



Properties list:
end-user packaging
range of products
new product
flacon
cheer-pack
plastics
contemporary
unusual visual association
transparent
photo to evoke
identity by photo
cosmetics, beauty and toiletries

From Brandhouse website: defending a price premium - and creating toiletries you'd want to leave out for your guests to see - by telling a story about "Desirable minimalism".

Reference: <http://www.brandhouse.co.uk/flash.html>

Credits:

Agency: Brandhouse

Other images: