

BARE ANATOMY

REDESIGNING
PRODUCT PACKAGING

content

About the brand

Analysis of the product

Missing Elements in the Packaging

Inspiration Board

Elements on the packaging

Initial Explorations

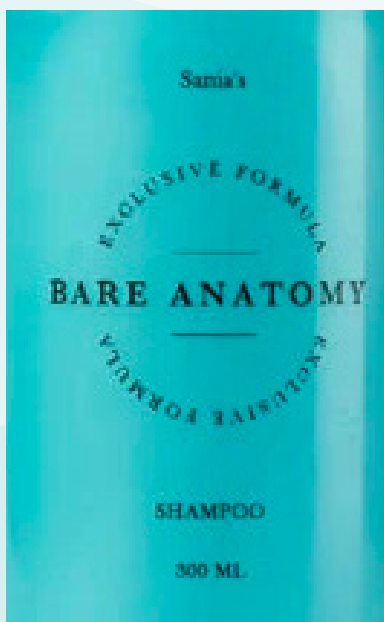
Final Explorations

Product Box Design

Final Product

analysis

OF THE PRODUCT



— Vague- To a new user who sees the product with a random name that has no association with the brand, leaves a lot of ambiguity and also does not look professional.

— The Brand name does not include the logo on the product. A design with repetitive text like "Exclusive formula" written in a circle also makes excessive use of space, that could have been utilized otherwise.

— If one wants to make a global presence of a brand then a universal layout should be followed. For eg instead of writing the quantity of the product in just millilitres, ounce can also be mentioned, helps establish the product along with the brand in the longer run.

missing elements

OF THE PRODUCT PACKAGING

- Even though the product is customized, it lacks the information as to how it is beneficial to a consumer. When a potential customer/ consumer sees the product, at a glance he/she should register some important facts about the product, whether it is "rich in hair nourishment" or "helps hair growth".
- Associating a number and a name to a specific colour of the product helps keep record and instantly feeds that information in a customer. In future if a customer has to recommend a particular product, they should not be living in stone age where they identify a product by its colour "something blue".
- Always informing a user about the advantages of a product is a plus, where the said product specifies that it is absolutely organic or paraben free, so that the users can be stress free and register full faith in the brand.
- Lastly, adding a theme or illustration to a certain serie/series of product, completes the look and feel of it.

inspiration

BOARD

It is important that one studies the fashion forecast and current trends to be able to work on upcoming designs. Following are some of the 2020 trends :

01. Natural & earthy pastels

“In 2020, brands are looking for more subtle and earthy tones for their products. ”
- 99designs designer Obacht



02. Neatly structured layouts

There's something inherently satisfying about structure in design. Not only is it visually appealing, but it also lends a sense of balance and order to design—which is why more neatly structured, ordered layouts are becoming a major trend in the packaging world.



03. Blurry color splashes

“A great trend in gradients is the use of spotted gradients, multi gradients and blurs,” says 99designs designer Obacht.



elements

ON THE PACKAGING

SKINCARE ICONS



FONTS

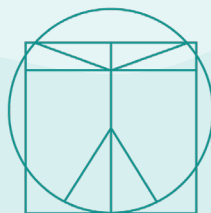
BARE ANATOMY

BASKERVILLE REGULAR

BARE ANATOMY

AVENIR REGULAR

LOGO



BARE
ANATOMY

initial EXPLOARTIONS

BARE ANATOMY

04/ MELLOW

A mild hair and scalp cleanser infused with rich ingredients that is personalized for your unique hair for a thorough yet refreshing hair wash

SHAMPOO

8 OZ | 235 ML

BARE ANATOMY

04/ MELLOW SHAMPOO

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04/ MELLOW SHAMPOO

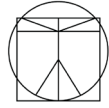
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final

EXPLORATIONS



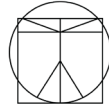
BARE
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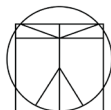
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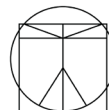
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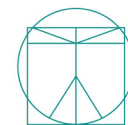
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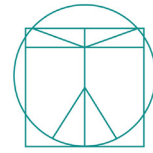
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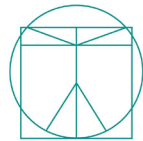
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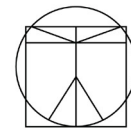
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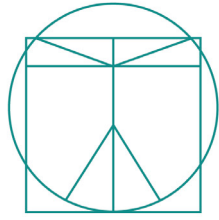
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Sample Illustration to represent the main element in the product- eg. rich in sea minerals



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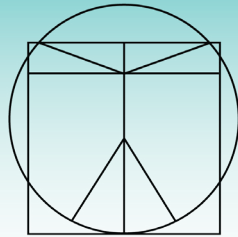
MELLOW

04

Sample text for name and number of the product

prouduct

BOX DESIGN



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ANATOMY

MELLOW

04

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SHAMPOO

final PRODUCT

The new design for the product has been kept in line with the previous existing ones. It wouldn't have been apt to change the look and feel of the product entirely, instead it should appear that one design has evolved over time.



SHREYA AGARWAL
COMMUNICATION DESIGNER