

JĀŠLIA 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 the 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 look, 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:

