels where air traps could occur.

For multi-part molds, ensured draft angles on verticals for easier release.

Wall thickness uniformity $\pm 1\text{--}2$ mm for small items; looser tolerances for larger sculptural pieces.

Measured expected cycle time per mold (drying → leather hard → demold)

Created over 30 molds for efficiency of creating quantities within 3 days window.



PLASTER SLIP CASTING MOLDS EXAMPLE

Final forms



Firing & drying

Dry slowly & evenly to avoid cracks

Bisque firing: typical target $\sim 900\text{--}1000^{\circ}\text{C}$

Glaze firing and do compatibility test tiles for crazing and fit.

Record the kiln profiles used per clay/glaze combo

Finishing

General finishing workflow

1. Sand / trim / refine bisqued form where needed.
2. Apply rough textured finish
3. Choose beige jotun color to stay consistent with this ancient Egyptian effect.



SANDING OF POTTERY

ROUGH TEXTURE FINISH



FINISHING WITH MIXED MATERIALS

PICTURES FROM THE MIXED MATERIAL PROCESS

Finishing workflow

Decide where to place alabaster/gold/linen. Place guideline sketch. Choose light weight alabaster stones and light weight finishes.

Gold leaf

Gold leaf with adhesive (water-based gilding size)
Apply size, wait tacky, lay leaf, brush and burnish.
Used a varnish to protect
Document care instructions (no scrubbing).

Alabaster stone pebbles (insets)

Prep stones: clean, dry, lightweight
Seat design
Adhesive: use a two-part epoxy rated for stone-to-ceramic (gap-filling, structural).
Apply in thin, even beads; press stone, support/clamp until cured.
Cure: follow epoxy manufacturer cure time (24–72 hours).

Test pull-shear

Method applied for Patra, Kemet, and Titi



Finishing workflow

Decide where to place alabaster/gold/linen. Place guideline sketch. Choose light weight alabaster stones and light weight finishes.

Plaster

- Use plaster and knife to apply on vase
- Keep testing thickness
- Draw final thin line
- Test Drying time

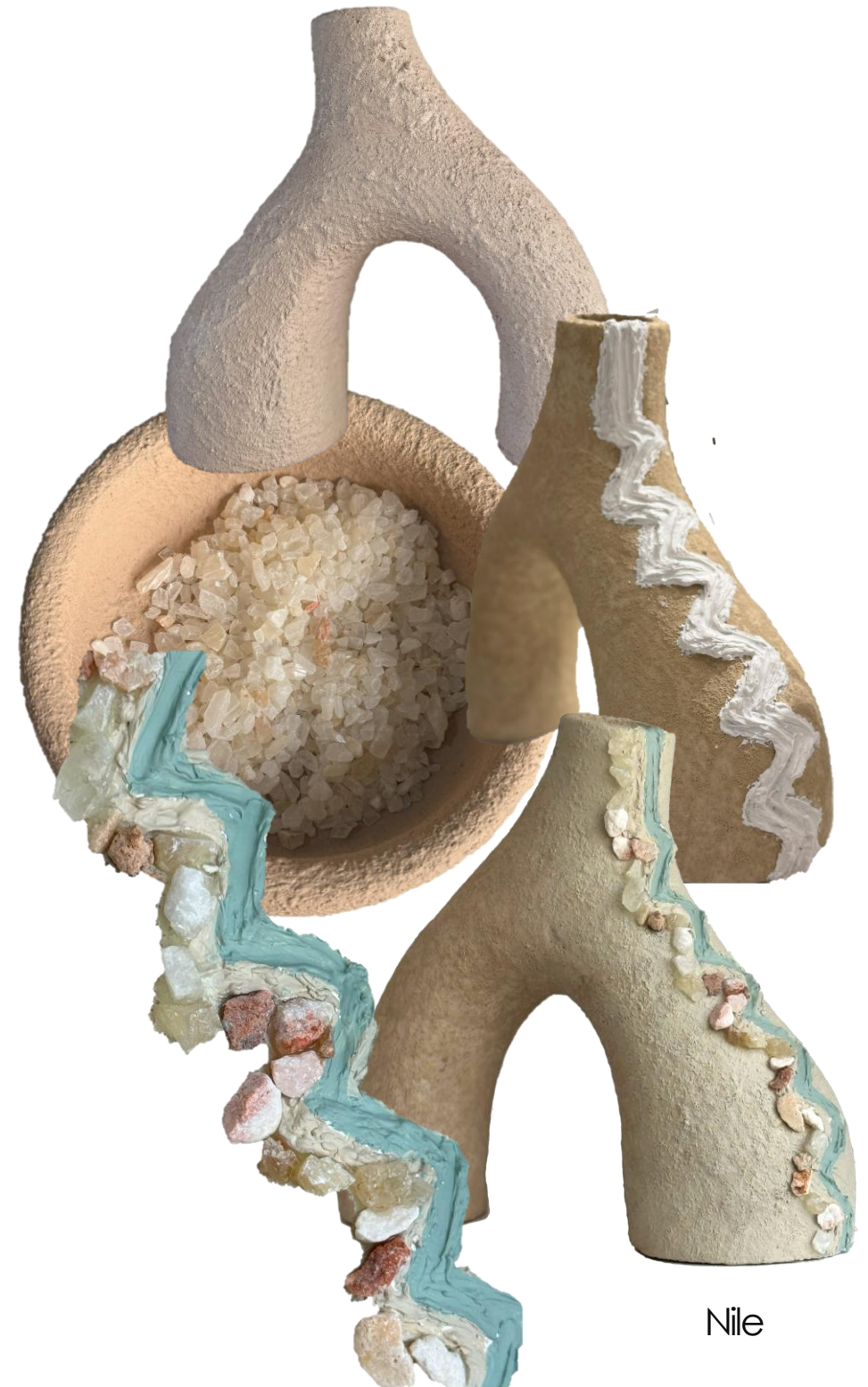
Paint

- Paint aqua color
- Test drying time
- 1 hour

Alabaster stone pebbles (insets)

- Prep brown and orange stones: clean, dry, lightweight
- Seat design
- Adhesive: use a two-part epoxy rated for stone-to-ceramic (gap-filling, structural).
- Apply in thin, even beads; press stone, support/clamp until cured.
- Cure: follow epoxy manufacturer cure time (24–72 hours).

Test pull-shear



Nile

Linen / textile wrapping

Prep linen: pre-wash to remove shrinkage agents.
Iron flat.
seal with diluted PVA and acrylic medium to be more stable.

Attachment: an archival adhesive for a structural bond.
Integration: a thin clear coat over linen for stain resistance—test for appearance change.

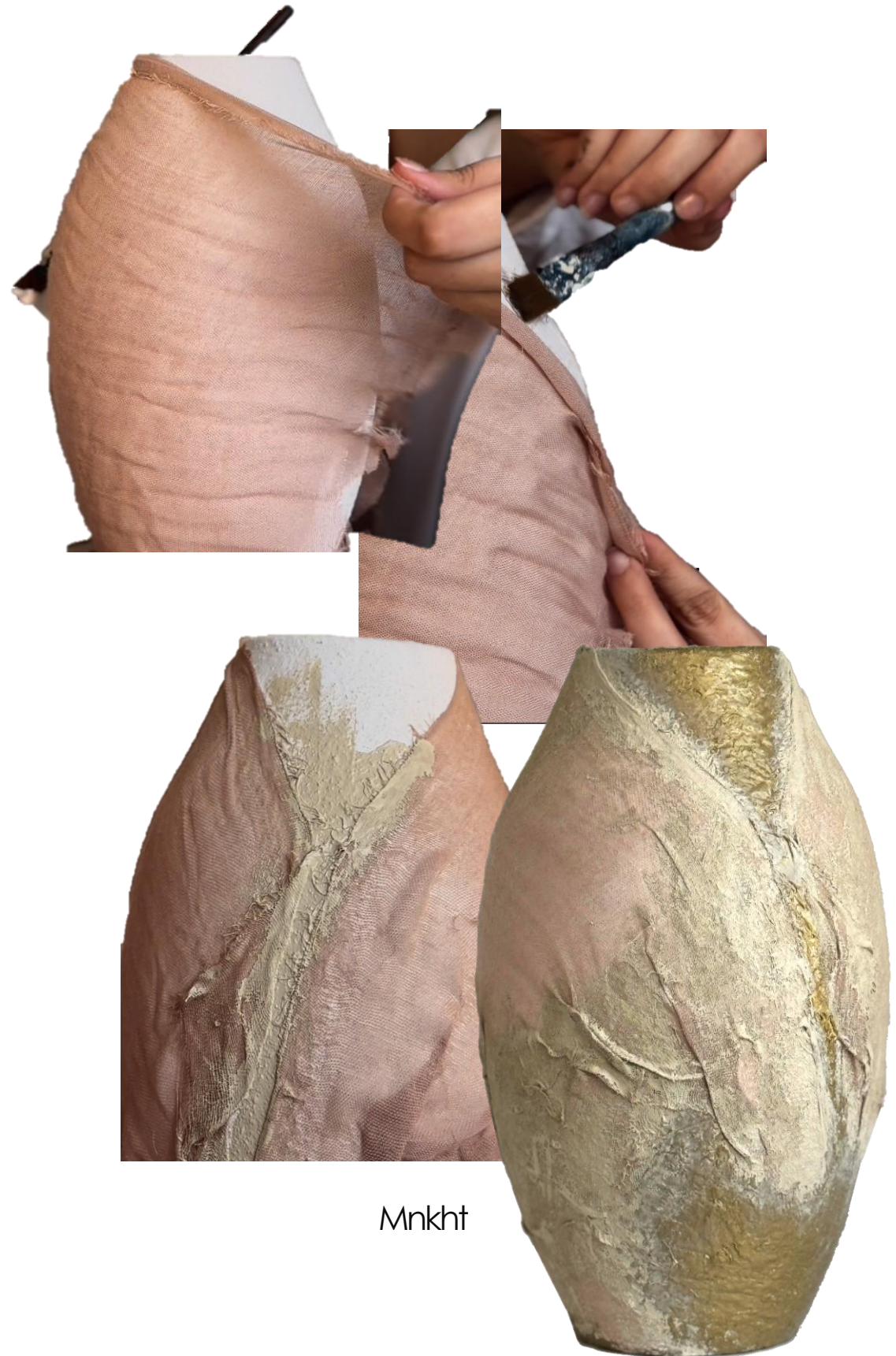
Paint with beige plastic Jotun color.

Use Metallic Gold stain for the Vase body

Apply color at joints between gold body and linen to make them more integrate

Drying for 24 hours.

Test texture strength, durability



Mnkht

Finishing Workflow

Drawing guideline

Plaster

Use plaster and knife to apply on vase
Test Drying time

Paint

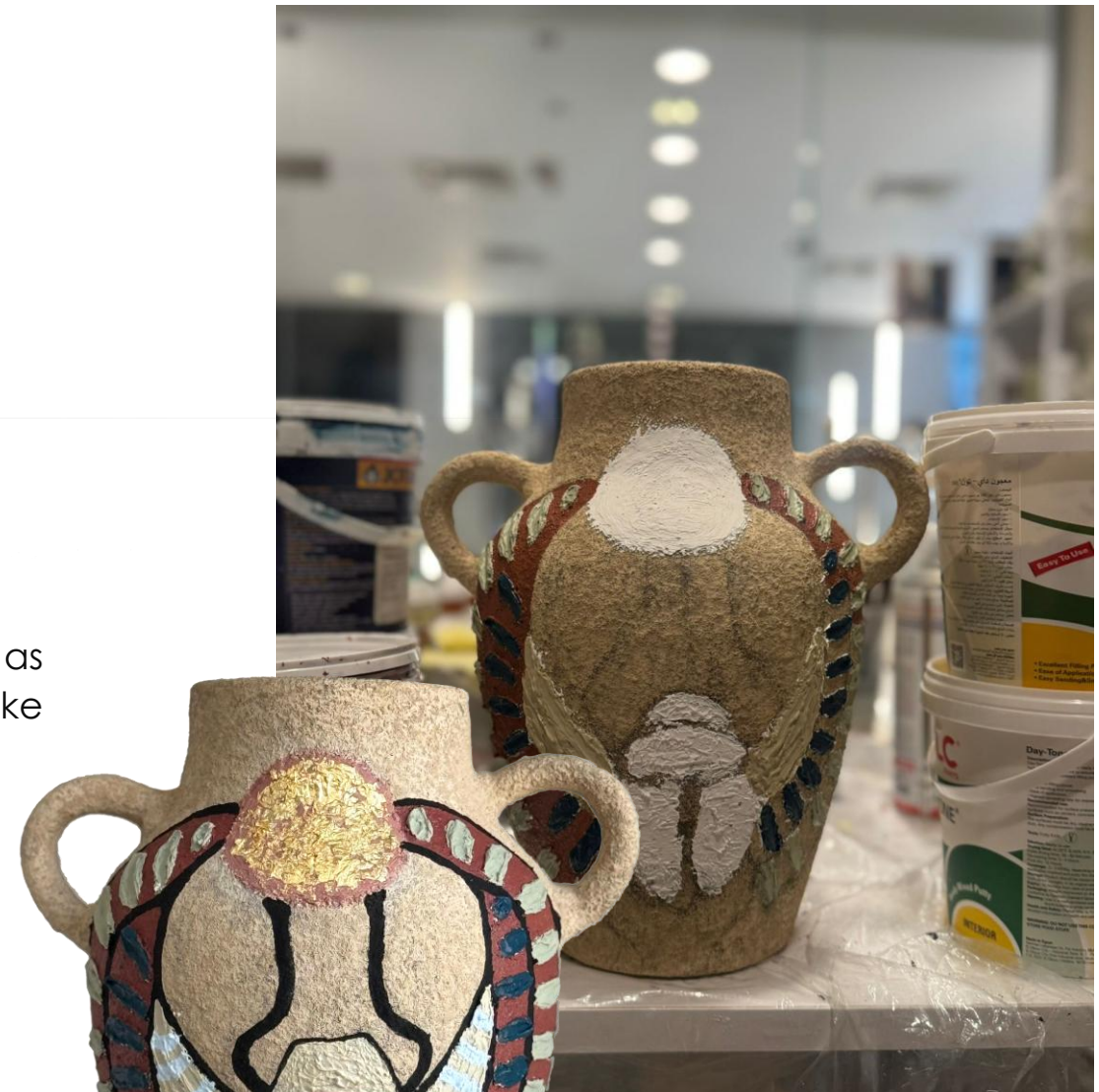
Quality: lines require the same engineering attention as structure—plan registration marks, use the same hand, then make a “line master” sample for color/width.

Train team on painting

Test Drying time 1 hour

Gold leaf

Gold leaf with adhesive (water-based gilding size)
Apply size, wait tacky, lay leaf, brush and burnish.
Used a varnish to protect
Document care instructions (no scrubbing).



Khepri

Final Hand-Painted Vases

Hand-paint following the pre-defined color palette.
Add gold luster or metallic accents
Dryness and test durability

Quality Control:

Ensure consistency in brushwork, color application, and design fidelity.

Document each piece with high-res photos and reference sheets



Khepri



Mnkht



Patra



Kemet

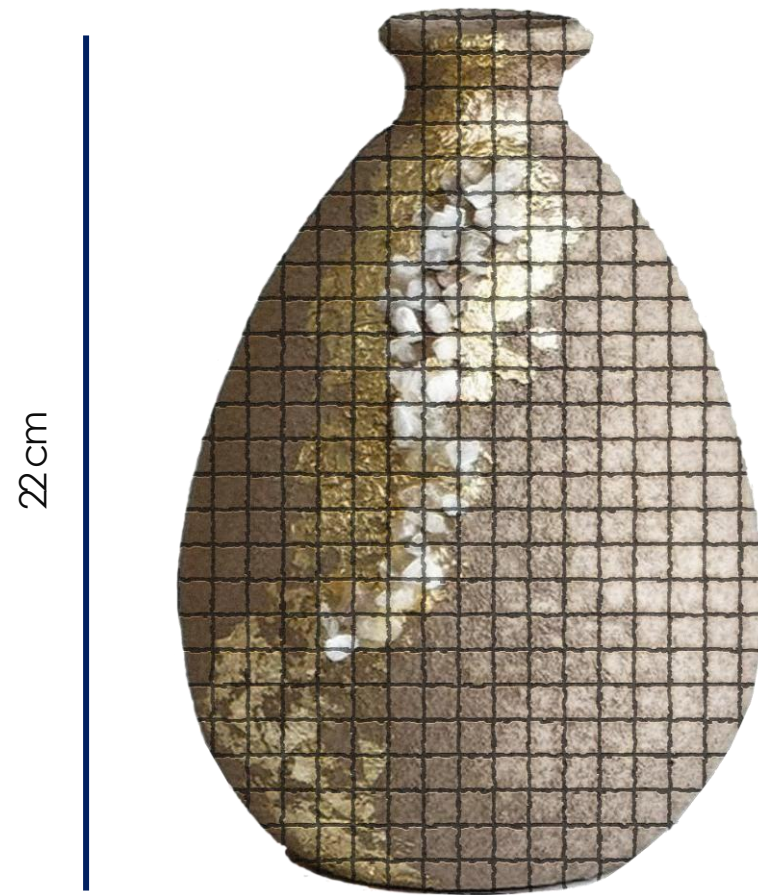


Nile



Titi

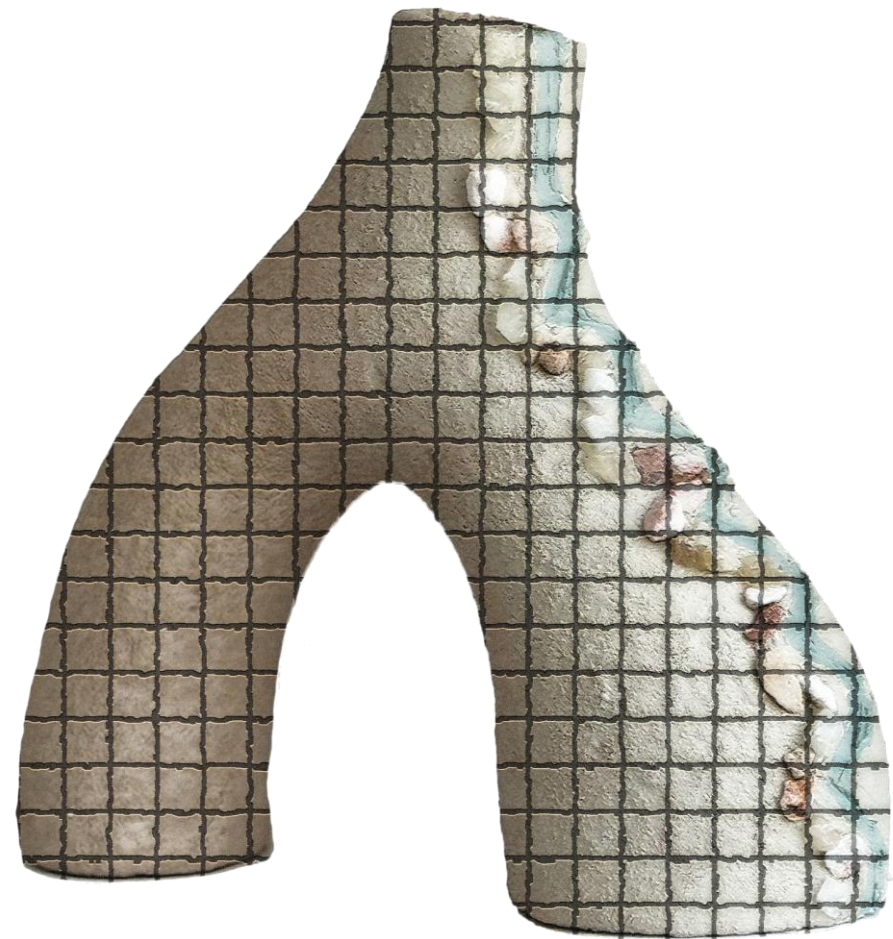
Kemet



22 cm

15 cm

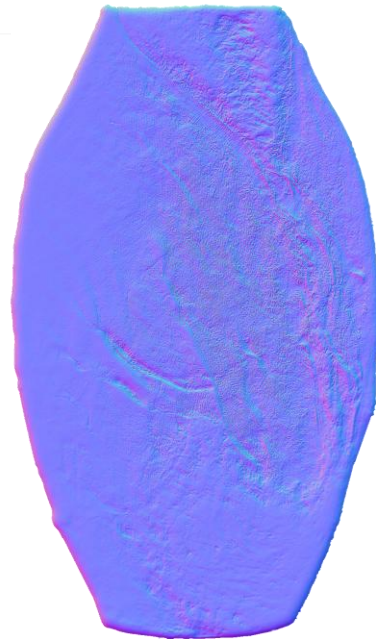
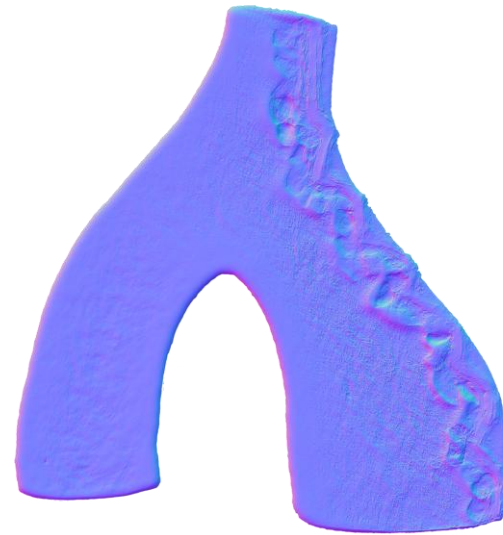
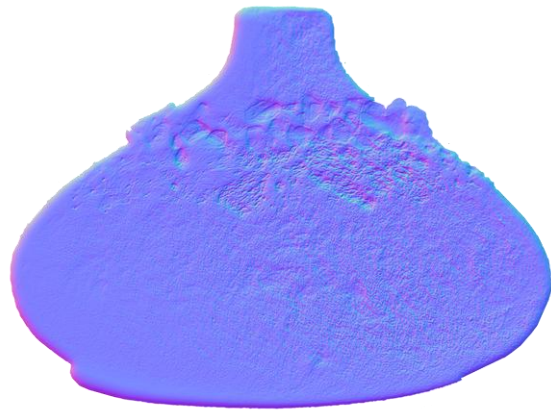
Nile



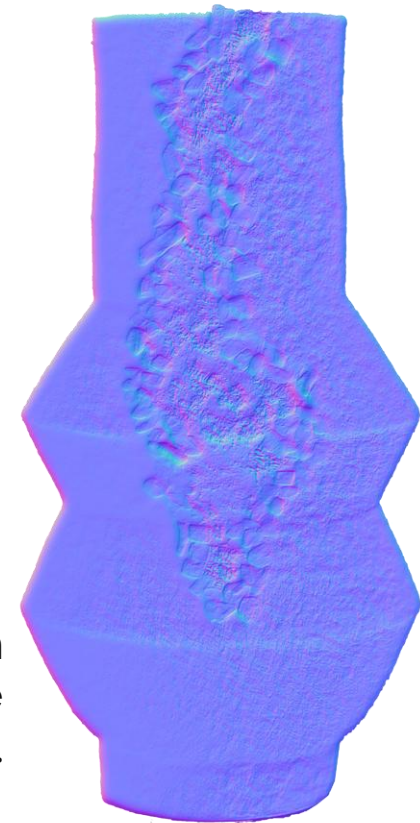
24 cm

Documenting each piece dimensions

Normal bump map for 3d models
for designers to include the
pieces in their 3d right from the start of
the project

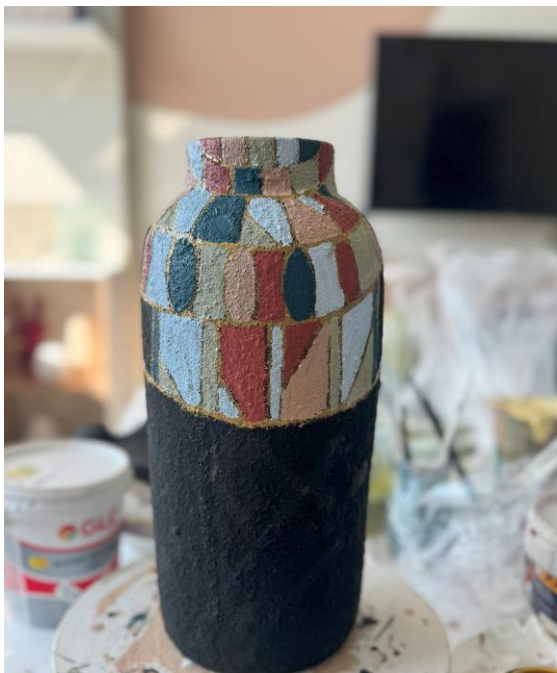


Helping designers use 3d models from
the earlier stages of project and in the
specs and FFE phase.





ART DESIGN



Research & Inspiration Gathering

Objective: Establish a foundation of visual, historical, and symbolic references related to each queen.

Actions:

Study portraits, clothing, jewelry, and symbolic motifs associated with each queen.

Collect mood board materials: temple carvings, hieroglyphs, artifacts, ancient color schemes, and patterns.

Note down symbolic elements per queen (e.g., sun disk, ankh, serpent crown).

Design Brief Creation

Goal: Define purpose, audience, materials, scale, and functional/aesthetic balance.

