

# GEE BEAUTY

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## Properties list:

- new product
- range of products
- cosmetics, beauty and toiletries
- labels and sleeves
- pouch
- folding carton
- flacon
- plastics
- cardboard and paper
- end-user packaging
- minimal
- transparent
- identity by typography
- identity by textures and patterns

From [wearesuperficial](http://wearesuperficial.com) website:

"The perception in the Beauty/Spa industry is that fast = cheap. So we combined an elegant visual palette with a wry and rather attitude-charged copy style. As well, the materials (such as letterhead, gift bags & boxes, and business card-holders) had to fulfill multiple purposes in order to stretch the limited production budgets & also had to be flexible to withstand the ever-changing world of fashion. Also - rather than generically labeling every beauty item, we created a story about its purpose in our audiences' life. "

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Reference: <http://wearesuperficial.com/en/gee-beauty>

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## Credits:

Agency: Lisa and Travor

Other images:

