



- Properties list:
- end-user packaging
 - range of products
 - new product
 - labels and sleeves
 - jar and pot
 - box
 - bottle
 - plastics
 - cardboard and paper
 - metals
 - minimal
 - contemporary
 - transparent
 - metallic
 - identity by typography
 - identity by colour
 - cosmetics, beauty and toiletries

Waitrose Fusion products are part of a trend that appeals to this consumer. The Umi range, designed by Pearlfisher for high-end supermarket Waitrose, uses elements of premium food packaging to create a "gourmet toiletries" theme, helping to transfer the store's food expertise to its non-food ranges. Japanese for "beauty" the name Umi evokes a sophisticated marriage of beauty and food for the skin. The minimal design uses simple shapes and finishes. The premium black labels feature tempting names like "body soufflé" in a punchy hot pink typography with exotic ingredients lists that convey a sense of luxury, provenance and perfection.

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007; Arts Project N.109 Packaging Design, April 2008](#)

Credits:
Country: UK
Agency: Pearlfisher
User: Waitrose

Other images: