



KEVIN AKERS design + imagery

Castle Forbes

The private family perfumery located within the Scottish Castle Forbes asked Kevin Akers design + imagery to create a new packaging system for their premium line of gentlemen's colognes and shaving creams as well as a sub-branded Peter Millar line.

Here is a look at the first phase of the design process....

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THE EXISTING PACKS





I. RIBBON & MEDALLION

Retaining much of the feel of the current CF package, this design features three-dimensional elements that give the line an ultra-premium presentation.

KEY DESIGN FEATURES:

- Logotype features distinctive swash "F"
- Tip-in metal medallion affixed to grosgrain color-coded ribbon
- Ribbon's color/pattern changes with product as do label colors
- Black-ribbed box lifts off from top at ribbon
- Retains font of existing packaging
- Bottle has slight curve to the back like a flask
- Bottle ribbed to reflect design of box ribbing
- Same tip-in metal medallion as on box appears on bottle
- CF/Peter Millar would be brown box with alternate colored ribbon

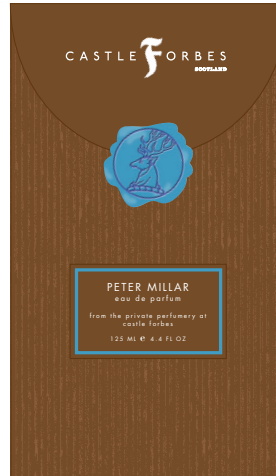
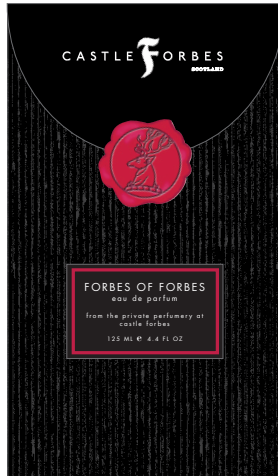
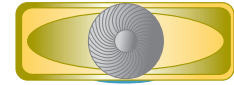
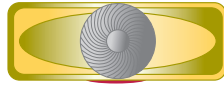


2. CASTLE SILHOUETTE

Black and vibrant colors follow current CF package scheme. A new illustration of Castle Forbes' silhouette graces all packages to bring attention to the uniqueness of production within a Scottish Castle.

KEY DESIGN FEATURES:

- Black ribbed shoe box is retained yet top of box is made deeper for a more-shelf-stable presentation without rocking
- Box top has thumb holes on long sides for easy removal
- Stag has more of an authentic, badge depiction with motto
- All labels would have elegant die-cut shapes
- Slight moire pattern is woven into colored label system
- Black bottle emphasizes existing masculine drama of package
- Peter Millar is just a fragrance in the Castle Forbes line



3. WAX SEAL

Focus of package is 3-dimensional wax seal with the family crest evoking images of secret Royal correspondences, discretion, elegance and assured quality.

KEY DESIGN FEATURES:

- Keepsake black textured box has top flap with hidden magnetic fastener, encouraging customer to save box for other uses, keeping the brand alive and top-of-mind
- Logotype features distinctive Fairy Tale Black Letter "F"
- Labels reminiscent of current CF package
- Bottle shape is subtle men's torso with seal
- Antique bottle cap design forged with aged-pewter finish
- Peter Millar is broken out into brown box color

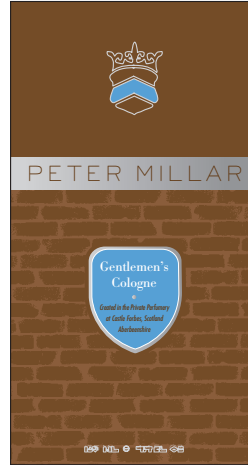
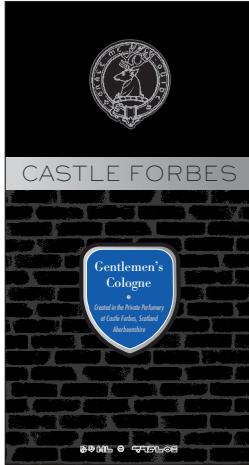
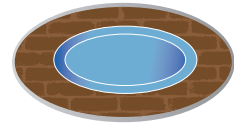


4. CHALK STRIPE

Luke Reese and Andrew French suggested an option with a chalk stripe pattern like a Saville Row suit. This option could also feature a tip in medallion and bottle ribbon.

KEY DESIGN FEATURES:

- Black box with embossed chalk stripe pattern
- CF logotype is simple and classic
- Top of box detaches for presentation on box base
- Neck ribbon, matching box, is behind 3-D bottle nameplate
- Bottle is sculpted and distinctive with hard plastic cap
- CF/Peter Millar would be brown/blue with brown bottle cap

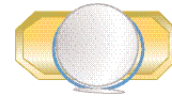
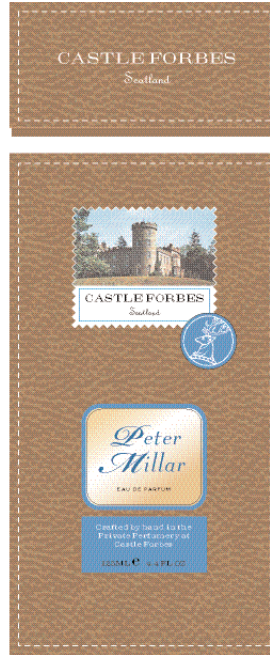
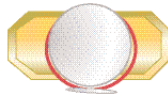
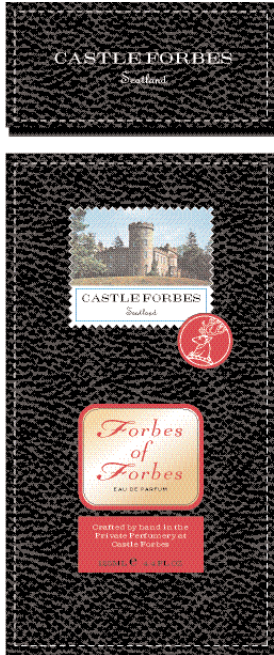


5. CASTLE TEXTURE

Medieval brickwork is the texture pattern on this modern black package with brushed aluminum nameplate and embossed product descriptor shield.

KEY DESIGN FEATURES:

- Black and brushed aluminum package with vibrant color shield
- Top of box detaches below aluminum bar for lift-off presentation
- Stag has more of an authentic, badge depiction with motto
- Plastic textured bottle top detaches below aluminum bar
- Bottle cap color coordinates with descriptor shield color
- Separate Peter Millar product moniker with brown package
- Peter Millar crest replaces CF stag
- Rounded bottle with embossed crests(s)

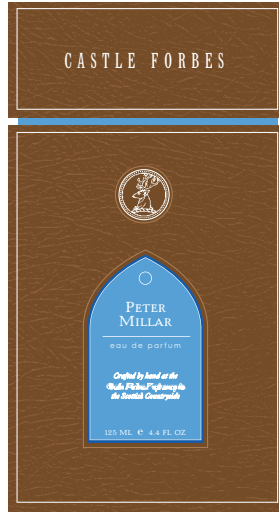
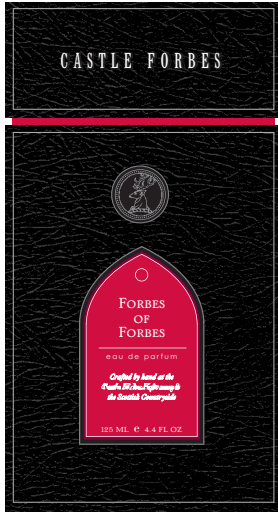


6. LEATHER STEAMER TRUNK

From the golden age of travel, this simulated leather steamer trunk/box whispers of travel and adventure. It features a vintage postcard depiction of the Castle Forbes and a color-coded Stag seal, placed at an jaunty angle.

KEY DESIGN FEATURES:

- Embossed leather texture with raised stitching in white
- Black ribbed shoe box is retained yet top of box is made deeper for a more-shelf-stable presentation without rocking
- Box top has thumb holes on long sides for easy removal
- Labels are raised/embossed above texture
- Bottle is similar in design to Aspery-inspired, current CF bottle but flattened a little more with a larger front display panel for more shelf impact/wider footprint
- Necker medallion of Stag crest tied with silk cording (similar to the CF limited edition Neroli Eau de Parfum bottle necker)
- Castle Forbes printed and embossed on bottle
- CF/Peter Millar box would be brown “leather”

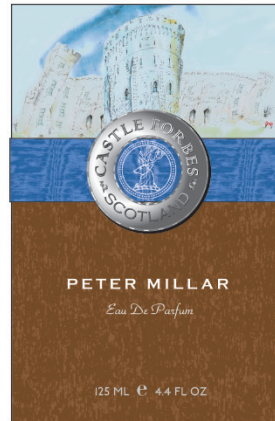
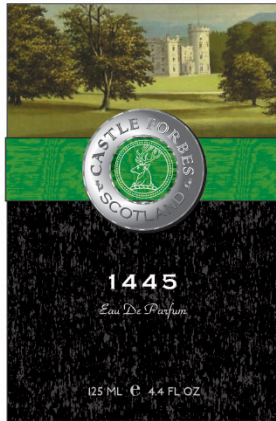


7. CASTLE TURRET

Just how far can we push the Castle Theme without going into Avon territory?

KEY DESIGN FEATURES:

- Box top lifts off at color break
- Subtle wave texture appears on box and bottle
- Debossed arch color label changes with fragrance
- Sleek stylized castle turret bottle with brushed aluminum top
- Embossed stag symbol on box and bottle
- Peter Millar is broken out into brown box color



8. CASTLE PAINTINGS

Fragrance personality would be interpreted by a series of castle paintings created by different artists from modern to traditional—in the genre of “Artist Series” wine labels.

KEY DESIGN FEATURES:

- Paintings would be UV gloss varnished
- Boxes would be matte textures
- CF “logo buckle” in 3D, rendered in aged-pewter like family coat of arms badge
- Attached silk ribbon with stag imprint defines fragrance color
- Top of box detaches where ribbon meets box texture
- Container inspired by an antique cognac bottle with circle label
- Neck label defines fragrance
- Peter Millar is given brown box color

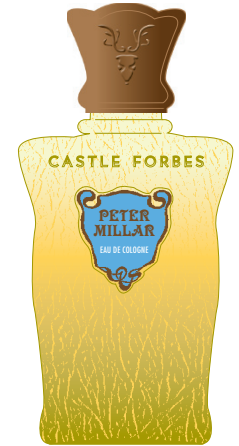
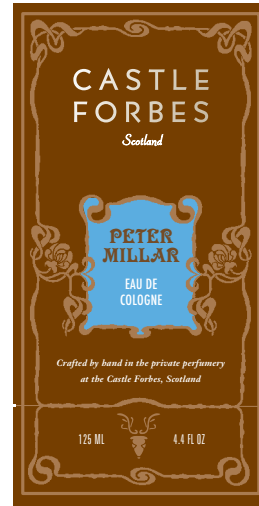
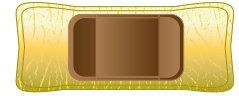
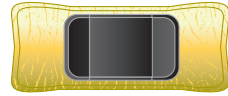


9. PHOTOGRAPHIC TIN CANISTER

Packaged in a keepsake embossed tin canister, this youthful approach uses one big photographic texture to symbolize various Castle Forbes scents.

KEY DESIGN FEATURES:

- Realistic lime texture with embossed dimples in skin (photo changes to highlight key ingredient of various CF scents)
- Castle Forbes logotype in Olde English letters to balance modern informality of tin canister; set vertically on bottle
- Top of box detaches for slide-out presentation
- Stag crest is typographically treated like royal warrant is on T&H
- The bottle resembles a cut glass liqueur shape and is topped with a color-coded glass ball
- Peter Millar is Carolina blue with brown wood texture (depends on final fragrance personality)



10. GLASGOW ART NOUVEAU

This package reflects the design heritage of Scottish Art Nouveau as envisioned by Charles Rennie Mackintosh, a 19th century architect and artist from Glasgow. Reminiscent of Victorian barber shop packaging, the look is very British and aristocratic.

KEY DESIGN FEATURES:

- Black and gun-metal grey foil package with vibrant color code
- Bottom of box detaches for top lift-off presentation
- Stag is given art nouveau style as trademark rather than crest
- Embossed & textured bottle is gradated in color to clear
- CF/Peter Millar would be brown/blue with tan matte metallic foil

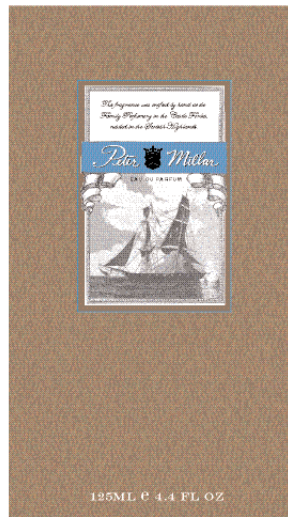
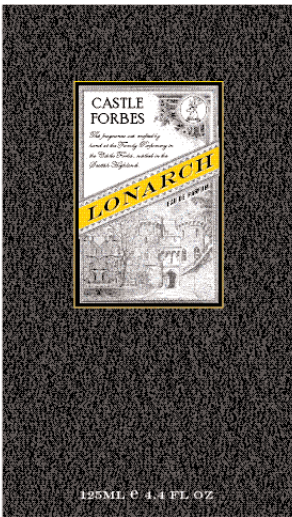
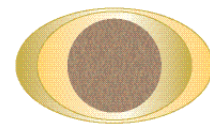


11. SCOTCH DRUM

An antique “toilet water” bottle is labeled with 19th century fonts and illustrations—housed in a cardboard drum like a prized bottle of Highlands Scotch.

