



The All-Inclusive Guide to Product Packaging Design: Types, Sustainability and More

How to choose the perfect packaging
option for your brand

weavabel®



Packaging is a crucial component in building a brand's image and identity. Often, it can be the all-important difference between consumers buying your garments or purchasing with your competitors.

Studies by The Paperworker have revealed that 74% of consumers are likely to share a photo of product packaging on their social media accounts. The same study also highlighted that 52% of consumers would return to a business if they received their product in high-quality packaging. If done correctly, that's a huge boost for your brand.

Packaging is what sells your garments and products. Its versatility allows it to protect your product while communicating your brand to the world at the same time. It also draws attention, sends a message and makes consumers feel a certain way.

Bringing a new packaging idea to life can seem like a daunting task at first, but every brand needs to start somewhere. Cartier's luxe red leather boxes. Hermès' iconic orange box. The white Camellia on each Chanel bag. Louis Vuitton's new, rich yellow shade. Even Bergdorf Goodman's signature purple shopping bag that's been a New York City status symbol for decades. To get to their legendary status, there's a lot to consider beforehand.

In this guide, you'll find the essential information you need to know throughout the entire process. From the measurements and finishing touches, right through to the intricate design elements and artwork, we've covered the steps that will improve your consumers' unboxing experience. By the end, you'll know how to transform your brand and move ahead with your packaging.

Before You Start
Designing Your
Packaging...



04

Let's Design!



12

The Crucial
Final Steps



18

What's Next?



21



Before You Start Designing Your Packaging...

Although it can be tempting to dive right in and take inspiration from big brands, it's not the way you can stand out and deliver effective results. Take a step back and finalise some important details before the design stage even begins...





Assess Your Needs

Before you start, you should answer the following questions. These include:

What type of packaging do you need for your garments?

You aren't restricted when it comes to the type of packaging you can use, but it does depend on the garment. The type of packaging can vary depending on your garment's size, shape and weight, so take that into consideration when making your selection. We'll get into the options a little later.

How many units do you need?

The number of units you need will affect your brand's requirements and costs. If you sell thousands of garments, then it's a good idea to stock up on units so you're never short of packaging.

What's your budget?

It's not just the cost of the actual packaging you need to think about. Also consider how much a supplier will charge you for shipping and even packaging fillers if you need them.

What's your timescale?

This depends on when you need the packaging by. If there's an anticipated launch on the horizon, make sure you order enough packaging in time. Just keep an eye on your inventory levels so you never run out as it's important to maintain packaging consistency.

Do you have any sustainable requirements?

If you do, then you'll need to look for sustainable materials that fit in line with your brand's ethos. If your consumers love your garments because they're environmentally-friendly, it's a good idea to adopt sustainable packaging as well.

Get Your Packaging Measurements As Accurate As Possible

The dimensions are a critical part of your packaging because it has a knock-on effect on other areas. It impacts the materials you'll need to use and it'll make a big difference to the cost of production as well as the overall shipping costs. The bigger your packaging is, the more materials will be used and the more it will cost to ship.

Where you can, try to minimise the dimensions of your packaging. It allows garments to fit securely inside to avoid transportation damages and also reduces your carbon footprint. A lot of retailers tend to use big boxes for the smallest of garments and fill it with plastic and ship air which increases costs and isn't a sustainable option.

Know the Different Types of Packaging Available

You don't have to use just one type of packaging for your garments. If a bag doesn't fit your branding, then you can opt for a box instead. But you also need to think a little further about what goes inside your actual packaging. Here are some exterior packaging options to think about:

- **Folding Carton Boxes:** A light and flexible style which is a cost-effective option.
- **Corrugated Boxes:** Highly durable and cheap option which is perfect as an outer protection on more luxury boxes to avoid damage in transit
- **Rigid Boxes:** If you want a high-end, premium option, consider rigid boxes. They're thicker in material and give off a luxurious vibe.
- **Paper Bags:** A popular choice that's cost-effective and environmentally-friendly.
- **PVC Bags:** Great for smaller garments and to keep them dry in wet conditions during transportation. At Weavabel we offer 4 sustainable options of these using recycled and biodegradable materials.
- **Luxury Card Shopping Bags:** High-quality card shopping bags enable the ultimate retail experience. Add in twisted paper handles and crisp printing and they act as the perfect advertising agent - plus consumers won't discard them.
- **Tote Bags:** These are ideal when consumers purchase a high end product. Customers love them as they're versatile, look great and are easy-to-use. You can even opt for an organic tote version that's kinder to the environment.
- **Kraft:** This is a great option as it's durable, eco-friendly and uses recycled materials. It's a popular choice for many brands that want to push for a greener approach. This material also requires no coating.

That's just a small list of the many options your brand can use for packaging. Don't forget about the extras which come with the packaging such as tissue paper, ribbons and stickers.

At Weavabel, we have a variety of packaging options to suit your brand's needs. Here's a look at what we offer and what your brand can benefit from...



When you take the next step here's a handy little glossary to refer to so you understand different printing techniques that can be used. There's no need to worry as at Weavabel our team will advise on the best techniques to go with what you're looking to achieve.

Know Your Printing Terms

- **Bleed:** After printing, the inks might run over the trim marks of the stock - which is known as bleeding.
- **Debossing:** Stamping a design into the surface so that there's an indent.
- **Die Cut:** A die refers to a precise, razor-sharp steel blade that allows multiple pieces of the same shape to be created in an efficient manner.
- **Dieline:** The flattened pattern of your product packaging which is used to create the proper layout for your packaging.
- **Embossing:** Creating raised relief images on paper and other materials so the design bulges out of the surface.
- **Pantone Colour:** A universal colour matching system. It's an excellent choice for branding as it creates a uniform colour code. This is important for packaging, as you want each and every packaging to be the exact same colour to reflect your brand. For example, Tiffany Blue - or Pantone 1837 - is now defined by the Pantone Colour Institute's custom colour programme.
- **Stock:** This is essentially the material of your packaging and what will receive the printed images, text and content.
- **UV Varnish:** A thin coating applied to stock for a layer of protection and appearance.

Know What Finishing Touches Are Available

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- **Ink Effects:** Custom inks can enhance the personality of your brand. Think beyond the regular colour process and use a variety of speciality inks to make your packaging stand out from the competition and tie into your brand.
- **Die Cutting:** This adds depth and texture to your packaging by adding finely detailed, sharp-edge designs. This finish can draw attention to one distinct part of your packaging that you want to stand out the most.
- **Foil Stamping:** Whether it's metallics, matte, woodgrains or holograms, foil stamping can add a touch of luxury to any packaging type. The heated foil presses on to the surface and is preserved in place with a unique pressure process.
- **Embossing and Debossing:** These processes can bring texture in your packaging to life with designs either subtly popping out or an indentation for a truly eye-catching look.
- **Spot UV Printing:** In spot UV printing, UV lights cure a glossy ink or coating on your packaging. This achieves a shiny print effect which perfectly highlights the key areas - such as your brand name or your logo.
- **Coating Options:** Coating reduces the risk of ink smudging on your packaging and also provides a nice finish, depending on the type of coating you choose. Some examples include matte, gloss, anti-scuff, soft-touch and varnish. We can show you what these options look like to get a better feel of how they'd look in your packaging.

At Weavabel we can advise on the best processes and features to use on your packaging as not all options are available or effective on every packaging type.

Packaging type, print technique and finishing touches. Once you've finalised your choices for your packaging and how you want it to represent your garment brand, it's time to move on to the design stage.





Let's Design!

Before you actually get into the design stage of your packaging, there are some key considerations that will shape how you present it. These small details can make all the difference and they're additions that can change your design drastically.



What Is the Product?

This should be easy - what's the actual product you're selling? Do you specialise in socks, suits or even swimwear? Think about the type of garments you're selling and what type of packaging reflects well. If you're selling high-end footwear, then you wouldn't choose a regular bag with colours that don't reflect luxury.

In some cases, you might realise that because you have many different garments, each one might be suited to a different packaging type. Handbags work well in premium boxes, t-shirts are ideal for bags while card shopping bags work really well for store purchases, for example.

When you take the size, type of product and materials into consideration, this will help narrow down your packaging design options.

Who's Your Intended Audience?

Although your garments are aimed at a particular audience, your packaging needs to do the same. Is it exclusively for men, women or both? Are your garments aimed at adults or children? Is it for those that chase high-end brands or those that are on a budget? All of these factors can shape the design of your packaging.

Make sure it appeals to your ideal customers. If you're a luxury fashion brand aimed at affluent customers, make sure you use materials and colours that reflect that. If it's for children, you'd want bright colours that stand out and excite them. Do this in the early stages of the design process to create something that perfectly fits your brand and consumer profile.

How Is Your Audience Buying Your Garments?

Depending on where your garments are sold, you'll need to think differently about your packaging. Is it all online-based? Are your garments on rails in a department store? Do you own a small boutique? The location can make a big difference in the design of your packaging.

It always needs to stand out from the competition, but it also needs to reflect where your garments are selling. If it's a high-end fashion house like Fendi and Givenchy or even a small boutique, you need packaging that looks like it belongs there.

If your brand also has an online presence, packaging for online purchases will also advertise for you while they're shipped. For example, Pretty Little Thing's unicorn packaging is one example which can't be missed. Anyone who sees that either in transit or in a consumer's hands knows exactly which brand it's from and the same applies for many major brands such as Dior, Lanvin or Barney's.



Should You Design In-House or Outsource?

When it comes down to the actual creation of your design, you have two big choices to make. You can either use an in-house designer or outsource the task to ourselves and we can work with you every step of the way. Here's a list of pros and cons of each to make your decision a little easier.

In-House: The Pros

- ✓ You have control over the time allocated on the projects.
- ✓ An in-house designer is available when you need them.
- ✓ They're familiar with your brand, goals and aims.
- ✓ They can be a budget-friendly option, in some cases.
- ✓ Having close proximity to your brand creates an air of accountability.

In-House: The Cons

- ✗ Can take a while to find the right creative talent for your brand's needs.
- ✗ They won't have time for extra projects outside of their daily tasks.
- ✗ You might only need a designer for a one-off project, so could pay a big salary when you don't need to.
- ✗ They might not have the level of expertise or experience working on big projects.
- ✗ You might not have the time to onboard new designers.
- ✗ Training them can be quite expensive.
- ✗ You'll need to invest in specialist software specifically for your designers.

Outsourced: The Pros

- ✓ It takes much less time to find the right talent as there are so many options.
- ✓ They'll have some insight into your industry and will know the trends.
- ✓ It can be cheaper than a full-time salary.
- ✓ They have all the up to date hardware.
- ✓ Ideal for short-term and one-off projects.
- ✓ They'll already have up-to-date hardware and software.
- ✓ They might have a wealth of experience that you can't get anywhere else which helps you get the results you need.
- ✓ They'll work with you to achieve your goals and suggest improvements based on experience.



Outsourced: The Cons

- ✘ You won't have day-to-day visibility as you would by keeping the design work in-house, but you can still regularly check in to see the progress and make amendments.
- ✘ It might seem like outsourced designers will ignore your specifications and work to their perspective when you're not there, but they'll always work to your requirements as it's your project.
- ✘ They can get quite busy as they're likely to juggle multiple clients. However, they wouldn't take on your project if they couldn't manage the workload. Plus, being busy and having multiple clientele shows that the designers are experts in their field.

When the decision comes down to keeping design work for your packaging in-house or outsourcing it, working with a third-party such as Weavabel can be the better decision. You can see their proven work beforehand and visit the designers.

Once that's finalised, you're almost there. It's time for the final steps in your packaging design process.



The Crucial Final Steps

With your design finalised, you can prepare your artwork for your brand.



Preparing Your Artwork

For your artwork to be ready for production, you will need a vector file, not a raster (unless your artwork is a photo). This is because, with a vector file, you can edit and scale the image without compromising on quality. You can't afford to have your images looking low-resolution on your packaging when the world can see them.

Sampling

Your next step is to sample the product. This is essential to make sure you achieve what you originally set out to with your packaging as well as test the quality and check the print and finishes chosen work with your product. The prototype stage allows you to change your mind on certain design elements if you need to, rather than using something you're not entirely happy with. Use this stage to finalise the structure, measurements and designs until you're 100% happy.

Now You're Ready For Full Production

Once the order is in, now all you need to do is sit back and wait. Receiving your packaging all depends on the specifics of your packaging order. The size of the packaging, the materials used, the level of detailed artwork, method of delivery and the number of units can all impact the timescale.





Before going into production, you should have been made aware of how long this process could take. Although, if packaging is going to become a regularity for your brand, then it's a good idea to work with a specialist like Weavabel that can look after this entire process for you.

By doing this, you both can map out your packaging inventory expectations and the schedule. This makes it easier to maintain exactly what you need globally with stock holding facilities for immediate call-off and brand consistency wherever you are in the globe.

They'll also have your designs and other requirements stored, so it would never be as long of a process.

What's Next?

You know what the entire process is and what's involved at each stage, so now you need to begin. The best course of action is to work with a garment branding specialist that has experience in delivering high-quality solutions for brands.

At Weavabel, we believe that when it comes to garment branding and packaging, you need the very best design assistance. We can work with you to create bespoke packaging from concept right through to delivery. With our range of creative packaging options, your products can stand out better than ever.

But don't just take our word for it. We've put together a case study guide that showcases three of our top clients and some of the proudest packaging work that we've produced. To get a more in-depth look at how we helped them, get your copy of the guide below.

[GET THE CASE STUDIES](#)

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