

From the wonders of nature to the beauty of culture, i create something you love & tell stories you have.
spotlight design, Art, bio-to-full Objects, Scents & more.

HANĀ GHARS

Hanarij

S - O R Y .

begin..

*inspired by the passion
for great achievement
and dream forward.*

*I imagine,
visualize,
design & celebrate
special brands &
mindset designers,
art and artifacts,
design & objects,
heritage & hands,
& ..
inspiring women.*

Hanaryj



من روعة الطبيعة
إلى رايح الثقافة
عوالم تتلاقى
بين الماضي والحاضر
والموروث والإبداع
والحرفي والفنان
والشرق والغرب
والخرافة والإيقاع
والرسم والمواد والألوان
والعصور والذاكرة

*Des Beaux de la Nature
Aux Merveilles de la Culture,
Des mondes divers où cohabitent
Passé & Présent
Tradition & Création
Designers, Artistes & Artisans
Occident & Orient
Conte & Symphonie
Matières & Couleurs
Senteurs & Mémoire
Une inspiration méditerranéenne
Une porte s'ouvre sur l'Afrique
Et des voyages à l'Orient*



*From beauty of nature
to the wonders of culture
creations span across
a universe*

*where past & present
Traditional & novel
East & West
Art & Artisans
Tails & symphonies
Colours & Materials
Scents and Memory
coexist*

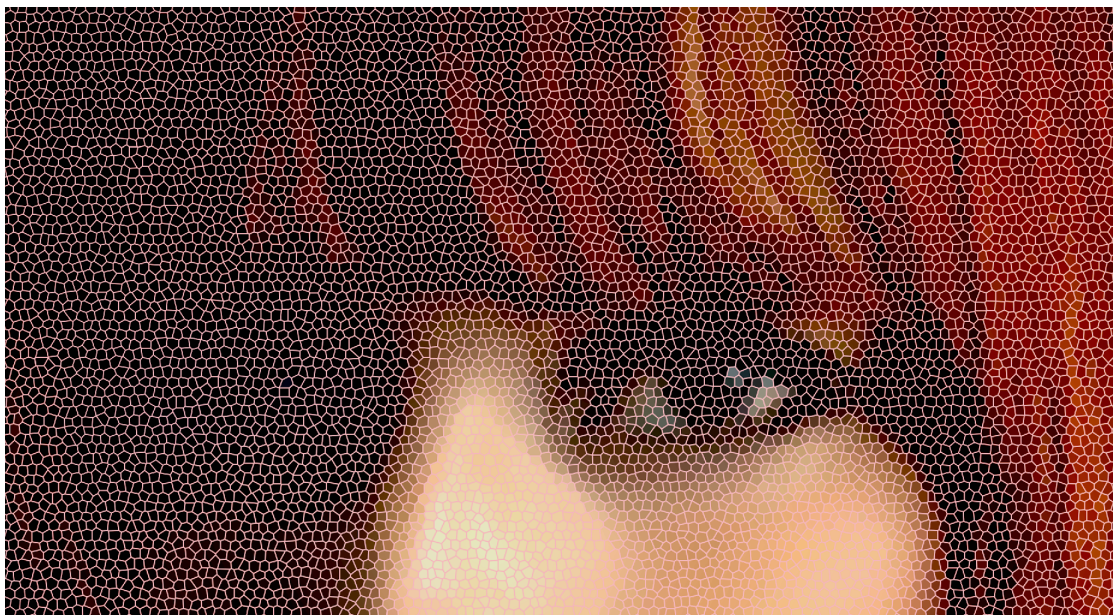
We stage, we light.



Create mind-body-beauty connection



!Hanaruij



REFINING TRADITION, MERGING INNOVATION, RECLAIMING JOY

HANÂ GHARS

Designer | Art Director | Photographer

Visual and Graphic Designer, photographer and image director graduated from ESTEED, Tunis School of Sciences & Design Technologies.

HANÂ has experienced the evolution of media and brands. From branding, visual identity and print publications to styling, set design, photography and the interactivity of “on-demand” access, she was adapted her skill-set to work with the ever-changing world of digital media. With a thorough understanding of artistic form.

HANÂ approaches the world through a lens of imagination, as if holding a magic wand. With a deep commitment to her values and a desire to transform the ordinary into the extraordinary, she creates work that is poetic, botanic, joyful, and full of color. Whether through design, photography, or her mixed-media art, Hana brings a sense of wonder and possibility to every project.

DESIGN

& create..

VISUAL IDENTITY
BRANDING
STORYTELLING
ART DIRECTION
PHOTOGRAPHY
STYLING & SET-DESIGN
BIO-ti-FULL OBJECTS
DIGITAL CONTENT
CONCEPT CREATION
LAUNCHING NEW BRAND

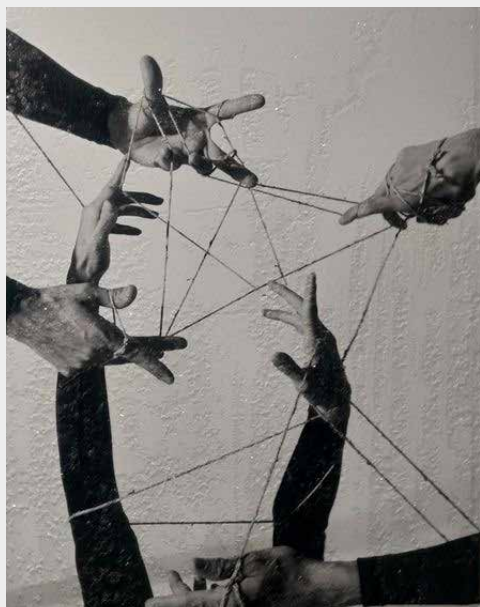
الهوية البصرية
العلامة التجارية
السر
الإخراج الفني
التصوير الفوتوغرافي
تصميم ستايلينغ
مقتنيات وديكور كامل
المحتوى الرقمي
ابتكار المفهوم
إطلاق العلامة التجارية الجديدة

*Une inspiration méditerranéenne
Une porte s'ouvre sur l'Afrique
Et des voyages à l'Orient
toujours sources d'apprentissages
et d'inspirations ..*

*Des cultures
se conjuguent avec bonheur,
à faire chanter les notes orientales ..
avec celle des cuirs ..
Les nuances du verres ..
Avec l'âme du souffleur ..
Les beaux rivages des soies ..
avec celle des fils brodés ..*

the way i think and feel.

A P A T H O F V A L U E S



A close-up photograph of several pink rose petals, showing their delicate texture and layered structure. The petals are in various shades of pink, from light to deep magenta. The background is a soft, out-of-focus white.

Hanarij

Scent of the moon

*My approach to art &
design is very similar
to my approach to life.
My creations is all about
NATURE & CULTURE
where i come from and
about heritage.*

عطر القمر

SCENT OF THE MOON

meaning " H a n a "

In Korean, it means the number one (하나). In Albanian, "Hana" means "the moon". In Hawaiian, "Hana" means "craft" or "work". In Maori, "Hana" means to shine, glow, give out love or radiance. "Aryj" meaning Perfume of heaven According to a user from Algeria, the name Areej is of Arabic origin and means "Perfume of heaven". A user from New York, U.S. says the name Areej is of Arabic origin and means "Perfume of Heaven". A submission from Illinois, U.S. says the name Areej means "Fragrance" and is of Urdu origin.

+

" A r y j "

Perfume of heaven According to a user from Algeria, the name Areej is of Arabic origin and means "Perfume of heaven". A user from New York, U.S. says the name Areej is of Arabic origin and means "Perfume of Heaven". A submission from Illinois, U.S. says the name Areej means "Fragrance" and is of Urdu origin.

=

HANÂRYJ

SCENT OF THE MOON

HANÂRYJ

PERSONNALITY

VIBRANT

Free-flowing
(able to move without
anything stopping it)

REFINED

Aesthetic,
Elegant,
Urbane





F L O R I O G R A P H Y

H A N Â R Y J

Floriography, or the language of flowers, was a means of communication in which various flowers and floral arrangements were used to send coded messages. Each specific flower had a different message behind it as did the ribbon that tied them together or the manner by which the bouquet was worn.

flowers are my expression

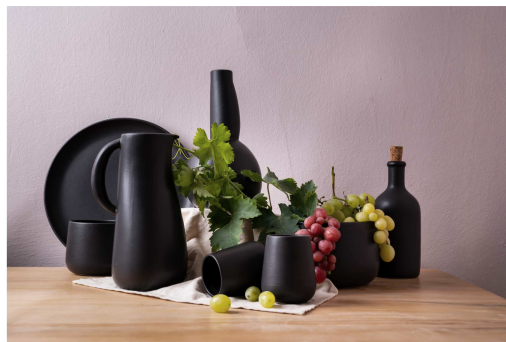
SCENT

of the moon

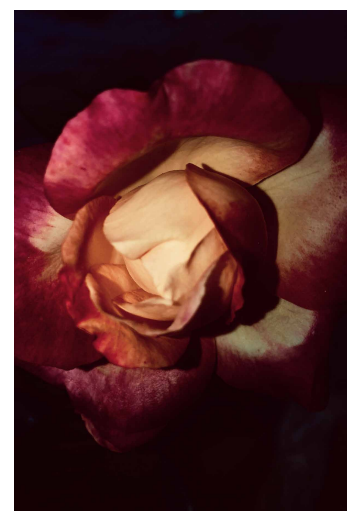
B O T A N I C & V I S U A L P O E T R Y



STYLING
& SET DESIGN



Still Life & Floral Design
CAMPAIGN PHOTOSHOOT



SHOT● *list*

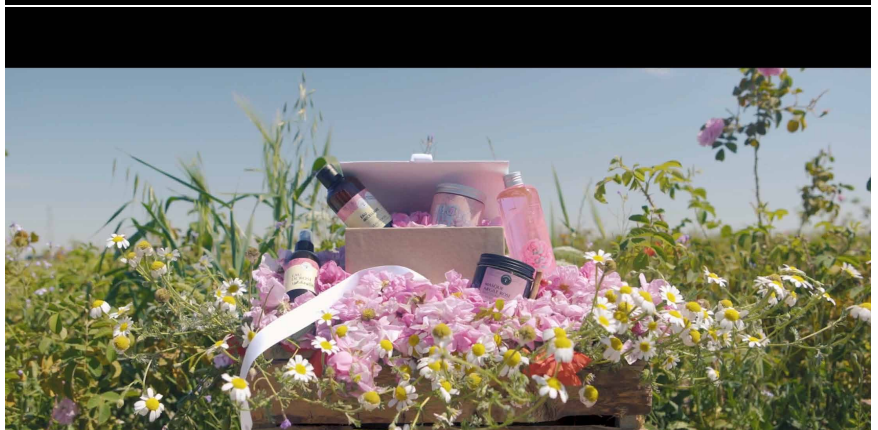
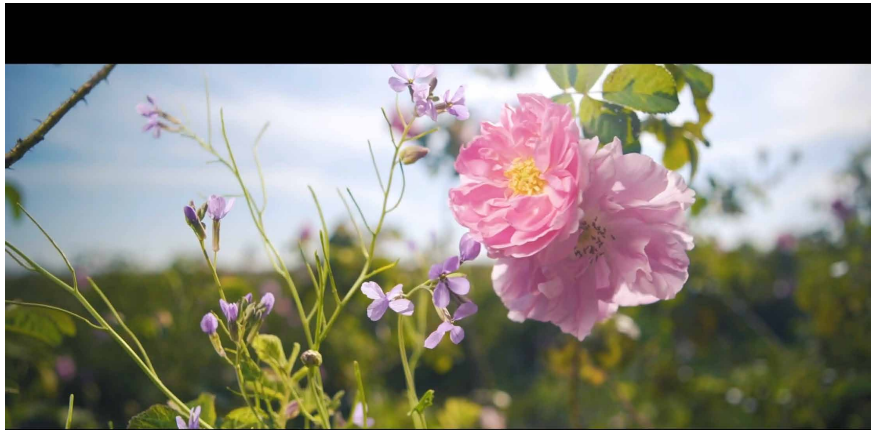
Video Campaign for ECOVILLAGE Natural Beauty
Words, Image Directot & Director: HANÂ GHARS

Neroli from Tunisia



"These journeys, whatever they may be, are the definition & proof that brotherhood exists. That's what travel is all about." - Guerlain Master Perfumeur, Thierry Wasser.

Fleur de Mai
"Passiflorae"
from
Tunisia



Naturally Tunisian handcraft-
ed essences made from
100% naturally derived
botanical ingredients.





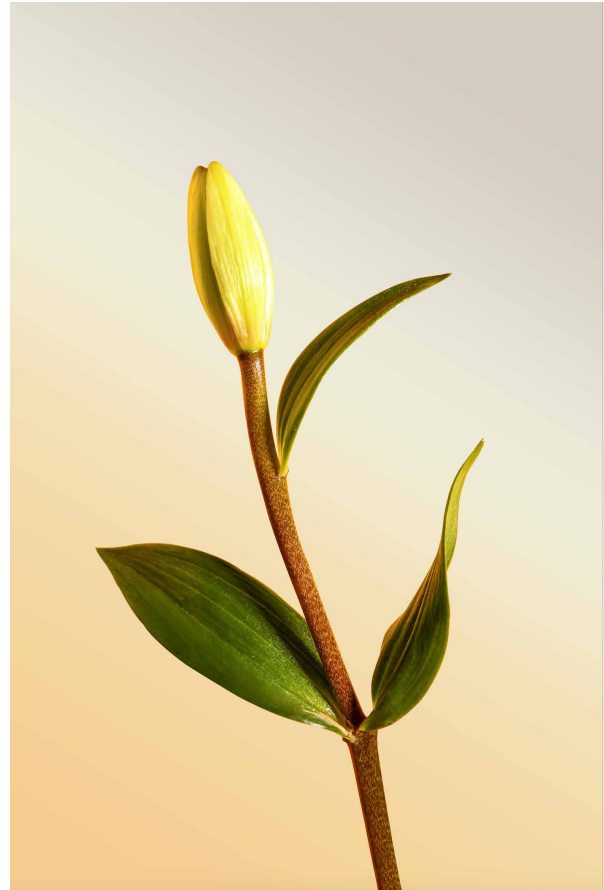
BEHIND THE SCENES
The Language of Flowers



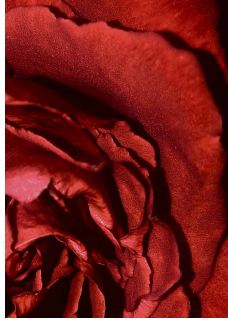
Botanic Poetry

HANÂ approaches the world through a lens of imagination, as if holding a magic wand.





Floral Design



p r o j e c t s

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For 20 years, i have created
3 projects VIZIUM, HUWIYYA &
HANARYJ inspired with Hight
Vibes Made-In-Tunisia heritage,
Mediterranean Feel & Soul looking
for freedom.

VIZIUM
HUWIYYA
ÔMAGE by Ô.D.D



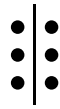
VIZIUM

Create Something You Love

We introduce not only NEW BRAND
but also BRAND NEW WAY OF THINKING

HUWIYYA

CONTEMPORARY HAND-MADE
IN
A PLACE FULL OF WONDERS



HANÂRYJ



TUNIS

From the wonders of nature to the beauty of culture
Senteurs, Bio-ti-full Objects, Métiers d'art & more ...



VIZIUM

Create Something You Love™

A Design Studio passionate about
Branding, Art Direction, Photography,
Digital Content, Set Design
& Art Objects.



Founded in late 2010 by Hana Ghars as a Multidisciplinary Design Studio based in Tunisia. With expertise spanning design, branding, art direction and photography, locally and internationally.

4D.Formula : DESIGN IMAGE - DESIGN PRODUIT - DESIGN BRAND - DIGITAL & INNOVATION

4D

formule

BRAND DESIGN

STORYTELLING
UNIVERS DE LA MARQUE
GUIDELINES
POSITION DE LA MARQUE

BRAND DESIGN

IDENTITÉ VISUELLE
DIRECTION ARTISTIQUE
PHOTOGRAPHY
STORYTELLING

BRAND DESIGN

ACCOMPAGNEMENT
STRATÉGIE
CONTENU
RETROPLANNING

BRAND DESIGN

RECHERCHE: Mixer les matériaux, les style et travailler des esquisses.

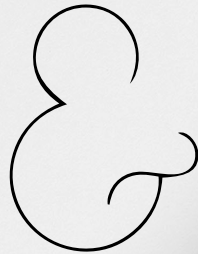
DEVELOPPEMENT: Concevoir le 1er prototype design produit.

SOURCING: Travailler avec plusieurs ateliers des métiers d'art.



Create Something You Love

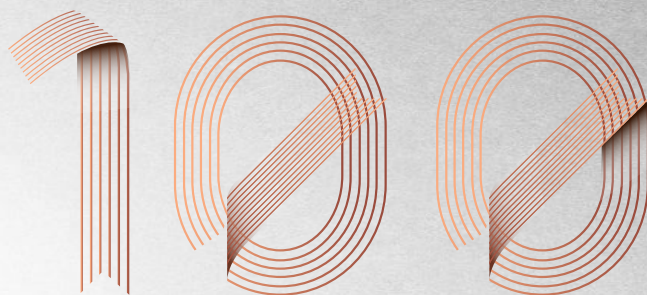
v i s u a l
IDENTITY



B R A N D I N G

•





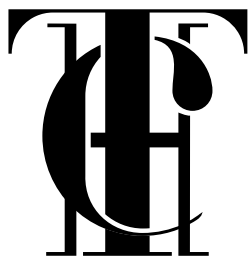
Fournisseur Breveté de S.A.S.
Le Prince Souverain de Monaco



BAYA SCENTS
BVA

Kyomi





Kyomi



DITEX



ECOVILLAGE
SCENTS OF NATURE

travel secret
ESCAPES



TANGARIS



COCCORANTE



MARCOCARREA



PatchaSea

L O G O T Y P E S

With a balance of creativity and purpose, Hana's work aims to inspire, uplift, and evoke emotion in those who encounter it.



THE GOLDEN TIN
Mock-up



VIZIUM: driving force behind the exceptional Spirits Labs,
product & production

01



02



03





ARTd'offrir

Video Campaign for ECOVILLAGE Natural Beauty Words,
mage Directomage Directot & Director: HANÁ GHARS



GIGTING.



A range of
Gift sets
Skincare
and scented
candles
products

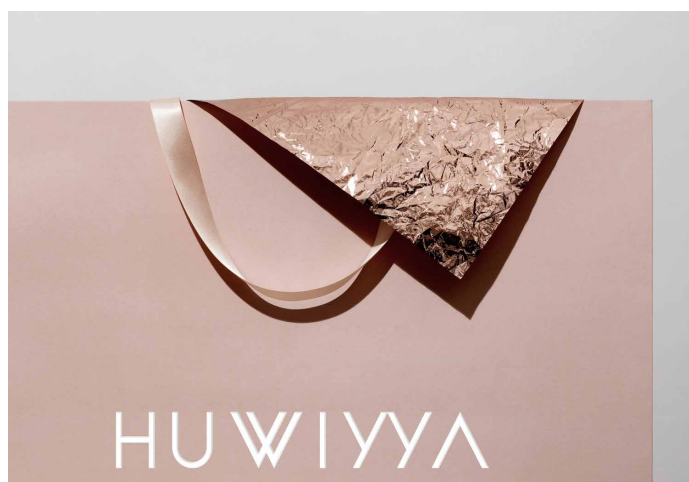
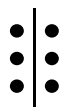


MILAN BUSSHA

LOS ANGELES



HUWIYYA



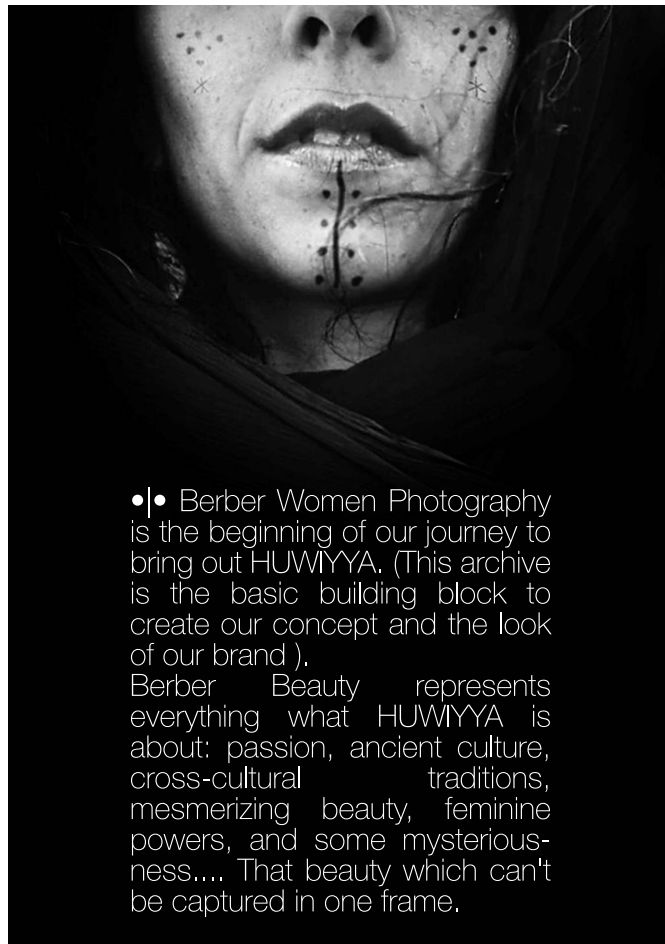
CONTEMPORARY HAND-MADE

showing

— Bio-ti-full —

QJETS

B



Authentic manifest in a love of Tunisian culture, mediterranean, art and hospitality, HUWIYYA forwards a modern attitude, a rebirth and rediscovery of the handicraft treasures and art of everyday life.

سفر
SAFA'R



A MULTI-BRAND Creative Collective Project.



"A Colorful SPACE With a Universal Feel"
 "& Tunisian soul"



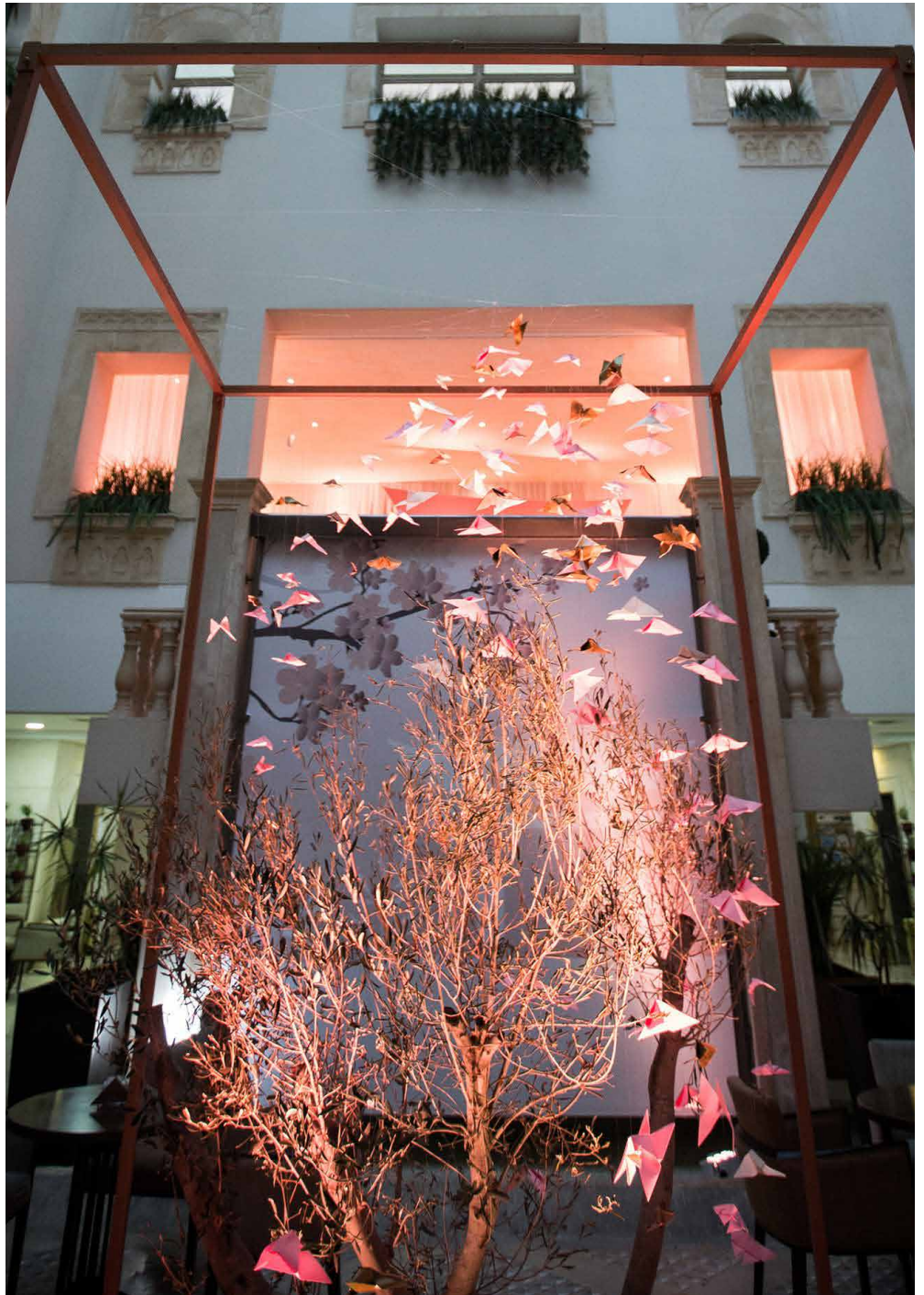
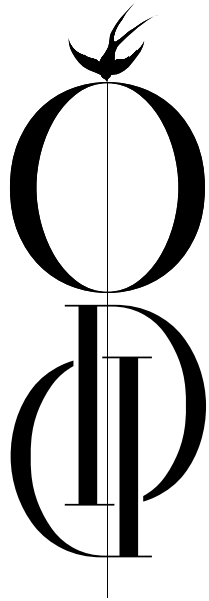
Roots

Memory

Heritage



ÔMAGE
by



CONTEMPORARY HAND-MADE
In
A Place Full Of Wonders



—
"Tunisian flair to round out the vibrant design."



touch..



01

feel..



02

care..



03

TABLEWARE



BIO.OBJECTS

Memory



VASES



Adding a contemporary "Air du temps"
by mixing
different categories
in an harmonious space .



IMAGES

MediterrA'NEÕ

Portrait

Eyes

Land.Escape

Still.Life

Event.Memories

Les Choses De La Vie

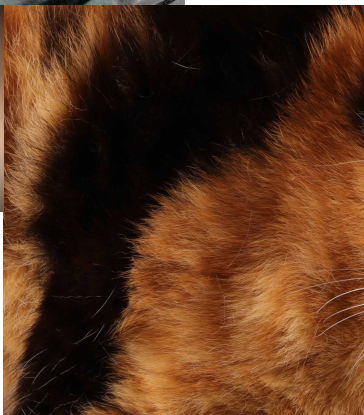
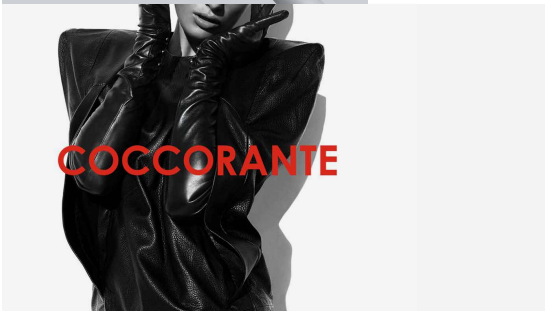


هنا

HANĀ works are often produced in small batches, emphasizing a strong artisanal quality that reflects craftsmanship and attention to detail. Each piece tells a unique story, inviting the viewer to see the world through a new, more vibrant perspective.



With a balance of creativity and purpose, Hana's work aims to inspire, uplift, and evoke emotion in those who encounter it.



Crafting Narrative Through Photography and lights and objects composition
highlights from HANĀ GHARS' works

"Mediterranean Feel"

"& Tunisian soul"



Mediterranean



01



02



03



04



05



06

Surrounded by the Mediterranean Basin, Tunisia has great environmental diversity due to its north–south extent.



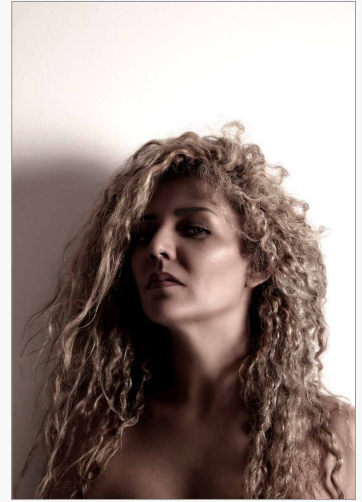
**PO
RT
RAIT**



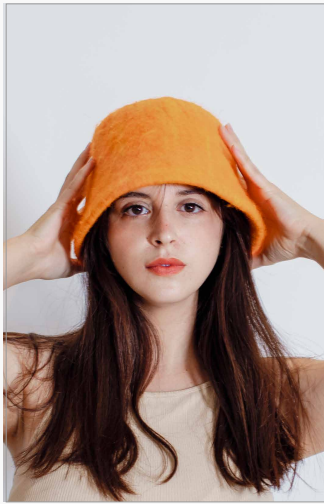
01



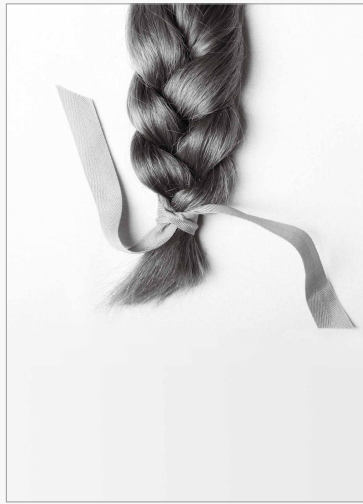
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03



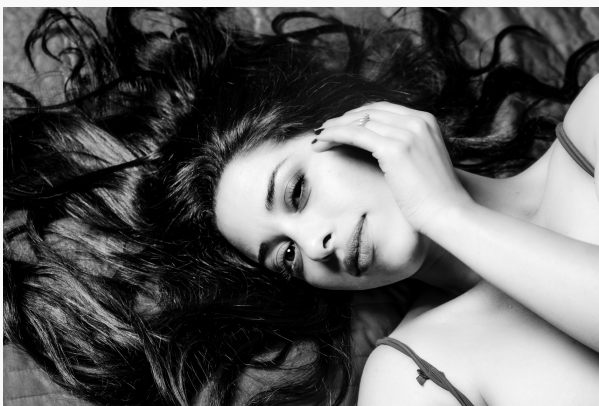
04



05



06



07

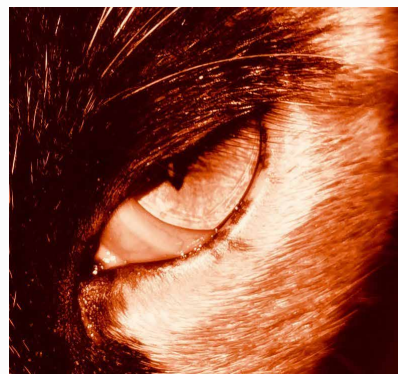
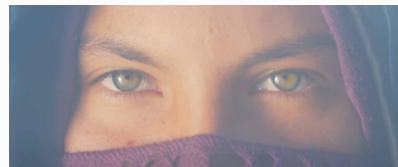
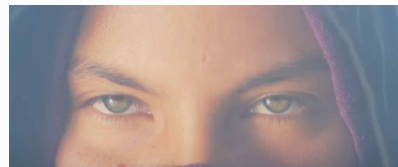
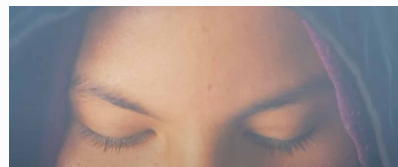
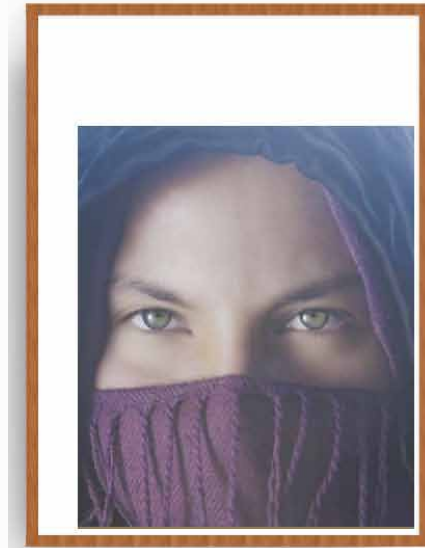


08

As humans, EYES have incredible storytelling capabilities, so it makes sense that i take advantage of what's closest.
"For me, the eye is a canvas on which i can layer ideas and burrow into my inner psyche"

HANAGARS . SELF _ PORTRAIT

EYES

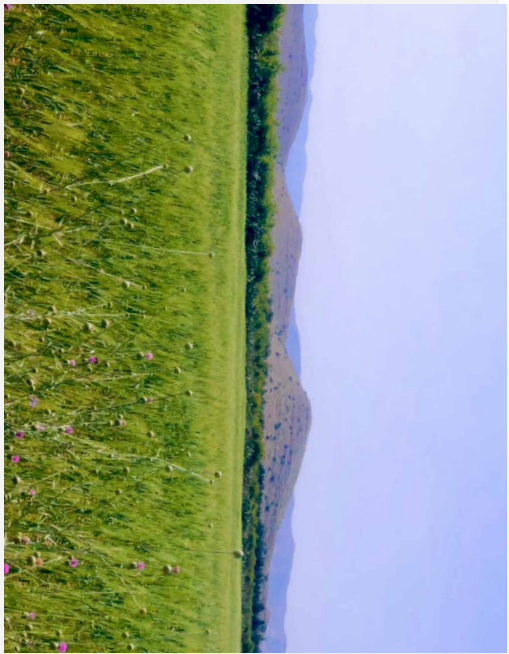
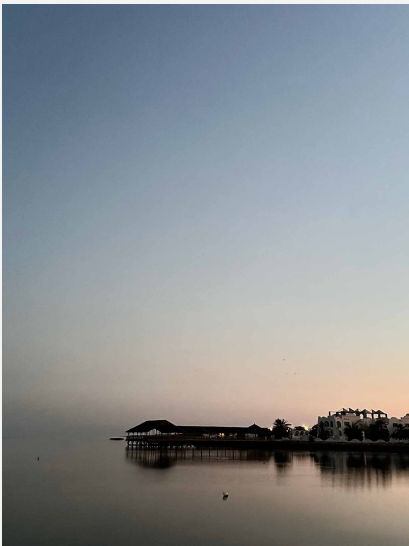
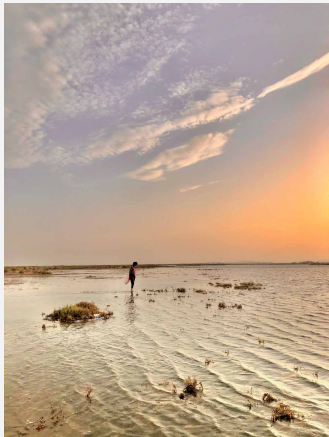





LAND.ESCAPE



Landscape Lookbook
PHOTOS SERIES



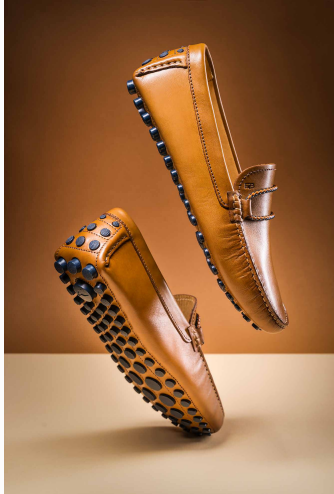
THINGS OF LIFE



Still.Life

Play with magic, life of conceptual cool,
HANA — GARS is a self-taught... whose
design work find inspiration in her late
childhood like instincts.

I never progressed in the traditional way.
I have always two sides, to create VISION
& WORLD. One thinks about the
message while the other thinks of the
form. One refines the space while the
other refines the lighting. One captures
the subject's mind-spirit while the other
captures its image.

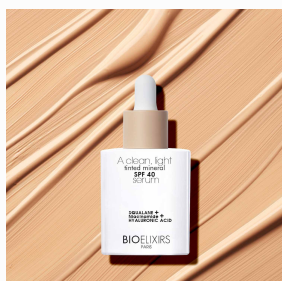


Product still life photography
VIZIUM Studio

Product still life photography
VIZIUM Studio

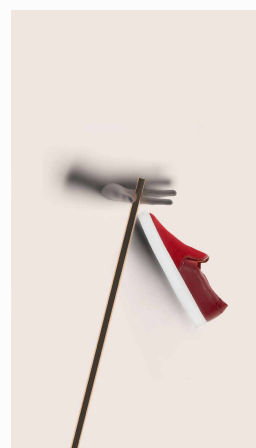


ECOVILLAGE Natural Beauty



BIOELIXIRS - SKINCARE

For MARCOCARREA Luxury Fashion Brand



HAMILA Stoneware



BSBROTHERS luxury Footware Brand



STNVE



Memories

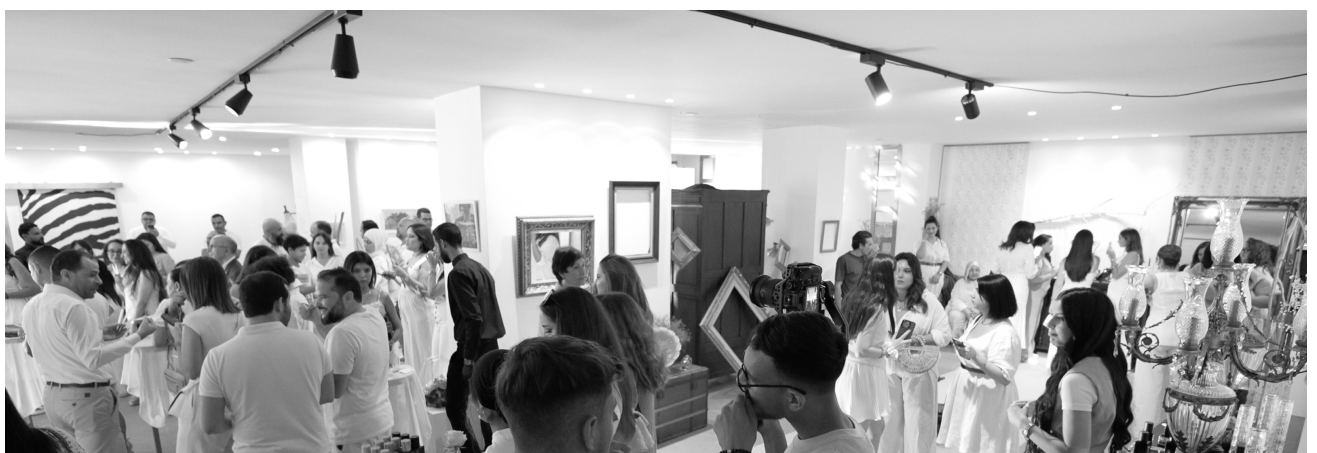
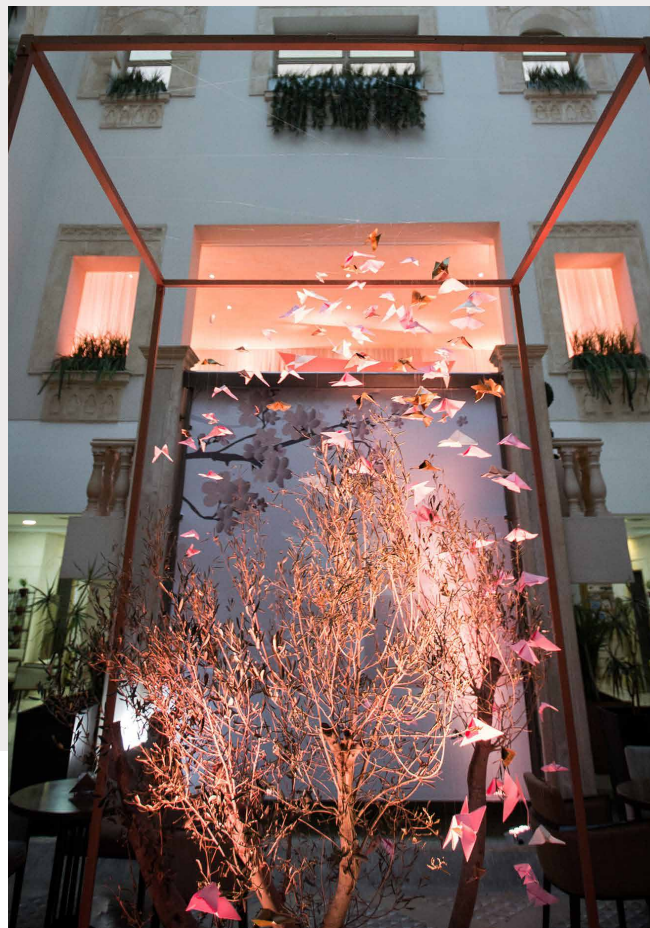


Delivering Memorable Experiences & Emotions
provide the best event management service

EVENTS & EMOTIONS



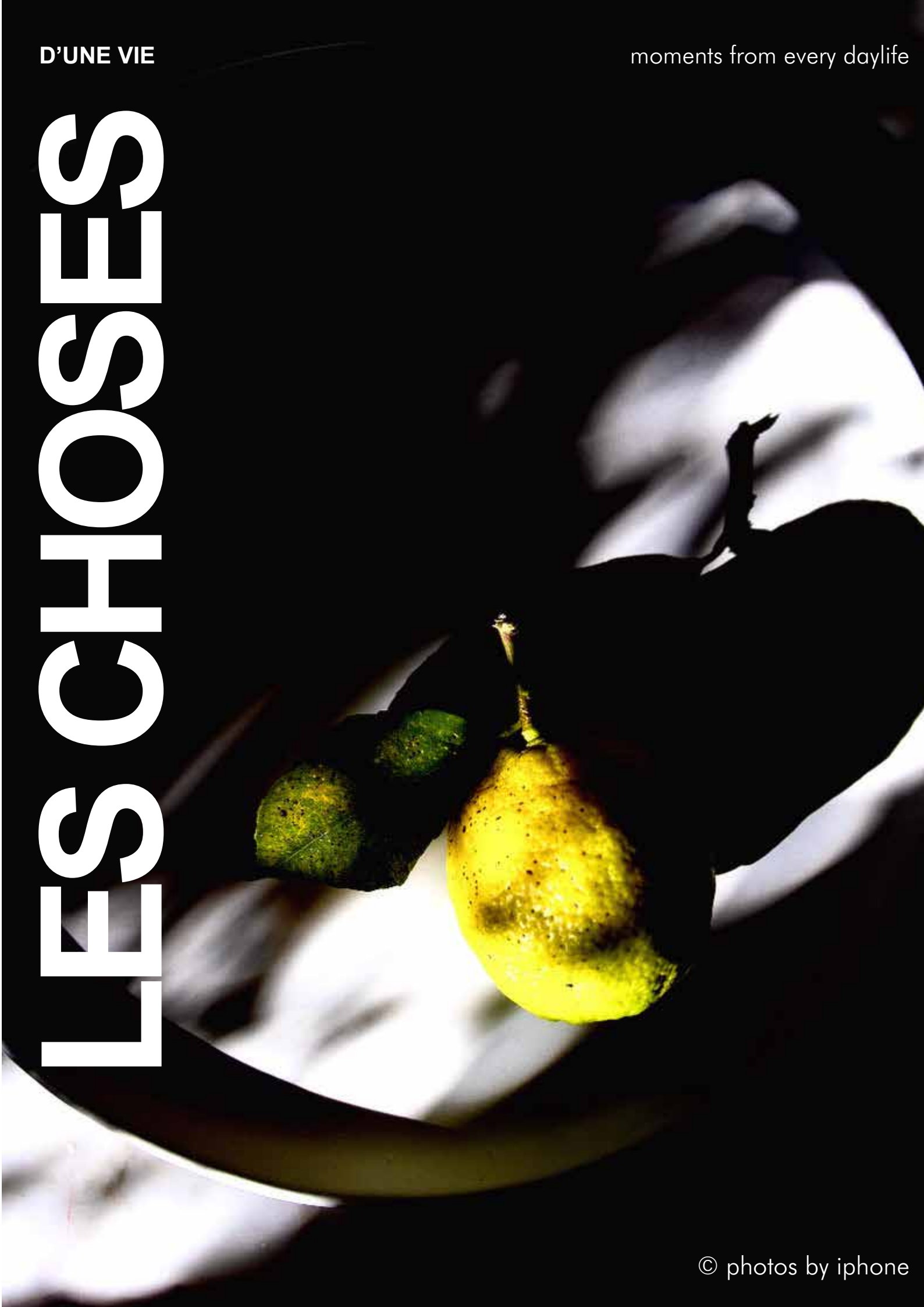
Delivering Memorable
Experiences & Emotions



D'UNE VIE

moments from every daylife

LES CHOSSES



© photos by iphone

JOURNAL

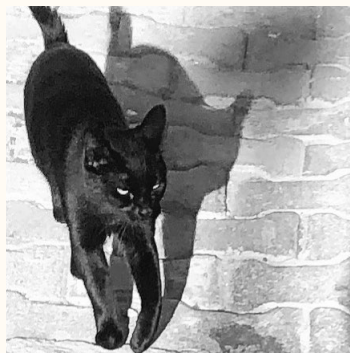
CHABABEEK.

07



CATSWAY.

08



RA7EEL

09



From the beginning, Hana was attracted by the visual part of life. Maybe because since childhood she suffered from shyness and had a problem communicating with people.



Ryffem: Objects and usage
Hornis Stoneware Factory & Atelier

The Mosque of Vakkits
A little village in Tunisia Southeast North

Arborelle Atelier
Moments from Summer in Carthage

Mosque in Rabat
A little mediterranean village in Biarritz

Broken Objects
Never Return

Glamour
La Rouge à l'ère

Djerba La Douce : Palms everywhere





01



02



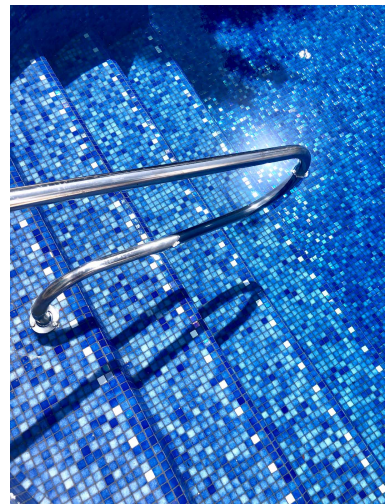
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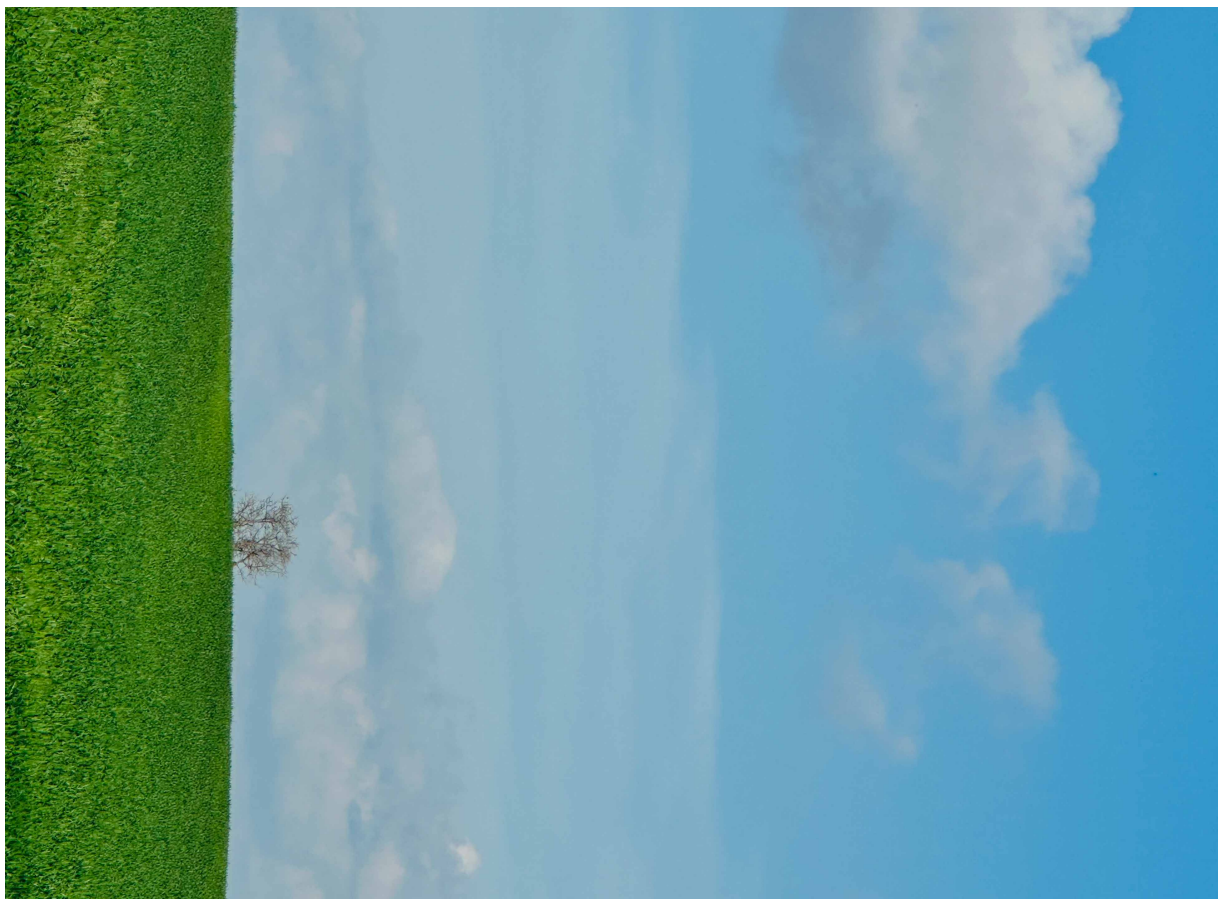
04



05



06





Video Campaign for
ECOVILLAGE Natural
Beauty
Words, Image Director
& Director: HANA
GHARS

TERRE & MER

Video Campaign for
ECOVILLAGE Natural
Beauty
Words, Image Director
& Director: HANA
GHARS

ESCAPE23.

Video Campaign for
ECOVILLAGE Natural
Beauty
Words, Image Director
& Director: HANA
GHARS

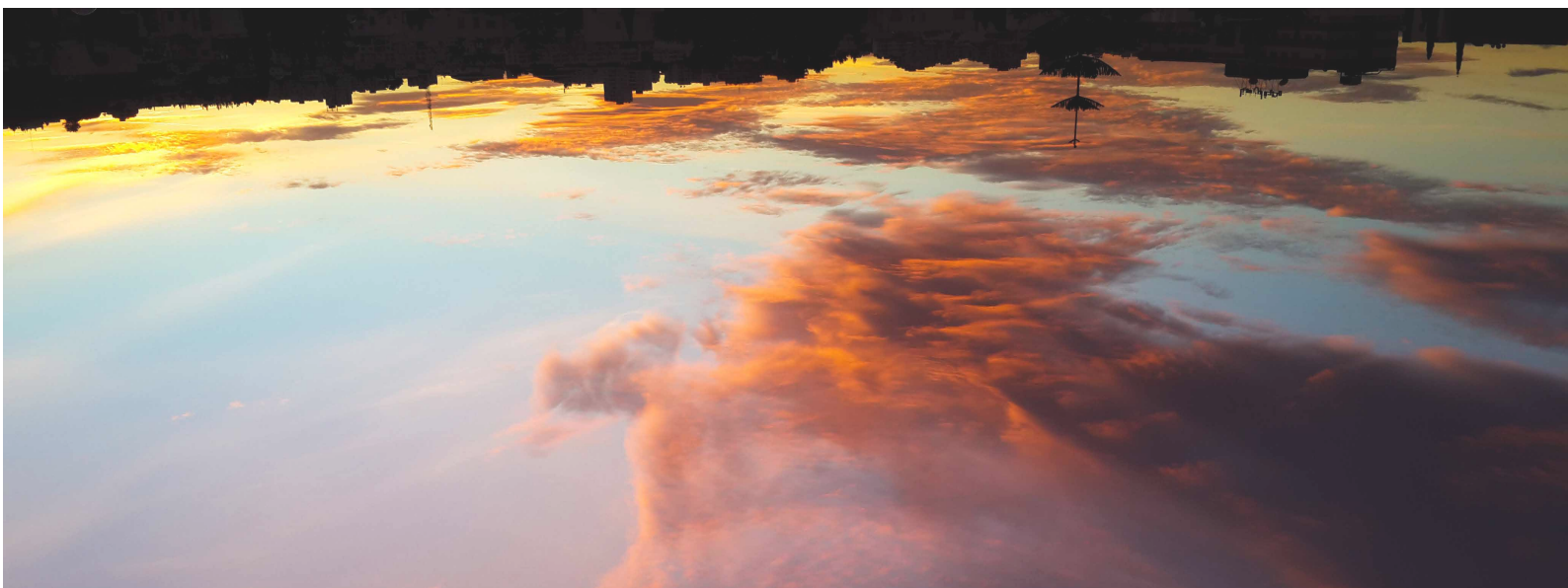
ESCAPE07.

Video Campaign for
ECOVILLAGE Natural
Beauty
Words, Image Director
& Director: HANA
GHARS

TERRE & MER

Video Campaign for
ECOVILLAGE Natural
Beauty
Words, Image Director
& Director: HANA
GHARS

ESCAPE18.



ESCAPE07.

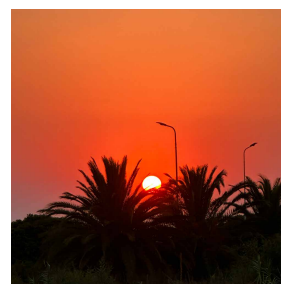
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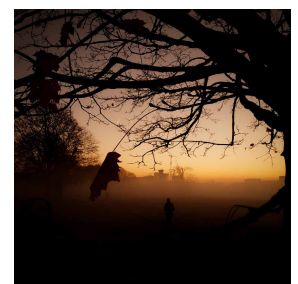


Video Campaign for ECOVILLAGE Natural Beauty
Words, Image Director & Director: HANA GHARS

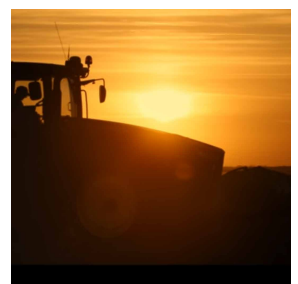
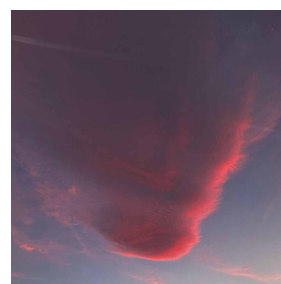
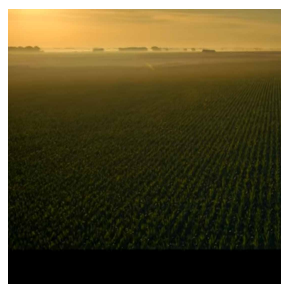
06



06



06



Hanarrij



thank
you