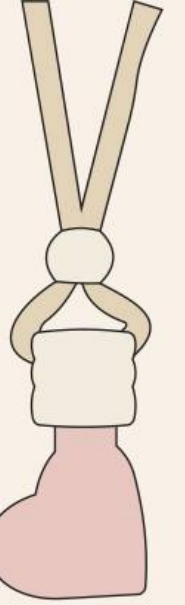




K2 Fragrances



A DESIGN JOURNEY THROUGH
SCENT, SALES & STRATEGY
AMEESHA TALREJA · SIP 2025



Introduction

From packaging briefs to perfume trials — this internship truly pushed me beyond the classroom. 6 weeks. Endless insights. A whole new lens on design. This was the first time I realised something deeper — that design is really about finding that tension point.

Between form and feeling. Between a brief and your own instinct.

About K2

K2 Fragrances is a design-led fragrance & packaging business founded by Mr Kalpesh Dave, in Bangalore.

It blends entrepreneurship, creative thinking, and scalable production.

From local brands, major corporates to international clients — everything is designed, manufactured, and shipped with care.

They have paper air fresheners, hanging glass bottles, car perfumes— custom made with soul & strategy.



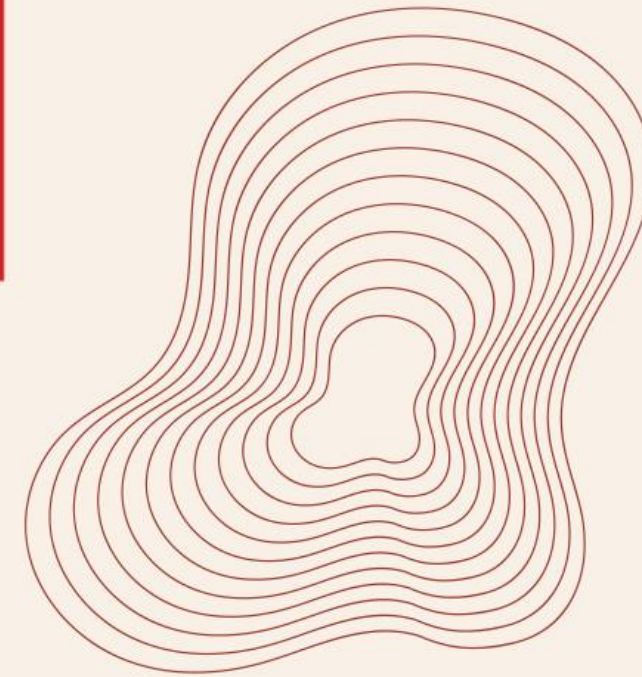


Azorte Pitch

Pitched Scent to a Fashion Giant

- Crafted a custom proposal to Azorte, merging fragrance with fashion retail.
- Offered scent-based retail ideas — from trial room tags to campaign giveaways.
- Explored how storytelling and smell could shape in-store experiences.





Stella Industries

This was the first sales call that turned into a real client brief — and that shift felt so exciting. I designed six different layouts based on that one brief — trying to balance the clean, clinical identity of their vision with something soft, elegant, and sensory.

These focused on introducing K2
Fragrances, our automotive air
fresheners, and customisation
options.



\$135.5



We finalised these two AI-assisted flyers after aligning them with our visual tone.

I refined the copy, added branded elements, and helped dispatch them with sample kits to both clients.

Greetings from K2 Fragrances!

A subtle yet powerful addition that leaves a lasting impression

We're excited at opportunity to connect with a dealership that thoughtfully-affrouted-experiences, and service excellence.

Why it's a perfect fit:

-  **Ideal for New Vehicle Deliveries**
Place a branded air freshener in every new car to add a luxurious, sensory surprise that leaves a lasting impression,
-  **A Takeaway During Service Visits**
Offer customers a small thank-you token with each service—something they'll appreciate daily on the road
-  **Perfect for Events & Customer Celebrations**
Whether it's a test drive campaign, vehicle launch, or service camp, these fragrances work as functional, branded giveaways
-  **Two Premium Formats**
 - Eco Paper Air Fresheners—lightweight, customizable, and budget-friendly
 - Glass Hanging Bottles—refillable, premium-looking, and long-lasting
-  **Customizable Design & Scent Library**
Shapes, colors, taglines, and fragrances—all fully tailored to match Ravindu Toyota's branding and style



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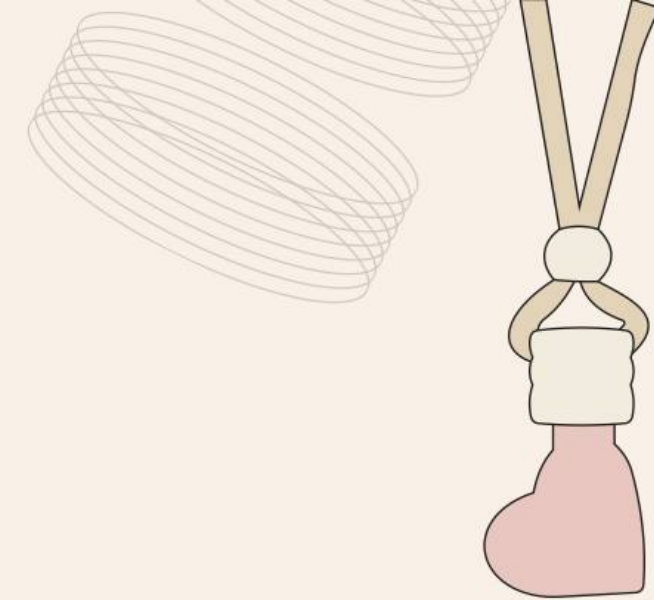




Motozooop Box Design

Motocorp's Motozooop: 10 fragrance variants was my most intense design challenge — created an entire perfume box system for 10 different fragrances under Motocorp's Motozooop line. I worked on layout revisions, color variants, and print-ready files — all under a 3-day timeline.





When it was done, I visited the factory and helped hand-pack over 200 finished boxes. Seeing something I designed — physically packed and shelf-ready — was a surreal, full-circle moment. ↻



CAUTION :

- > Keep away from direct sunlight and high temperatures.
- > Avoid direct contact with skin, eyes, or car surfaces.
- > Not for ingestion. Keep out of reach of children and pets.
- > Eco- friendly and cruelty- free.
- > Crafted with natural lavender extracts and recyclable materials.

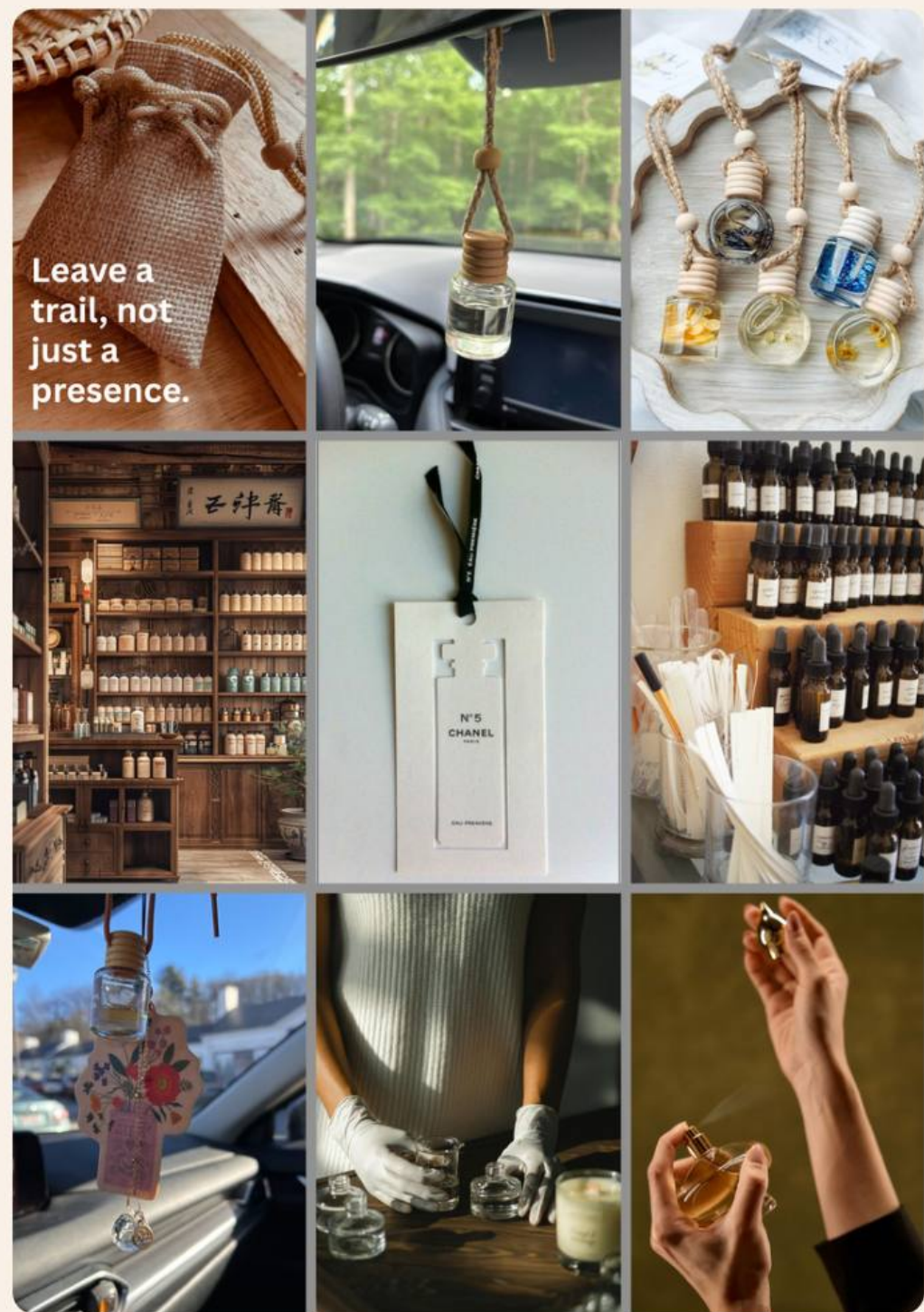
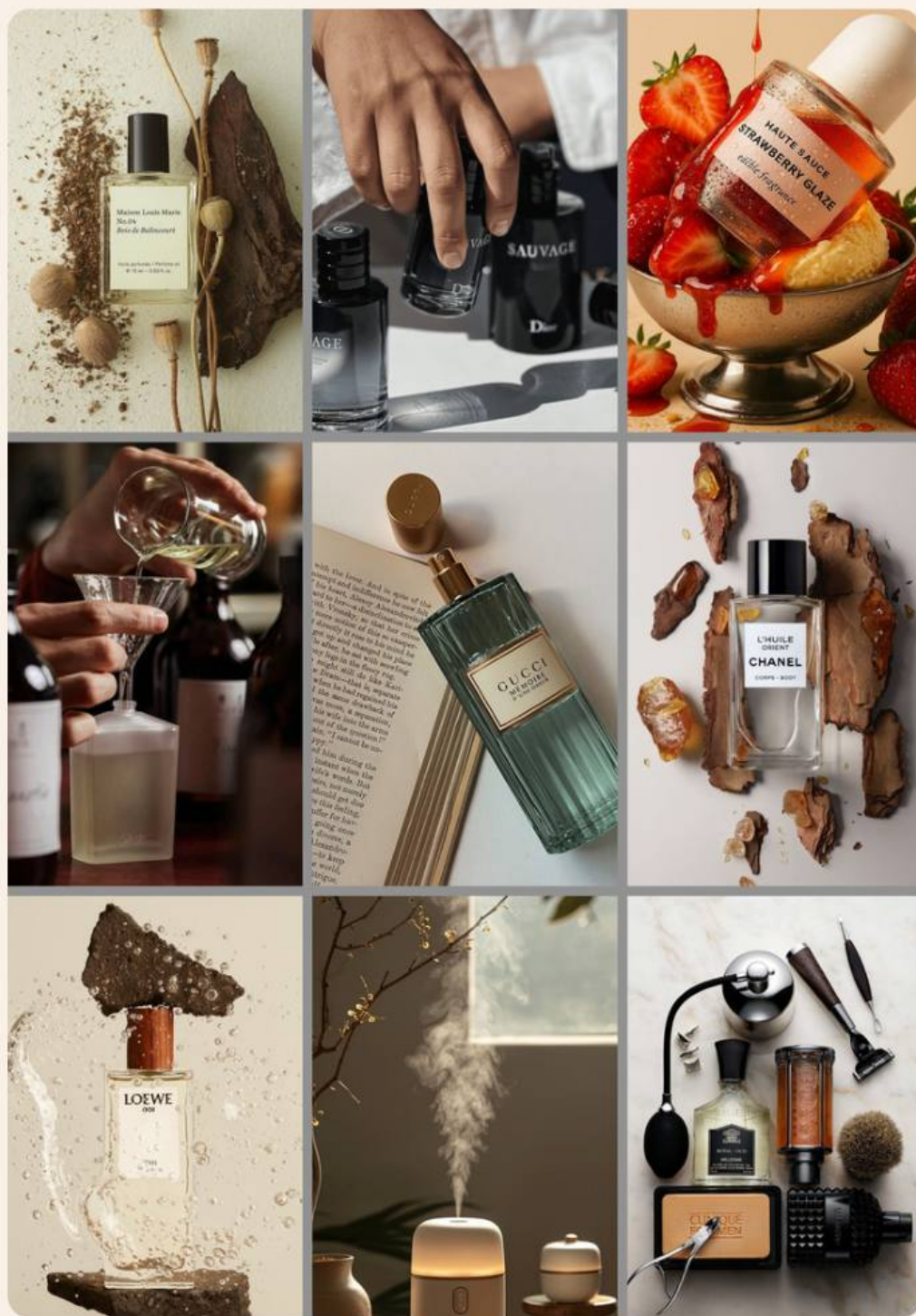
HOW TO USE:

- > Remove the perfume from the packaging.
- > Peel off the protective seal to activate the fragrance.
- > Use the attached string to hang the perfume on your rearview mirror.
- > Adjust the height to prevent it from touching any surfaces.
- > Enjoy a relaxing and refreshing drive for 30 to 45 days based on climatic conditions....

Exp Date : best before 3 years from the date of manufacturing

Imported and Marketed by Motozoop
Dharapuram, Tamilnadu-638656

FIND US ON:   





Daily Sales Reports

I was calling leads, noting responses, and updating my DSR: the Daily Sales Report. This gave me clarity on who I was designing for, and why. It taught me the rhythm of sales — the follow-ups, the cold calls, the “maybe later.” Designing with this in mind made the process more targeted and more strategic.



Perfume Blending

One of the most fun and hands-on things I got to do was test K2's full fragrance library — from floral notes to spicy oudhs — and eventually blend two perfumes of my own. It wasn't part of any client project, just something I was encouraged to try. That kind of creative freedom really stuck with me — it showed me how scent can be personal, tactile, and full of story.





Catalogue Redesign

This wasn't for a client — but it was just as valuable. I redesigned the K2 internal product catalogue as a way to understand the brand's structure, categories, and visual rhythm. It was an exercise in design thinking — balancing clarity with aesthetics, and learning how information architecture plays out in a real-world system.



Other Projects

I became confident with CorelDRAW, learned how to prep files for print, and understood dielines, bleed, and finish effects.

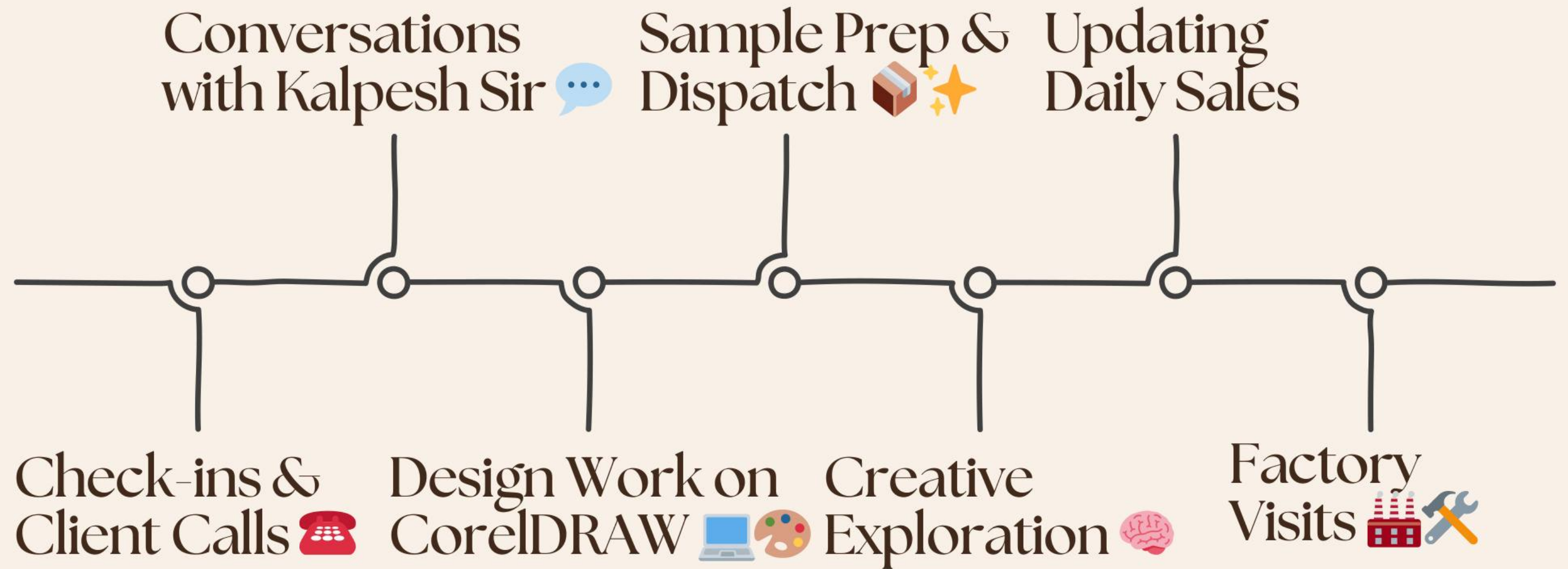
- Samsung Flip6 & Fold6 air fresheners
- Auto service studio air freshener designs





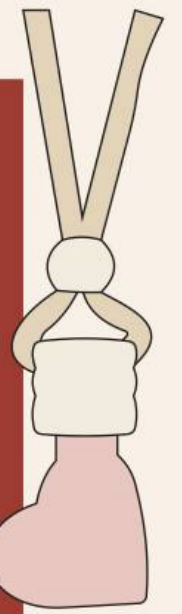
MY DAILY ROUTINE

Sales & Design Intern



SECONDARY RESEARCH

Fragrance isn't just luxury — it's layered with strategy.
From the shelf to the scent — fragrance is both science and storytelling.



Auto

I realized just how much thought goes into what we smell. I learned about different fragrance formats — paper tags, hanging bottles, beads — and how each serves a purpose based on context, longevity, and mood.

In the automotive world, fresheners aren't just about masking smells — they're about branding, customer comfort, active recall and even luxury positioning.

Pharma

In pharma, I saw how wellness brands tap into scent to communicate calm, trust, or even nostalgia — making patients feel safer or more at ease.

It gave me a new perspective on scent as a branding tool, and not just a design element — a cross-industry language of emotion, memory, and experience.

Learning Outcomes

I learned how to think like a problem-solver.
Yes, I learned CorelDRAW, dielines, print finishes and sales — but beyond the tools, I learned how to think.

Adaptability

**Constraint-
Thinking**

Ownership

Empathy

Communication

Confidence

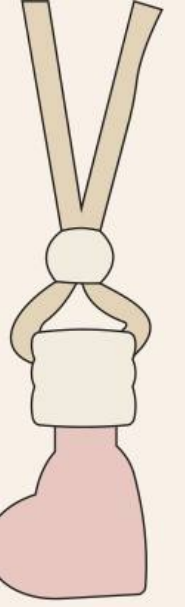
**Entrepreneurial
Insights**



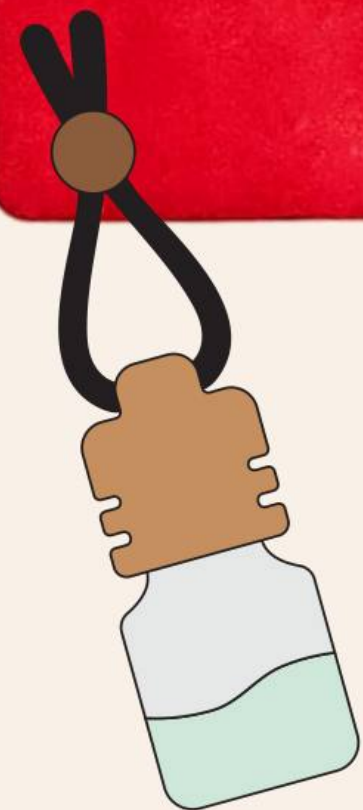
Reflections

This internship changed how I see myself — and what kind of designer I want to be. I realised that I love the messy middle — the brainstorming, the last-minute edits, the trial and error.

That I care about the people behind the product just as much as the visuals. And that I'm not just someone who "can" design — I'm someone who wants to build things that matter. This internship made me feel seen. It reminded me that I'm allowed to take up space, to try things, to speak up in rooms where I used to stay quiet. And for that — I'm endlessly grateful.



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PACKAGING, PERFUME & PURPOSE.
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AMEESHA TALREJA · SIP 2025 | FLAME UNIVERSITY