## 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 w hite textured box with blind embossing, foil stamp and tip-on label. ?The ?it? Bar is a chocol ate bar designed to appeal to the adult Dylan?s Candy Bar shopper. The challenge with cr eating 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 ch allenge 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 stam p and tip-on label.?

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

Credits:

**Country:** United States of America **User:** Dylan's Candy Bar

## Other images:









