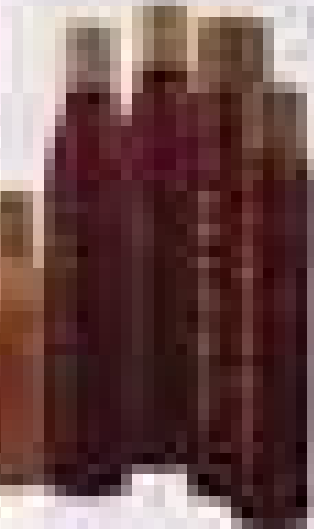




LANE KILMORNE'S PACKAGING AND FORMULATIONS

Lane's starting strategy was to create packaging that would fit in with the rest of the brand's packaging. The initial design for the new adult male fragrance was a sleek, rectangular bottle, to appeal to consumers' expectations for a masculine, sophisticated look. The bottle was designed to be minimalist and elegant, reflecting the brand's overall aesthetic.

Along with updated packaging, the brand's new fragrance line was designed to be more versatile and appealing to a wider audience. The new line included a variety of scents, from classic to modern, and was designed to be easy to use and accessible to all. The new line was designed to be a "chameleon" fragrance, able to adapt to different occasions and environments.



Additionally, the brand's new packaging was designed to be more functional and user-friendly. The bottles were designed to be easy to hold and use, and the packaging was designed to be easy to open and close. The new line was designed to be a "chameleon" fragrance, able to adapt to different occasions and environments.

Overall, Lane's packaging and formulations were designed to be a "chameleon" fragrance, able to adapt to different occasions and environments. The new line was designed to be a "chameleon" fragrance, able to adapt to different occasions and environments.