

# CHÉRIE

## Packaging Process

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## STEP 1

# Specifying Keywords

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In accordance with the brief and brand persona for CHERIE, the most appropriate keywords were:

### Luxury

Luxury products are recognised because of their extraordinary feel, and their ability to make even mundane experiences worthwhile and memorable.

### Sustainability

Sustainability can be accomplished either of two ways: through utilising products that need recyclable materials like glass or aluminium (serums etc.)..... Or choosing products that leave behind no waste or residue to throw away.

### Skincare

The important distinction between makeup and skincare is that skincare's primary purpose is to clean and moisturise.

The product chosen should be able to reflect those values.

## STEP 2

# Choosing a Product

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Keeping the keywords in mind, the product which adheres most is a 'bar' of any product (eg. soap and moisturiser bars).

## Why a bar?

### 1. Luxury Aspect:

The aroma, feel, texture and usage of a product bar is highly personalised. These qualities are what make it perfect for a luxury product.

### 2. Sustainability Aspect:

Bars – unlike other skincare items like serums, tubes etc. – do not leave behind a residue, i.e. they do not have a bottle or non biodegradable packaging that needs to be thrown away. This makes it a perfect fit for CHERIE.

### 3. Skincare Aspect:

Many skincare products such as cleanser, moisturiser and exfoliators can be manufactured in bars. This makes it suitable for a skincare range.

### 3. Other Aspect:

Multiple products can be fit under the same shape of a bar.

## STEP 3

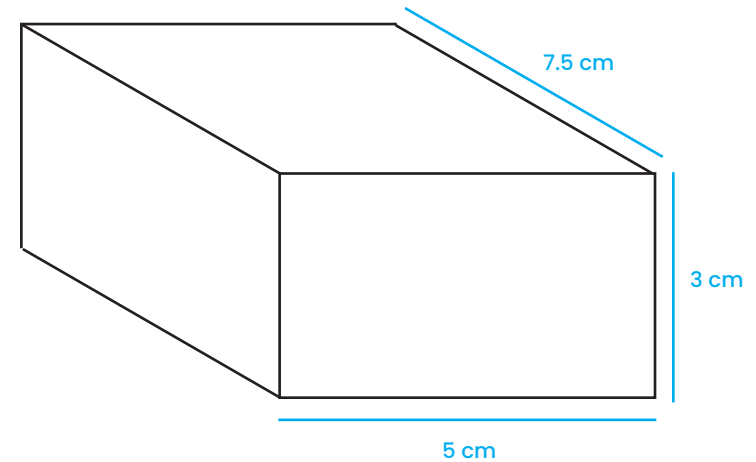
# Defining Product Details

The bar will be a cuboidal shape due to the following reasons:

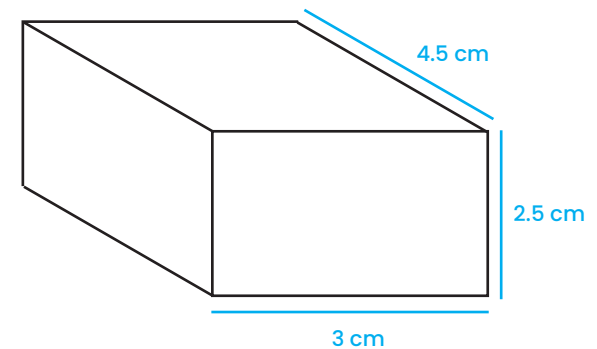
1. Easily stackable
2. Easy to cut and manufacture
3. Holds more product than rounded counterparts of similar dimensions
4. The edges of the soap will get curved over time anyway
5. Not just soap, but moisturisers and exfoliants can be manufactured in the same shape, maintaining a stable branding.
6. Separate physical packaging is not needed for each and every product, only the physical graphics need to be altered to fit the brand.
7. Leaves behind no residue.

Two different sizes were chosen for the soap bars so as to create variety in the packaging, and showcase the different brand assets of CHERIE in multiple environments.

## Bar Dimensions – Standard Size



## Bar Dimensions – Mini Size



# Packaging Ideations

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## Ideation 1 : Pouch

The idea was to have a pre-made packet, wherein the bar could be dropped inside and then sealed with a sticker.

Why it was not used:

1. Too much air around the bar
2. Not enough protection
3. Not compact



## Ideation 2 : Toffee

To wrap the bar in a similar way to a toffee is wrapped.

Why it was not used:

1. Does not match brand aesthetics and concept
2. Flimsy; does not offer the bar enough protection
3. Needs specific paper which may not be degradable
4. Pre-Production cost is high



## Ideation 3 : New Mechanism

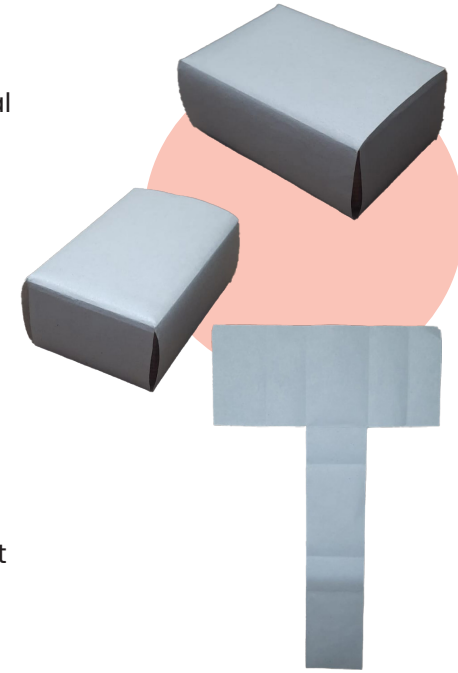
A way to wrap bar without any additional adhesive, rope, string or sticker.

Advantages:

1. Doesn't need thread or stickers to hold the bar and packaging together.

Why it was not used:

1. Too flimsy
2. Leaves airspace
3. Too much space left in the corners for the bar
4. Not enough protection
5. Higher cost of production than the rest



## Ideation 4 : Standard Gift Packing

The bar is wrapped the way most standard gifts are wrapped and held together with thread.

Advantages:

1. Airtight and compact
2. Not flimsy and holds the product safely and securely
4. Simple to produce
5. Complements the shape of the bar well
6. Normal paper can be used for this packaging

Only caveat:

1. Requires stickers to hold together.



## STEP 4 – Gift Pack

# Packaging Ideations

### Version 1 : Ideation

The idea was to stack the mini bars sideways, so upon opening, they would be able to see the personalised note and the bars face up inside.

#### Advantages:

1. Feels like opening a gift
2. A systematic way of showing ingredients could be made here, in correlation to the bars that were packed
3. The personalised note will be visible immediately in the front upon opening the packaging
4. Straightforward and easy production
5. The use of ribbon elevates the whole look and feel of the packaging.
6. There is more than enough space for additional branding like (manufactured on etc.)

#### Issues with this version:

1. While the upper face of the packaging is taut and stable, the bottom face is unstable as there is nothing holding the bars in place.



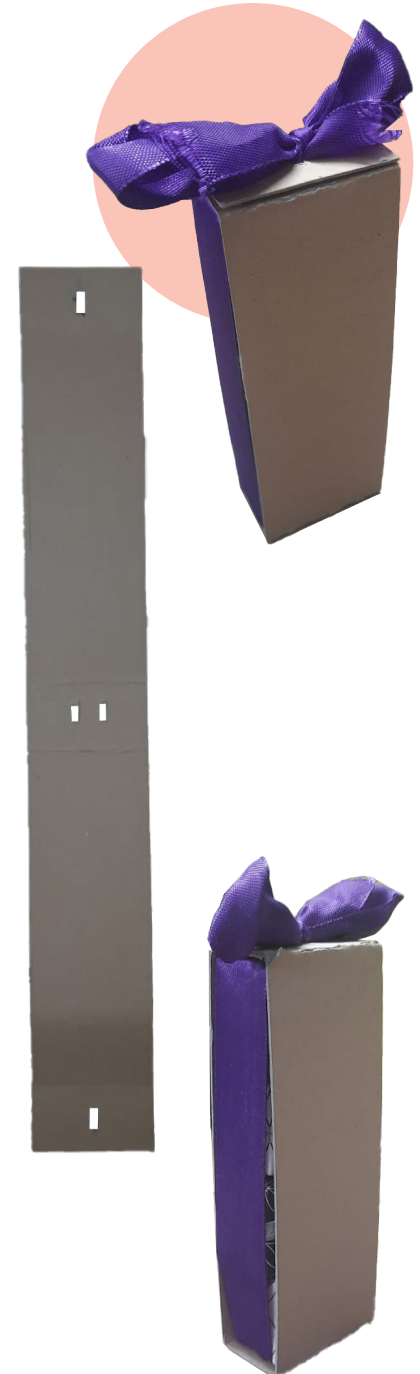
### Version 2 : Fixing the Issues

Learning from the first version, the idea was to either –

1. Glue the ribbon to the bottom of the packaging
2. Find another way to stabilise the bottom through manipulating the packaging

The way to do that was making two additional holes so that the ribbon can be “weaved” into the packaging itself and remain sturdy.

Ultimately, the second solution was chosen as the risk of the glue weakening over time needed to be eliminated.



## STEP 5 – Standard Size Bar

# Packaging Specifics

Through trial and error, the packaging dimensions for the bars was determined. The calculations for the packaging for standard size bars are as follows:

Dimensions of bars:  $L = 7.5$   $B = 5$   $H = 3$  (all in cm)  
Surface area of bar:  $2(LB + LH + BH) = 150$  cm square

Total length for paper = 16 cm  
Paper length + Overlap =  $16 + 1 = 17$  cm

Total height of paper =  $7.5 + 2 + 2 = 11.5$  cm  
(Only add 2 cm instead of 3 because 3 cm will overlap too much and hinder proper wrapping)

Material used: Glossy paper

Figure 01 : Dimensions of the wrapping paper

Figure 02 : Crease lines while wrapping

Figure 01

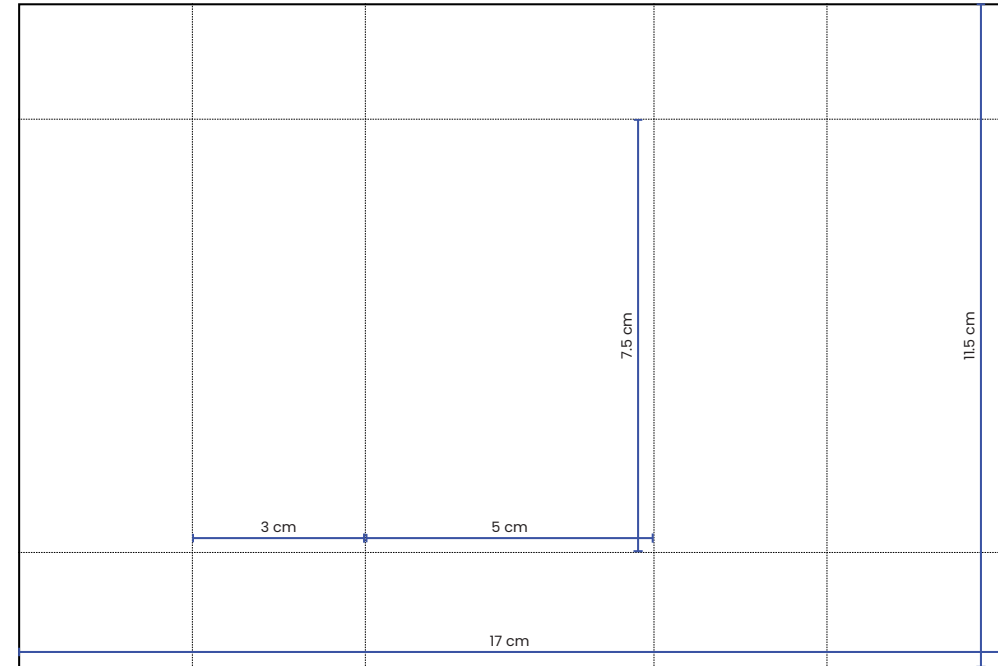
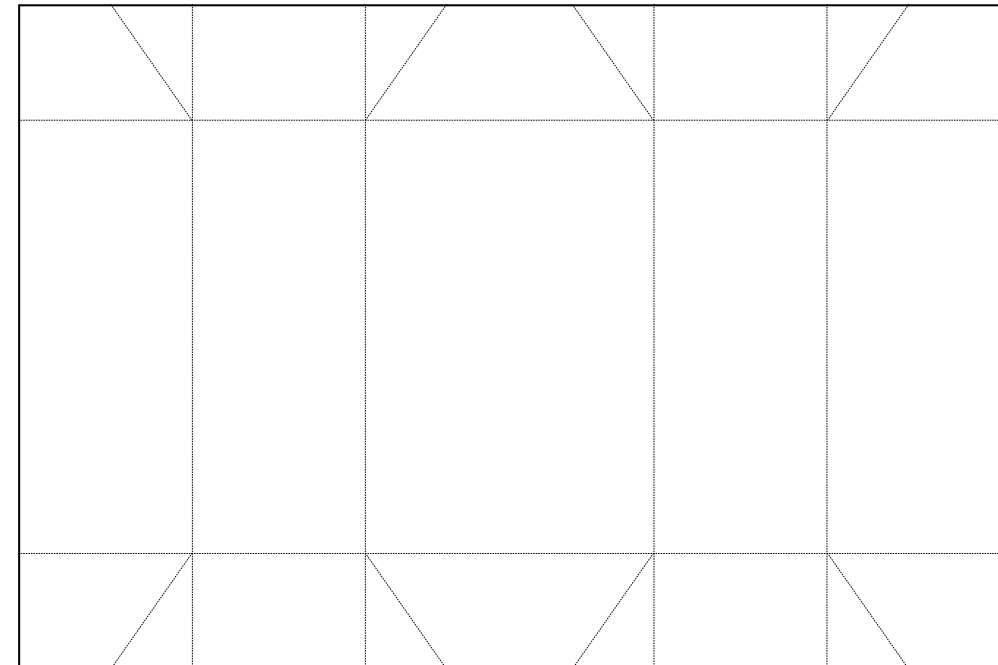


Figure 02



## STEP 5 – Mini Size Bar

# Packaging Specifics

Through trial and error, the packaging dimensions for the bars was determined. The calculations for the packaging for mini size bars are as follows:

Dimensions of bars:  $L = 4.5$   $B = 3$   $H = 2.5$  (all in cm)  
Surface area of bars:  $2(LB + LH + BH) = 64.5$  cm square

Total length for paper = 11 cm  
Paper length + Overlap =  $11 + 1 = 12$  cm

Total height of paper =  $4.5 + 1.5 + 1.5 = 7.5$  cm  
(Only add 1.5 cm instead of 2 because 2 cm will overlap too much and hinder proper wrapping)

Material used: Glossy paper

Figure 01 : Dimensions of the wrapping paper  
Figure 02 : Crease lines while wrapping

Figure 01

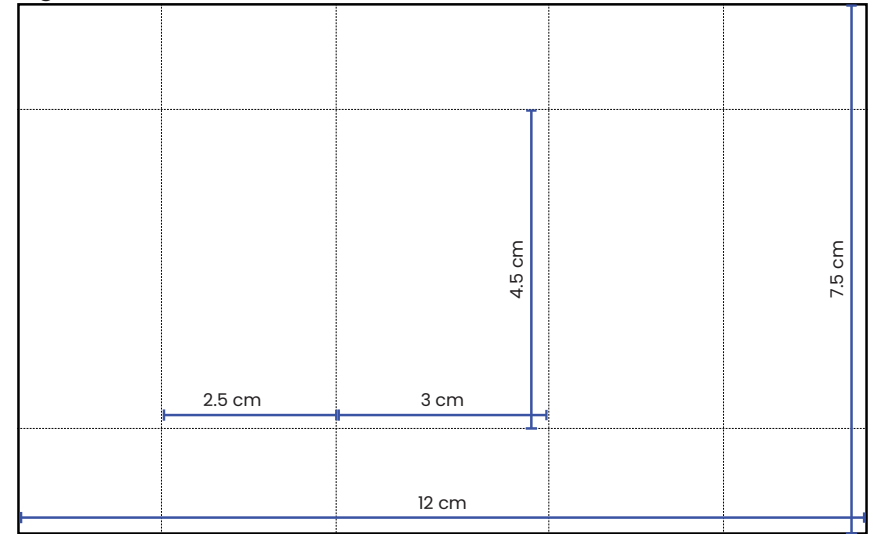
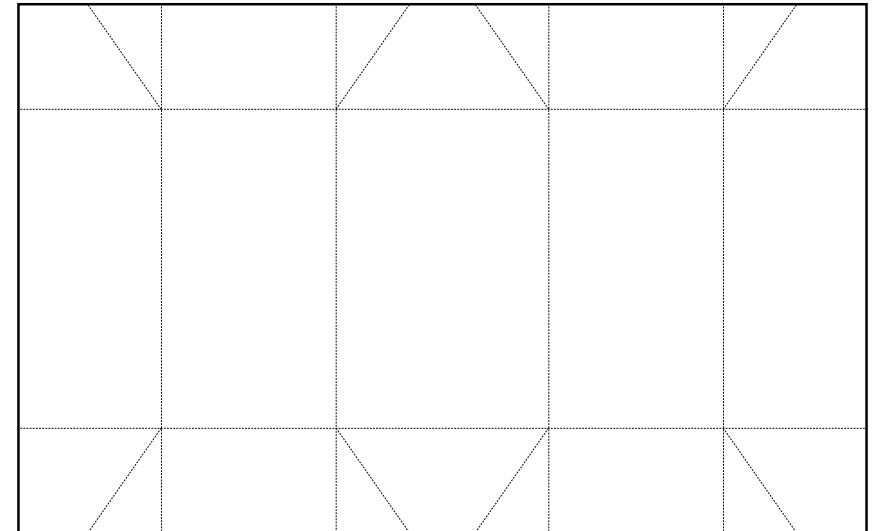


Figure 02





## STEP 5 – Gift Pack

# Packaging Specifics

A special “Gift Pack” was developed for the mini sized bars. Partly because I wanted to experiment more with my brand assets and because mini sizes are almost always given in packs. Through trial and error, the packaging dimensions for the gift pack was determined. The calculations for the packaging for gift packs are as follows:

Dimensions of bars:  $L = 4.5$   $B = 3$   $H = 2.5$  (all in cm)  
Surface area of soap:  $2 (LB+LH+BH) = 64.5$  cm square

Total length = 12 cm  
Length + Height + Space (for ribbons, stuffed packaging and miscellaneous measurements) =  $12 + 12 + 2.4 + 2.8 + 2.6 = 35.7$  cm

Breadth = 5cm

Length of ribbon needed to tie it securely: 70 cm

Material used: Ivory Sheet

Figure 01 : Dimensions  
Figure 02 : Crease lines

Figure 01

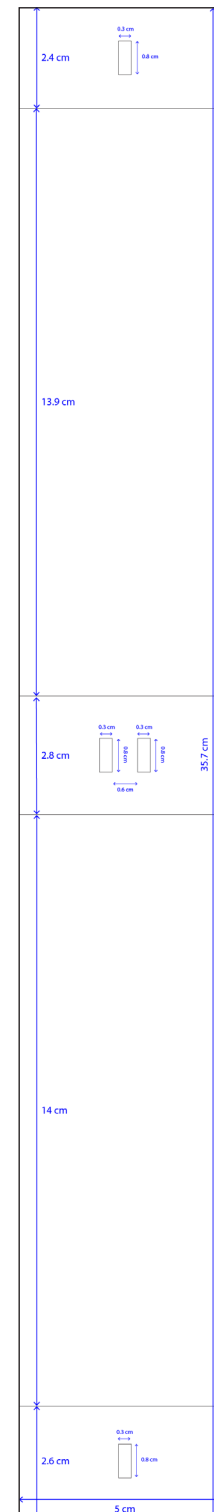
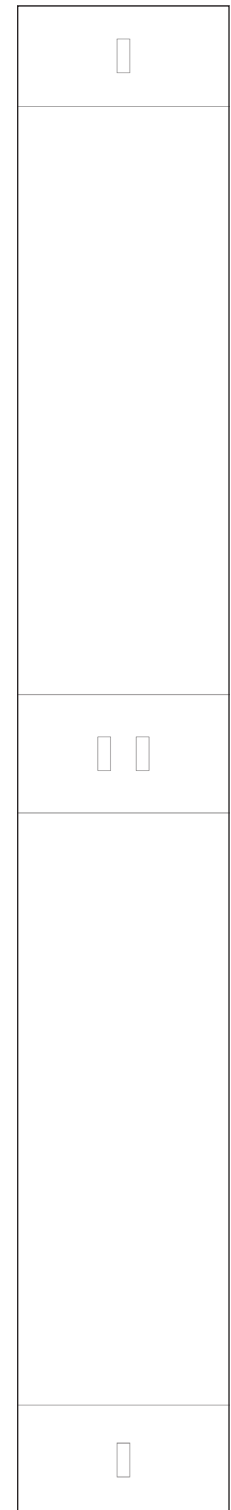


Figure 02



## STEP 6

# Moodboard and Studying

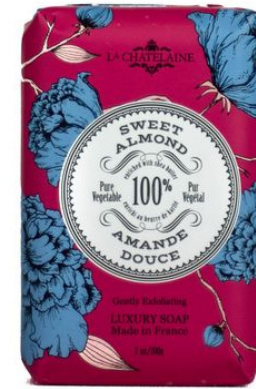
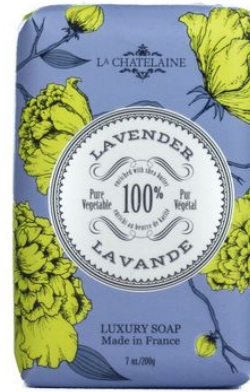
The packaging of brands such as *Claus Porto*, *Le Chatelaine*, and *fresh* were studied to get references as to what the packaging should include.

Key Takeaways on what is common:

1. Brand name front and center
2. What the product is
3. What the product does
4. The flavour / specification of the product
5. The amount of product inside in Grams and Ounces
6. Significant colour / patterns in the background
7. Brand name front and center
8. Where it was made
9. Ingredients (usually at the back)
10. MRP (Maximum Retail Price) in Euros and Dollars
11. Manufactured date
12. Best Before / Expiry Date

Additional Observation: The branding included parts of French for headings. however, instructions were in English.

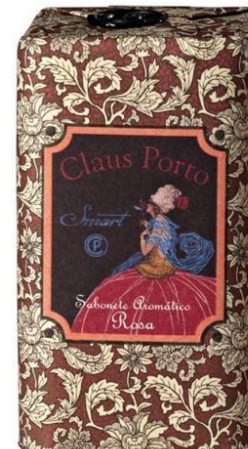
Brand : Le Chatelaine



Brand : fresh



Brand : Claus Porto



# Establishing Identities

After all due calculations and prototyping, certain rules must be established and adhered to so as to maintain a standard identity.

## Colour Palette

#DA4027

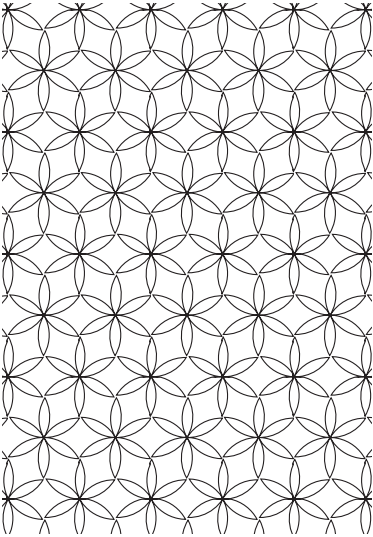
#F7E8DC

#4F354A

Summer pallate

Winter pallate

## Brand Pattern



Mate SC Regular

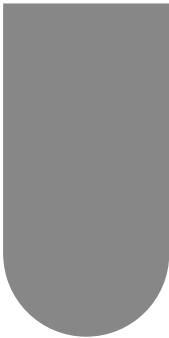
Aa  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01923456789

Gabriela Regular

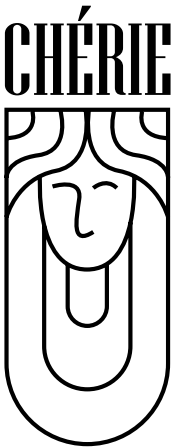
Aa  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01923456789

## Brand Shape

To be used as an additional branding asset



Primary Logo



Word Mark

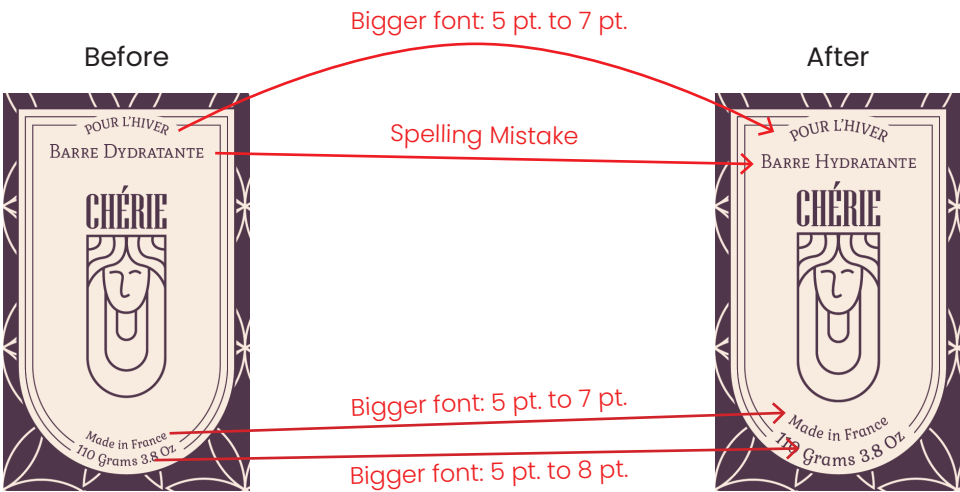


# Test Prints & Prototyping

While creating the surface graphics, it was important to take test prints to ascertain legibility and clarity of all aspects of the packaging.

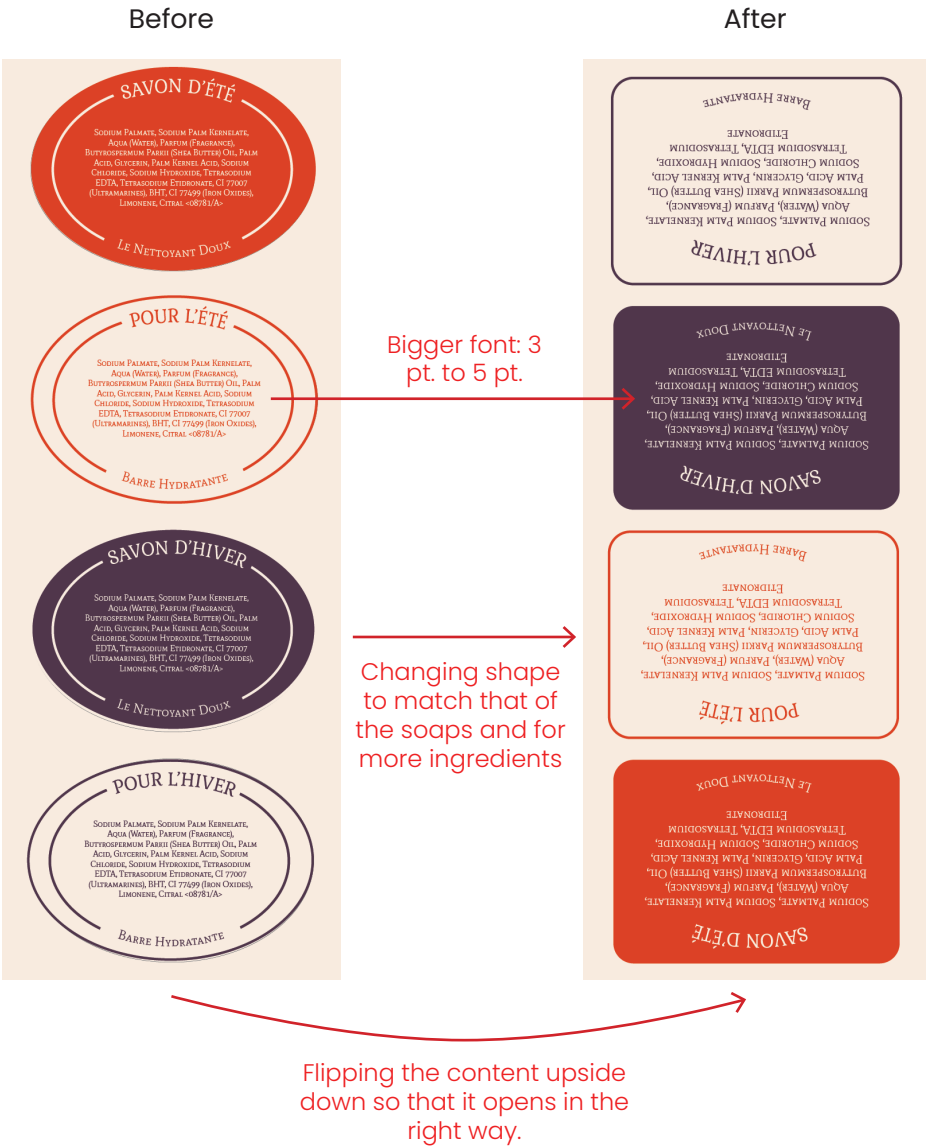
## Standard Size Bars

The first set of prints, while structurally adequate, were having type legibility issues and some spelling mistakes that needed to be fixed.



## Gift Pack

The first set of prints contained many issues on the inside packaging that needed to be rectified; wether technically or aesthetically.





## STEP 9 – Standard Size Bar

# Final Surface Graphics

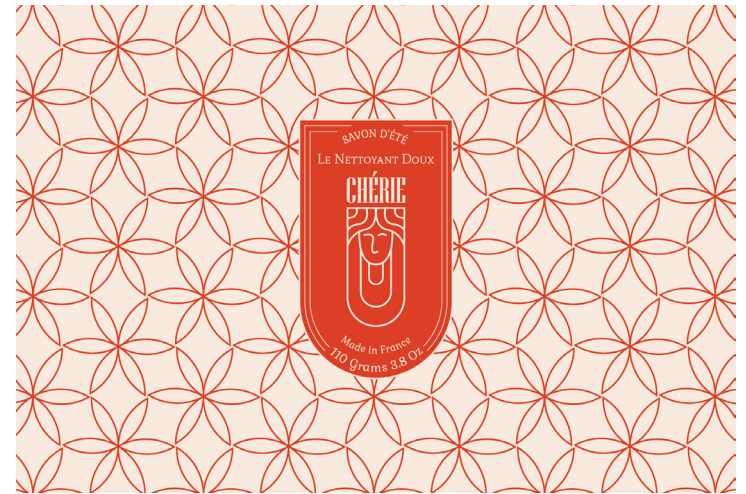
In accordance with the brand guidelines, surface graphics for the packaging were created.

- 01 Summer Hydrating Bar
- 02 Gentle Cleanser for Summers
- 03 Winter Hydrating Bar
- 04 Gentle Cleanser for Winters

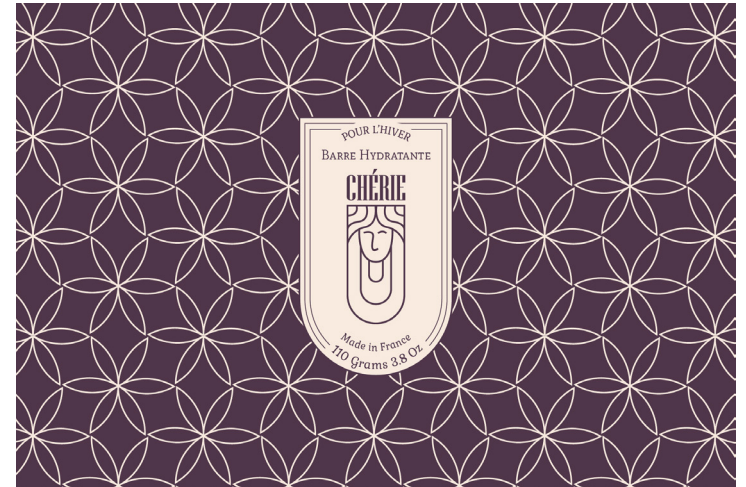
01



02



03



04



## STEP 9 – Mini Size Bar

# Final Surface Graphics

In accordance with the brand guidelines, surface graphics for the packaging were created.

- 01 Summer Hydrating Bar
- 02 Gentle Cleanser for Summers
- 03 Winter Hydrating Bar
- 04 Gentle Cleanser for Winters

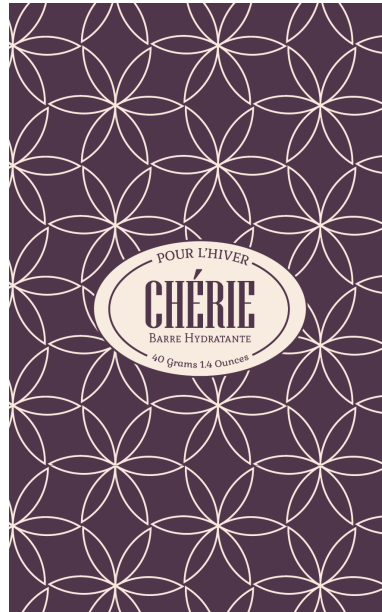
01



02



03



04



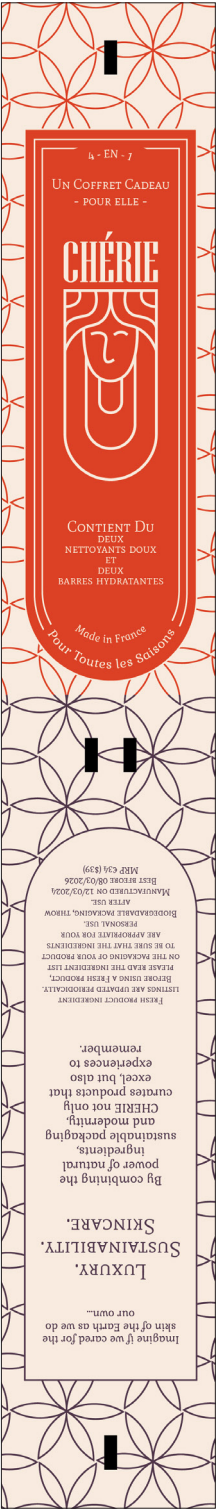
# Final Surface Graphics

In accordance with the brand guidelines, surface graphics for the packaging were created.

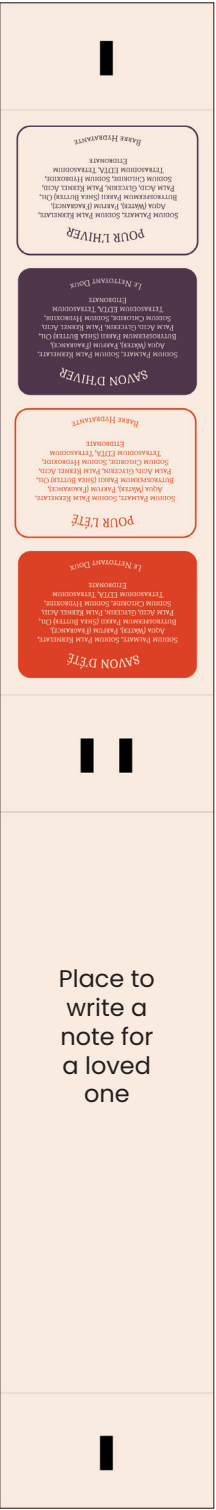
- 01 Outer Packaging
- 02 Inner Packaging

The black rectangles are to be cut away to make space for the ribbons.

01



02



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