



**PR PACKAGING**

moodboards & concepts

*october 08<sup>th</sup> 2024*

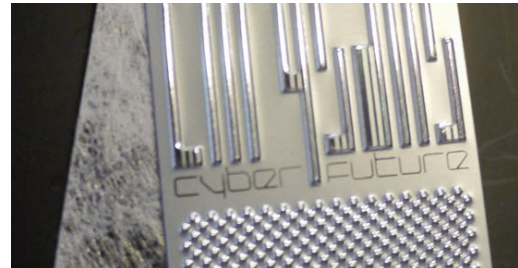
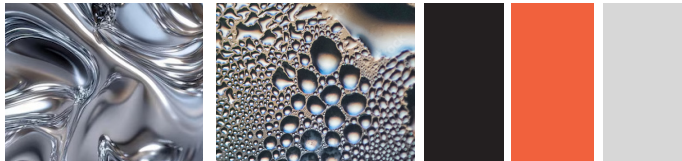
# THE ALPHA-SILANE INNOVATION

The Sleek and Shine serum represents **'the new generation of science'** thanks to its alpha-silane technology. With heat activation, it helps the hair become smooth and glossy and stay waterproof for a longer time.

To represent it we could design a **sleek and smooth packaging inspired by the chrometype trend or a NASA inspired packaging** using waterproof materials to call back to the serum.

**KW.** high tech, sleek, chrometype, waterproof.

## COLOR AND MATERIAL RANGE



# PROPOSITION 1

For this proposition, we are presenting a translucent outer packaging with white text, and a guide on the side with a chrome bottom part. The pack would open on the top. To hide the branding we are using a hard shell printed with the tagline and the guidelines.

**ALT.** We could create a solid outer pack inspired by an emergency kit (cf bellow)

## COLOR AND MATERIAL RANGE



**ALTERNATIVE:**





## PROPOSITION 2

For this proposition we are taking inspiration in NASA food packaging to create a minimalist sous-vide intriguing pack. We are not branding it with the name of the brand but we are highlighting the Alpha-Silane technology. To guide the user, we are printing a small caption on the top with key words and we are using a QR code to tell them how to use it. We could also use the back to give more information.

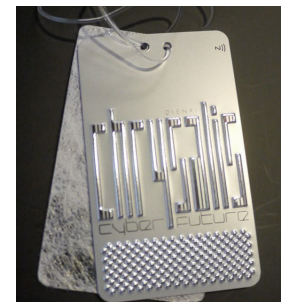
The product's branding is hidden using a sticker and we are asking the influencer to put it to the test and peel it off at the end for the reveal.

**ALT.** For the alternative, we could use a half translucent pack and use a green sticker instead of a metallic one. To personalize it we could attach a personalized metal plaque for the influencer, like a scientist pass, and a mirror to contemplate the result of the tests.

### COLOR AND MATERIAL RANGE



### ALTERNATIVE :



# PROPOSITION 3

For this proposition, we have a plexiglass packaging with a gradient from translucent (top) to grey (bottom). The outer shell is a metallic chrome pattern. Opening the top causes the plateforme to rise with the product, and, the eventual guidelines and flyers with the needed informations.

The guide is printed either on a solid support (carbord) or a translucent rhodoïd.

The branding is hidden by a fabric or paper sheath that can be slipped off.

## COLOR AND MATERIAL RANGE

