

# PARFUME SOLIDE

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## Properties list:

end-user packaging  
single product  
cardboard and paper  
new product  
cosmetics, beauty and toiletries  
box  
well-being  
natural  
minimal  
unusual structural association  
debossed, embossed  
identity by illustration  
identity by shape

Each 5g of 'parfume solide' is housed in a hand carved sustainable African Blackwood pin cushion compact illustrated by Heather Moore of Cape Town. Rubbed by the fingers to generate heat, the warm wax should then be placed on pulse points for a slow release lasting scent. The external package is a shell and slide box characterized by a simple, essential and linear graphic dress, contrasting with the product contained. The contrast is emphasized also by the use of white, for the external, and black, for the internal.

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Reference: [http://frazierparfum.com/parfum\\_solide](http://frazierparfum.com/parfum_solide)

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## Credits:

**Country:** South Africa

**Year:** 2009

Other images:

