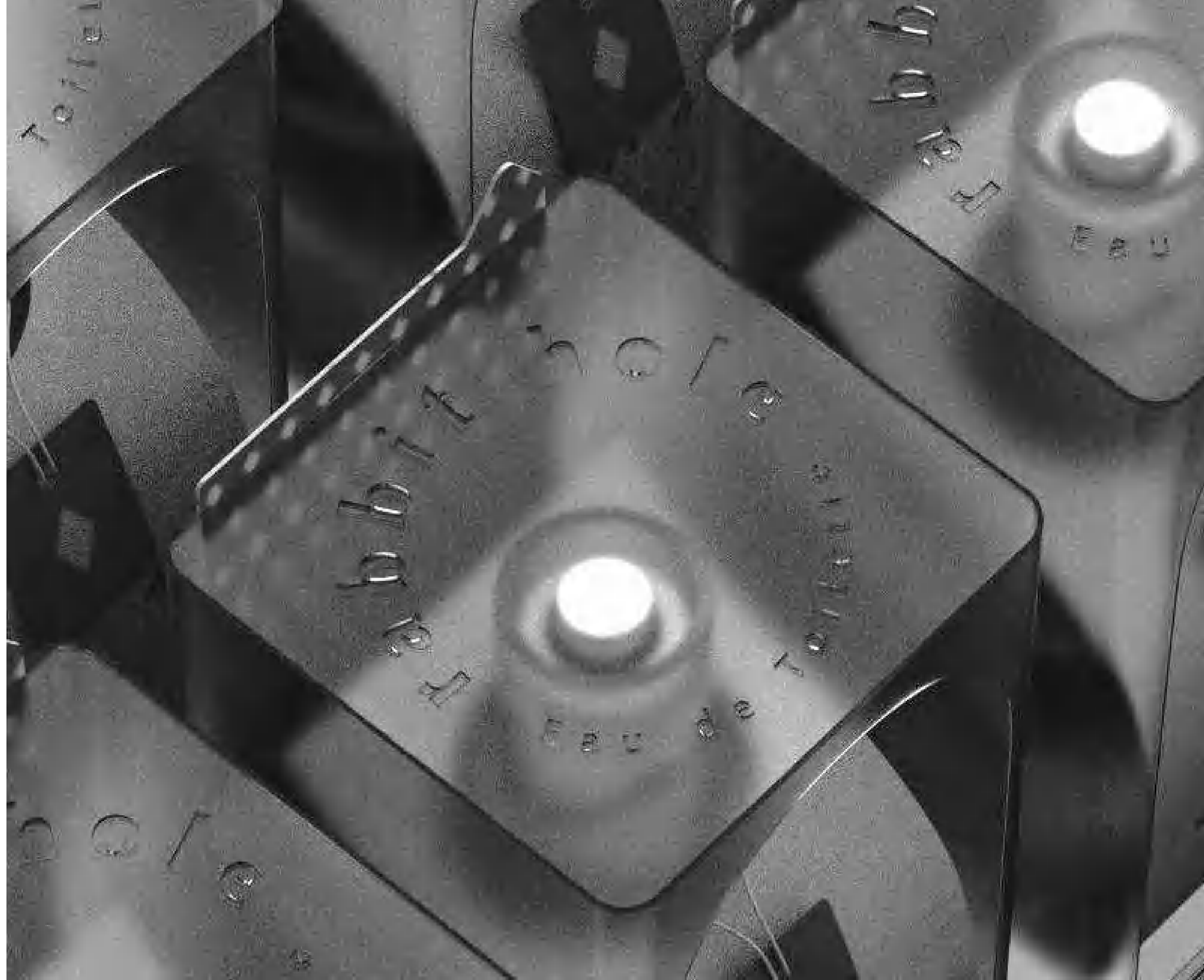


Fragrance Project

01 / 2021 - 02 / 2021

Rabbit Hole,
Eau de Toilette

Jiwoo Kang



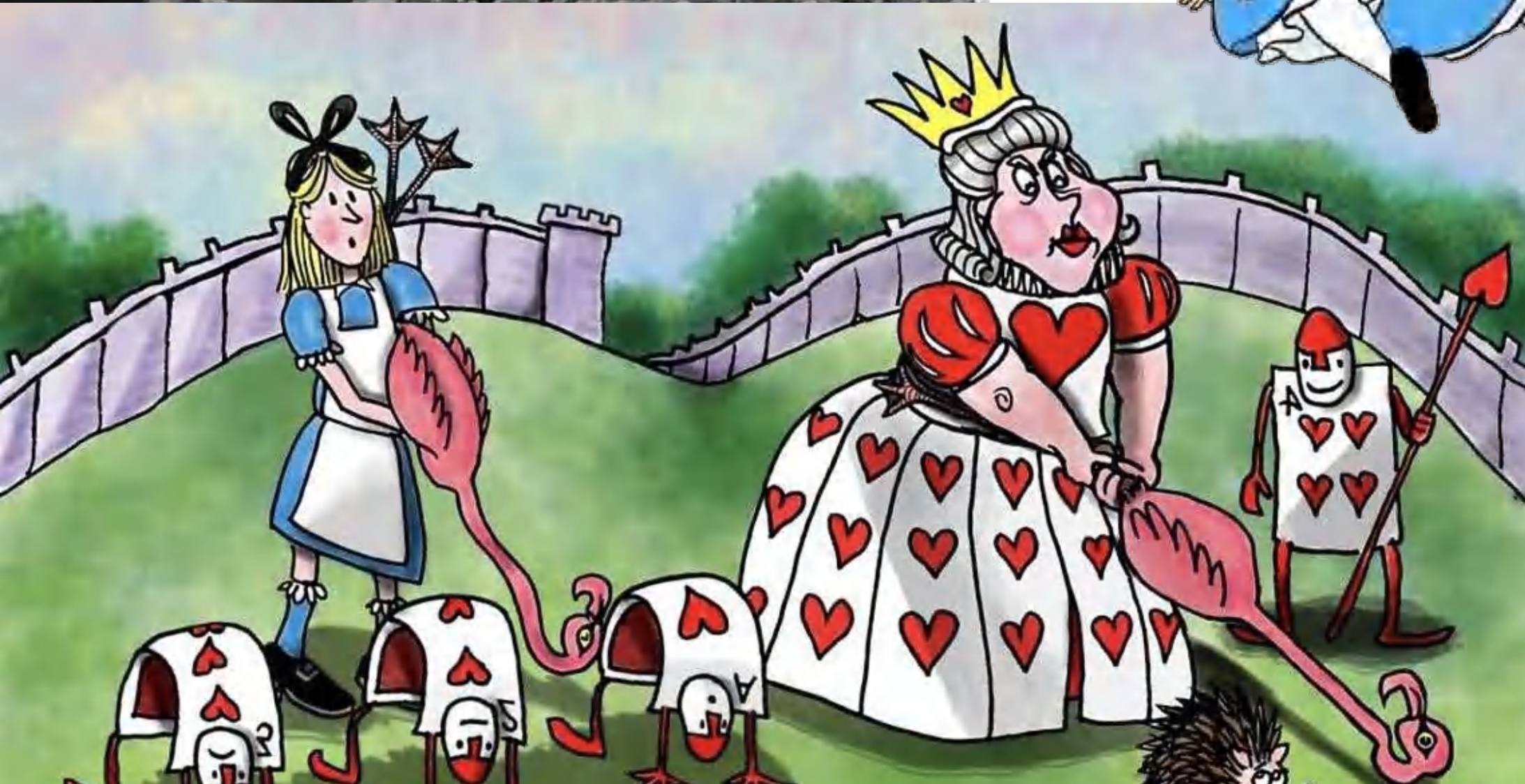
Target Audience

I set the target audience of my fragrance brand to female aged 18 to 25. Among them, I look forward to the good response of people who enjoy a casual atmosphere, have memories of their childhood, and like kitsch designs.

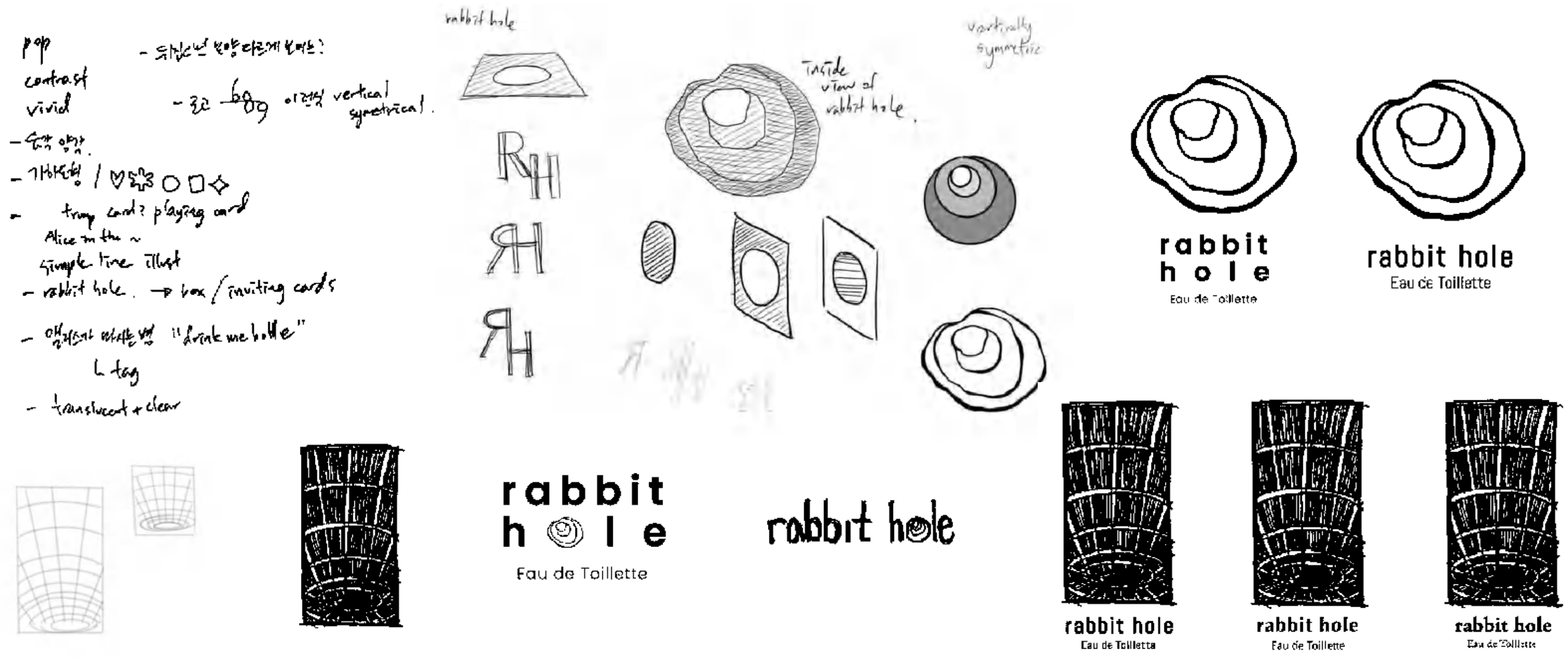


Inspiration

I got inspiration mainly from the famous fairytale, Alice in Wonderland. Especially in this tale I picked some key elements to put in my design. They are playing card, rabbit hole, and drink me bottle.

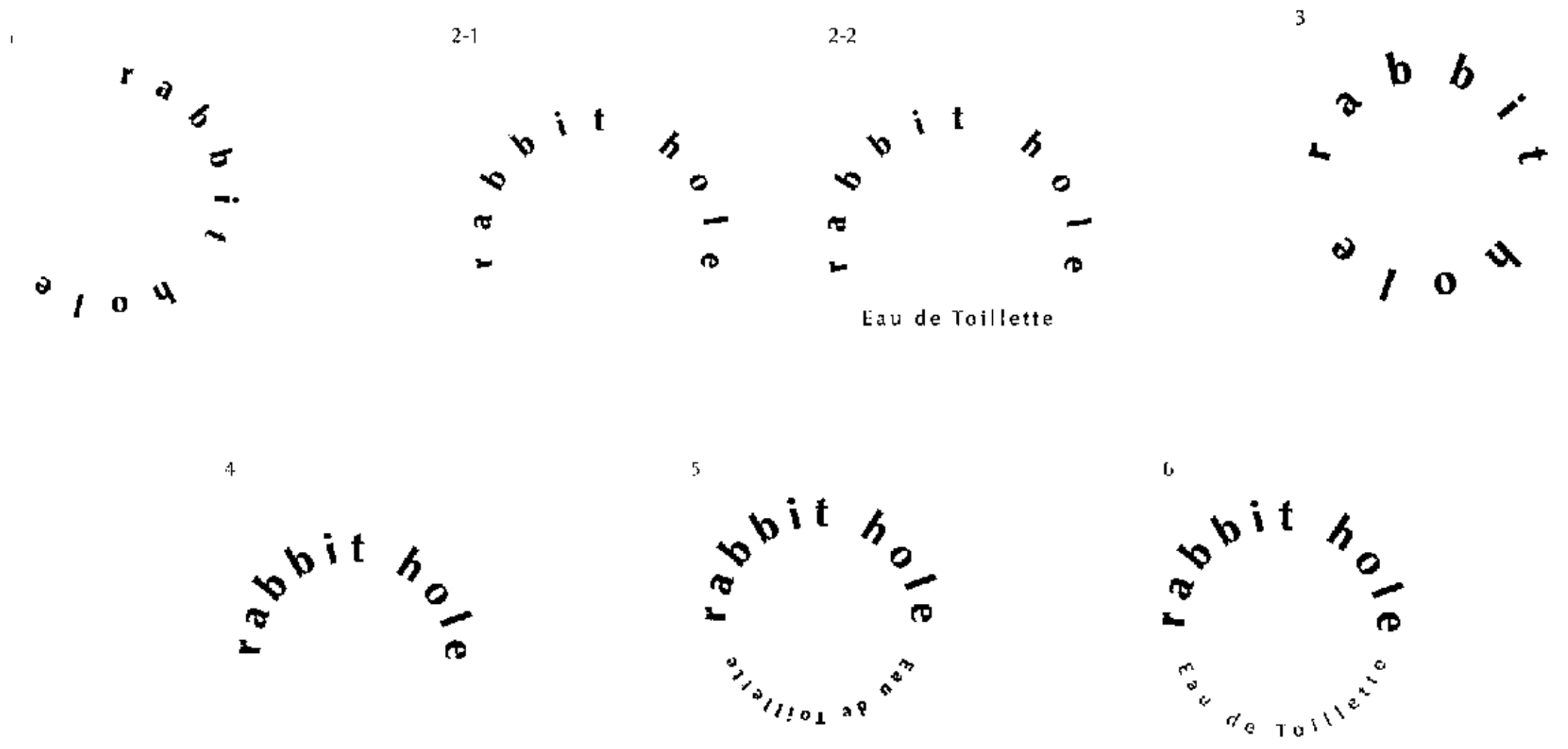


Logo



Brand name of my fragrance is 'rabbit hole'. I chose this name because it means the entrance of Wonderland, and it's one and only connection of real world and Wonderland. I tried to express the hole by graphic and typography. Some are the above view of the hole, presented by grid line, and some are view of looking sky inside of the rabbit hole. For typography, I tried Poppins, Abel, Optima, Garamond.

After getting the feedback, I tried to make the logo more simple, and readable. So I made circular logo to represent hole only by letters. For the final, I chose font Optima, and number 6, the last one under right side.

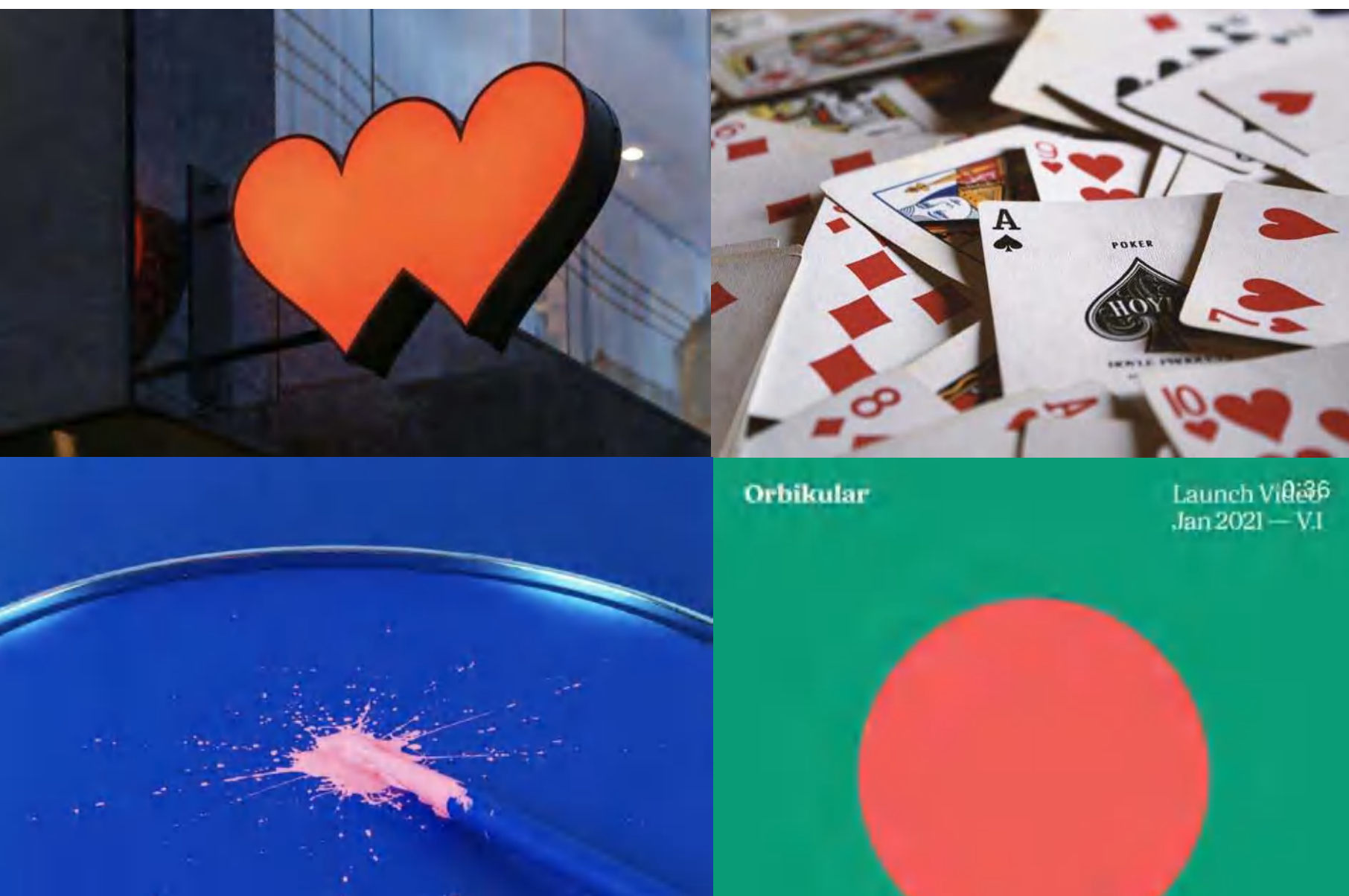


Theme, Color Material Finishing

Secret Laboratory in Wonderland :

pop, vivid, geometric shape, play card, pattern, mysterious, refined

For the theme, I picked 'Secret Fragrance Laboratory in Wonderland'. To make this image, I got keywords of 'pop, vivid, playing card, pattern, mysterious but refined'. I choose main four colors for each 'diamond, heart, clover, and spade'. Furthermore, for the graphic, as I told, I used playing card shapes, pop and vivid colors. Lastly, for the box and bottle's color, material, and finishing, I will use the mixture of translucent and transparent hard plastic, and glass.



Graphic :
Playing Card, Pop, Vivid



Box Package :
Translucent + Clear Hard Plastic Box



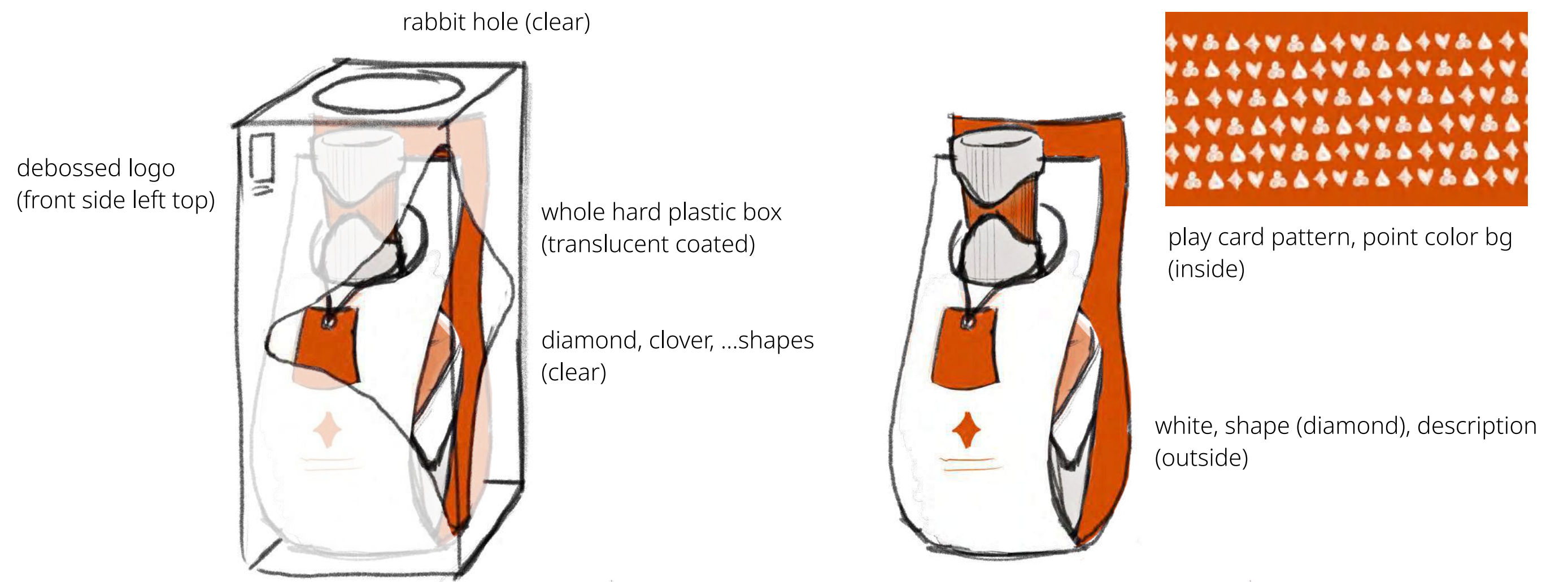
Bottle Package :
Translucent + Clear Glass



Initial Ideation

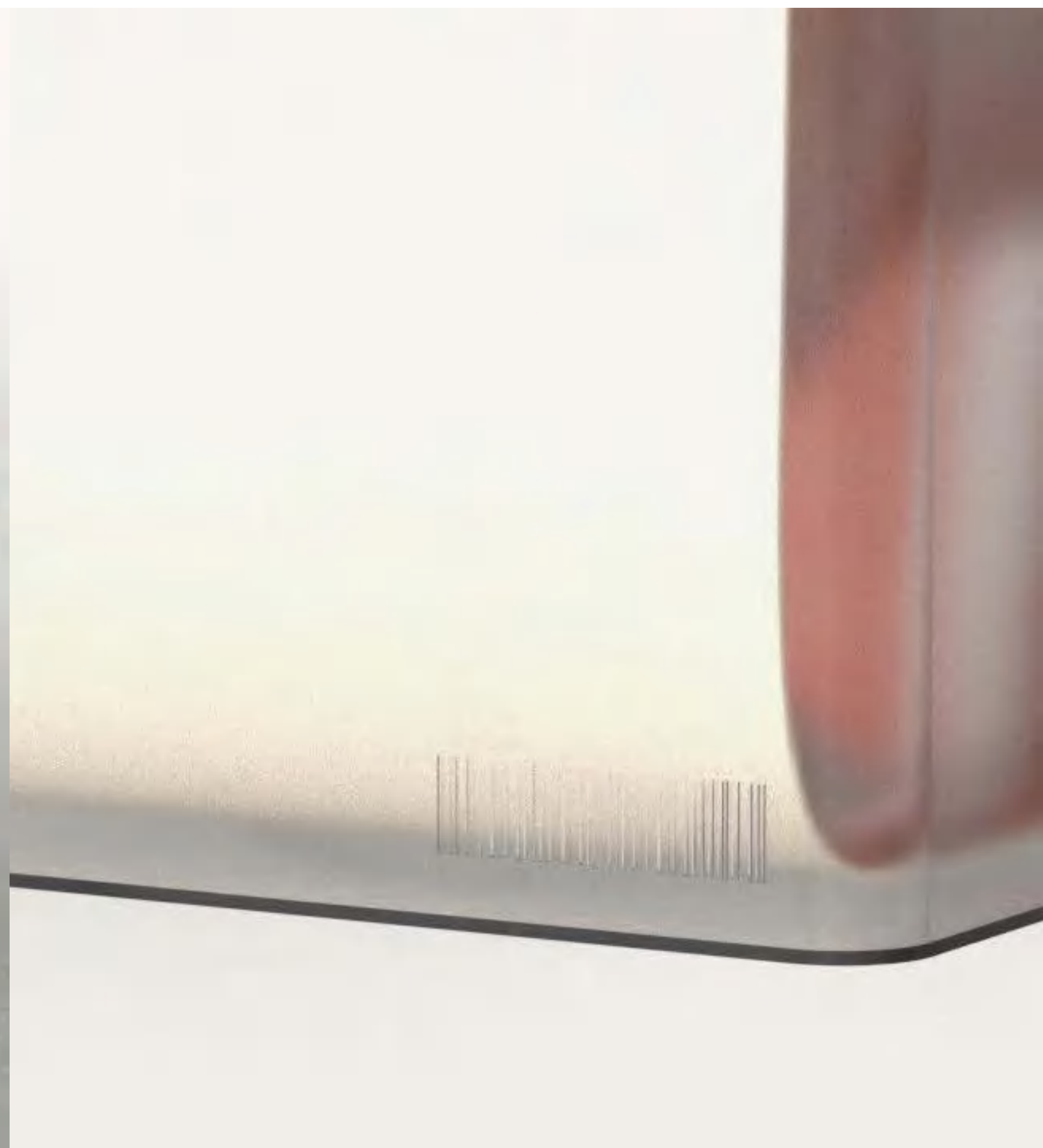
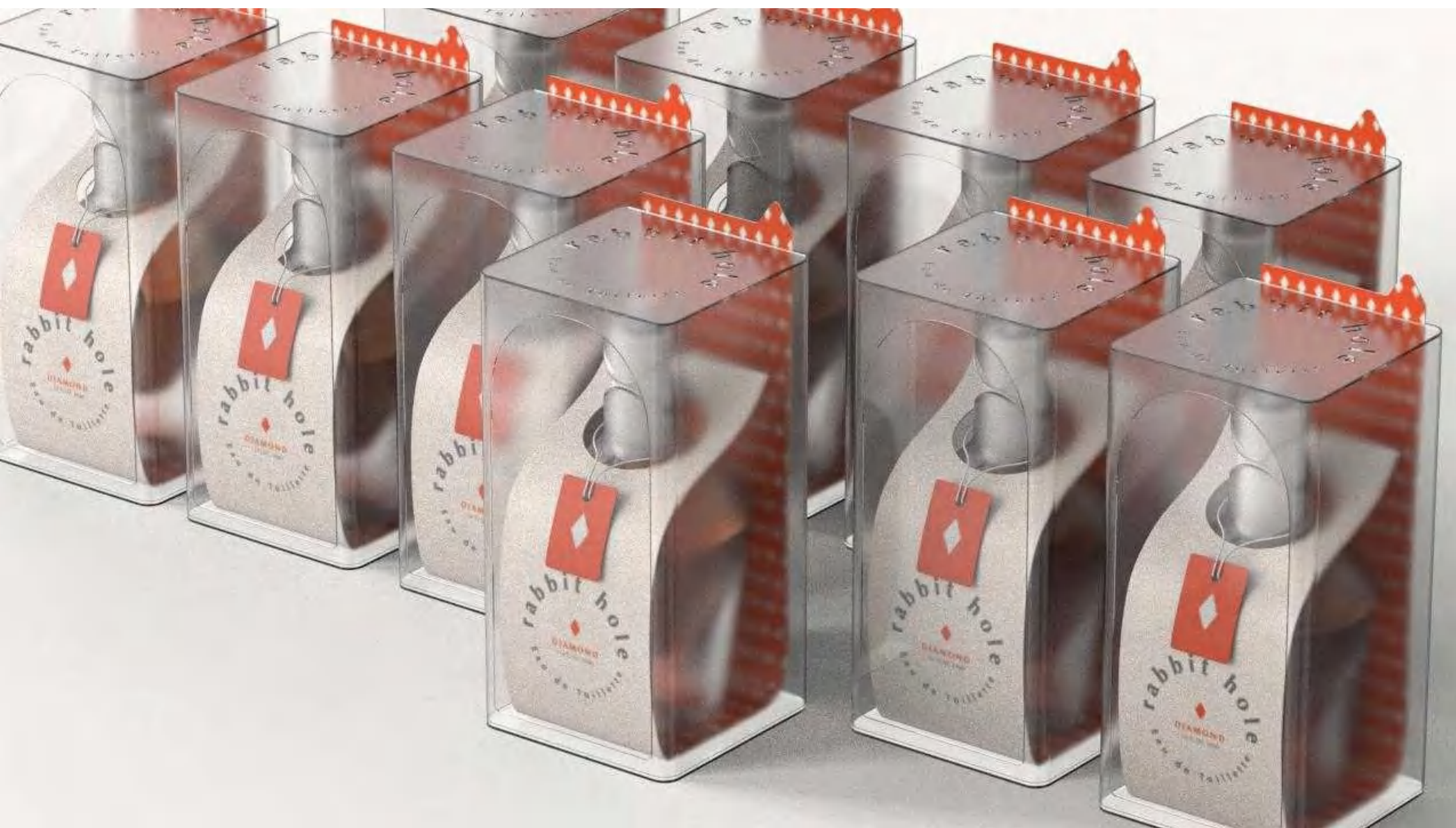


