

WHITE BASIN



Properties list:

end-user packaging
single product
new product
cosmetics, beauty and toiletries
box
wrapper
cardboard and paper
contemporary
opaque
identity by shape
typographical texture
identity by textures and patterns
gift packaging

From [Duffy & Partners](http://www.duffy.com/) website: "Sophisticated and stylish. Basin White is an upscale version of Basin, a retailer of unique bath and beauty products originally created by Duffy & Partners. Basin White was designed to create an experience that extends the brand, presents an array of unique products, and gives a new audience a reason to connect with the brand. Designed to appeal to a more affluent and sophisticated audience who appreciate the finer things in life, Basin White is located in Disney's flagship hotel, the Grand Floridan Resort & Spa in Orlando. Plans to expand in other locations are in the works."

Reference: <http://www.duffy.com/>

Credits:

Agency: Duffy and Partners

Other images:

