YOU SMELL

Properties list:

identity by typography
tactile packaging
end-user packaging
new product
single product
flacon
wrapper
cosmetics, beauty and toiletries
plastics
cardboard and paper
romantic
ironic
historical, traditional
identity by illustration
identity by colour

This is a line of detergents called ***You Smell*** is an immediate eye-catcher, as it is eloquently presented, yet is initially insulting until the reverse side of the product is read. It continues to say "Like a Lemon!...Thanks to us!". The subsequent title "Tabula Rossa", a derivative of "Tabula Rasa", a Latin phrase for "clean slate". The sarcastic romance copy on the remaining sides creates an entire experience for the viewer, enticing them to continue turning the product in search of something new. It is printed on Neenah Laid paper to offer a subtle tactile quality.

Reference: http://megancummnis.com, http://lovelypackage.com/page/6/

Credits:

School: Savannah College of Art and Design (Savannah, GA, USA)

Course: Graphic Design, B.F.A

Student: Megan Cummins

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