

# BRITANNIA

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## 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."

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

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## Credits:

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

**Course:** Graphic Design, B.F.A.

**Student:** Megan Cummins

Other images:

