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Keep it Simple, Elegant and Vibrant!

Designer and head of art at Arbonne, Arlette Madenlian talks about getting the all-important instant reaction.

Written by: Arlette Madenlian, head of art, Arbonne

Author Bio: Arlette Madenlian graduated with honors from the University of Technology in Sydney, with a bachelor's degree in visual communications. A native Australian, she has since lived in the U.S. for 14 years. Before Arbonne, Arlette worked for St. John Knits and Bijan Fragrances—designing the packaging for Jordan Cologne for Men by Michael Jordan and various amenity product lines for high-profile clientele.

We've all heard the phrase, "Don't judge a book by its cover." That's a good rule of thumb for people, but when it comes to consumer packaging, we do judge based on what we see. The goal of packaging is to get the consumer to open or buy it. Packaging, no matter what form it takes, really does speak volumes. Design is a visual communicator and its goal is to convey messages about an image or experience.

My design inspiration comes from real life experiences and one book in particular: Paul Rand's *A Designer's Art*. I've had this book for close to 20 years and every time I look through it I discover something new and exciting. This quote of his perfectly describes my own approach, too: "I like things that are playful; I like things that are happy; I like things that will make the client smile." It's so important to approach every aspect of my work and life with optimism, positivity and fun, which is quite evident in the work I produce. Visuals that are simple, elegant, vibrant and exude joy and energy...that's what we strive for at Arbonne.

Arbonne is a skin care company, but we're selling much more than eye cream. We're offering a dream, a lifestyle, and a means to looking and feeling good inside and out. Our packaging says affordable yet high-end; sophisticated but fun. The new holiday line is a great example of that concept coming to fruition.

Making Spirits Light

Our Holiday 2010 "Timeless Gifts" Collection truly reflects our overall philosophy. We're a global company, so you won't see the traditional winter wonderland or holiday themes featured prominently in our holiday catalogue. It's more about highlighting our brand's elegance, sophistication and celebrating life's precious moments.

My personal favorite from the collection is the FC5 Travel Candle Set. To achieve a retro look and support our holiday theme, we illustrated the fruits (which represent the main ingredients) shown on the lid of each candle to look hand-painted. By implementing this style, we captured the fresh and fun feel of the FC5 line.

I also love the holiday Aromatic Woods Candle Set. It's the first time we've used a rigid box, and each scent reflects the outdoors. Our packaging objective is to delight and excite the person receiving the gift of our products. We put an incredible amount of time and care into making every package an unforgettable experience. We hope it shows!

www.arbonne.com