

# Paradise

JÖVAN



The JOVAN perfume represents the feeling of freedom, seduction and irreverence. Adam and Eve were seduced by the snake with an apple. But here the snake literally turns it's back on the apple and chooses the perfume as a means of seduction. In this regard every customer will be seduced by the JOVAN perfume.



Counter Display  
made out of 100% cardboard



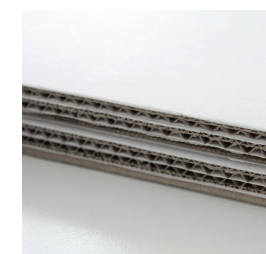
Special inlay:  
Products are inclined for a more dynamic look



Side walls separate the product with the testing unit to round off the design



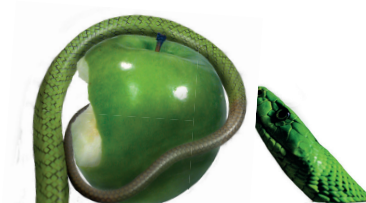
Imprint of soil:  
Even if the product is taken out, it won't seem like there is something missing



Substructure consists of layered cardboards (B-flute) for more stability and a high quality appearance



Whole cushion can be laid out completely flat for transportation and storage



Apple and snake in references to Adam and Eve



Teststrips have a high recognition value, they have a relief printing with the JOVAN logo



3D-Flower for a vivid feeling that attracts the eyes of the customer; it frames the perfume and enhances it