

BFS STUDIO

2026

CREDENTIALS

CONTENTS

↓ (SECTIONS)

0.0	Studio & recognition	03
1.0	Packaging	06
2.0	Branding & identity	50
3.0	Campaign & production	70
4.0	More work & partners	105
5.0	Contact	107

Selected work

03	The studio	50	Branding & Identity
04	Recognition	70	Campaign & Production
05	Clients	105	More work & contact
06	Packaging		



10Vill × Dinh Van Son
2025



07 Cantina
2025



19 Chivas Regal — Bao Ngoc Van Hoa
2025–26



38 Royal Salute
2022–23



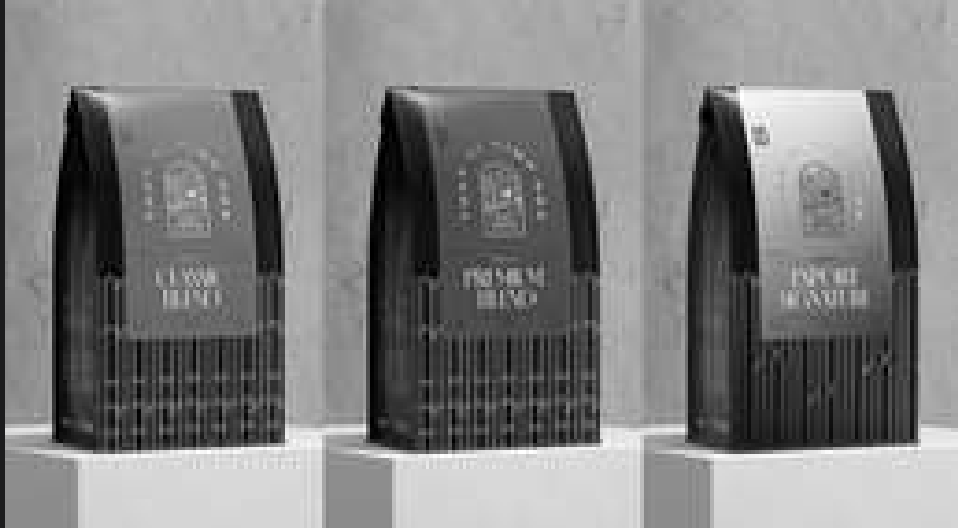
Aberlour
2025



Gene Solutions
2023–26



51 An Cuu Galleria
2024–25



57 10Vill Coffee
2025–26



63 Comfee
2024–25



71 Santen
2024



Bia Ha Noi
2021–22



79 Prudential — An Concert
2023



83 Home Credit — SuperCupo
2021



86 JACOB
2021



90 Chivas Regal — One Crest
2023

Born in Saigon. Built on purpose.

BFS is a creative studio in Ho Chi Minh City, working across branding, packaging, campaign and production — from first concept through to press approval.

Started in 2020. Six Tet seasons later: 30 projects shipped, one MUSE Gold on the shelf, and nothing made just to look busy.

↓ (IN NUMBERS)

2020

Founded

30

Projects shipped

6

Sectors

1

MUSE Gold

↓ (WHAT WE DO)

01	Brand Identity	Mark, palette, type that survives Vietnamese diacritics, and the guidelines that stop it drifting.
02	Packaging Design	Structure outwards — dieline, material, finish — through to standing next to the printer on the run.
03	Tet Packaging	The biggest gifting week in Vietnam. The season changes the material, not the identity.
04	Art Direction & Key Visual	One image that carries the campaign, plus the adaptation rules that keep it intact everywhere else.
05	Social Campaign	The platform idea first, then the content system that produces a month of posts.
06	Production	TVC, product film, photography, 3D and motion — we stay on it through the grade.
+	3D Mascot	Character design and rendering, delivered as a reusable kit rather than a one-off illustration.



MUSE Gold. 2026

Design Awards

↓ (THE WORK)

A lacquer gift box for 10Vill Coffee, made with artist Dinh Van Son: more than two hundred roasted eggshells, seven prototypes, six months of craft.

↓ (WINNING WORK)

10Vill Coffee × Dinh Van Son — Beyond the Clouds, Within the Village

↓ (CATEGORY)

Packaging Design

↓ (ENTERED FROM)

Vietnam

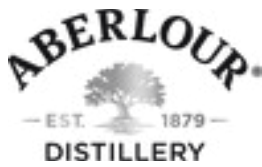
↓ (PARTNERS)

Forever Spring Boutique JSC · Dinh Van Son

Clients

Thirty-one brands across six sectors, 2020–2026.

SPIRITS & WINE



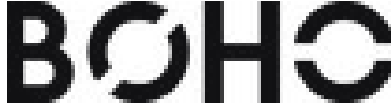
FOOD & BEVERAGE



HEALTHCARE



CONSUMER & RETAIL



REAL ESTATE · ENERGY · TRAVEL

And the next one —
studio.bfs.asia/brief

01

Packaging

↓ (OVERVIEW)

Structure first, then artwork. Rigid boxes, lacquer, foil and folding cartons for spirits, F&B and FMCG — from first concept to standing next to the printer during the run.

↓ (FIVE PROJECTS)

07	10Vill × Dinh Van Son	2025
19	Cantina	2025
23	Chivas Regal — Bao Ngoc Van Hoa	2025–26
38	Royal Salute	2022–23
46	Aberlour	2025



↓ (CLIENT)

Forever Spring Boutique JSC

↓ (PROJECT)

Beyond the Clouds, Within the Village

↓ (YEAR)

2025

↓ (CAPTION)

Case sheet — the concept, from the MUSE submission.



↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

Forever Spring Boutique JSC

Beyond the Clouds, Within the Village

2025

↓ (CAPTION)

Case sheet — the sketch.



↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

Forever Spring Boutique JSC

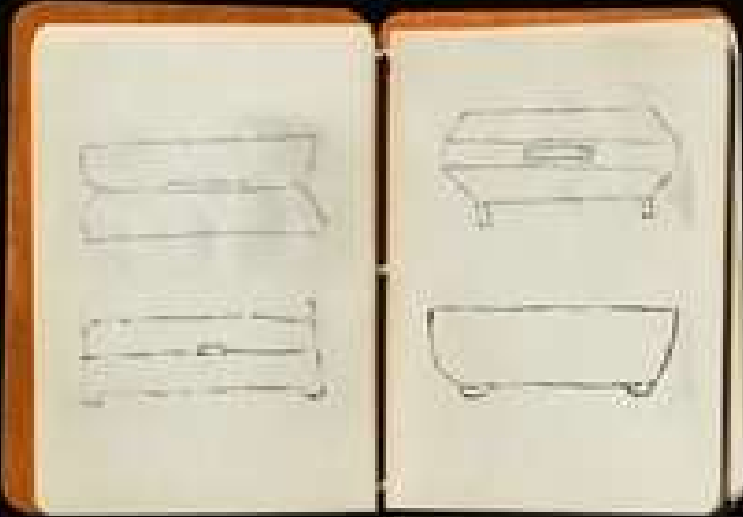
Beyond the Clouds, Within the Village

2025

↓ (CAPTION)

Case sheet — the prototype: notebook, wooden body, material board.

THE PROTOTYPE





The prototype is crafted from reclaimed coffee wood and designed to accommodate a complete coffee ritual set, including beans, a cup, and a compact grinder.

The Prototype

Packaging



Material Board





Its structure creates a ceremonial unboxing experience while maintaining precise technical proportions and practical functionality.

As coffee wood is historically unexplored in boutique craftsmanship, the development required seven iterations before achieving a refined prototype - marking a critical step toward production.

The Prototype

↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

↓ (CAPTION)

Forever Spring Boutique JSC

Beyond the Clouds, Within the Village

2025

Six months at the bench — eight stages in the artist's studio.

STAGE 01



STAGE 02



STAGE 03



STAGE 04



↓ (THE ARTIST)
Dinh Van Son in his studio

STAGE 05



STAGE 06



STAGE 07



STAGE 08



↓ (CLIENT)

Forever Spring Boutique JSC

↓ (FILM)

Stills from the artisan film — youtu.be/eb1bBYgfBFc

↓ (PROJECT)

Beyond the Clouds, Within the Village

00:28



01:43



↓ (YEAR)

2025

00:30



01:49



00:43



01:55





↓ (CAPTION)

On the studio table — turquoise body, vermillion lid.

1.2

CANTINA

LIGHT IN THE BOTTLE



↓ (CLIENT)

One Drinks Asia

↓ (YEAR)

2025

↓ (SCOPE)

Packaging design

↓ (RANGE)

Perla · Dante · Luce

↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

One Drinks Asia

Light in the Bottle

2025



↓ (THE BRIEF)

Three sparkling wines had to share one shelf — and still be told apart in a second.

↓ (THE IDEA)

One label architecture, three temperatures. Layout, contour pattern and type stay fixed; only colour and finish move. The range reads as one house, and each variant reads as itself in about a second.

↓ (SCOPE)

Packaging design

↓ (DELIVERABLE)

Three variants

↓ (FILM)

youtu.be/SWsFoTHG7F8

↓ (FULL CASE)

studio.bfs.asia/work/cantina

↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

One Drinks Asia

Light in the Bottle

2025

↓ (CAPTION)

Dante, Luce and Perla — one bottle shot three ways.



↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

One Drinks Asia

Light in the Bottle

2025

↓ (FILM)

Selected frames from the Cantina brand film — youtu.be/SWsFoTHG7F8



1.3

Bao Ngoc Van Hoa

Chivas Regal



↓ (CLIENT)

Pernod Ricard Vietnam

↓ (YEARS)

Tet 2025 · Tet 2026

↓ (SCOPE)

Packaging · gift-set structure · key visual

↓ (RANGE)

Two collections, eight packs

Bao Ngoc

Tet At Ty 2025



↓ (COLLECTION I)

Year one, we cut the stone.

One crest read as a gemstone: five expressions, each with its own cut and colour, and the Luckenbooth held at the centre of the facets.

↓ (CAMPAIGN)

I Rise, We Rise

↓ (RANGE)

XII · XIII · XV · XVIII Gold · XVIII Blue

↓ (FULL CASE)

[behance.net/gallery/255970877](https://www.behance.net/gallery/255970877)

↓ (CLIENT)	↓ (PROJECT)	↓ (YEAR)
Pernod Ricard Vietnam	Bao Ngoc Van Hoa	Tet 2025 · Tet 2026

↓ (CAPTION)

Chivas Regal 12 · Ruby — back panel, gift box, inner tray.



↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

Pernod Ricard Vietnam

Bao Ngoc Van Hoa

Tet 2025 · Tet 2026

↓ (CAPTION)

Chivas Regal Extra 13 · Emerald on Ruby.



↓ (CLIENT)	↓ (PROJECT)	↓ (YEAR)
Pernod Ricard Vietnam	Bao Ngoc Van Hoa	Tet 2025 · Tet 2026

↓ (CAPTION)

Chivas Regal XV · Topaz.



↓ (CLIENT)

Pernod Ricard Vietnam

↓ (PROJECT)

Bao Ngoc Van Hoa

↓ (YEAR)

Tet 2025 · Tet 2026

↓ (CAPTION)

18 Blue Signature — back panel, gift box, open gift set.



↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

↓ (CAPTION)

Pernod Ricard Vietnam

Bao Ngoc Van Hoa

Tet 2025 · Tet 2026

In market — trade catalogue and social.

Print

TRADE CATALOGUE · A3



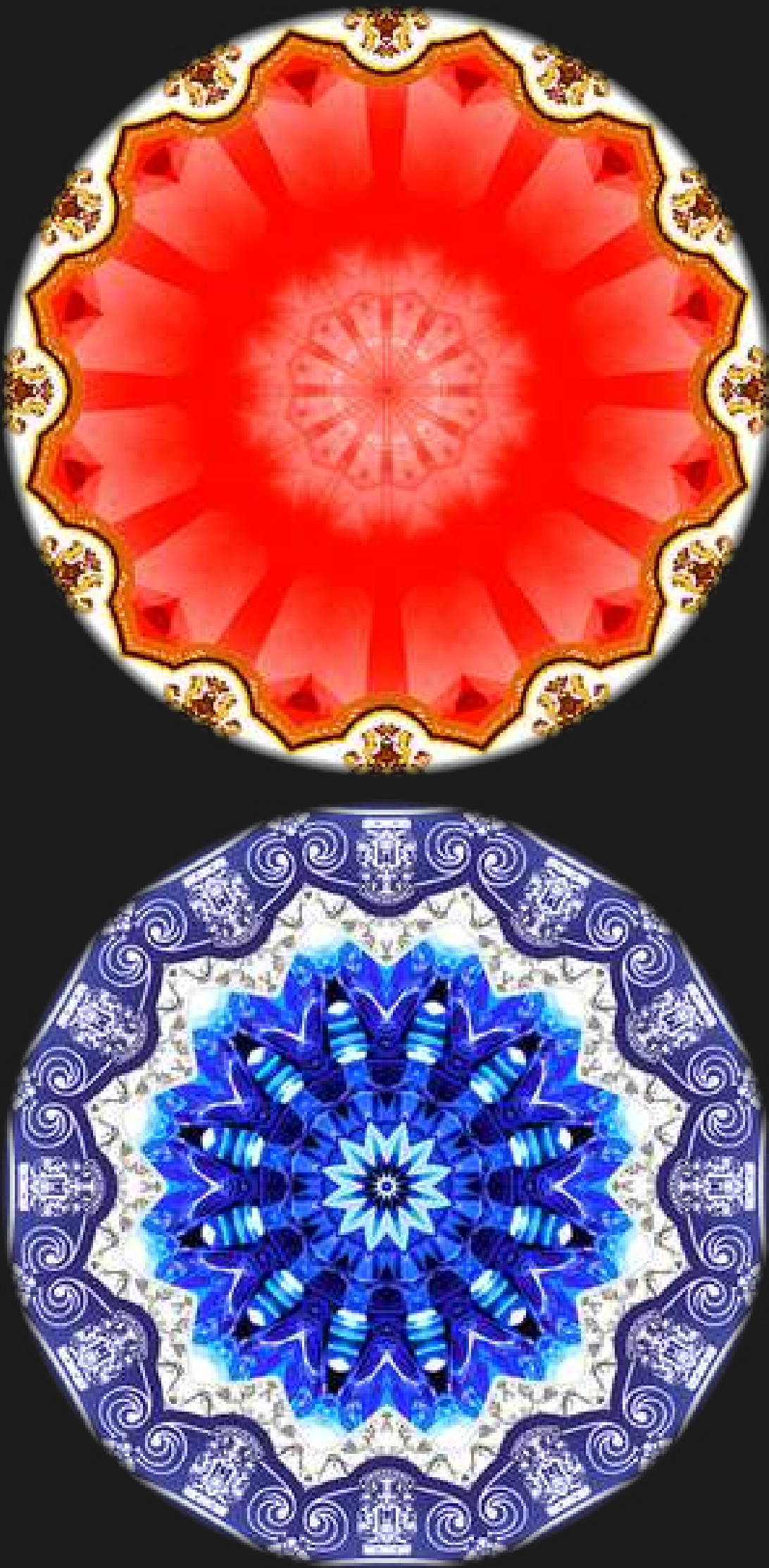
Social

PERNOD RICARD VIETNAM · SOCIAL



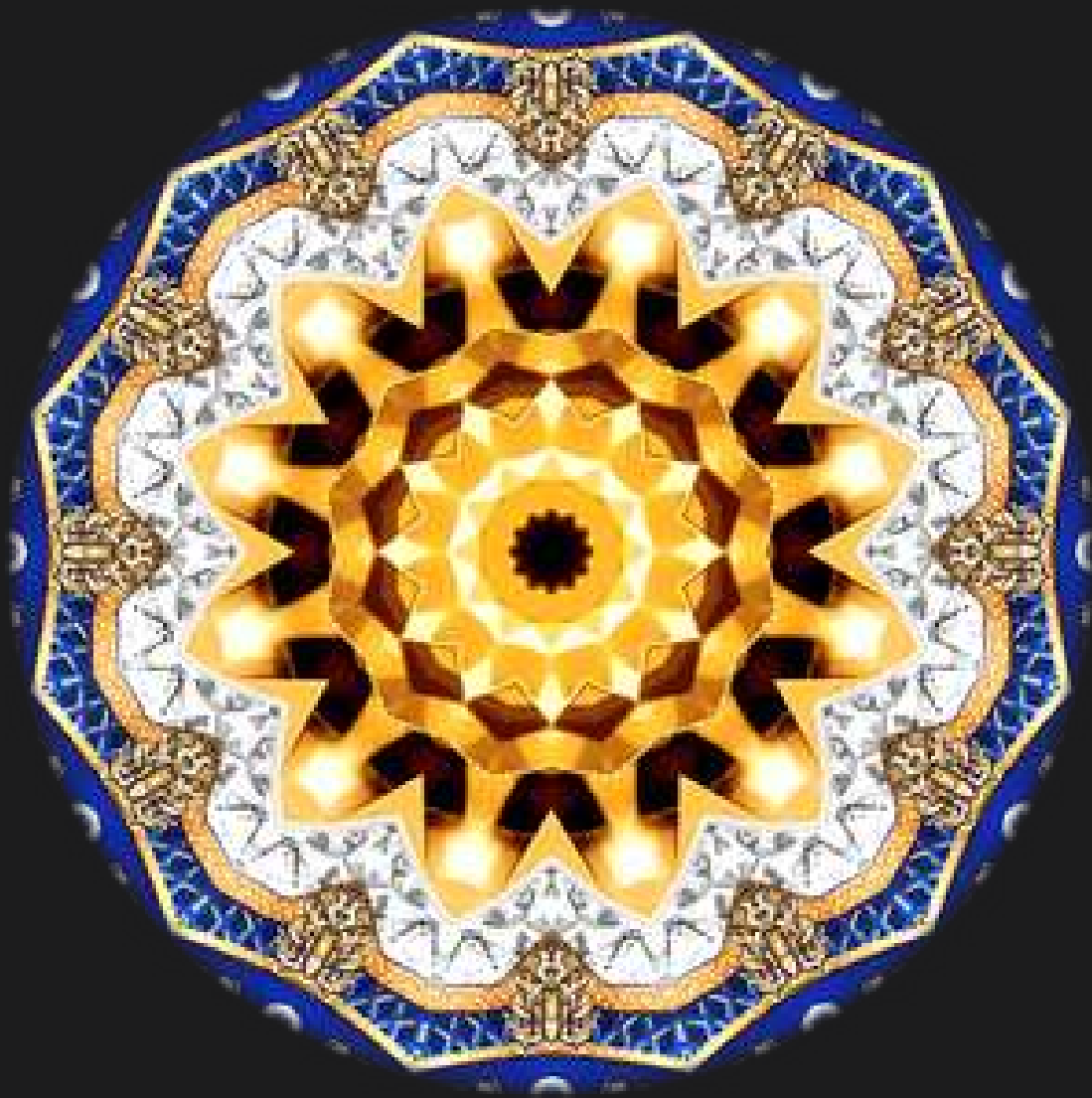
↓ (CLIENT)

Pernod Ricard Vietnam



↓ (PROJECT)

Bao Ngoc Van Hoa



↓ (YEAR)

Tet 2025 · Tet 2026



↓ (CAPTION)

Van Hoa — three packs, three rosettes folded from their own faces.

↓ (CLIENT)

Pernod Ricard Vietnam

↓ (PROJECT)

Bao Ngoc Van Hoa

↓ (YEAR)

Tet 2025 · Tet 2026

↓ (CAPTION)

Chivas Regal 12 · Ruby kaleidoscope —
gift box and the set opened.



↓ (CLIENT)

Pernod Ricard Vietnam

↓ (PROJECT)

Bao Ngoc Van Hoa

↓ (YEAR)

Tet 2025 · Tet 2026

↓ (CAPTION)

18 Blue Signature · Van Hoa — gift box
and the set opened.



1.4



A palace, folded flat

Royal Salute

↓ (CLIENT)

Pernod Ricard Vietnam

↓ (YEARS)

Tet 2022 · Tet 2023

↓ (SCOPE)

Special edition packaging

↓ (RANGE)

RS21 Signature · RS24 Vietnam Exclusive

↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

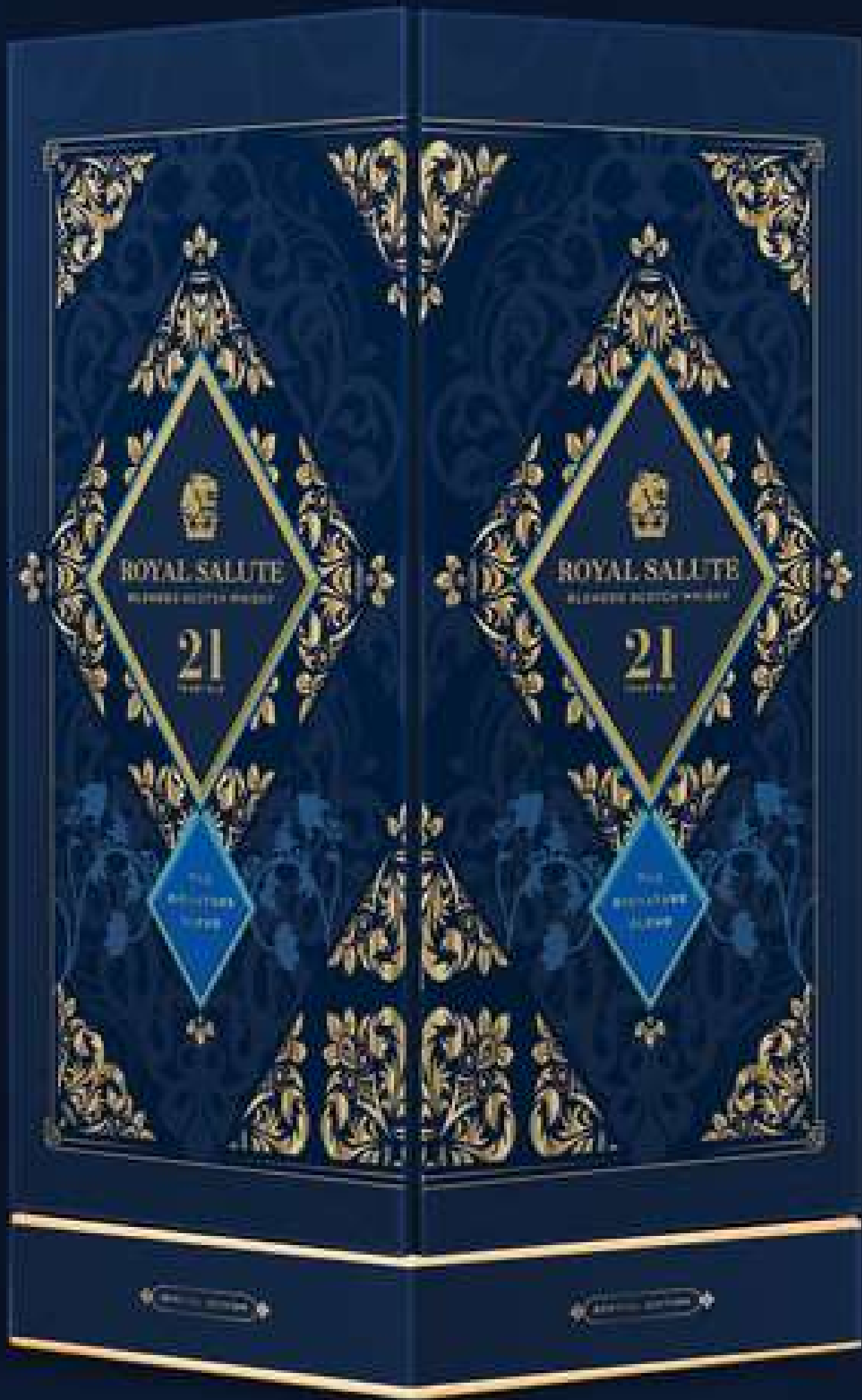
↓ (CAPTION)

Pernod Ricard Vietnam

A Palace, Folded Flat

2022–2023

Royal Salute 21 — the 2022 pack.





↓ (CAPTION)

Royal Salute 21 Signature — the pack opened, crown-pattern liner.

Aberlour

1.5

A door, not a colour



↓ (CLIENT)	Pernod Ricard Vietnam
↓ (YEAR)	Tet 2025
↓ (SCOPE)	Structural & graphic design
↓ (PRODUCT)	Aberlour 12 Double Cask

↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

Pernod Ricard Vietnam

A Door, Not a Colour

Tet 2025

↓ (CAPTION)

Behind the door — the pack opened, bottle and glass inside.



2.1

GENE SOLUTIONS
SCIENCE MEETS
HUMANITY

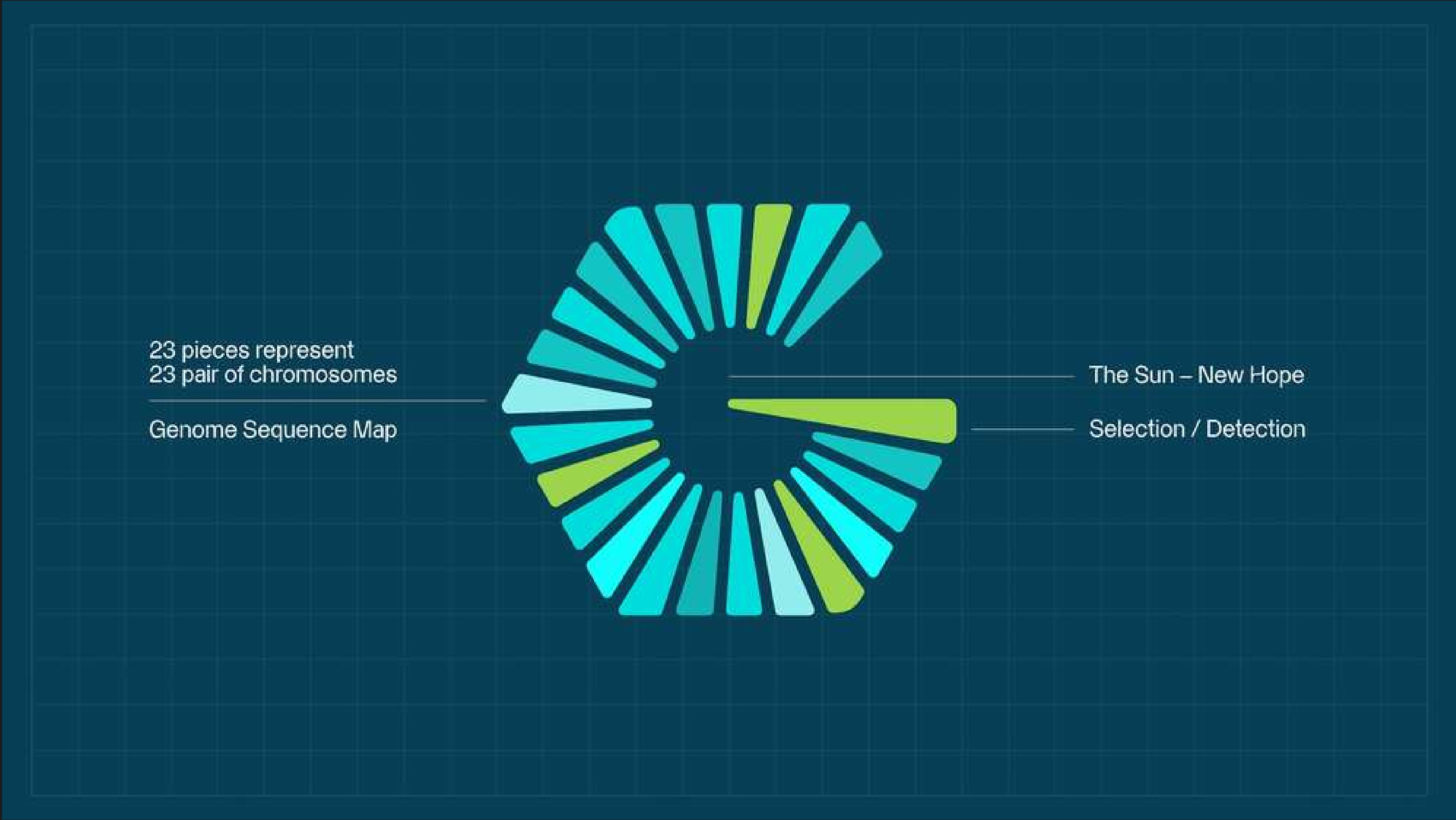


↓ (CLIENT)	Gene Solutions
↓ (SECTOR)	Biotechnology · Singapore / Vietnam
↓ (YEARS)	2023–2026
↓ (SCOPE)	Re-branding
↓ (DELIVERABLE)	Mark, guidelines, film, site

↓ (CLIENT)	↓ (PROJECT)	↓ (YEAR)
Gene Solutions	Rebranding a Biotechnology Pioneer	2023–2026

↓ (CAPTION)

Twenty-three strokes on a 21 × 23 grid, resolving into the horizontal lockup.



↓ (CLIENT)

Gene Solutions

↓ (FILM)

Stills from the manifesto film —
youtu.be/JH1t9dRuNB8

↓ (PROJECT)

Rebranding a Biotechnology Pioneer

↓ (YEAR)

2023–2026

SCENE 01



SCENE 02



SCENE 03



SCENE 04



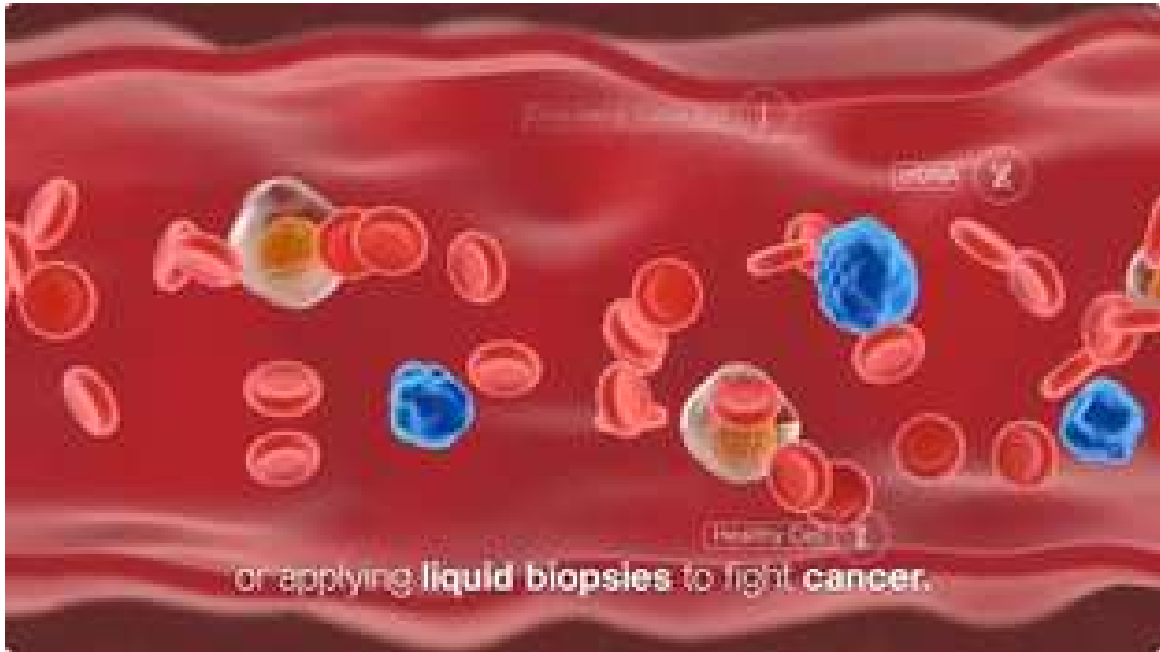
SCENE 05



SCENE 06



SCENE 07



SCENE 08



SCENE 09



↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

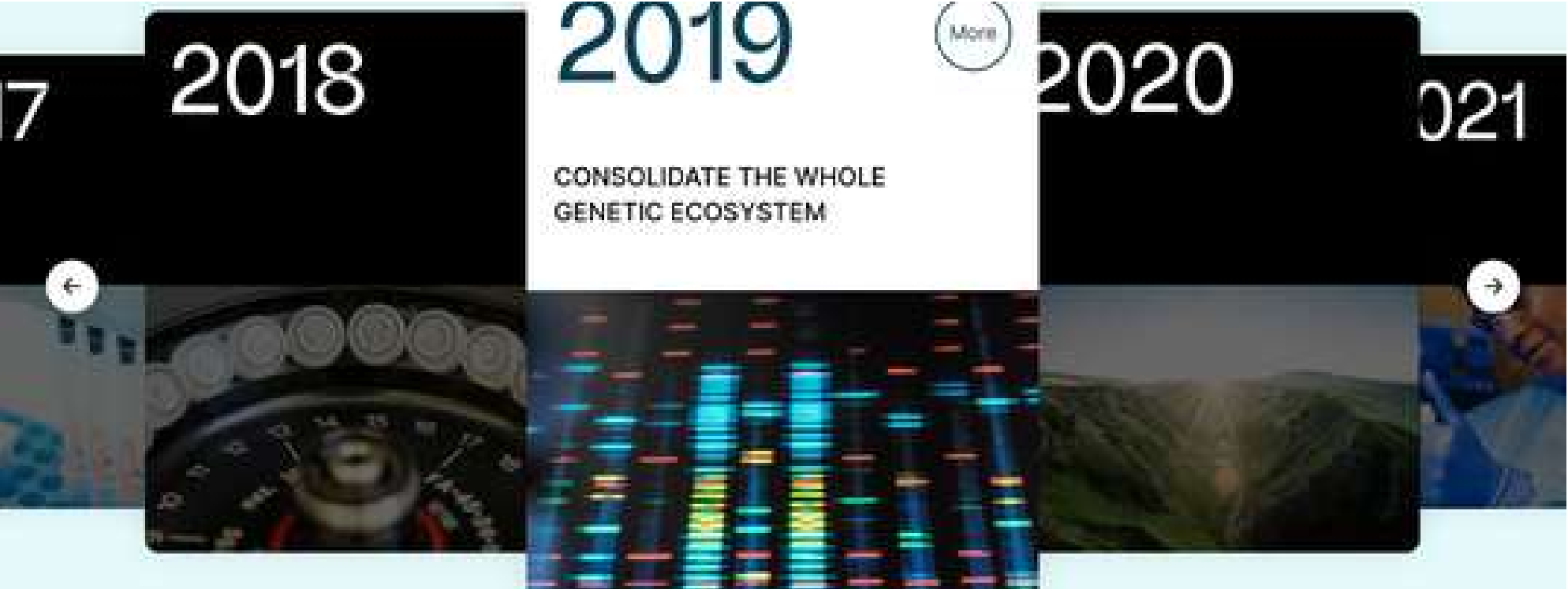
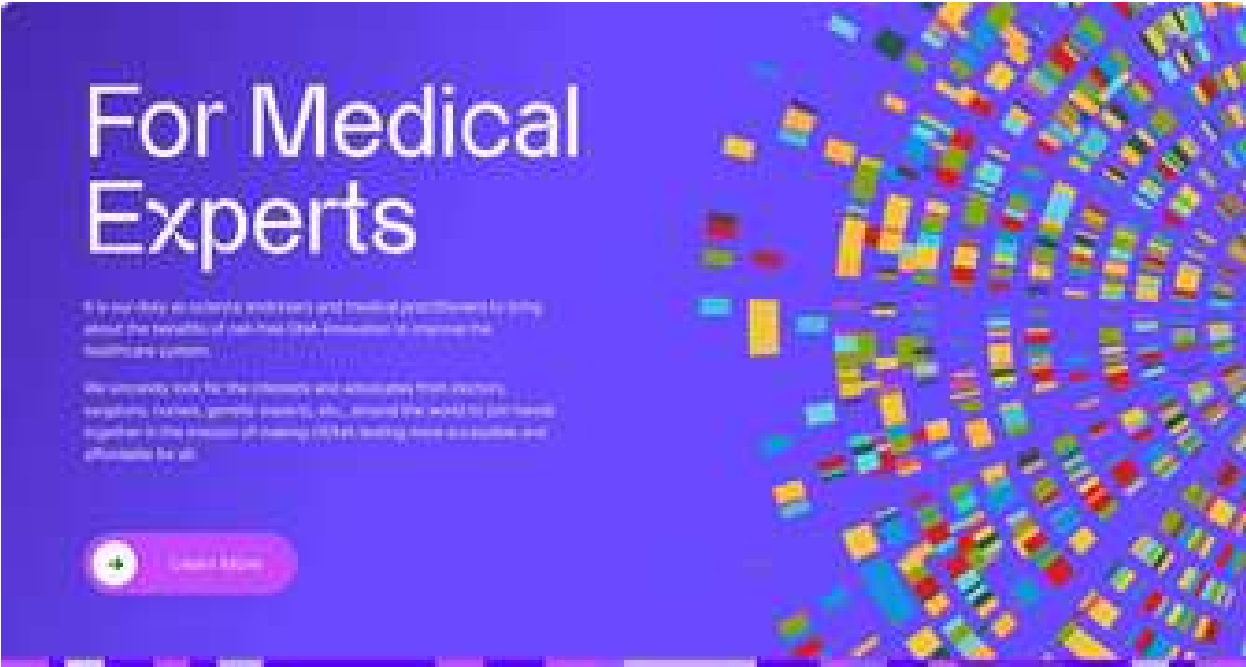
↓ (CAPTION)

Gene Solutions

Rebranding a Biotechnology Pioneer

2023–2026

The website — homepage, the ecosystem, the market map and twelve years of milestones.



2.2



A gate for Hue An Cuu Galleria

↓ (CLIENT)

IMG Hue Investment JSC

↓ (YEARS)

2024–2025

↓ (SCOPE)

Brand strategy & identity

↓ (SCALE)

168 shophouses · 67-page guideline

↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

IMG Hue Investment JSC

A Gate for Hue

2024–2025

↓ (CAPTION)

The idea — the outline of Hue’s imperial gate becomes the mark.



↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

IMG Hue Investment JSC

A Gate for Hue

2024–2025

↓ (CAPTION)

Logo position — adaptation examples from the guideline: poster and billboard.

LOGO POSITION
ADAPTATION EXAMPLE



↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

↓ (CAPTION)

IMG Hue Investment JSC

A Gate for Hue

2024–2025

Storefront — the gate mark opened up as a window.



↓ (CLIENT)	↓ (PROJECT)	↓ (YEAR)	↓ (CAPTION)
IMG Hue Investment JSC	A Gate for Hue	2024–2025	Construction hoarding along the site.



↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

V.APRO

Thap Vi Tinh Hoa

2025–2026

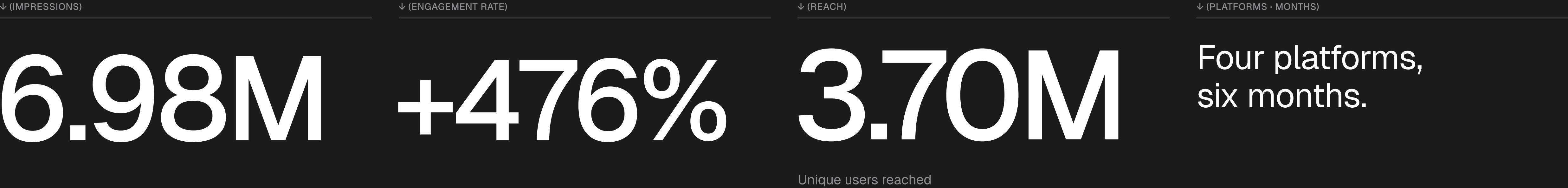
↓ (CAPTION)

10villcoffee.vn — the brand told in ten scrolling chapters.



Comfee, in numbers

Always-on social content · Seasonal key visuals · AI smart-home iTVC · Product film · Media planning & execution



↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

HABECO · with Lift Digital

Toi yeu Ha Noi

2021–2022

↓ (CAPTION)

Toi yeu Ha Noi — the three campaign posters.



3.5

HOME CREDIT

A FACE FOR THE BRAND



↓ (CLIENT)

Home Credit Vietnam

↓ (YEAR)

2021

↓ (SCOPE)

3D character design · Applications

↓ (KIT)

Eight expressions, one character

3.6

Premium Cuvee JACOB

↓ (CLIENT)

Jacob's Creek · Pernod Ricard

↓ (YEAR)

2021

↓ (SCOPE)

Concept, art direction & photography

↓ (OUTPUT)

Thirteen finished frames

↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

Jacob’s Creek · Pernod Ricard

The Label Is the Light Source

2021

↓ (CAPTION)

Three frames from the series — the ice bucket, the pour, the bottle.



↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

Jacob’s Creek · Pernod Ricard

The Label Is the Light Source

2021

↓ (CAPTION)

The triangle light display and the gift-set bucket.





↓ (CAPTION)
The occasion — confetti, bokeh and gold-J flutes.

↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

Jacob’s Creek · Pernod Ricard

The Label Is the Light Source

2021



↓ (CAPTION)

The pour — daylight on marble, against the blue of the set.

↓ (CLIENT)

↓ (PROJECT)

↓ (YEAR)

Jacob’s Creek · Pernod Ricard

The Label Is the Light Source

2021

↓ (CAPTION)

A single bottle under the spot · the light display up close.



3.7



One crest, two worlds

Chivas Regal

↓ (CLIENT)

↓ (YEAR)

↓ (SCOPE)

↓ (FILMS)

Pernod Ricard Vietnam

2023

Concept, art direction & production

Two product films, 45–60s

3.7

CHIVAS REGAL

Two expressions, two films — never the same film, never two different brands.

↓ (THE IDEA)

Build both from the Luckenbooth crest and separate them only by material. XII is red velvet and liquid gold; XVIII is blue ink and cold gold. Same geometry, two temperatures.

↓ (SCOPE)

Art direction & production

↓ (DELIVERABLE)

Two films, 45–60s

↓ (FILM)

XII youtu.be/R1meKxj308Q
XVIII youtu.be/oGPJ7YYRfbU

↓ (FULL CASE)

behance.net/gallery/254866427

↓ (PROJECT)

One Crest, Two Worlds

↓ (YEAR)

2023





↓ (CAPTION)
Nine scenes from the XII film — youtu.be/R1meKxj308Q

CHIVAS



REGAL



DARK CHOCOLATE

DRIED FRUITS

AND MUCH MORE



↓ (CAPTION)

Nine scenes from the XVIII film — youtu.be/oGPJ7YYRfbU



↓ (CAPTION)

The Luckenbooth rebuilt from every frame of the XII film — youtu.be/R1meKxj308Q



↓ (CAPTION)
The same crest, the other world — every frame of the XVIII film — youtu.be/oGPJ7YYRfbU

How we work with agencies.

Some projects arrive through an agency, some we lead. Either way the credit line says who did what.

↓ (START A PROJECT)

studio.bfs.asia/brief

↓ (PARTNERS)

01	April Advertising	Advertising agency · AirAsia · Hoang Anh
02	TAAD	Brand agency · FMCG packaging
03	Digix	Digital agency · Prudential · An Concert
04	9Cread	Creative agency · Tony Fruit
05	Dinh Van Son	Lacquer artist · 10Vill Coffee × Dinh Van Son
06	No account layer.	The person who takes your brief hands over the print files. Everyone else we need, we borrow — and name in the credit line of the case.

Let's make yours worth picking up.

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