



Godiva's Success

Throughout the years Godiva has had new innovations such as wide variety of flavors, different packaging, and new shapes of chocolate, which is all in favor of this company's great success.



Design Intent

Godiva is one of the leading chocolate making companies in the world. Founded in Belgium in 1926, has expanded all throughout the world with their rich chocolate. Over the decades, this brand as well as their products have made a standard of chocolate like no other. A new shape of product would be ideal for the continuing innovation this company always seeks.

Godiva's History

The history behind the logo of Godiva explains when the Lord of Belgium was a strict ruler who taxed the people of his city beyond limitation. The queen on the other hand was a very nice lady that always cared for the people. She proposed to her King to lower the taxes. The King agreed to this proposition only if the Queen were to walk in a horse naked all over town. The Queen agreed to this proposition, and did this to later become well known due to her great act of generosity. The town's people valued her and her story remained in history. Which is why when Godiva was founded they honored the Queen with an image of her naked riding the horse.

