



DESIGN REPORT
FOR

TRACCIA
LA DEA

PERFUME

1. PRODUCT DESCRIPTION

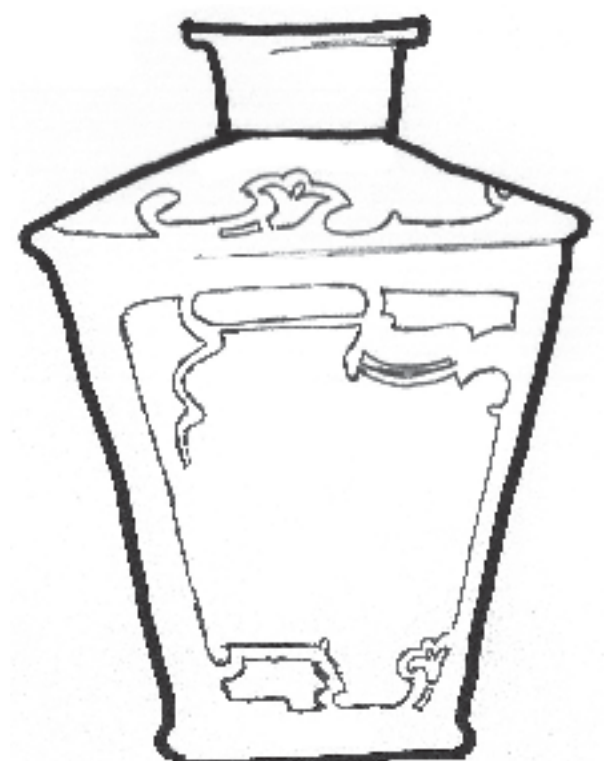
MARIE J. AHOLT
MARCH 10, 2010

THE PRODUCT FOR THIS DESIGN IS A FICTIONAL PERFUME COMPANY BASED IN ITALY CALLED TRACCIA LA DEA. THE NAME TRANSLATES AS "HINT" OR "TRACE THE GODDESS". THE SCENTS ARE NOT OVERPOWERING. INSTEAD, THEY OFFER CLASSICAL AND DELICATE FRAGRANCES IDEAL FOR THE SOPHISTICATED WOMAN.

THE BOTTLE IS MADE OF CLEAR GLASS IN ORDER TO LET THE COLORS OF THE PERFUMES SHOW THROUGH. A SIMPLE SPRAY PUMP IS EQUIPPED TO DISPENSE THE PERFUME.

THE LABEL DESIGNS BORROW HEAVILY FROM THE ART NOUVEAU STYLE OF DESIGN, WHICH WAS POPULAR IN EUROPE FROM ABOUT 1890 TO 1915. THE BOTTLE DESIGN IS SIMPLISTIC COMPARED TO OTHER BOTTLE DESIGNS FROM THAT PERIOD; YET IT STILL UTILIZES A FEMININE SHAPE. THE BOTTLE IS WIDER AT THE TOP THAN THE BOTTOM SO THAT IT IS EASY TO HOLD IN THE HAND WITH LITTLE CHANCE OF SLIPPING. THIS DESIGN ALLOWS THE USE OF A CLEAR FLEXOGRAPHIC LABEL TO DISPLAY THE BRAND NAME AND NECESSARY INFORMATION, UNLIKE TRADITIONAL BOTTLE DESIGNS THAT OFFER NO LABEL SPACE.

THE OVERALL SHAPES ARE BALANCED AND SPEAK OF FEMININE POISE AND BEAUTY.



2. DESIGN RESEARCH

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THE DESIGN FOR THE BOTTLE UTILIZES TRADITIONAL ITALIAN FORM BUT WITH A SIMPLIFIED, CONTEMPORARY FEEL.

ASPECTS TO INCLUDE:

- OFFERS LOCATION FOR A CLEAR LABEL.
- SHAPE THAT TAPERS DOWN THE BOTTLE.
- PARTNERED WITH A CAP THAT IS EASY TO HANDLE AND COMPLIMENTS THE BOTTLE.



THE IMAGERY FOR THE LABEL INCORPORATES THE FEMALE FIGURE FOUND SO OFTEN IN ART NOUVEAU POSTERS.

ASPECTS TO INCLUDE:

- DECORATIVE BORDER OR BREAKS IN THE BACKGROUND.
- HAIR BROKEN INTO STRANDS.
- USE OF FLORALS, ESPECIALLY IN HAIR.
- MIXTURE OF MUTED AND BOLD COLOR SCHEMES.





At actual size: 4" x 3"

4. PRODUCT LINE

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5. PANTONE MATCHING

THE LABELS WILL BE
PRINTED WITH CMYK.

THE CAPS WILL BE SPECIFIC
PANTONE COLORS.



PANTONE 505



PANTONE 533



PANTONE 5145