

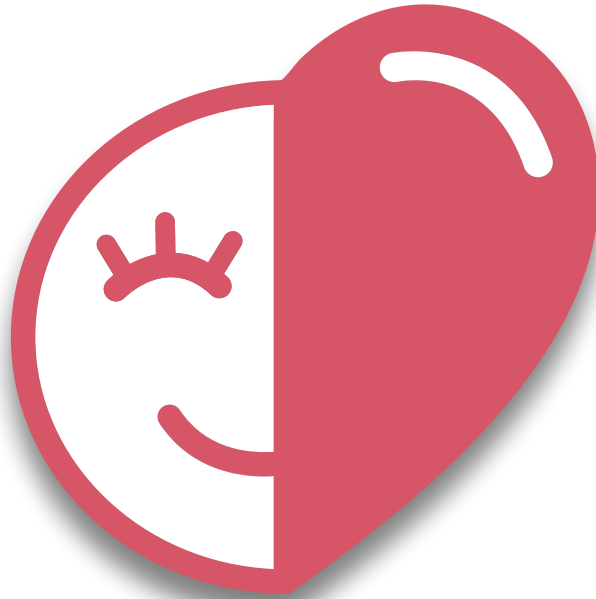
**uLuvu**

## **Self-Love**

Brand and Package Design



## **PACKAGE DESIGN - PACKAGE FOR SOMETHING "FREE" AND SUSTAINABLE**



**This project evolved a good bit since I originally conceptualized it. In the beginning I was only planning on making a fun box with a creative dieline that would hold something that technically can't be held.**

**I soon began playing around with the idea of making the concept of selling "self-love" more symbolic. It's not simply a box that you can purchase and subsequently throw away, it's something that you plant, care for, and watch grow.**

**It can be hard to love ourselves at times, but it's important to be patient with ourselves and let it grow, just like a beautiful flower.**



**PACKAGE DESIGN - PACKAGE FOR SOMETHING "FREE" AND SUSTAINABLE**



**PACKAGE DESIGN - PACKAGE FOR SOMETHING "FREE" AND SUSTAINABLE**



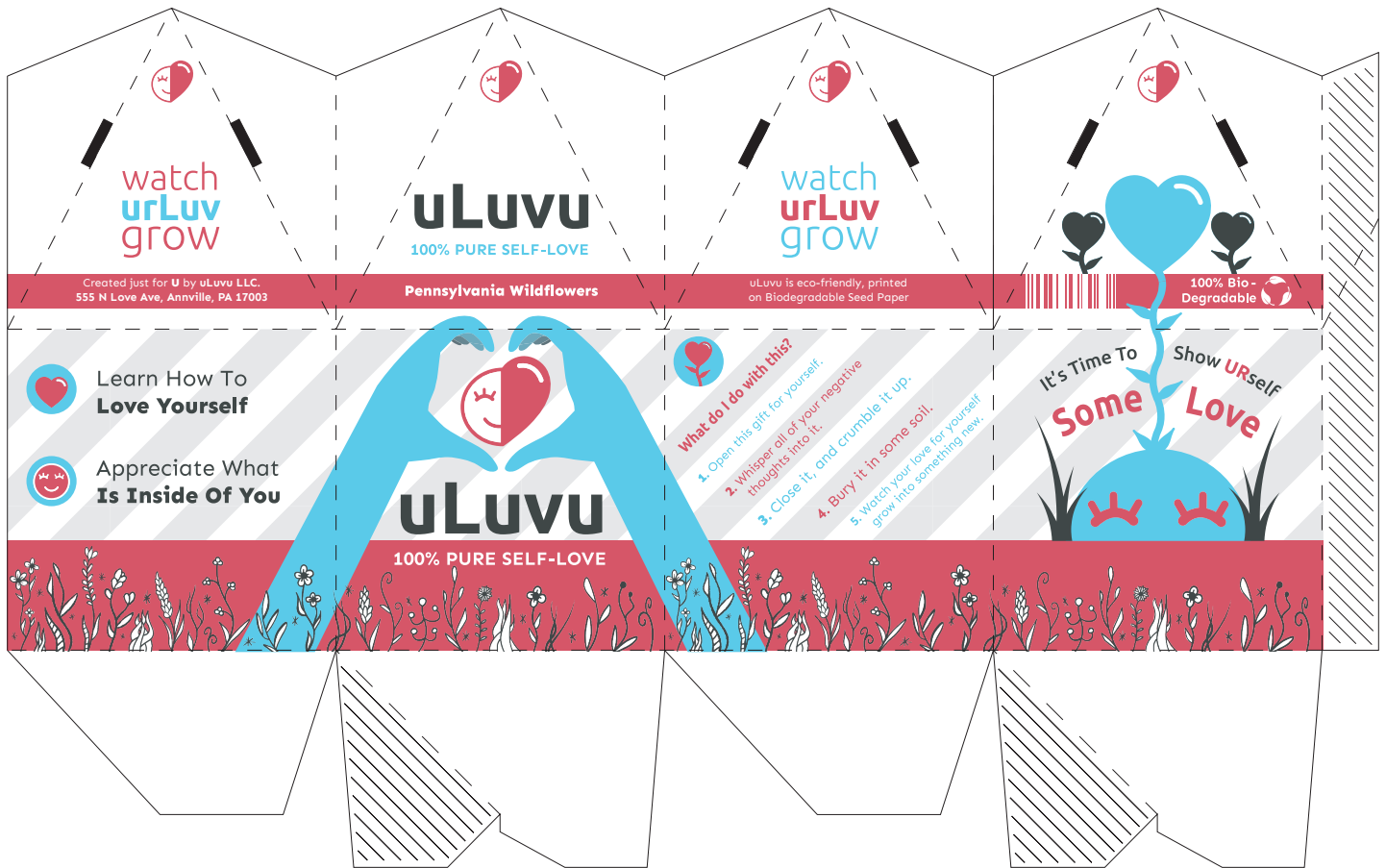
**DAN BENNETT**

FINAL 2

# PACKAGE DESIGN - PACKAGE FOR SOMETHING "FREE" AND SUSTAINABLE



# PACKAGE DESIGN - PACKAGE FOR SOMETHING "FREE" AND SUSTAINABLE



## Zoom for detail

Dieline sourced from:

<https://designpackaginginc.com/design-project/packaging-dielines-e-book/>

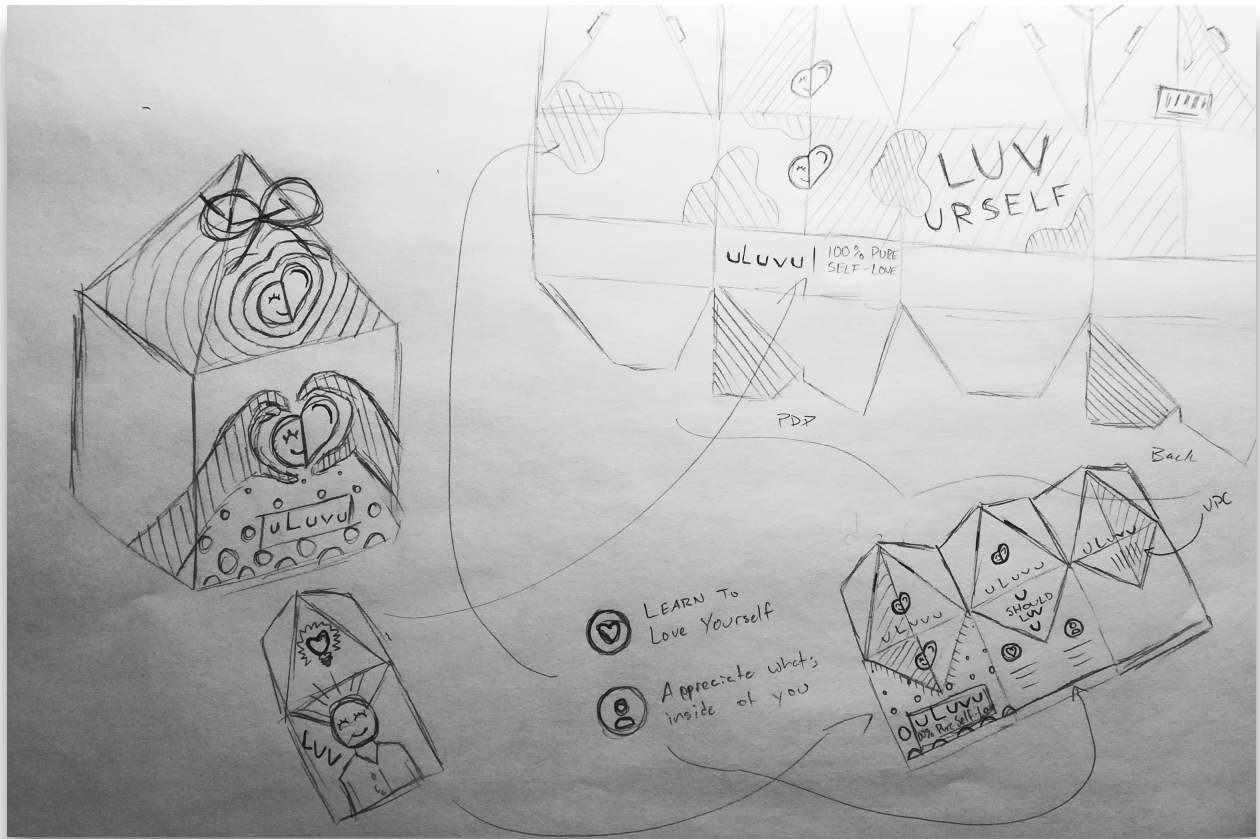


**DAN BENNETT**

**DIGITAL LAYOUTS**



# PACKAGE DESIGN - PACKAGE FOR SOMETHING "FREE" AND SUSTAINABLE



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INITIAL SKETCHES