

BRITANNIA



Properties list:

gift packaging
tactile packaging
women
glass and ceramics
cardboard and paper
end-user packaging
single product
concept
additional structural elements
other shapes
folding carton
flacon
box
cosmetics, beauty and toiletries
classic
luxury
identity by typography

From Megan Cummins: " This line of fragrance was an emotional branding study. I chose one person as the demographic and created a product which would be irresistible to her. She is highly intelligent, with a love for Britain and the countryside. She enjoys classic literature, Old English crests, and minimalist design. The boxes focus on tactile qualities over graphics, having the soft touch of touché complimented with the rough moss. The overall experience is clean and fresh, with the products appearing to be little treasures one would find on a walk through the countryside."

Reference: <http://megancummins.com/works/packaging/Britannia>

Credits:

School: Savannah College of Art and Design (Savannah, GA, USA)

Course: Graphic Design, B.F.A.

Student: Megan Cummins

Other images:

