JÊLIA ESSENTIAL OILS



Properties list:

range of products
end-user packaging
new product
bottle
cosmetics, beauty and toiletries
glass and ceramics
classic
identity by illustration
identity by colour
identity by abstract shapes

Garrofé Brand&Pack has designed all the packaging of the new line thinking both about t he natural and beneficial own properties of the essential oils and about the tastes and needs of the target, basically women with a moderate to high purchasing power who care about their physical and spiritual well-being, who look for high-range products and who trust in Perfumeries Júlia.Designing this packaging line we were looking for a renewed-classic l ook, with the white color as the main character, providing elegance thanks to its sober lines and transmitting the main attributes of this kind of products: well-being, calm, peace, spirituality, with an exotic Oriental touch provided by the aesthetics of the flasks.

Reference:

Credits:

Country: Spain Year: 2011

Agency: Garrofé Brand&Pack

User: Perfumeries Julia

Other images:



