



HAIR FILLER PR PACKAGING

moodboards & concepts

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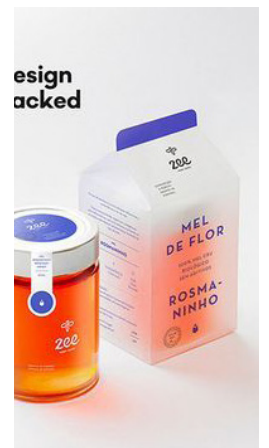
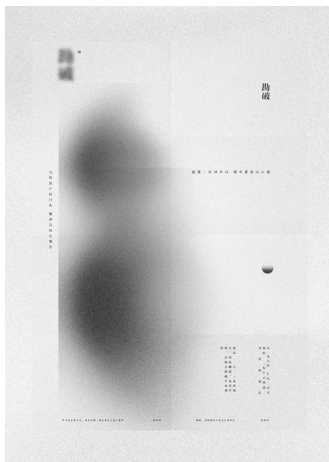
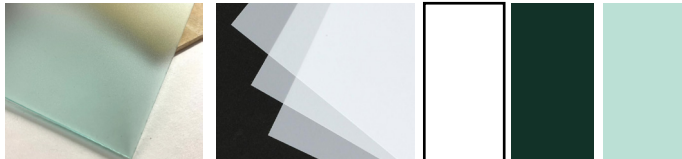
CLEAN AND POWERFUL HAIRCARE

With ingredients such as **hyaluronic acid**, **vitamin C** or **ceramides**, these new Garnier Fructis lines **don't have anything to hide**.

To highlight how clean and powerful these lines are, we could go **minimalistic**, showcasing the products and only the products following the examples of brands such as Typologie or Olaplex. With a minimalistic PR box made with **'high end' materials** such as plexiglass or recyclable paper/textured paper, **we could elevate the launch** to the level the product need it to be.

KW. elevated, powerful ingredients, clean beauty, minimalistic.

COLOR AND MATERIAL RANGE



CLEAN AND POWERFUL HAIRCARE

To create an **elevated packaging highlighting the power of the lines** ; we decided to create a pack with a deep green base showcasing the products as we would for perfumes or **high-end skincare**, protected with a **gradient-tinted plexiglass** that can be lifted on the sides for a 'wow' effect during the unboxing.

The whole box can be transported with a **printed tracing paper case which can be personnalized depending on the line sent** to the influencer with scientific data.



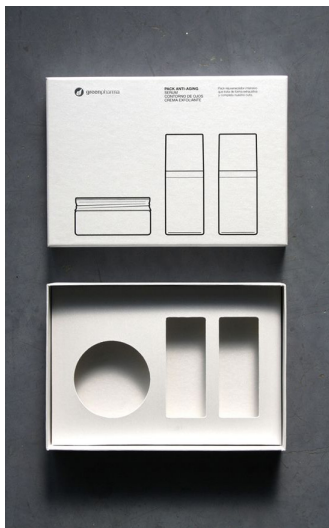
THREE INNOVATING SCIENCE-BASED LINES

The campaign's Look & Feel insist on the science aspect of the products with **science-coded assets** (line patterns, rulers etc.).

To enhance it, we decided to look into other brands with similar concepts such as Kiehl's and The Ordinary and how to exploits it in an **high-end way** with . brut and recyclable papers, **embossing and elegant linework**.

KW. science, linework, recyclable material, elegant, high end.

COLOR AND MATERIAL RANGE



CLIENT // COLLECTIVELABS.COM INDUSTRY // BEAUTY



TRANSFORMING YOUR HAIR TO THE CORE

The transformative power of fillers inspired the creation of these lines formulated with ingredients like Vitamin C or Hyaluronic Acid to repair your hair to the core.

We could create a packaging including **many layers** of **different materials** to represent the layers of the hair but also **dynamically present** the new artistic direction and a more **high-end image for Fructis**.

KW. fillers, seven layers of your hair, mixing materials, dynamic, showcase, high-end, dynamic.

COLOR AND MATERIAL RANGE



TRANSFORMING YOUR HAIR TO THE CORE

For this proposition, we decided to highlight how the products **repair your hair to the core**. To highlight it we designed a PR box with **layers**.

The first one is a **recycled paper one** with the logo of the campaign and a caption taken out of the press document.

The cut-out showing the second layer is composed of three disks representing the three

main layers of a hair : the cuticle, the cortex and the medula. The second layer is a **metallic paper sheet one using the color of the line** (here vitamin c).

The last layer is a **'garnier green' box** highlighting the light green products inside two by two.

