

Mabel

GLASSES

CONCEPT

Special unpack-experience with a new glasses. A situation, which leave us alone until today. One is happy about new glasses, but this are coming unloved in a box out cardboard. The advisement was it, to make for the first moment a big wow-moment and make more desire to use the new product. The package should be something what you abducted to another place for a short moment.

Out this consideration arose a package for glasses, which primarily are lifting the glasses into the air. In the package are stages installed. At the lowest level is the spectacle cases (an extra product). On the second stage comes the major product, the glasses. The package are with a matching background provided. This could be, depending on the glasses and sex, exchanged. You can individually meet the customers taste.

DESIGN

The grafik-design is kept very simply. The costs are much cheaper than the box is only printed from one side. Out this reason the outside stay free. Only two stickers are on the outside.

On the inside is a picture placed that matches the character of the glasses. On this point the design still be much more specific. For example, can be placed instead of a beach a designed by the brand background, or to do it even more individual and allows the consumer to place his own image.

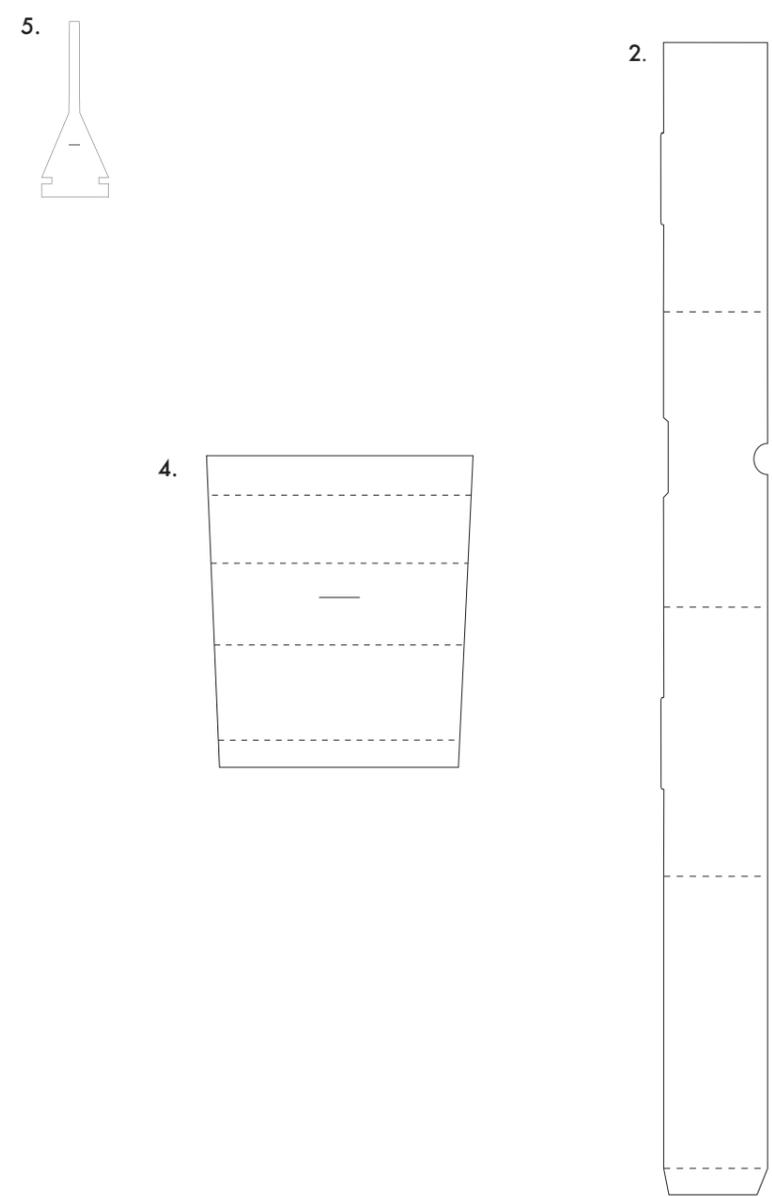
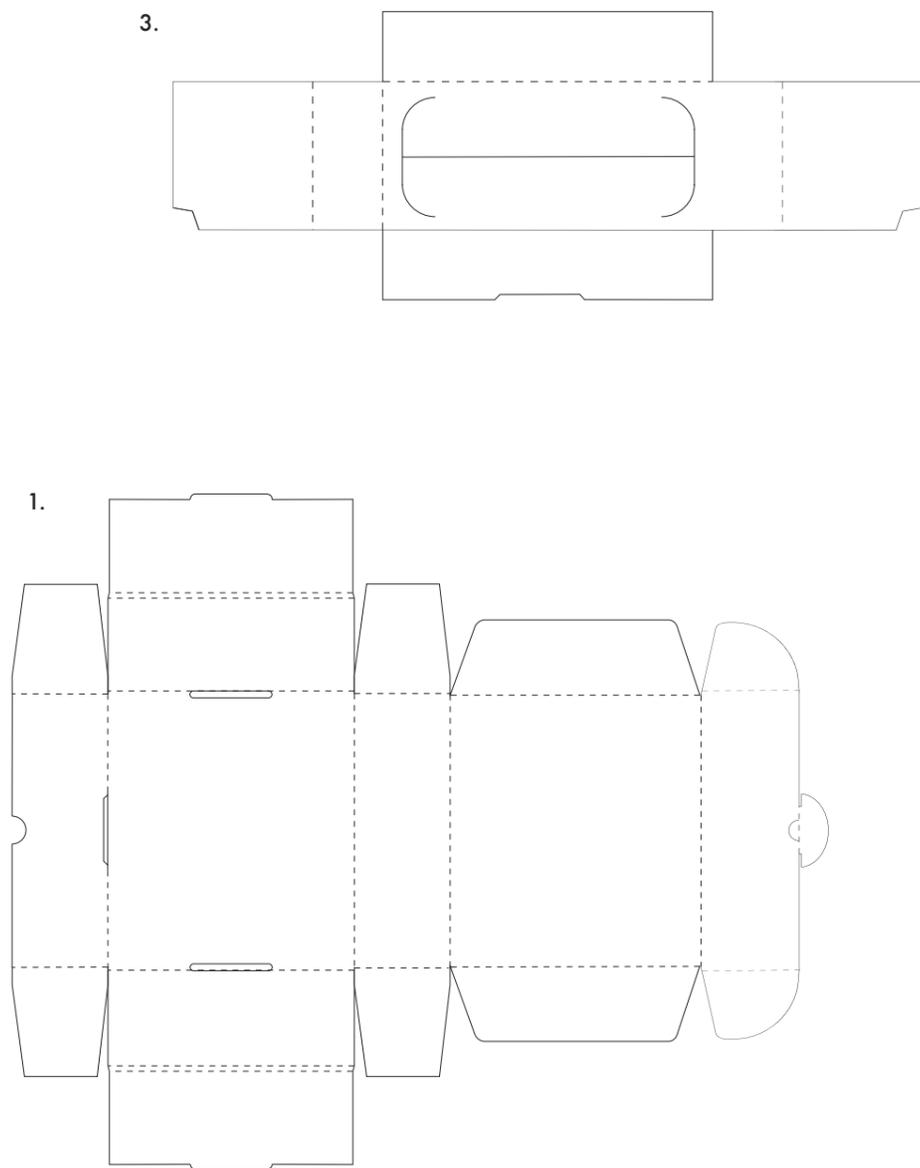
In the competition I have concentrated me only on allowing the glasses a suitable background now. Thus are creating a special feeling for the seller.

MATERIAL

The whole package is out cardboard. Only one of them is out plastic. The cardboard ist not really thick. Only this enable a great employment. The outside is brown cardboard. It looks like a little bit more then ecological.

After the glasses and the case were remove, the package can be done in the rubbish. Only one thing can be disposed of separately. And that is the holder for the spectacle.





 Standard Glasses

 Reading Glasses

 Sun Glasses

 Sport Glasses

