

Client: Alluvian

Market: Aquatic Botanical Grooming for Men

Overview

Alluvian's unique focus on men's luxury grooming products gives a nod to nature and an unwavering commitment to sustainability. The company sources, creates, and sells high-quality hair and skin care goods that are plastic-free + recyclable and biodegradable—or a combination of both.

Alluvian has already nailed the eco-friendly product concept, so the next logical step was to create packaging + shipping options to follow suit. Smiley Graphix Studio was tasked to develop sustainable solutions to match Alluvian's green mindset.

Challenge

Plastic is an inexpensive and common packaging option, but Alluvian wanted to buck this trend + raise the bar. We needed to dig deeper to find solutions that met their standards, so locating vendors that promised to produce and print 100% eco-friendly containers, mailing packaging, bags, stickers, and labels became our mission. Prospective buyers also needed to find the products visually appealing, so designing attractive + brand-strong packaging also had to happen.

Process

This multi-faceted job included designing bar soap wrappers, containers for Alluvian's stick deodorants + facial oils, and packaging for shipping. A full-color lookbook showcasing the full product line rounded out the project. We coordinated all efforts between Alluvian, multiple vendors, and a copywriter. Here's how we did it.

Research + knowledge

Finding companies with the same environmental priorities as Alluvian was a major consideration in the search for possible partners. Not all vendors define eco-friendly the same way, so we had to screen each company to ensure a match our client would approve of.

We also drew from our general understanding of how consumers are enticed to buy a product. Keeping fronts separate from strong graphics via thoughtful use of white space is important—less clutter helps a people connect with an item more quickly. Once their attention is piqued, the senses get involved as touch + smell complete the experience—and ideally, a purchase ensues.

Design

Most of our designs begin in a sketchbook, freehand-style. Later we move to the computer to explore our organic ideas in-depth. Final illustrations are conceptualized in Adobe Illustrator, which is where we delved into the brand and applied Alluvian's colors, font banks, + textures. We kept in mind the company's natural, earthy focus during this phase.

Testing

Chicago Paper Tube & Can Company sent samples so we could test functionality. We studied the sample boxes both in open and closed positions to see how a customer might first see the product(s) when opening their order. Also, we had to be sure packaging structures would contain each product appropriately: no leakage from oils, a sturdy wrapper to contain bar soap, + a smooth glide for push-up deodorant sticks.

Solutions

As our ideas shifted from concept to reality, we selected vendors that best mirrored Alluvian's eco-friendly mindset to produce, print, + package each product.

Soap wrappers

Durable, attractive paper protects the soap + enhances its earthy tones.



Alluvian™



Stick deodorant + shaving brush containers

Cardboard tubes are completely plastic-free and are designed to allow users to push up (deodorant) when more is needed. Both deodorant + shaving brush containers showcase Alluvian's strong brand when shelved next to other similar products.

Facial oil tubes

Paper-based containers hold glass bottles with metal caps + are surrounded by shredded paper to protect the contents during shipping. After the tubes were printed, a safety seal was added to ensure a tamper-free vessel—the seals feature a corn-based sticker by Plan It Green Printing.

Lookbook catalog

This coffee table-worthy book was created to last beyond a quick thumb-thru and subsequent trip to the recycling bin. A sturdy cover with a unique feel sets this tone, and interior pages with thick paper stock house feature articles/stories, product images, + descriptions. The entire catalog was printed on FSC-approved paper.

Shipping boxes, packing materials, bags

Recycled, naturally biodegradable material + 100% recyclable encasements was key. We chose EconoEnclose for shipping boxes, envelopes, and packing materials.



Results

Goals met

Alluvian's products have been featured in GQ London, House & Garden, + Vogue—and they're quickly gaining worldwide appeal. Smiley Graphix Studio was successful in coordinating and designing attractive, functional, + eco-friendly product packaging that strengthens the Alluvian brand and benefits our planet during the production process.

Paperboard for all containers either meets SFI standards or is 100% recycled with up to 95% post-consumer content. Comprised of natural fibers, paperboard is recyclable, biodegradable and compostable.

Bonus

We didn't expect this, but our work ended up winning a couple of awards—so we're kinda proud of it!

Lookbook design: Best of Show, Addy's 2017

Product packaging: Gold Addy 2017

