

Properties list:

- end-user packaging
- end-user packaging
- gift packaging
- range of products
- new product
- box
- bottle
- plastics
- cardboard and paper
- contemporary
- identity by colour
- identity by system of colour
- cosmetics and beauty



Avoiding the worthiness of many maternity brands with the positioning "deluxe pampering for supermamas", creative director, Kathy Miller has designed a luxurious brand and packaging that feels every bit as indulgent as non-maternity skincare brands. Witty product names like boob tube keep the brand lively and fun-making it equally attractive to non-pregnant woman.

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Credits:

Designer:

Kathy
Miller

Other images: