## BRITANNIA



From Megan Cummnis: "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 o verall experience is clean and fresh, with the products appearing to be little treasures one would find on a walk through the countryside."

## 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 luxury identity by typography

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:











