GEE BEAUTY



Properties list:

new product
range of products
cosmetics, beauty and toiletries
labels and sleeves
pouch
folding carton
flacon
plastics
cardboard and paper
end-user packaging
minimal
transparent
identity by typography
identity by textures and patterns

From wearesuperficial website:

"The perception in the Beauty/Spa industry is that fast = cheap. So we combined an elegant visual palette with a wry and rather attitude-charged copy style. As well, the materials (such as letterhead, gift bags & boxes, and business card-holders) had to fulfill multiple purposes in order to stretch the limited production budgets & also had to be flexible to withstand the ever-changing world of fashion. Also - rather than generically labeling every beauty item, we created a story about its purpose in our audiences' life. "

Reference: http://wearesuperficial.com/en/gee-beauty

Credits:

Agency: Lisa and Travor

Other images:









