

THE "IT" BAR



Properties list:

- range of products
- new product
- confectionery and sweetness
- chocolate
- folding carton
- cardboard and paper
- minimal
- contemporary
- end-user packaging
- rough
- debossed, embossed
- identity by system of colour

The ?it? Bar from famed NY candy store Dylan?s Candy Bar comes beautifully packaged in a white textured box with blind embossing, foil stamp and tip-on label. ?The ?it? Bar is a chocolate bar designed to appeal to the adult Dylan?s Candy Bar shopper. The challenge with creating the packaging for this product was in striking a balance between the sophistication of the intended buyer and the playful, colorful spirit of Dylan?s Candy Bar. Another challenge lay in the fact that it was a product that needed to stand out within a store that is overwhelming in terms of the sheer number of colors and patterns used. Subtlety was the answer. The ?it? Bar was packaged in a white textured box with blind embossing, foil stamp and tip-on label.?

Reference: <http://www.dylanscandybar.com/it-bar>

Credits:

Country: United States of America

User: Dylanâ€™s Candy Bar

Other images:

