

AN EYE FOR DESIGN

Beauty packaging design is moving away from 'less is more' and returning to luxury, craftsmanship and the creation of delight, as experts in this field tell **SPC**

Return to luxury

Marc Rosen heralds the return of 'luxe-deluxe' design to fragrance and skin care

With all of the retail reports on Christmas sales proclaiming that it is the luxury segment of the market that is selling and that mass is languishing, everyone is scrambling to create new fragrance and skin care lines that are luxe-deluxe.

Of course history is just repeating itself for those of us who have been in the business long enough to remember the eighties, when 'more was more' and luxury packaging was the driving force for new designer lines. What with fashion houses like Yves Saint Laurent, Chloé, Karl Lagerfeld and Armani, to name but a few, creating their first signature fragrances, package designers like me had a field day designing beautiful bottles to extol and underscore their unique fashion messages.

After living through the 'less is more' decades, I think that luxury's return has come just in time. Considering the sorry state of world affairs – the unfortunate state of the economy, global warming, politics and general malaise – what we all need is a touch of luxury to make us feel good

Marc Rosen:
"Luxury is selling because we all want to be special"



about ourselves, if just for a moment. Fragrance 'takes us there' and its packaging is the physical manifestation.

Luxury is selling because we all want to be special; 'hope in a bottle' has arrived.

Marc Rosen is one of the world's leading fragrance packaging designers, a seven-time FIFI award winner, and Trustee and Professor at Pratt Institute Graduate School.

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Can the student teach the master?

Luxury drinks brands have long looked to beauty and fragrance for design cues. But what can we learn from them? Asks Natalie Alexander

If truth be told, the fragrance sector has actually forged the way when it comes to luxury brand design and communication. Being much closer to the luxury fashion houses, fragrance has been borne straight from this world – a world full of incredible creativity and exquisite craftsmanship. Luxury and prestige drinks brands have learnt much from this alluring and coveted category, adapting its rules and habits over the years. A luxury drinks brand will now have an established set of iconic brand codes, will have identified the brand's *raison d'être*, will have championed its



The new natural

Brands are embracing a more premium expression of sustainability, says Bryan Goodpaster

Gone is the beige and demonstratively fibrous look of sustainability that Aveda popularised in the nineties: the post-consumer material packaging that dominated the category. Today, the cosmetics industry is following fashion by integrating style, finish and colour into a more premium expression of sustainability, one of the key trends that we are continuing to see emerge. Josie Maran's line, which has been positioned as 'luxury with a conscience' is one of a growing number of beauty brands that separates sustainability and cost. A recent Nielsen report showed that millennials, who are a key target audience for the beauty industry, represent over half of those willing to pay extra for sustainable products, and 51% of them check packaging for sustainable labelling.

As well as there being a focus on sustainability, patterns have strongly returned to packaging design and



core creator and will be launching rare and newsworthy limited editions and seasonal gift packs, to name but a few of their techniques. However, there is one thing the student can teach the master.

All luxury drinks brands support their emotional communication with unique product creation stories, stories that detail provenance, ingredients, heritage, craftsmanship and artistry. These are all brought to life through different media, but the jewel of the piece is the 'altar' they create for the brand. This altar brings all of



Natalie Alexander: "Luxury drinks brands support their emotional communication with unique product creation stories"

this into one all-encompassing immersive experience and can either be located at the distillery, the original founder's maison,

or, more interestingly, at various carefully crafted permanent locations around the world, which encourages consumers to get involved. Johnnie Walker, Hennessy and, more recently, Absolut Elyx have all embraced this 'global home' idea, and have created beautifully orchestrated brand environments that act like cathedrals to which their devotees can flock. Consumers feel honoured to be there, they feel proud and so they let others know about their experience: they convert from a brand consumer to a brand disciple.

Fragrance houses have a great opportunity to embrace this model and to support emotive communication with unique product qualities in order to create 'brand homes' for their consumers to experience.

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Bryan Goodpaster: "The cosmetics industry is integrating style, finish and colour into a more premium expression of sustainability"



accelerated the post-recession consumers' desire for newness and delightful design. Whether expressing a brand asset, easing shelf navigation, relating to



a consumer attitude, or simply delivering consumer delight, pattern played a powerful role in 2015 beauty packaging and will persist this year.

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