

SORENA



این فصلنامه به صورت رایگان تقدیم می شود به تمامی مبتکران، بازرگانان و مصرف کنندگان عزیز با امید به اینکه بتوانیم به عنوان تنها وارد کننده ظروف تخصصی صنایع آرایشی، بهداشتی و دارویی گامی در جهت ارتقاء و رونق صنعت بسته بندی برداشته باشیم



ROSE WATER

One of the most delicate, beautiful and fragrant industries in Iran is rose picking. Today, rose watering is no longer the same as in previous years, but using completely mechanized methods. Many people go to Kashan and Qamsar to see rose-picking ceremonies from all over the country and even the world to see this beautiful ritual and ritual up close. This product is now used all over the world as a modern product so I decided to present this traditional product to further connect with audiences who are not familiar with the Iranian tradition but who like to make rose water in a stylish packaging.



EUTOPIA

The brand name "EUTOPIA" is Greek mean Utopia. EUtopia can be mean that possesses highly desirable or nearly perfect qualities for its citizens. As high standard organics is the brand core value, we don't want to any other graphics to disturb "organics", so we just designed the U pronunciation to be the brand symbol (Organic touch) and we use a stone press on the product and then the logo display on it.

FILA

A clean and contemporary style was chosen, playing with quality materials to emphasize the positioning of the line. The design is dominated by a single element, the iconic "F", always in relief to the touch. On the pack it is in foil, alternating with a matte background in fluorescent color. On the bottle it is rubberized and, together with the cap that matches it, is the only colored element on a completely transparent background.



PURE BALANCE

Masstige's «PURE BALANCE» cosmetics series is a line of 7 products ideal for daily care of troubled skin. All means complement each other and form a complex to combat imperfections of the facial skin. So, as a result, we design a package that reflects the properties of «PURE BALANCE» as well as possible. The skin has its own relief and unique properties - it's a celebration of individuality. That's the main reason we got free rein, the reason why we designed packages this way. We've created a prototype of a skin cover in graphic form. Each skin cell in contact with a cosmetic product creates its own graphics. We reflected this with abstract geometric lines and bright color accents on the packaging. Also, we used a concise and easy to read font.



AKIO

More than anything, children love to play. Akio is a Japanese-style bathing tool that turns the bathing process into a fun and interactive game. Parents can play with children attracting their attention with an interesting package. The removable kimono will surprise a toddler, grab their attention and change his or her attitude to a bathing process.



GBG

Female hair loss is so rarely talked about that most people think only men lose their hair. Get Back Gorgeous is a hair loss treatment range for women. Given the cultural taboo around female hair loss, it was crucial for this range to look stylish, modern and empowering rather than medicinal or clinical. The stylised 'g' letterform brand mark was the key to positioning this brand. The aesthetic is simple and bold, with this unique mark that helps normalise the issue and build confidence by being loud and proud, and an elegant addition to the user's cosmetic products.





BAR SOAP

I created ONCE Co. as a Vietnamese brand specialized in the handcraft of 100% organic soaps produced in small batches, through a hot-processed method that retains all nourishing properties to feed the skin. These days, young women pay more attention to skincare with organic products. Armed with the mentality of taking care of one's body and treating the environment with kindness, Once's brand emphasizes on working in alignment with nature and not against it.



BIOTIQUE

The detailed illustration approach of beautiful women on the packaging is a unique idea that we thought will help the products stand out amongst the otherwise minimal, neutral colour packaging of many cosmetic brands. It has the vibrance of the Indian aesthetic. The primary messaging has been depicted in different ways on every pack which makes each pack look different.



ENKI

For this client, we designed a box that will suit the entire range by only changing the insert of the packaging per item. Meaning that the costs for the packaging was lower and visually the boxes are all the same size so that they can be stacked horizontally.

MORSHYNSKA

In addition to the bottle itself, Morshynska has also updated its look. The logo is now larger and simpler, the embossing of geometric spruces and mountains looks more modern and noticeable, and the size of the bottleneck and the crown-lid was reduced to make the bottle lighter. The label of the new Morshynska bottle has a more minimalistic look, with its shorter height and smaller number of elements depicted. Only elements key to brand recognition remain. The brand has received an evolutionary redesign. Nearly two years were spent on implementation and testing. Most customers will not even notice the difference, but if you put the two bottles side by side, the difference is evident. The color of the carbonation level (blue, white, and green) remains unchanged in order to preserve continuity with the old design that customers are used to.



KICK

When setting out to design Kick Active we looked at creating a brand that resonates with an active generation who enjoys spending time at the gym, working out and generally keeping fit.

Strength, confidence and freshness are key to the invigoration of a post work out cleanse. Through simple bold design and a brand mark based on an abstract human form, we created a brand that cuts through without complicating the offer, and looks right at home in your gym bag.

With the extra challenge of building an online audience, Kick Active needed to be single-minded in its approach from its fresh product development and confident delivery through to its targeted branding.



WAG

Wag is a prospective new extension to the Method brand that features skincare products for man's best friend. Non-toxic, plant-based formulas were designed for the safety of your pet while remaining eco-friendly for those all-too-familiar outside baths. The goal of this project was to create a skincare line consistent with the existing values and aesthetics of the Method brand. While the typography, color palette, and graphic treatment more closely adhere to Method's existing lineup, the POP display draws inspiration directly from the furry clientele. The result is a retail-ready canine skincare line with energy and transparency that visually communicates the values of Method and the products they create.



SIMPLY

Market place is flooded with hundreds of products main challenge is to create distinct products or packaging by virtue of innovative ideas and styling that can tell the story and grab the attention while lying on shelf.



BUTTERFUL SHEA

Butterful Shea is a collaboration project of Passion & Beyond and Nick Misani, a NY based graphic designer. Butterful Shea contains shea butter formula that is a moisturizing component from nature. The product makes your skin healthy by creating flexible moisturizing membrane.



TREAT YOURSELF

Treat Yourself is a woman-focused wellness and cannabis company committed to empowering everyone to be their own healer. With a passion for self-care and the healing power of plants and herbs, they believe that consumption (in all forms) should be nourishing and beneficial to our body, mind, and soul.



CLUTCH

We developed the line “They Stay. You Slay.” To help communicate the long-lasting aspect. We developed a color system with a consistent feminine pink background on front, black rule and wrap-around background image to build a brand block and allow for easy shop-ability. Each background image articulates the personality and color of each nail SKU. The strong all caps logotype overlapped by the spontaneous, care-free script font of the SKU name helps express the Clutch Nails woman — confident, accessible & fun AF.

CLËER BRANDING

The BIG company began its activity in 1995 and since then has become the owner of exclusive contracts for the production of cosmetic products. The leading activity of the BIG company is the development, creation and market launch of high-quality conceptual products, which are based on a creative approach to design and assortment. It is in the development of this area that significant financial resources of the company have been invested today.



SKY OCEAN

It is a Handmade soap with sky and ocean essence. In one organic way, it shows the abstracts forms that represent marine vegetation, with a colour palette that inspires care and soft skin. The illustrated brand shows the sky represented by a bird playing with the Mediterranean waves. The packaging highlight by elegant, sophisticated, minimalist and beautiful.







OIO

Abstract, modern art and use of vivid colors was a request from the client. A fusion between magical rituals and symbolic plants was our inspiration, to insure we showcase the superior ingredients but in a minimalistic, playful and artistic way - which is especially demonstrated in the packaging design and creative photography. Vibrant orange is the core brand color, to reflect warmth and strength. Colorful blobs embody the oil substance of their products and act as brand devices.



FABERLIC

Faberlic, one of the main players in the Russian cosmetics market, developed three new flavors of Eau de parfum for women. BQB agency had a task to create a bright and bold image for the Eau de parfum, as well as to provide the new product with emotional content. The emphasis was placed on a variety of inscriptions with a reference to different feelings and situations.



LIL LAMB

LIL'LAMB brand reflects the idea of a newborn innocence. It offers granulated and concentrated 0+ detergent based on marseille soap xvii century's formula composed of three natural ingredients: olive oil, spring water and wooden ash.

ARILOGY

For the outer packaging account was taken to select eco-friendly materials with second life purpose Mycelium is an innovative material in terms of packaging and a response to the changes needed to be taken for environmental protection and sustainability. Molded mycelium can be used for the display of the essential oils and moisturising body creams. Mycelium is also fully biodegradable and compostable.



GLAM BEAUTY

Glam Beauty is a Mexican cosmetics brand created by a makeup artist who started to produce her own products using only natural, chemical-free ingredients with mineral-based technology, after the success and acceptance of her craft made makeup among her clients, she decided to create a mineral makeup production business.

The concept of GLAM is an acronym, it comes from the initial components of the name of the artist and her profession so the essence and personality of the artist are impregnated in the brand. This gave us the direction to develop the entire graphics platform of the company.

The result is an exclusive way of look and natural feel with a glamorous touch.

REGAL

The task was to create a line of skin-care products from a brand that is not known in this category. Create 7 products, a gift box and one in-store display. After studying the brand, its history and development through the years I found its target audience to have one keyword in common. Braveness. My goal was to make this new product true to its origins with a modern style and strong typography treatment.

