



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".

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

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Credits:

Agency: Brandhouse

Other images: