

DENISE SAAD



ABOUT

Creative strategist and brand builder focused on cohesive brand ecosystems across identity, product, packaging, and campaigns.







FRENCH LIME

Founded French Lime from the ground up, shaping every aspect of the brand from the brand identity and apparel collections to graphics, packaging, and campaign direction.



FRENCH LIME

Designed compostable packaging aligned with the brand's elevated, playful identity.

The system balanced sustainability, visual consistency, and strong shelf presence.



FRENCH LIME

Forbes

20 Cute Brands To Check Out This Spring

Forbes

Mother's Day Gift Guide: The Best Mommy And Me Fashion

OK Magazine

Spring Beauty, Fashion & Lifestyle Must-Haves

BELLA Magazine

French Lime Is Cultivating The Lives Of Women In Vancouver, New Jersey, And Philadelphia

Authority Magazine

Power Women: Denise Saad Of French Lime

TrendHunter

Utopic Luxury Leggings/ French Lime Leggings

KTLA

Style Expert Melissa Chataigne Celebrates Women's History Month With Women-Owned Products

The Business Journals / Bizwomen

Denise Saad / French Lime

Reader's Digest

112 Mother's Day Gift Ideas She'll Actually Love

Canadian Manufacturing

Sustainable female founders list, 2022

Philosoph Press



Philosoph Press

MADE TO BE KEPT.



www.philosophpress.com
[@philosophpress](https://twitter.com/philosophpress)

Philosoph Press

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PHILOSOPH PRESS

Founded and led the development of Philosoph Press and each of its titles, shaping its content, design, and brand identity from concept through publication.

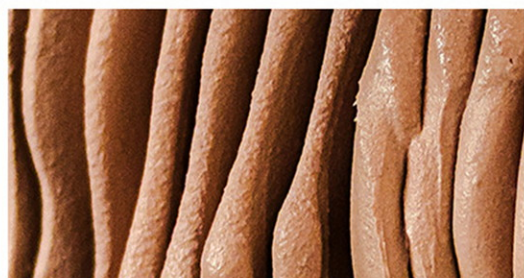


DOLCEZZA

Directed a cohesive visual language across packaging, product imagery, promotional materials, and retail presentation.



DOLCEZZA



CACHATINA

Designed presentation and campaign materials reflecting the brand's craftsmanship, comfort, elegance, and accessible luxury.



IDENTITIES

Skyye

MIX 109

INTERNATIONAL CUISINE

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THANK YOU

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