KEY DESIGN FEATURES:

- Keepsake drum produced out of ribbed, black matte cardboard
- CF logotype and color coded bars embossed into black paper
- Glossy label features Victorian poster type and a cartouche with line engravings of fragrance ingredients
- Stag crest is typographically treated like royal warrant is on T&H
- Traditional bottle is textured to reflect ribbed drum
- Silver stopper is a stylized thistle, Scotland’s national symbol
- Peter Millar is separate brand with CF as supplier

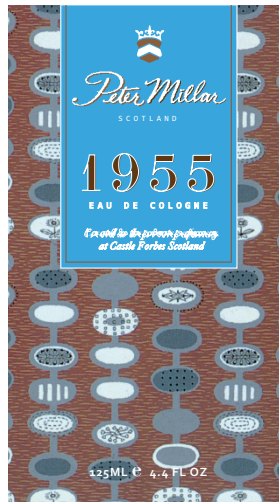


12. LINE ENGRAVINGS

A sense of tradition and longevity is created here with historical illustrations of Castle Forbes and decorative borders from antique certificates.

KEY DESIGN FEATURES:

- Cork textured black box with debossed engraved label
- Each fragrance label would be a different layout in similar style
- Stag is rendered as “seal of approval” within borders
- Box sealed with special color-coded sticker
- Apothecary bottle with cork textured stopper
- Peter Millar is separate brand with script and shield



13. PATTERN FAMILY

Britain is famous for its textiles. This packaging scheme celebrates that heritage with a library of monochromatic patterns to reflect the personality of each Castle Forbes fragrance.

KEY DESIGN FEATURES:

- Black nameplate is glossy and pattern matte
- Replace stag with castle image that reinforces name better
- Elegant script and serif font logotype
- CF shoe box is retained yet top of box is made deeper for a more-shelf-stable presentation without rocking
- Box top has thumb holes on long sides for easy removal
- Sleek modern bottle compliments vintage patterns
- Peter Millar becomes separate brand with more of a retro 50s vibe rather than British Victorian

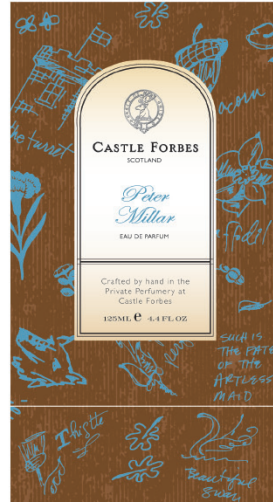
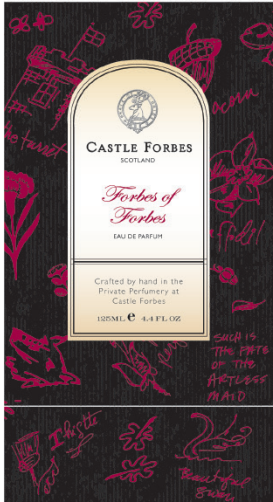
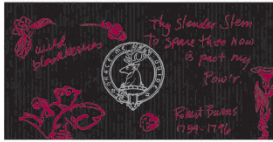


14. COLORFUL POSTER IMAGES

Colorful images of Scottish landscapes play off the retained black background of the existing CF packaging. Illustration inspiration comes from 1930s British Rail posters that promoted travel around the countryside by railroad.

KEY DESIGN FEATURES:

- Artful depiction of Castle Forbes is constant on all CF labels
- Lower part of label will feature seasonal/regional landscapes that coordinate with fragrance character
- CF logotype uses Celtic font and distinctive “F”
- Color and font of each fragrance changes on each label
- Black ribbed shoe box is retained yet top of box is made deeper for a more-shelf-stable presentation without rocking
- Box top has thumb holes on long sides for easy removal
- Stag symbol is embossed directly onto box in silver foil
- Bottle styled after vintage 1930s bottle with heavy cap echoing the shape of the bearskin helmets worn by the Queen’s guard
- Peter Millar brand switches to brown and features men doing interesting and athletic activities like skiing, golfing, enjoying nightlife, etc.



15. NATURE WALK

Fifty-year-old business executive gets in touch with his authority-fighting Punk Rocker past. Take a beautiful formal box and bottle, then cover it with quotes from Scottish poet, Robert Burns and attractive sketches from a nature walk around the estate of Castle Forbes.

KEY DESIGN FEATURES:

- Bottom of ribbed box detaches for top lift-off presentation
- Label features elegant and simple typography
- “Graffiti” is debossed in matte color-coded foil
- Family crest is embossed in silver foil on top of box and label
- “Graffiti” is etched into simple classic bottle
- Peter Millar product is packaged in brown and Carolina blue