



Packaging |

Approach:

GIRVIN has been associated with a variety of design programs for Shiseido in Tokyo and New York. One of their preliminary launches pursuing the children and baby care retail environment was Angel Dew. We worked with a team of designers from Tokyo in our office in Seattle to create the preliminary design and bottle shape recommendations. We were also associated with d'ici là and Revital — premier cosmetic lines based on both consumer perception and price point.

**Result:**

We were associated with the industrial design of all the containers for these product lines as well as the branding identity and the creation of the corporate palette. This lines represent the high-end of Shiseido's product offerings and can be found in stores across all of Japan.

