

Latest Launches: Refreshing and Sturdy

One of Bourjois's most popular gift set packages has been a paperboard base with a slide-on plastic lid. Bourjois previously used this package for its Accessor-Eyes, Kiss du jour, and Miss Behavin' gift sets (covered in CPC Packaging's May/June 2005 issue). In November 2005, Bourjois retailed the same style of package for its limited-edition Cocktail gift sets.

The Cocktail gift sets were developed by design firm Dragon Rouge. There are four different kits, each containing an eye shadow, a mascara, and a lip gloss. The slide-on lids were updated for the new kits. "The illustrations are playful to make the cocktail sets flirtatious and fun," says Maiken Erstad, design director for Dragon Rouge. "They play with light and dimension."

Erstad says that Dragon Rouge wanted to give the kits a cosmopolitan

feel. "The idea with the Cocktail set was to capture different personalities that girls have," says Erstad. "In the past, Bourjois had used illustrated girls as part of their brand image but had decided to get rid of that, partly because it gave the brand too young of an image and partly because one of its main competitors already had a history of using illustrated characters. We wanted to find a cute and fun way to capture this concept of four different girls' personalities, without having to necessarily show that person or girl. Because sometimes, seeing a character on a package can be somewhat alienating for a customer if her or she doesn't quite connect with that character."

Instead, Dragon Rouge decided to use cocktail drinks as the illustration. It chose four drinks to illustrate, such as Fabulous Flirtini, Bella Bellini, and Mojito Mischief.



In the beauty industry, metal isn't a common choice for secondary packaging. One reason is that metal can be expensive, so companies may avoid investing in a metal secondary package that customers are likely to discard. However, a metal secondary package can be a smart choice. It stands out on a shelf full of paperboard cartons. In addition, metal is durable, so if a

customer does take a liking to a well-designed secondary container, he or she may reuse it to hold other items - and be reminded of the brand each time he or she looks at it.

Bourjois's limited-edition Wish You Were Here tins retailed exclusively at Sephora through the end of January. Kits were designed in honor of four vacation destinations - Paris, St. Tropez, Tahiti, and Bordeaux.

"The kits were meant to capture the postholiday feeling of 'Let's escape the horrible winter weather and get away to beautiful places,'" says Maiken Erstad, design director for Dragon Rouge, which developed the packaging. "We



were inspired by the look of an old-fashioned suitcase, which people would decorate with souvenir stickers they got from around the world. The graphics are designed to be slightly retro to evoke that old-fashioned style."

Because the metal tin is so durable, customers can reuse it to hold other items - an added benefit that could help make

the sale. Bourjois and Dragon Rouge kept this in mind and decided to make the vacuum-formed tray that holds the products removable. "Since palettes aren't a new idea, we wanted to have a point of difference and give the consumer something she can reuse," says Nancy Tarantola, Bourjois's director of marketing.

The Bourjois kits were displayed in the window of Sephora when the retailer did a travel-themed product display. To promote the kits, Bourjois sponsored a sweepstakes trip to Tahiti.