

POUT



Properties list:

- end-user packaging
- range of products
- new product
- cosmetics, beauty and toiletries
- pouch
- jar and pot
- plastics
- romantic
- pearlescent
- identity by colour
- women

As the brand grew up with its foundres, Chantal wanted to experiment with varied packaging styles to create range differential and more customer interaction. "It was important to me to keep the packaging fresh and eclectic. I considered how a fashion designer would approach a new collection, and started to think about different fabrics and prints. So for the face collection I had the idea of white stockings on skin - something quieter than the color works with a delicate pattern inspired by tea doilies in paler tones or contrasting metallics. The design offers a coherent visual style to unify the face collection, with the flexibility to give each product an individual character."

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Credits:

Agency: DPAssociates

Designer: Chantal Laren

Other images: