

## Zariah Martin: Artist's Statement



**Art Board Samples** from *The Candy Shop*

As a graphic design student specializing in brand identity, packaging design, and 3D design for local small businesses, I craft captivating and fantastical designs that invite people to share joyful moments in a relaxed, friendly, and inviting environment. At the core of my design philosophy is whimsical narrativism, where vibrant, family-friendly designs and storytelling converge to transport the audience into an enchanting and magical world. This philosophy, rooted in my cherished childhood shows and movies, infuses my brand with the spirit of imaginative storytelling that continues to inspire me.

Zabeani Sweets draws inspiration from Japanese candy and its approach to branding and advertising, particularly their use of colorful and playful mascots for product promotion and brand identity. My biggest influence comes from the Sanrio franchise, featuring beloved characters like Hello Kitty and My Melody, who exude cheerful and vibrant personalities. By incorporating elements from these iconic characters, I've created relatable figures that encourage viewers to connect with them personally, fostering a sense of relatability that can create lifelong repeat customers. The undeniable charm of these adorable anthropomorphic mascots, each boasting distinct personalities and interests, further elevates the appeal of the overall marketing strategy.

Here at Zabeani Sweets, best friends Mimzy and Kippo embark on a cosmic adventure to Earth with a delectable mission in mind: spreading joy across galaxies through the magic of sweet treats. Brimming with boundless enthusiasm, Mimzy and Kippo are on a quest to unite beings from all corners of the universe through their shared love for confectionery delights. As you step into this enchanting shop, you'll explore a fantastical

universe of flavors and delights displayed on shelves adorned with an array of delectable treats, each one a testament to the wonders of the cosmos. Each candy will feature Mimzy and Kippo as the mascots, with Mimzy representing the whimsical and energetic owner of Zabeani Sweets, showcasing chocolate bars with three fun flavors, and Kippo representing the playful and adventurous co-owner, presenting the vibrant and unique flavors of three tasty hard candies. But it's not just about indulging your taste buds; it's about fostering connections and creating moments of pure bliss. With every sugary creation, Mimzy and Kippo aim to bridge the gaps between species and cultures, proving that joy knows no bounds when shared over a delightful treat.