## **PARFUME SOLIDE**



## Properties list:

end-user packaging
single product
cardboard and paper
new product
cosmetics, beauty and toiletries
box
well-being
natural
minimal
unusual structural association
debossed, embossed
identity by illustration
identity by shape

Each 5g of ?parfum solide? is housed in a hand carved sustainable African Blackwood pinc ushion compact illustrated by Heather Moore of Cape Town. Rubbed by the fingers to g enerate heat, the warm wax should then be placed on pulse points for a slow release lasting scent. The external package is a shell and slide box characterized by a simple, essential and I inear graphic dress, contrasting with the product contained. The contrast is emphasized also by the use of white, for the external, and black, for the internal.

Reference: http://frazerparfum.com/parfum\_solide

Credits:

Country: South Africa

**Year:** 2009

## Other images:

