

15

Packaging
Vol. 2

Nº 5



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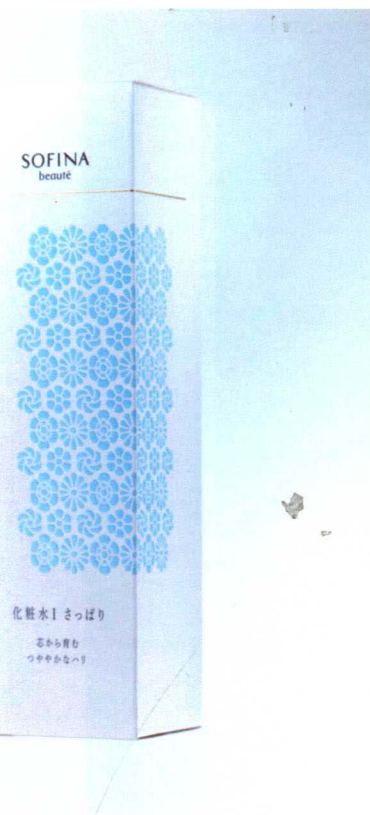
Nº 5

常州大学图书馆
藏书章



002 **SOFINA beauty**

Client **SOFINA**
Design **DRAFT**





004

Naturance Fromn

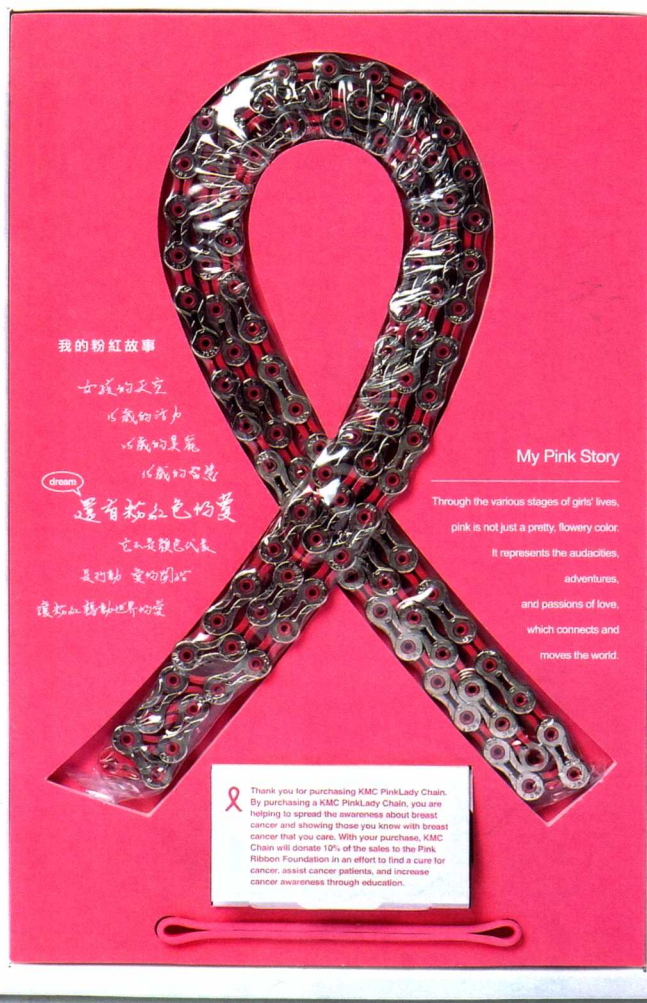
Client Woongjin Coway Co., Ltd., Seoul
Design Cosmetic Design Team/Woongjin Coway

Limited Edition



Pinklady

Be **Pink** - Be part of your bike




我的粉紅故事

女孩的天堂
女孩的汗水
女孩的笑容
女孩的自信
還有粉紅色物語
它是顏色代表
是行動 愛的開始
讓粉紅連結世界的愛

My Pink Story

Through the various stages of girls' lives,
pink is not just a pretty, flowery color.
It represents the audacities,
adventures,
and passions of love,
which connects and
moves the world.

 Thank you for purchasing KMC PinkLady Chain. By purchasing a KMC PinkLady Chain, you are helping to spread the awareness about breast cancer and showing those you know with breast cancer that you care. With your purchase, KMC Chain will donate 10% of the sales to the Pink Ribbon Foundation in an effort to find a cure for cancer, assist cancer patients, and increase cancer awareness through education.

Limited Edition



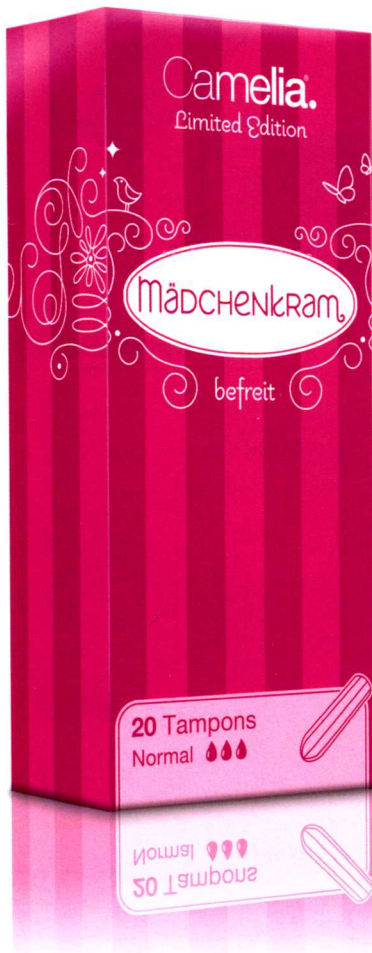
Pinklady

Be **Pink** - Be part of your bike

005

KMC Pink Lady

Client **KMC Chain Industrial Co., Ltd., Tainan**
Design **GIDEA GROUP, Tainan**



006

Girl's Stuff

Client: Kimberly-Clark GmbH, Mainz
Design: anagram Design Group, Hamburg



007 **formula fiorina**
Client CWK-SCS, Winterthur
Design KSB Krieg Schlupp Bürge, Zürich



Super by Dr. Nicholas Perricone

Super by Dr. Nicholas Perricone

Concrete Design Communications / Ty Whittington, Canada

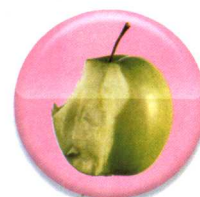
Dr. Nicholas Perricone has been called the guru dermatologist to the stars, having enjoyed extensive media coverage on Oprah, PBS, Larry King and in Vanity Fair, Vogue and The New York Times. He is also the creator of Perricone MD, a wide range of products of topical anti-inflammatory formulations to reverse and prevent damage to skin, as well as dietary supplements that are scientifically designed to promote healthy, youthful skin.

The Concrete rebrand of the Perricone MD skin care line has enjoyed great success. However, the market had become saturated with doctor brands and the company was looking for ways of reaching a broader, and younger, customer base.

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Working closely with the company, Concrete developed a skin care brand concept based on the nutritional ingredients of "superfoods." In fact, it was Dr. Nicholas Perricone himself who coined the term in his books written a decade earlier, a word used to describe foods that contain significant amounts of antioxidants.

The visual approach crystallized once Concrete developed the name: SUPER by Dr. Nicholas Perricone. Super obviously referred to the superfood science of the product, but it also suggested a voice for the brand. We now had a SUPER product for SUPER model legs. You could be a SUPER woman and SUPER sexy. The brand look is a mix of information about the science and the effectiveness of the products, along with a sense of fun and whimsy. The integrated brand design involved packaging, website, advertising, boutique graphics, and sales collaterals. The first Super boutique opened July 2010 in Berkeley, California. Super has a global boutique expansion plan for Los Angeles, New York, Chicago, London and other major cities around the world. Super also launched exclusively at all Sephora stores in the US in January 2011.



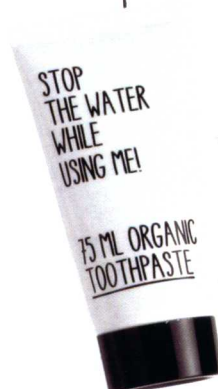
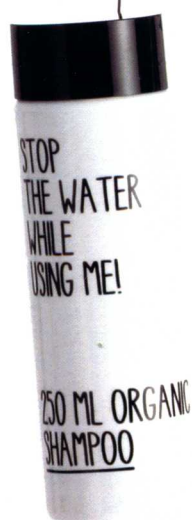
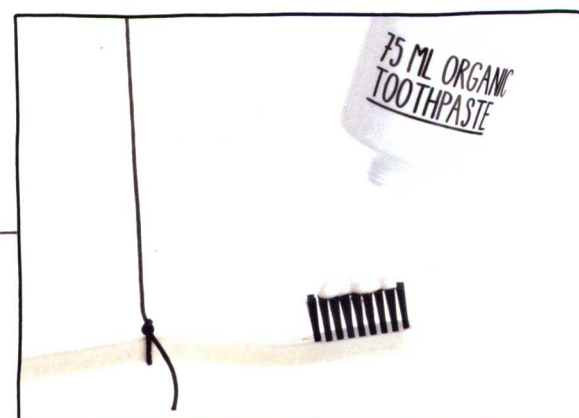
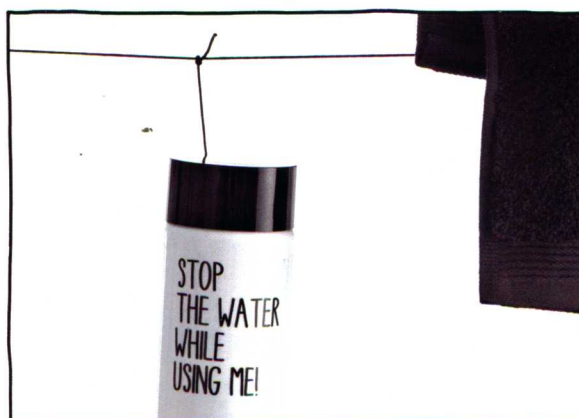


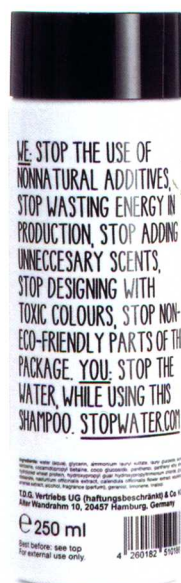
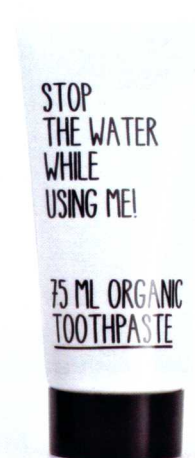
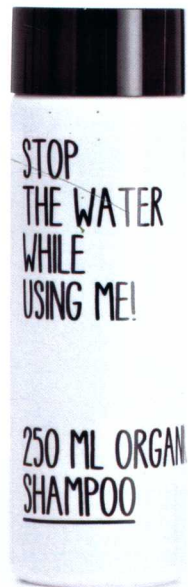
STOP THE WATER WHILE USING ME!

Client T.D.G. Vertriebs UG (haftungsbeschränkt) & Co. KG, Hamburg
 Design Kolle Rebbe / KOREFE, Hamburg

This is exactly what the personal care product range by the name of **STOP THE WATER WHILE USING ME!** aims at. These high-quality cosmetics – shower gel, toothpaste and shampoo – aim to encourage consumers to save water through and while using them. These brand cosmetics are wholly biological and, like their packaging, 100 per cent biodegradable. Reduced to the absolutely essential in both shape and colour choice, the packaging thus sets new standards in environmental protection. Both the all-cap typography and its message unfold a profound, yet direct and demanding call. Kept in black and white and doing without any additional graphic element, the packaging thus embodies exactly the kind of environmental awareness that it calls for – the message itself becomes the brand.

Increasing environmental damages, social mismanagement and economic crises have instigated a change in thinking, higher awareness of ecological products and services and, ultimately, a different market reality. Shopping has become a moral action, and consumers understand more and more the role they play. However, most often we are willing to adopt truly responsible consumption behaviours only if there are attractive alternatives to what we are familiar with; that is, when we feel that the sacrifice does not affect our quality of life, but instead holds more freedom and pleasure in store.







012

Allvit

Client Woongjin Coway Co., Ltd., Seoul
Design Woongjin Coway Co., Ltd., Seoul





New fragrance bottle

Client Bormioli Luigi SpA
Design OSLD

The latest bottle concept from Bormioli Luigi SpA has been designed by French luxury design specialist QSLD. The twisted shape of the glass inner bottle is accentuated in perfect transparency by the thick walls of the cube, made with DuPont™ Surlyn®, that encases it. QSLD further emphasizes the contrasts shapes made possible by the overmolding technology in its choice of colors, as Christophe Guichard, QSLD President, explains: "The choice of charcoal grey for the Surlyn® outerlayer was obvious for the mood and type of design we wanted to create, and we found gold to be the best colour to enhance this smoky effect. One of the amazing possibilities of Surlyn® 3D technology is the ability to create two contrasting shapes, each of them decorated differently. This creates double the surprise!"



014 YSL Fragrance Packaging

Client Yves Saint Laurent
Design Yves Saint Laurent

The concept of Yves Saint Laurent Beauté's new masculine fragrance, L'Homme Libre, centres around the power of freedom. According to the brand, it "aims to appeal to men who want to express their passion and energy, and follow the rhythm of their own life."



015 Menard Packaging

Client Menard
Design Menard

This 12-centimetre-square perfume powder jar, from Japanese cosmetics company Menard, is a prime example of the benefits of DuPont™ Surlyn® for such applications: creating a luxury image comparable to that of glass, without its weight or fragility, the naturally highly-transparent resin has been easily molded to produce a thick-walled jar, of varying thicknesses, which is both lightweight and not liable to chipping.



016

Empty Packs

Client: Dixie Toga
Design: Casa Rex

Casa Rex has designed a unique Holographic Collection of packs as a promotional marketing tool for Dixie Toga - the leading manufacturer of packaging material in Latin America - to enable them to offer holographic packaging solutions to their clients.

As the objective was to sell holography for packaging, it would be natural to expect to see holographic packs. But this posed a problem: there was nothing inside the packs and therefore, no theme or concept that could be explored from a design perspective. Faced with this scenario, instead of developing meaningless dummies posing as real products (a common technique used in the packaging industry), Casa Rex came up with an innovative concept and developed the Dixie Toga Amazing Holographic Collection of Empty Packs, turning the "no content" issue into the creative idea behind the execution.

"We conceptualised personalised phrases like 'I'm empty' or 'There's absolutely nothing inside me' to deliver relevant and fun content for each holographic pack design," said Gustavo Piqueira, project director and head of Casa Rex. To portray the different moods that holography can add to packaging, the agency identified and developed six sets - Kids, Fun, Celebration, High Tech, Sophistication and Power - each one made out of the substrates that are suitable for holography.