Elements:

Target customer: collectors, design-conscious buyers

Purpose: decorative, story-driven vessels inspired by royal history.

Color Palette Selection

Inspiration Source: Ancient Egyptian pigments, murals, tomb paintings, and jewelry.

Primary Palette:

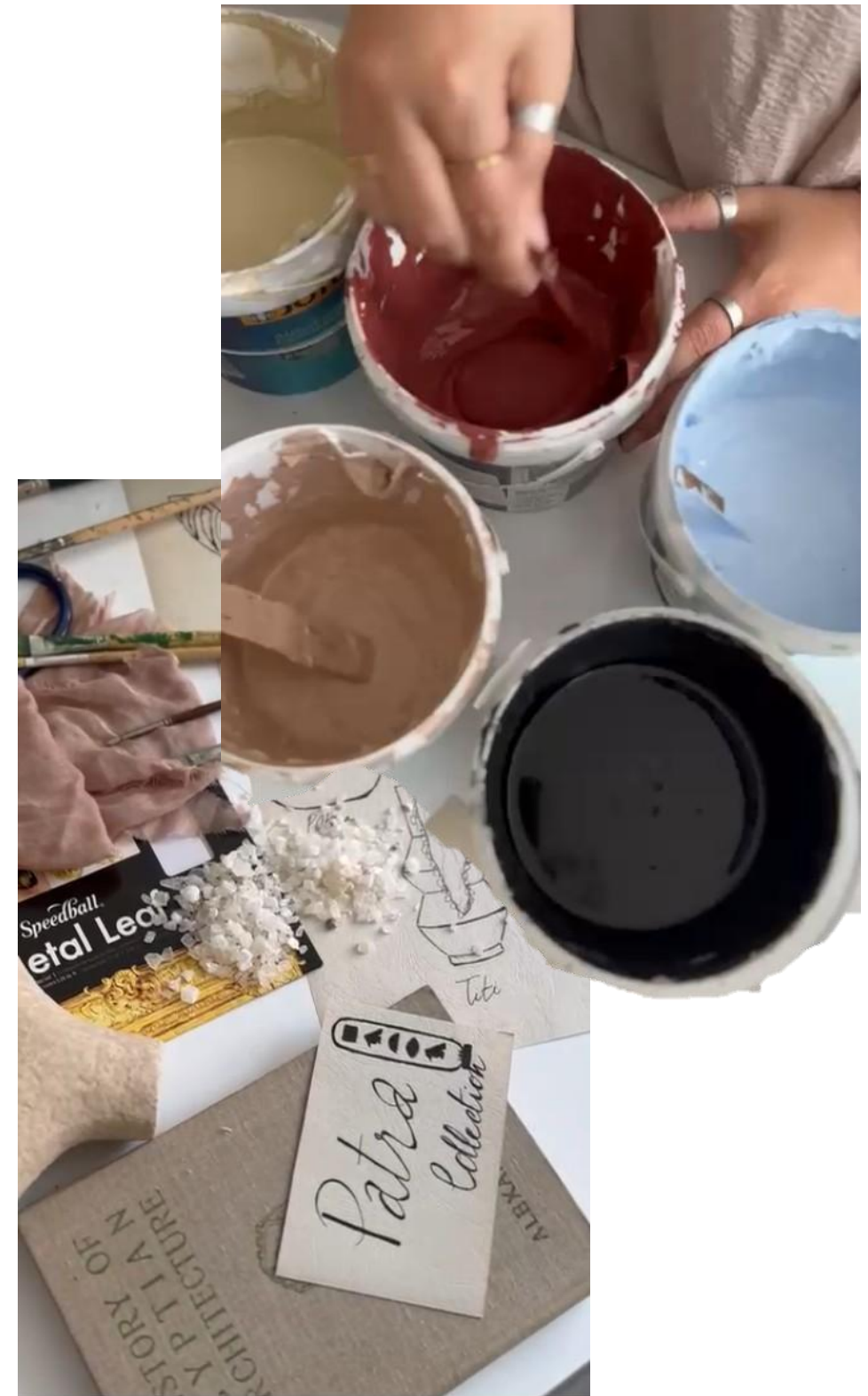
Egyptian Blue – wisdom, royalty

Gold – divinity, wealth

Red Ochre – vitality

Malachite Green – rebirth, protection

Black – fertility and afterlife



Pictures from process

Method applied for Hathor, Isis Wing, Lotus Organica, Lotus Platos, Cleo, and Nefer

Form Exploration & Sketching

Phase: 2D conceptualization

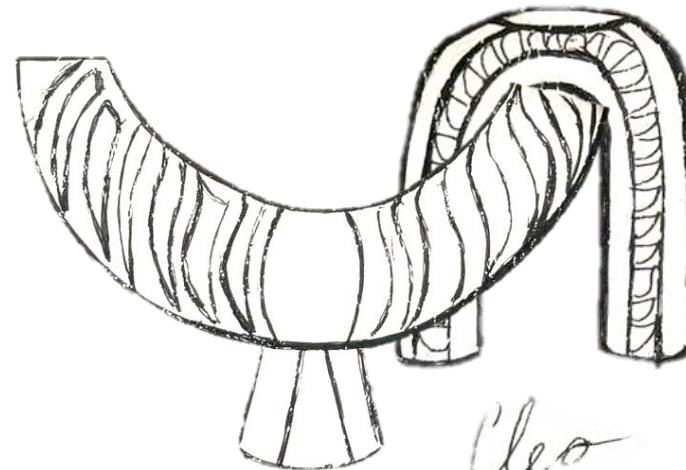
Create sketches for each vase (silhouettes + decorative elements).

Consider symbolic shape/form references (e.g., Cleopatra's headpiece)

Develop 1 refined sketch per queen

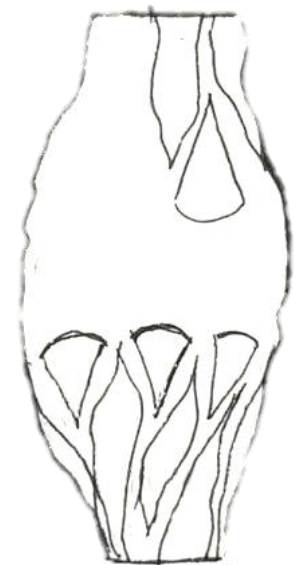


Isis Wing



Hathor

Cleo



Lotus Organic

Final Hand-Painted Vases

Process:

Transfer sketch design onto bisque-fired vase using pencil
Hand-paint following the pre-defined color palette.
Add gold luster or metallic accents
Dryness and test durability

Quality Control:

Ensure consistency in brushwork, color application, and design fidelity.

Document each piece with high-res photos and reference sheets

Collect Customer feedback on style and emotional impact



Lotus Platos



Cleo



Nefer



Hathor



Isis Wing



Lotus Organica

Testing & validation

Functional tests

Stability test: measure tilt threshold.

inspect for pinholes for 48 hours.

Drop/impact: gentle drop tests at known locations (edge, rim, body) to find weak points.

Adhesion & durability

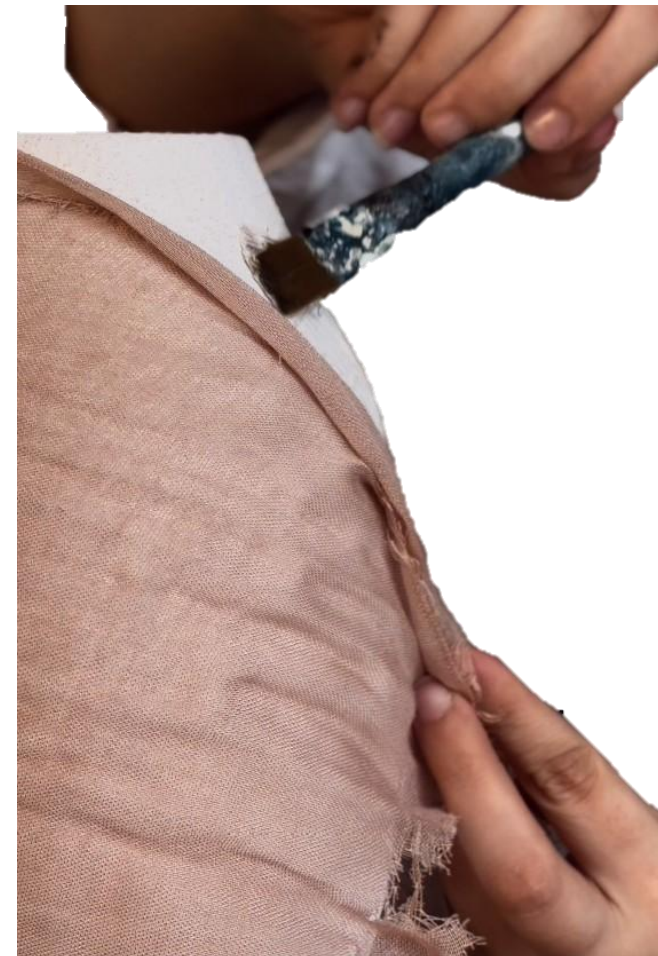
Stone pull-shear test for alabaster insets.

Gold abrasion test (soft cloth rub).

Textile abrasion & water exposure for linen-wrapped piece.

Aesthetic

Compare final piece vs concept: color, line crispness, stone alignment.





COMMUNICATION

Overall Communication Goal

To emotionally connect with premium and design-conscious audiences by telling the story of ancient Egyptian queens through visual storytelling, cultural symbolism, and modern home styling — while reinforcing Patra's values of craftsmanship, heritage, and artistry.

Voice & Narrative Pillars

Tone of Voice:

Elegant, intelligent, warm, timeless, rooted in heritage, design-savvy.

Core Messaging Pillars:

Heritage – Inspired by the majesty and symbolism of ancient Egyptian queens.

Craftsmanship – Every piece is handmade by local artisans with refined detail.

Design – A fusion of ancient symbolism and modern styling aesthetics.

Individuality – Each vase is unique; a collector's piece that carries meaning.

Empowerment – Highlight the strength and legacy of the queens as icons of leadership and beauty.

Styling Strategy (for Product Photography & Visual Storytelling)

A. Styling Direction

Interior Settings: Use minimalist, neutral-toned modern homes to let the vases shine. Egyptian-inspired accents subtly (linen, gold accents, architectural shadows)

Symbolic Styling: Pair vases with visual metaphors—papyrus, sand textures, desert shadows, lotus flowers, and gold dust.

Color Harmony: Ensure backgrounds, props, and lighting align with the Patra color palette (Egyptian blue, gold, sage green, carmen, black).

B. Styling Use Cases

Solo Hero Shots: Highlight one vase at a time with dramatic lighting and texture.

Trio Styling: Style 3 vases together in harmonious heights, telling a mini-narrative.

Functional Styling: Show how vases can live in real homes (e.g., on mantels, bookshelves, tables).

Seasonal Styling: Style for seasons or occasions

Brand Collaborations & Ambassadors

Interior Designers: Partner for styled shoots, referrals, home installs

Cultural Influencers: Local Egyptologists, art historians, or stylists

Boutiques & Concept Stores: Co-create content styled in their spaces

Art & Culture Blogs: Pitch editorial-style features

Packaging & Unboxing Experience (Visual Touchpoint)

Branded box with gold seal & symbolic queen pattern inside

Card insert with the story of the queen and design meaning

QR code to exclusive content: styling tips, short video of your vase being made

Content Type	Purpose	Format
Product Spotlights	Showcase one vase in detail	Photos + short reels
Queen Inspiration Stories	Educate on each queen and how she inspired the design	Carousels, short video, blog post
Behind the Scenes	Humanize the brand, show artisan process	Reels, stories, mini-docs
Styled Interiors	Show use of vases in homes	Photoshoots, moodboards
Collector Testimonials	Social proof	Video quotes, short posts
Cultural Posts	Ancient Egyptian art, quotes, symbolism	Educational content
Limited Edition Launches	Drive urgency and exclusivity	Countdown posts, pre-launch teasers

ROYAL HERITAGE REIMAGINED



Styling of the Collection
Interior Settings



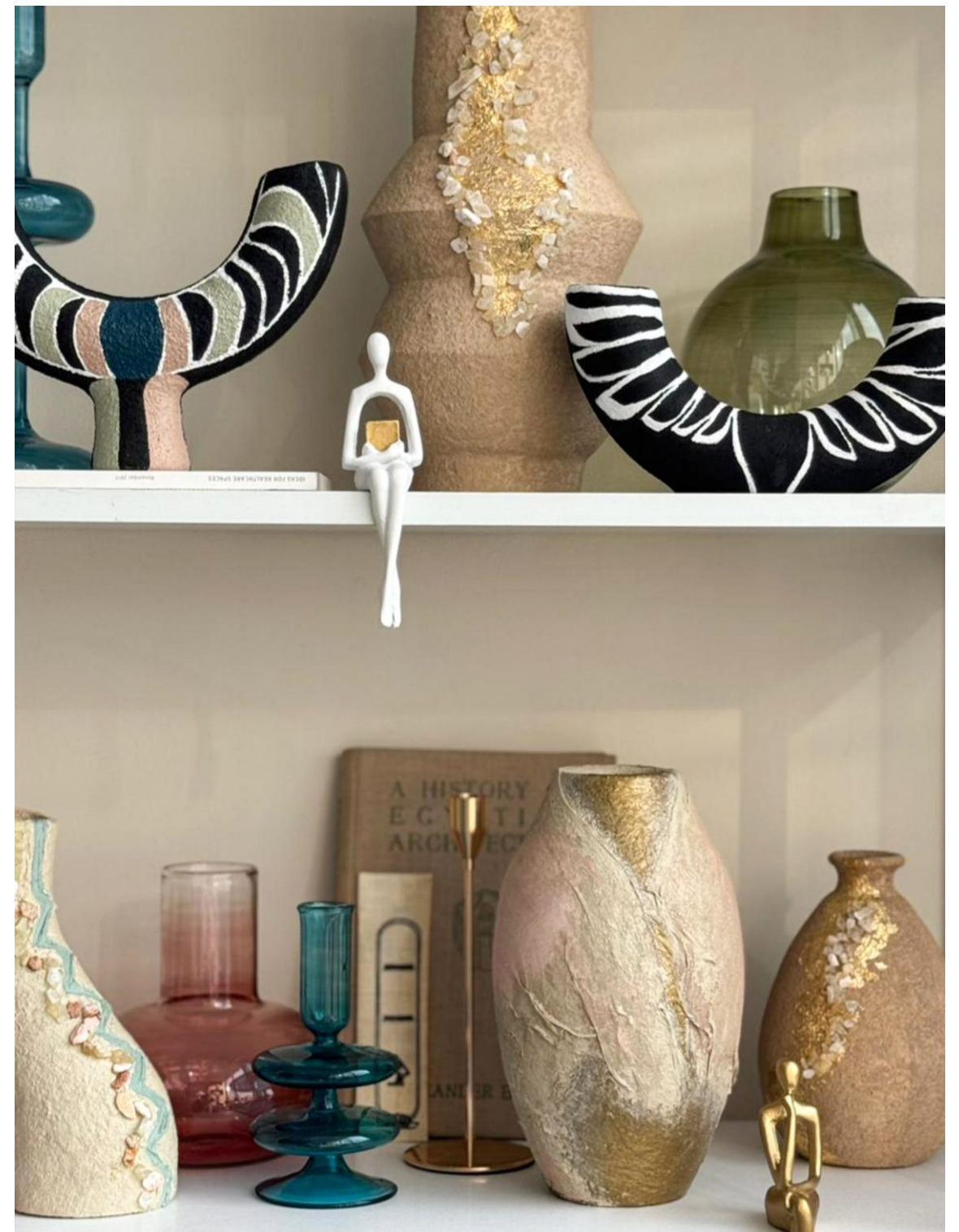
Styling of the Collection
Interior Settings



Styling of the Collection



Functional Styling of the Collection



Functional Styling of the Collection



Symbolic styling



Symbolic Styling



Symbolic styling



Symbolic Styling



Symbolic styling



Symbolic Styling



Symbolic styling



Symbolic Styling



Front View



Detailing



Front View



Detailing



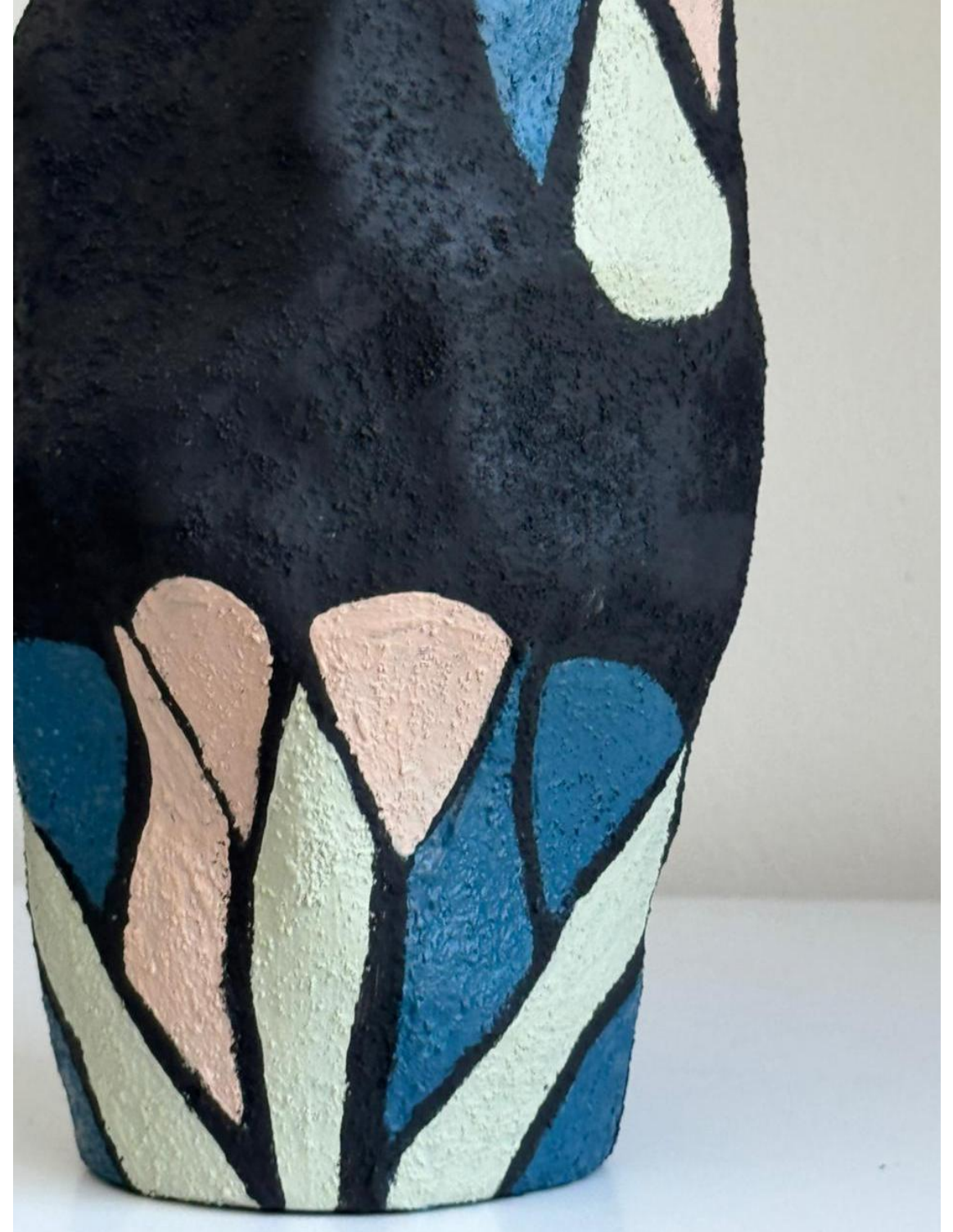
Front View



Detailing



Front View



Detailing



Front View



Detailing



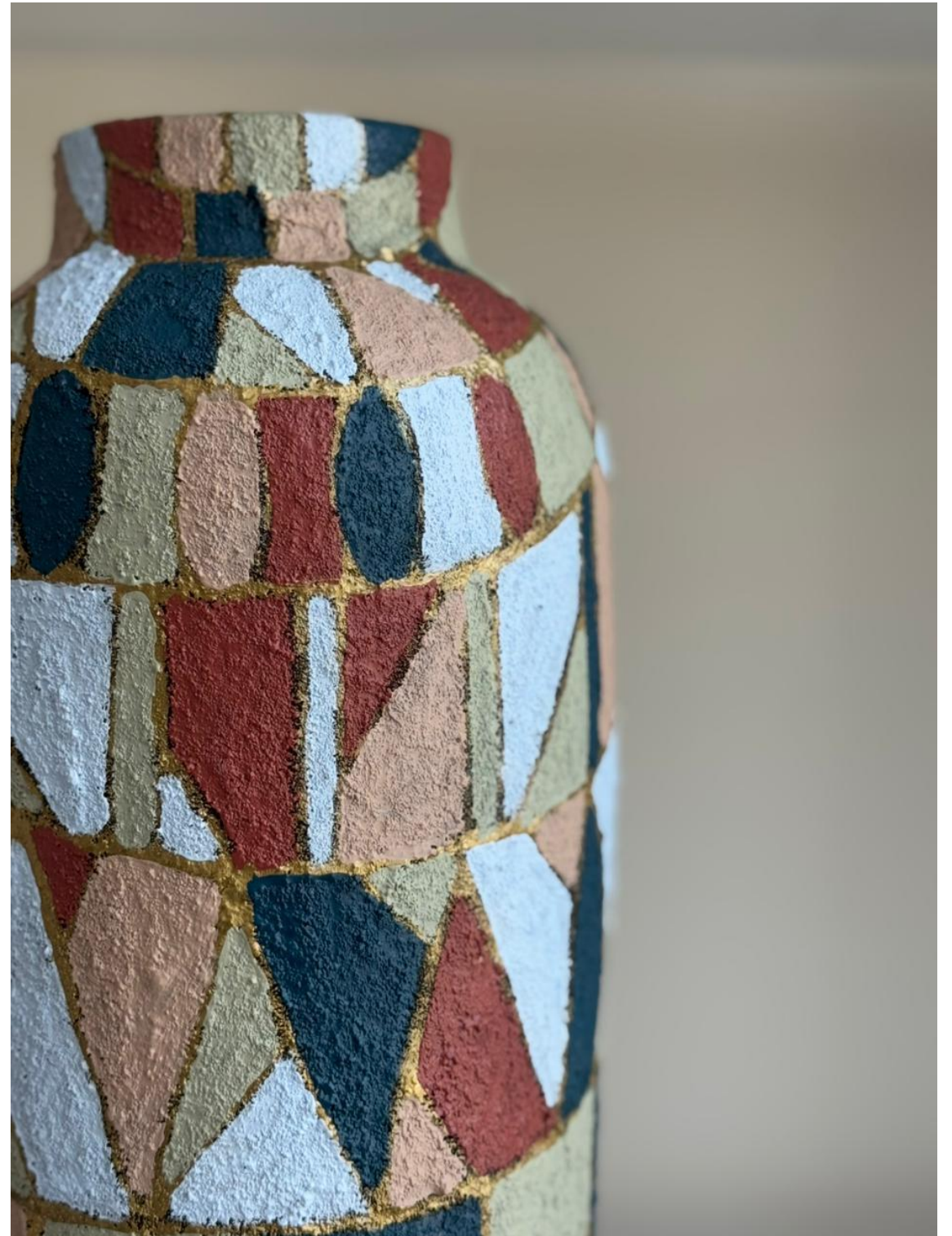
Front View



Detailing



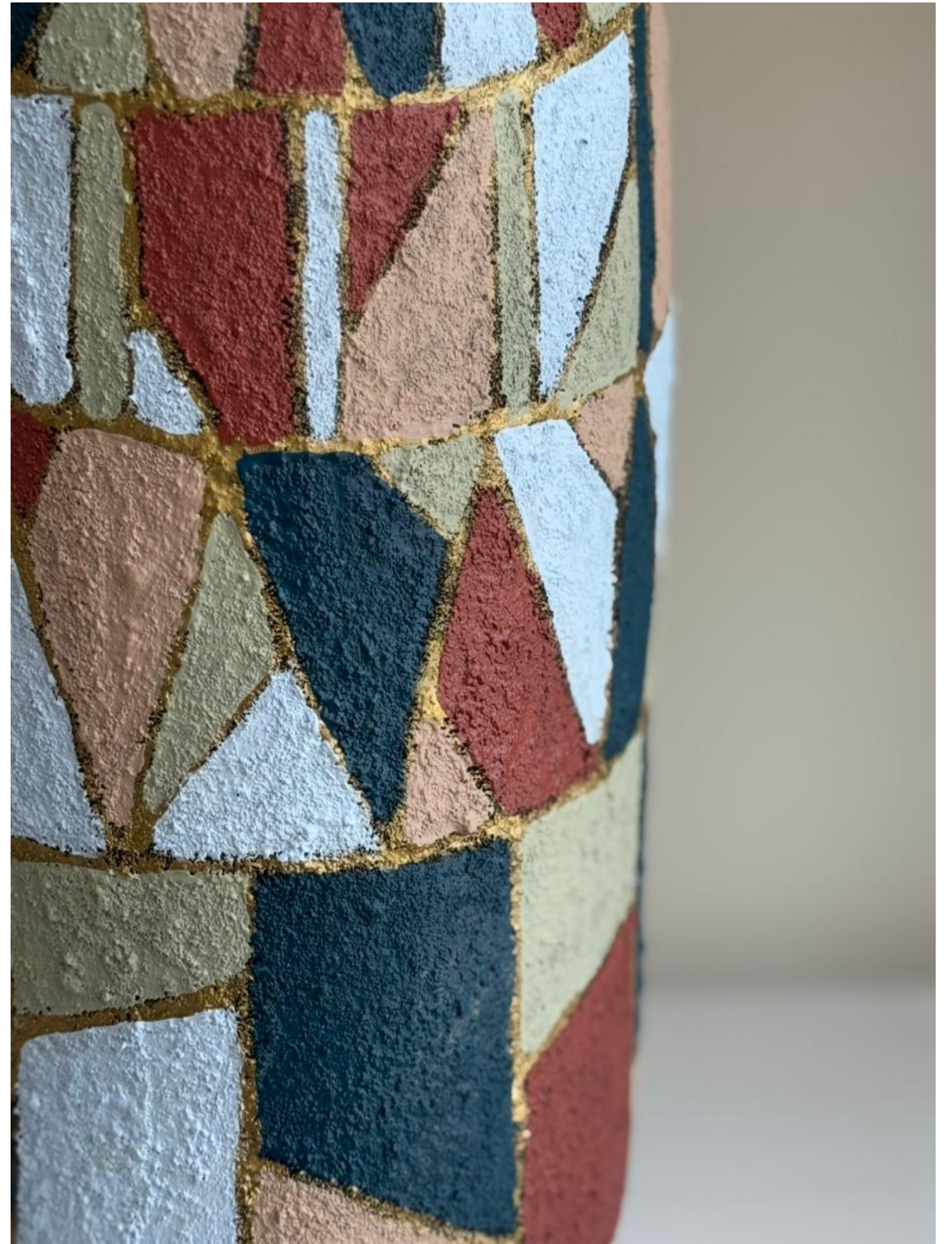
Front View



Detailing



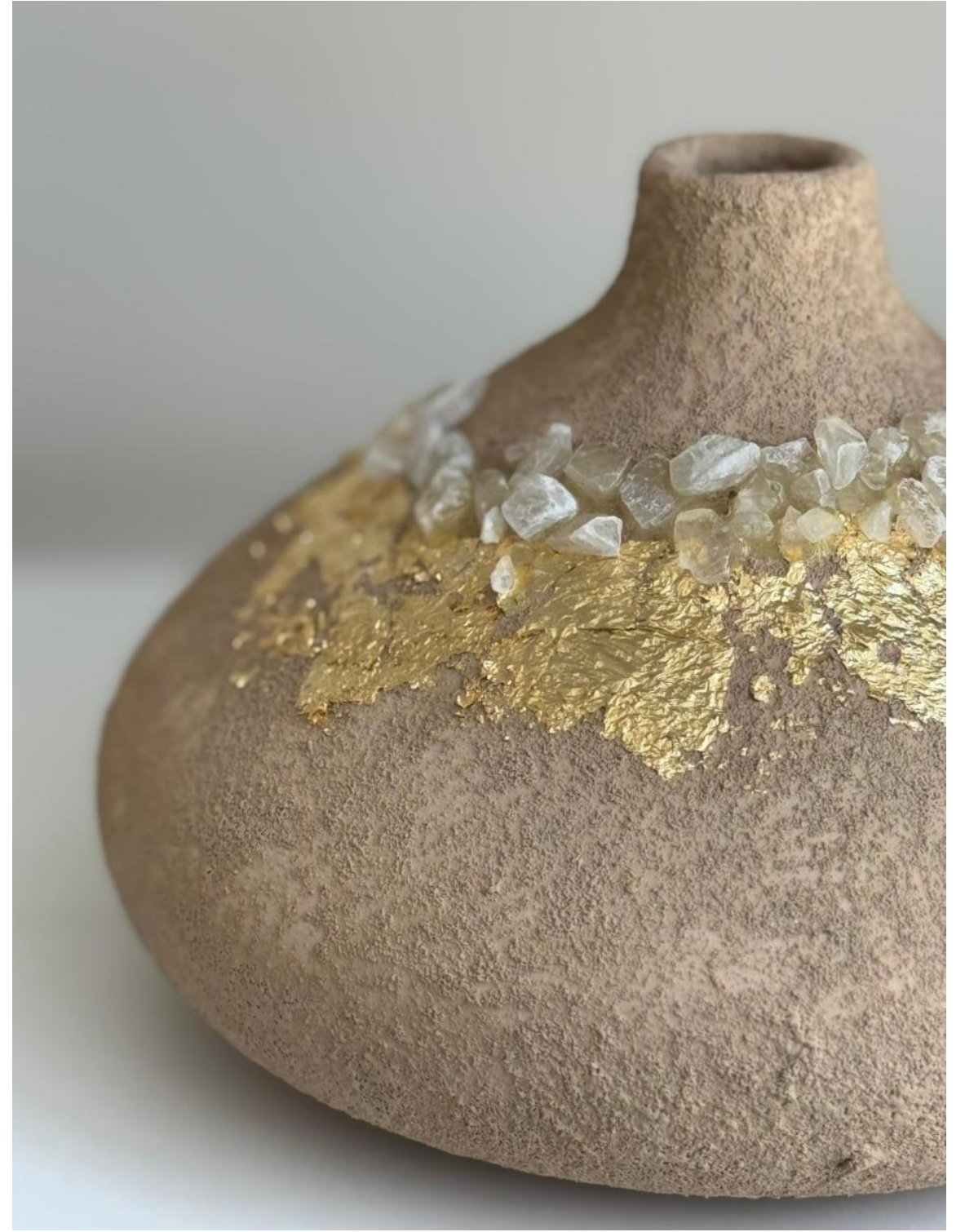
Rear View



Detailing



Front View



Detailing



Front View



Detailing



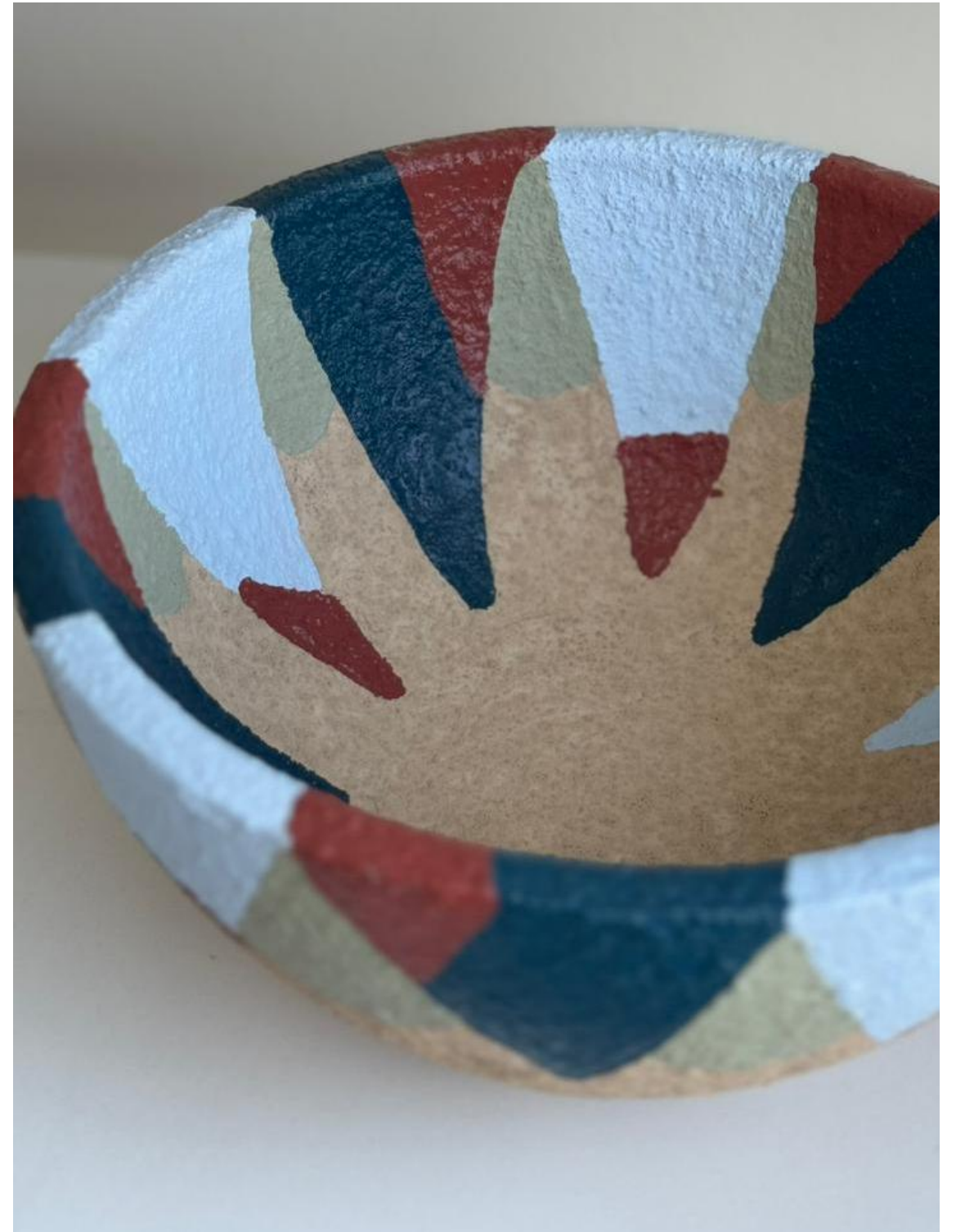
Front View



Detailing



Front View



Detailing



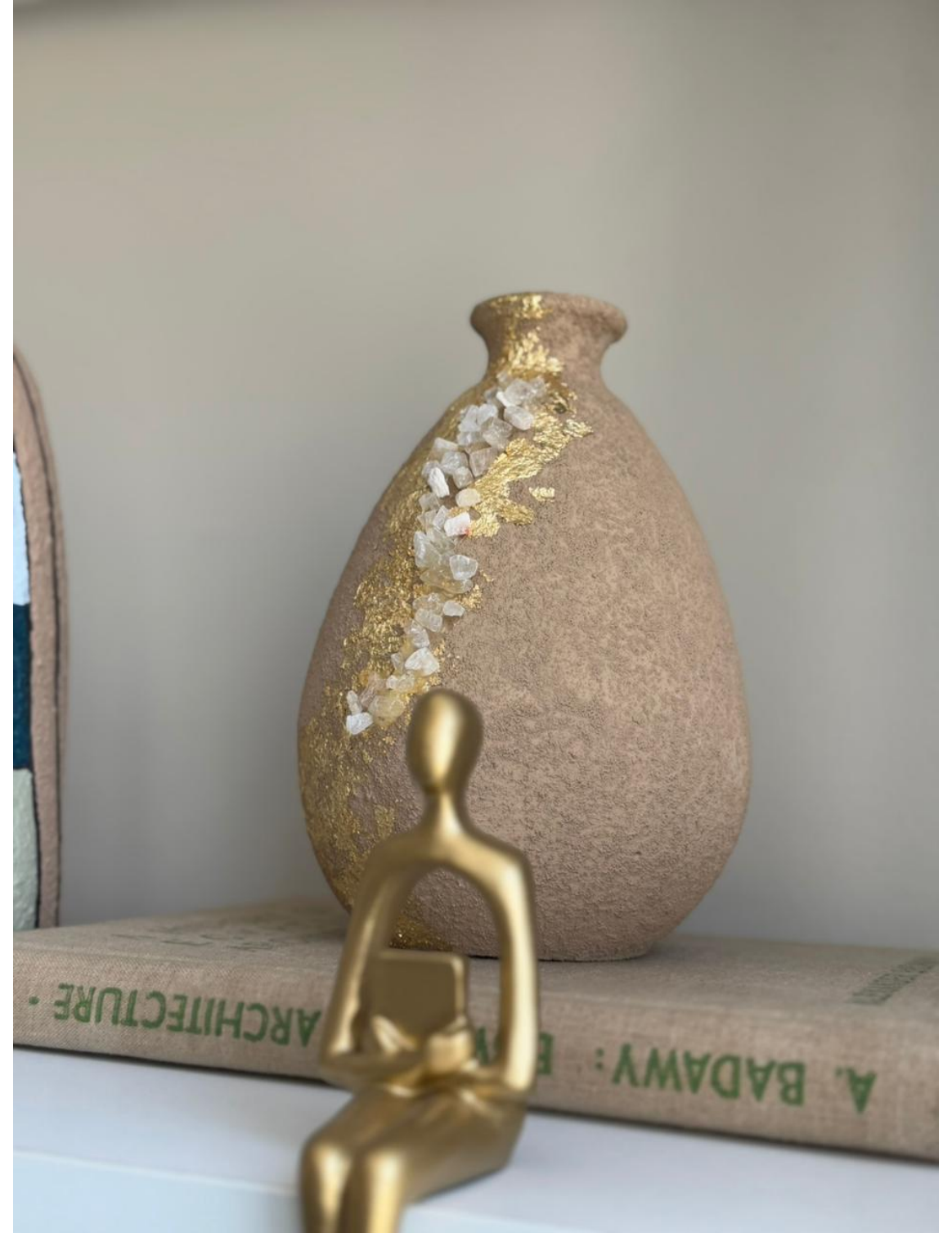
Front View



Detailing



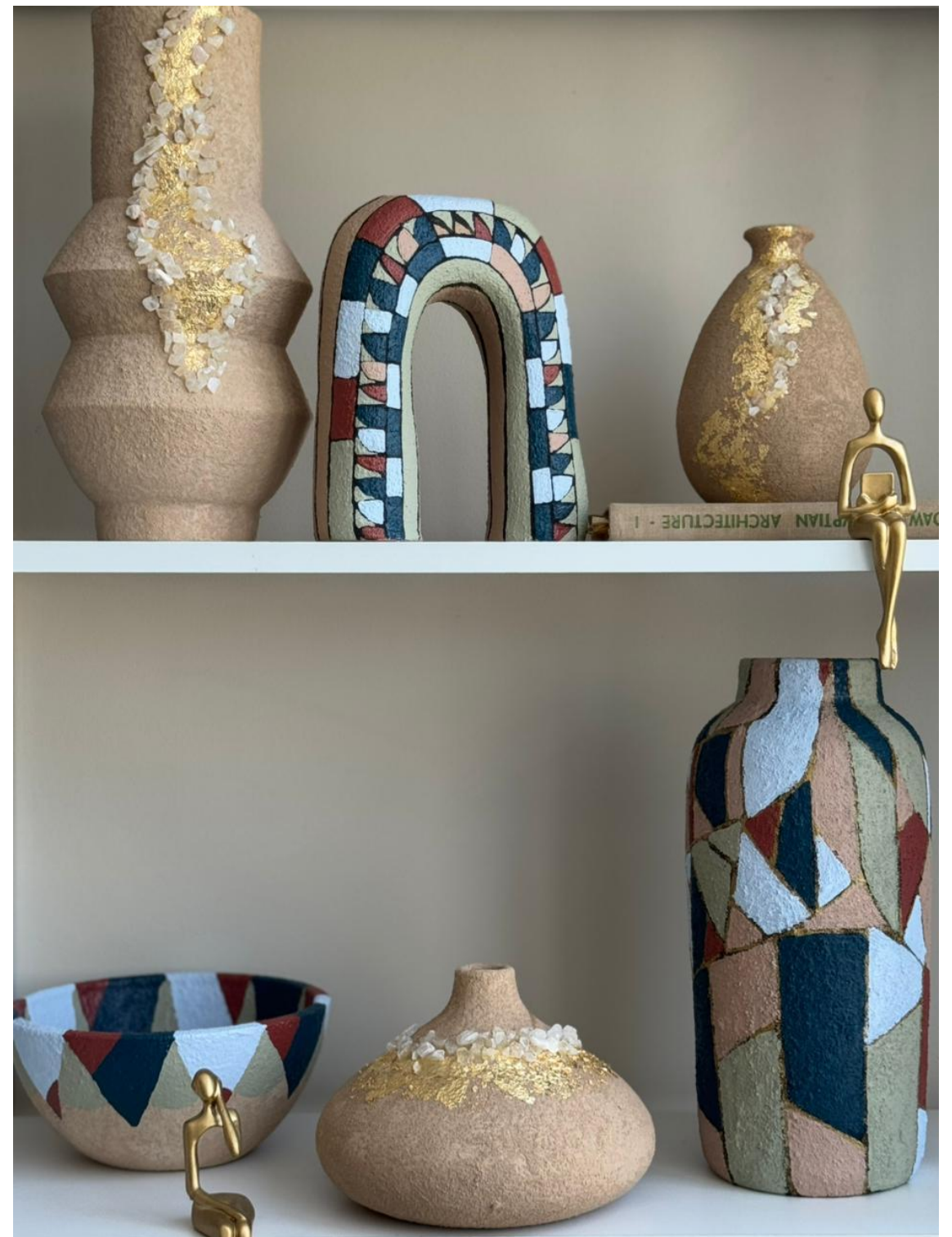
Side View Styling



Side View Styling



Side View Styling



Side View Styling