MAMA MIO



Properties list:

end-user packaging end-user packaging gift packaging range of products new product box bottle plastics cardboard and paper contemporary identity by colour identity by system of colour cosmetics, beauty and toiletries

Avoiding the worthiness of many maternity brands with the positioning "deluxe pampering for supermamas", creative director, Kathy Miller has designed a luxurious brand and packaging that feels every bit as indulgent as non-maternity skincare brands. Witty product names like boob tube keep the brand lively and fun-making it equally attractive to non-pregnant woman.

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

Credits:

Designer: Kathy Miller Other images: