

Properties list:

end-user packaging
range of products
new product
labels and sleeves
jar and pot
box
bottle
plastics
cardboard and paper
metals
minimal
contemporary
transparent
metallic
identity by typography
identity by colour
cosmetics, beauty and toiletries

Waitrose Fusion products are part of a trend that appeals to this consumer. The Umi range, designed by Pearlfisher for high-end supermarket Waitrose, uses elements of premium food packaging to create a "gourmet toiletries" theme, helping to transfer the store's food expertise to its non-food ranges. Japanese for "beauty" the name Umi evokes a sophisticated marraige of beauty and food for the skin. The minimal design uses simple shapes and finishes. The premium black labels feature tempting names like "body soufflé" in punchy hot pink typography with exotic ingredients lists that convey a sense of luxury, provenance and perfection.

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007; Arts Project N.109

Packaging Design, April 2008

Credits:

Country: UK

Agency: Pearlfisher **User:** Waitrose

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Original web page: http://www.packagingdesignarchive.org/archive/pack_details/91

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