

PACKLAB

ten packaging design trends for 2017

note that just some of the packaging examples presented on this article were designed by PACKLAB, others are inspirational examples, to support the article.



1. Simple Bold Honest

One of the packaging design trends for 2017 will be the simplicity of the graphics, focused on communicating a clear and honest message.

Brands will try to bring pride, communicating the products as heroes and the product will be the central element of the design.

Nowadays, people are very busy and everybody wants to spend less time shopping in the supermarkets, this is just one of the reasons of why the design should be more functional, clearly communicative and focused on the essentials, helping the customers to make a good shopping decision.



2. Strong Vibrant Colours

For many years, white and black backgrounds have been all over, but lately, brands are exploring new strong and vibrant colours, making the shelves more colourful and exciting.

Colour is being used not only to generate shelf impact but also to differentiate product segmentations and ranges, within one brand.

This means that colour is playing more and more a functional role, as colour is highly psychological and naturally helps the customers to not only identify but also to remember their favourite products. The more vibrant, the more easy to remember and associate with a product, creating awareness.



3. Bespoke Customised Bottles

Beverage brands are understanding more and more, how powerful is bespoke packaging for making a product stand out.

Bespoke branding allows products to connect emotionally with their customers, in a truly tangible and distinguished way.

This means that in 2017, brands will invest more in structural packaging for differentiating from their competitors, bringing their personality from 2D to 3D.



4 ■ Details

Quoting the famous furniture designer, Charles Eames: “The details are not details. They make the design.”

The importance of details is also applicable to the universe of packaging design, as customers like to be surprised with nice and intelligent details, that help them to connect emotionally with the brands, from the moment of purchase to their homes.

The attention to the detail is being present mostly in the packaging for premium products, however it will be seen more frequently in mainstream products, helping them to differentiate more and to explore new opportunities of communication (for example in the back of pack).

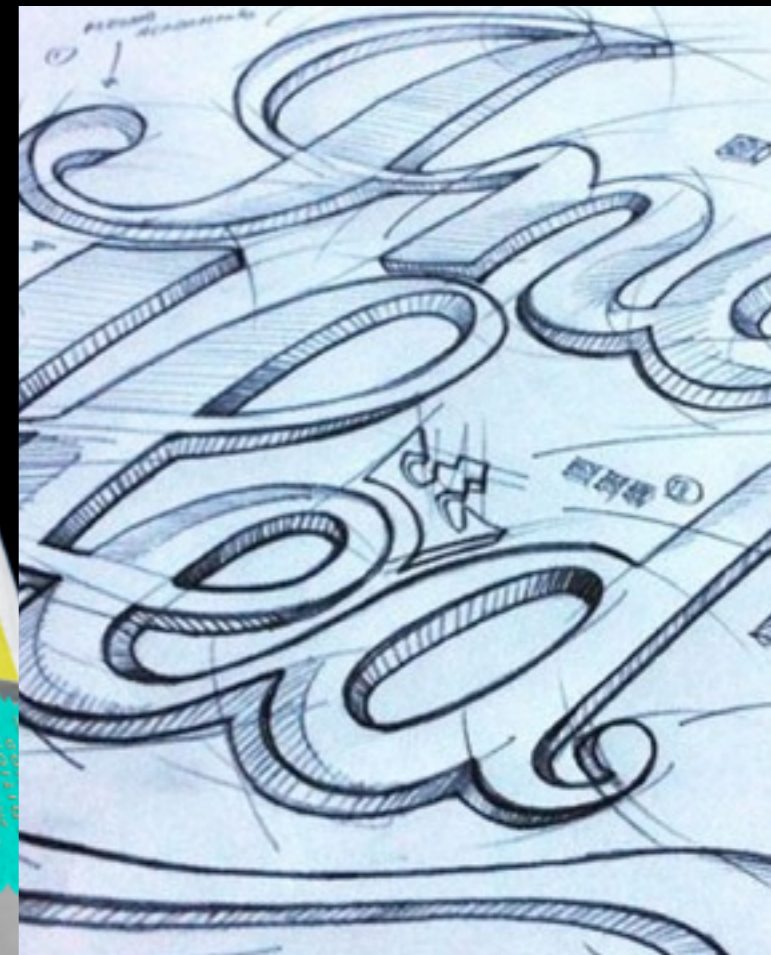


5. Customised Lettering

Hand-lettering is a big trend in graphic design and, in consequence, it is also in packaging.

The idea of craft is a great way to differentiate brands and add value. Bespoke hand-lettering can help a lot making brands more unique and genuine.

We believe that in 2017, we will see brands betting on hand-lettering as a tool for differentiation, with labels full of personality and visual impact.



6. Vintage Inspiration

Vintage inspiration is everywhere, from restaurants to fashion.

Packaging is also following that trend and we believe that is because people have a feeling of nostalgia, as vintage packaging might bring back memories. At the same time, it brings curiosity to the younger consumers.

In 2017, we wish to see beautiful pieces of vintage inspired packaging, bringing back aesthetics from other time, now elevated with modernised materials and new printing opportunities.



7 History Nostalgia Heritage

Brands are going back to their roots, recovering and bringing back to the present, visual assets from the past.

Guinness is a good example. The new harp is influenced by the heritage of the brand. Other details from the past were also brought into the new identity, such as the Est.1759 type which used to be stamped on the oak barrels at the Guinness Storehouse.

In the new year, we hope to see more branded packaging, full of personality, proud of their past and heritage.



8 ■ Use of Illustrations and Patterns

Illustrations and patterns are great tools for telling a story and create an emotional relationship with the consumers.

They are also excellent for drawing attention, promote the products on the shelves and create brand awareness.

The new year will bring packaging full of rich illustrations and beautiful patterns, to help brands telling the stories that they wish to communicate to their target consumers.



9 Original Die-Cuts

Brands will tend to experiment original die-cuts to differentiate and communicate their products, with different identifiable shapes of boxes and/or original windows for showing the product.

Bespoke captivating die-cutting is great for brands, because of its relevance on how they look and feel. This means that it will be a trend to be take in consideration for 2017.



10. Eco Friendly Approach

Eco-friendly packaging will continue to be a trend in 2017, with brands making an effort to use more ecological materials and to reduce excess.

In 2017 we hope to see a relevant growth in the use of eco-friendly packaging, promoting recycling, responsible use of materials and at the same time communicating brands as environmental responsible.





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2. Strong and Vibrant Colours
3. Bespoke Bottles
4. Details
5. Customised Lettering
6. Vintage Inspiration
7. Brand Heritage
8. Illustrations and Patterns
9. Original Die Cuts
10. Eco-Friendly



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