

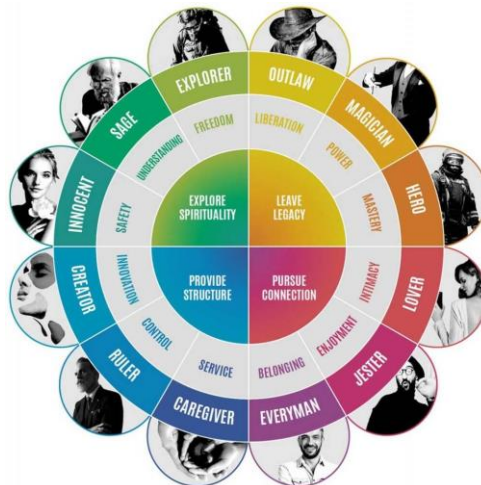
Business – Branding and Packaging Examples

Gucci

- 2010 – debuted 100% recycled paper packaging
- November 2020 new sustainable packaging announced – Green Packaging (in keeping with CSR)
- All paper and cardboard come from responsibly managed forest sources
- Shopping bag handles free from glue and made from recycled polyester
- Mixing regenerated cotton and recycled polyester for garment bags
- Debuted in Gucci Gift collection
- Target to eliminate the use of single use plastic bags by 2030 in adherence to Fashion Pact signed by Kering
- Redesigned boxes in shapes that optimise space on transport vehicle – minimising carbon footprint linked to transportation of product
- Symbolic luxury branding of GG – logo debossed on carrier bags



- Brand archetypes – Gucci is Ruler
- Brand innovating sustainable packaging in the luxury sector
- CSR redeveloped to be more eco-conscious (brand values aligning with consumer diligence)
- Branding
 - Has expanded target audience in the last decade or so
 - Has embraced technological change
 - Simple font logo with iconic house colours (green and red)
 - Woven hemp GG fabric



Tiffany & Co.

- Coined Pantone no. 1837 when brand was founded
- Robin's egg blue signature packaging – most protected colour in branding
- Simple with colour making the biggest statement



Louis Vuitton

- “Imperial Saffron” colour
- Packaging links to brand heritage (LV was originally a luggage brand)
- Cotton ribbon handles for safer transportation
- Raw cotton and flat pack boxes introduced for sustainability



Burberry

- Pledge to use 100% recyclable, compostable or reusable and use at least 20% recycled content across all own branded plastic packaging by 2025 (Burberry PLC, no date)
- 40% of packaging materials made up of recycled coffee cups
- “transit hangers, brand and care labels are made from 100% recycled content” (Burberry PLC, no date)
- Logo rebrand in 2018 – archive inspired monogram print
- Old logo and packaging consisted of knight on horse (embossed gold on carrier bags)



BURBERRY
LONDON ENGLAND

Happy Socks

- Packaging customised to product – strengthens the unboxing experience
- Colourful and vibrant to match high energy of branding
- Brand promotes positive energy to consumers
- Packaging also creates ideal gift idea



Online Retailers – ASOS, PLT, Boohoo

- Recyclable plastic packaging
- Uniform branding (reduces cost of packaging)
- Individual items wrapped in plastic packaging inside
- PLT – signature unicorn logo and pink colour, handle on packaging to act as carrier bag
- ASOS – signature black and white, “Our bags are now thinner (but just as durable) and come in a wider range of sizes so that packaging fits appropriately, creating less waste and carbon emissions.” (ASOS, no date)

