THE ART OF PACKAGE DESIGN



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Designer/ Lavernia & Cienfuegos Design Agency/ Lavernia & Cienfuegos Client/ RNB Laboratories

This basic line of cosmetics is related to concepts such as being fit, playing sports, exercising etc. The design of the package tries to reinforce these concepts. The name brings out the idea of a sport record, and the package makes reference to the morphology of the muscle. All the 100 ml and 200 ml containers were designed with an ergonomic shape and fabricated in flexible plastic so they are very resistant and they can be carried in a sport bag.





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In order to achieve a good brand image and minimize the costs of production, only one bottle design was used for the eight different fragrances. The distinct fragrances can be differentiated by the different colors of their tops. The shape of the bottle is rounded and curved, and the packages use shiny and metallic colors. The final design, both of the bottle and its package, transmits the feeling of high-quality modernity at a competitive price.





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CODIZIA is a fragrance developed for women who look for a quality and premium product, but at a much lower price than the top price range perfumes. The bottle design transmits these attributes: elegance, personality, sophistication, etc. Its rounded shapes, the golden finished glass, and the two curved white surfaces facing each other produce an engaging effect through reflected light. The graphic design of the package refers to the shapes and colors of the bottle.





Shigenobru Twilight

Designer/ Anicka Yi & Maggie Peng

Design Agency/

Photography/ Noah Sheldon

Client/ -

Inspired by the fabled story of the founder and leader of the Japanese Red Army, Fusako Shigenobu, the designers evoke Shigenobu's extended exile in Lebanon. The bottle is made of raw cedar wood and each one is hand cut in architectural geometry, encasing a 10ml glass bottle of liquid within. Each bottle is unique and no two are identical. The elegant wooden bottle punctuates iconic form while diffusing meaning into infinite shapes.

