



# FOLKMANAIO

PACKAGING DESIGN CONCEPT



## SPRAY

Name: Dwell

Intention: comfort, harmony & home

## ANointing OIL

Name: Love

Intention: devotion, heart & beauty

## CANDLES

Name: Fortune

Intention: attract, luck & prosperity

## TEA

Name: Tranquifitea

Intention: serenity & peace

## BATH SALTS

Name: Full Moon

Intention: manifest , mystery & power

# PRODUCT CATEGORIES

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CONCEPT 1: AMBER GLASS +  
BLACK LIDS





CONCEPT 2: CLEAR GLASS WITH  
GOLD/CORK ACCENTS

CONCEPT 3: MIXED MATERIALS  
WITH GOLD & BLACK ACCENTS



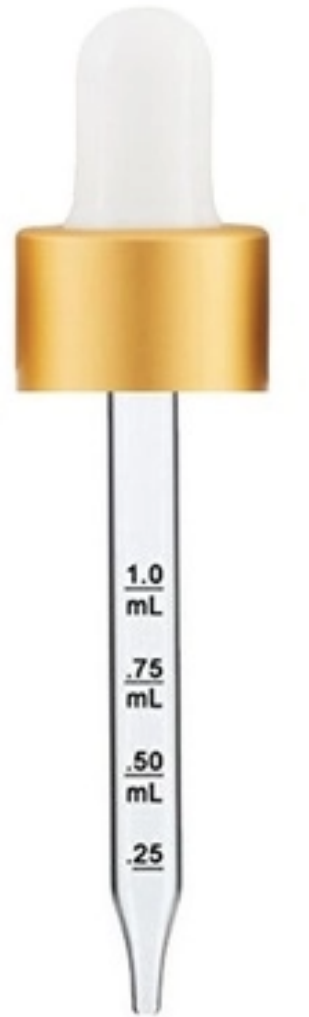
FOLK MAGIC PACKAGING DESIGN CONCEPT

# DESIGN CONCEPT

# DESIGN NOTES

- The "intention" will be the most prominent text on the label.
- product should be visible through packaging
- all labels printed directly onto glass
- simple & clean design for a professional appearance
- subtle, minimalist design with a hint of magical suggestion (ex: gold foil or gold lid accents)
- glass and sustainable materials only; no plastic
- hang tags keep the bottles free of too much copy and lend a handwritten/handmade element

# SAMPLE



# MOONKUP



FOLK MAGIC PACKAGING DESIGN CONCEPT

SAMPLE



MOONKUP

SAMPLE



MOCKUP