My whole box would be a hard, translucent plastic but the shape of door would be clear and smooth coated. Logo will be debossed on the top part of box. When customers open the box, there will be a paper card get around the bottle. This card's outside will contain description, ingredients, bar code printed on white background. Point color of each scent will be the background color of card's inside, and the pattern of playing card will be printed on it. I got drink me bottle as a motif of bottle. Description tag will be on the neck of bottle, and whole glass will be translucent to present mysterious lab. However, playing card's shape will be the clear, smooth glass and in the middle of this part, 'rabbit hole' logo will be embossed. Users can use the fragrance more convenient by twisting the lid to open, not have to get off it separately.



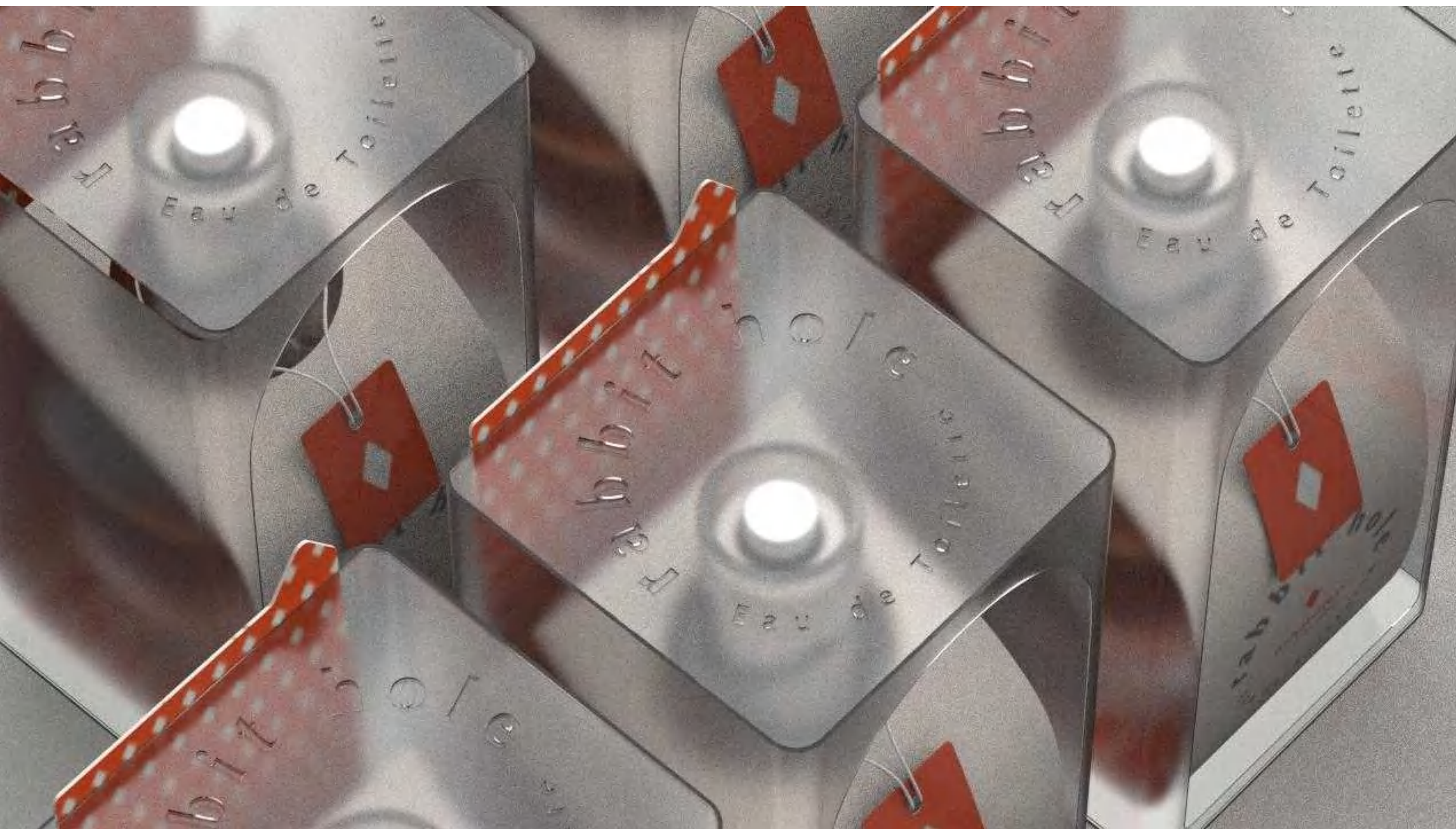
Rabbit Hole

The outer package is translucent and transparent hard plastic mixture, and there's bar code on the back side of box. Customers can recognize the scent of Rabbit Hole easily by the inner cardboard which is pop out from the outer box.



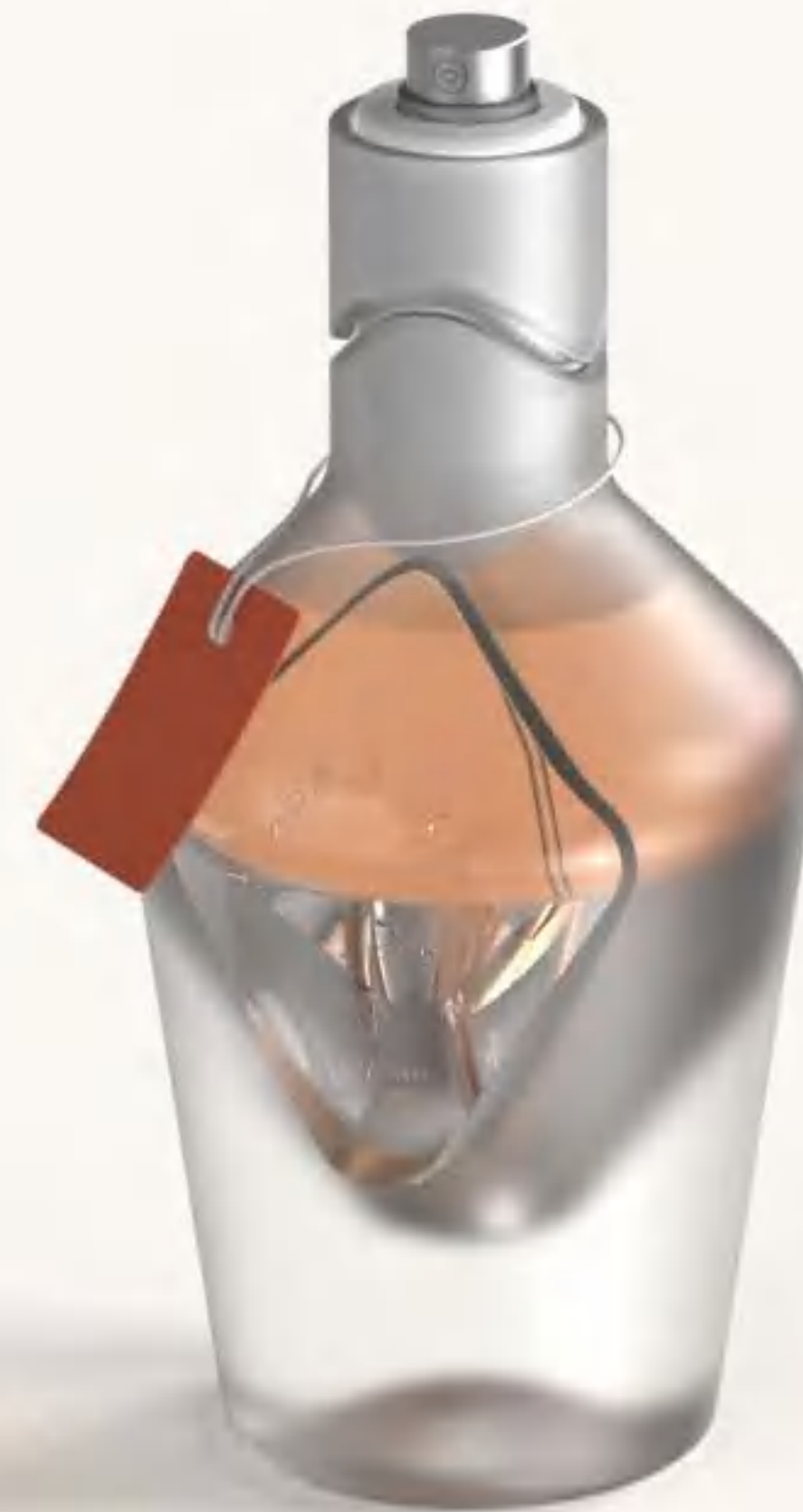
Rabbit Hole

There's debossed logo of the top side of outer translucent package. The pattern of paying card shape and description of fragrance is printed on the cardboard.



Rabbit Hole

Users don't have to worry about losing the cap of fragrance anymore. Just twist to open the fragrance. This design got motif by behavior of opening the bottle. Also there's tag around the neck of fragrance whis has description on it and inspired from the drinke me bottle in 'Alice in Wonderland'.



Rabbit Hole

Embossed logo and scent of Rabbit Hole on the clear part of glass bottle. User can check the residual quantity of fragrance by this part, too.

