



Retail Display Design

Package Design 2010

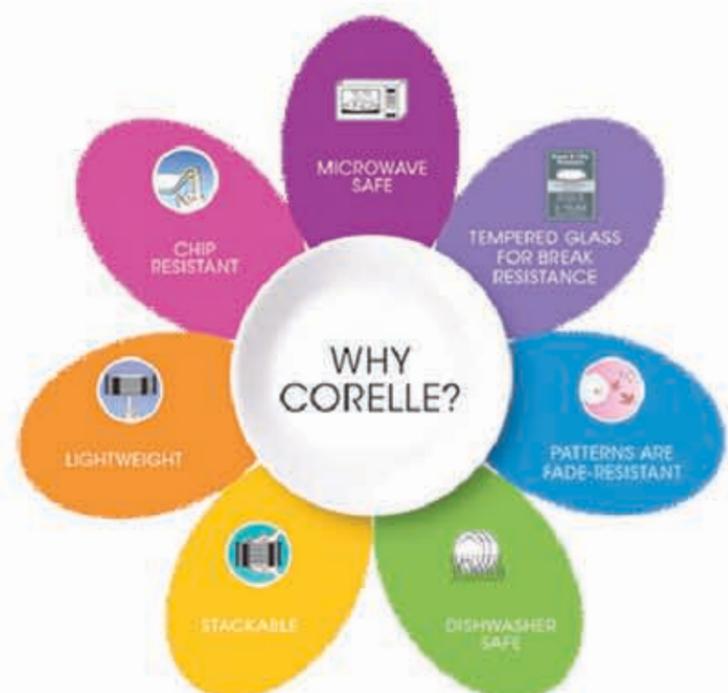
Hayeong Kim

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CORELLE appeared on the market as the first break and chip resistant glass dinnerware company.

Other than the fact that CORELLE is known for its durability and strength, it is available in a variety of shapes, patterns and colors that match various life styles.





Clean dark wood modern style kitchen



Cabinet & table piece



Cabinet, shelf and table in one piece



Variety of storage



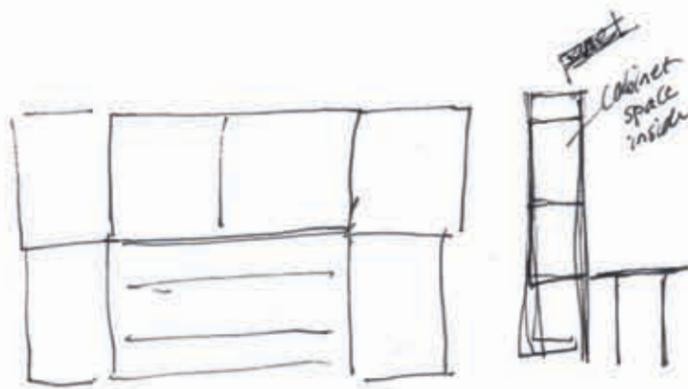
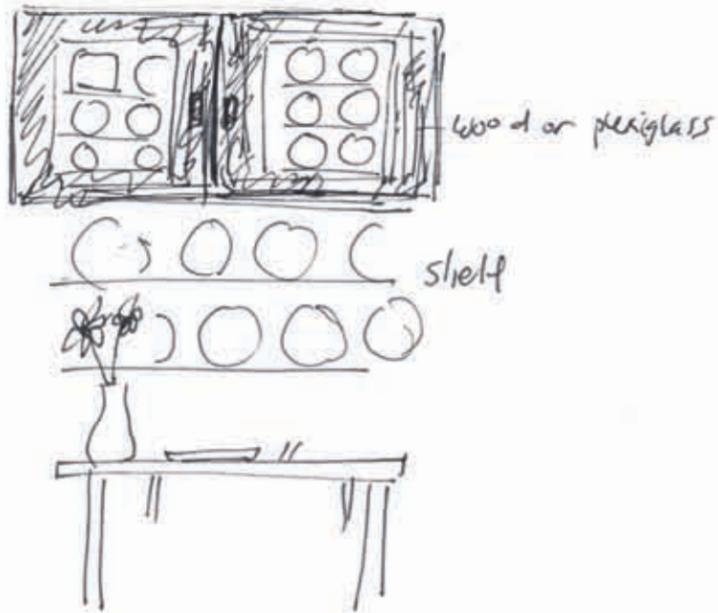
White glassware more distinctive with black cabinet space



Clean, simple & white website



Black dinner table and white living space



Thick, tall and wide enough to display just one plate.



Can free stand but works better against a wall.



Attached to the bottom of the cabinet so that it holds sturdy with just two legs in the front.



# CORFLE

Every style has its strength:



Attached to the wall if set up against a wall,  
On a thin white plexiglass slab which is attached to the top  
of the cabinets if it is free standing.

Big logo and slogan above the display.  
Use same color and typography on plexiglass.

Dark wood textured plexiglass to compliment  
the white plates and to continue the clean  
and luxurious style of CORELLE.

Plexiglass with dark wood texture instead of  
real wood to cut cost of production and keep  
it light weight.

A mini table for display of plates  
not size of an actual dinner table.  
Big enough for display of one dinner set.



Variety of spaces for display of some of the numerous designs.  
For convenience of clients to be able to envision CORELLE plates  
in kitchen cabinets, shelves and a dinner table.

