

## BANANA REPUBLIC CREATING A VOYAGE OF DISCOVERY

We reinvigorated the Banana Republic personal care line by developing a sensual packaging system to reflect the exclusive luxury of the Discover Collection brand.

### WHAT WE DID

- Brand Positioning
- Naming
- Visual Identity
- Graphic Design
- Packaging
- Industrial Design



Discover Collection  
Fine Fragrance Line



Before

# BANANA REPUBLIC

## CREATING A VOYAGE OF DISCOVERY

### CHALLENGE

After an impressive launch, Banana Republic's personal care line languished for years, despite overall growth in the personal care market. With over 400 retail outlets, there was a huge opportunity to not only re-launch, but to completely re-imagine what personal care could mean for Banana Republic.

### SOLUTION

The resulting personal care line leveraged sensuality and brought back the sense of discovery that Banana Republic was once known for. In the spirit of Banana Republic's successful jewelry line, we positioned personal care as an exclusive, luxurious accent to the brand's modern classic apparel. In 11 short months, we helped Banana Republic achieve the most aggressive personal care launch in the history of the US market: 60+ SKUs encompassing fine fragrance, bath and body and home fragrances. The Discover Collection brought together a diverse group of fragrances under a carefully curated umbrella. Fine fragrances like Alabaster, Rosewood and Black Walnut were encased in jewel-like bottles and nestled in custom wood boxes, allowing the consumer a sense of re-discovery with each use. Complementary body products and home fragrances extended the sensual experience to the consumer's entire lifestyle.



Discover Collection Sample Launch Concept



Discover Collection Home Scents



Discover Collection Fine Fragrance Line