



# DESIGNED TO CELEBRATE WHAT'S INSIDE

Maternity fashion is all about letting that inner glow come out. That's how we approached this packing for Metalicus Woman.



This feminine pack for the most discerning mother-to-be was designed by Square Circle Triangle. The brief from their client Metalicus was to target the boutique customer with a pack design that appeals to the modern woman before, during and after pregnancy.

The rectangular-based prism shape functions as point-of-sale and conveniently integrates with the existing in-store storage systems.

The graphics are screen printed with an overall floral pattern onto clear Turtlene, offset by two special purples. Turtlene offers the flexibility to view the basic garment-styled range and colour variations, thus creating an individual mood for each pack and for ease of purchase.