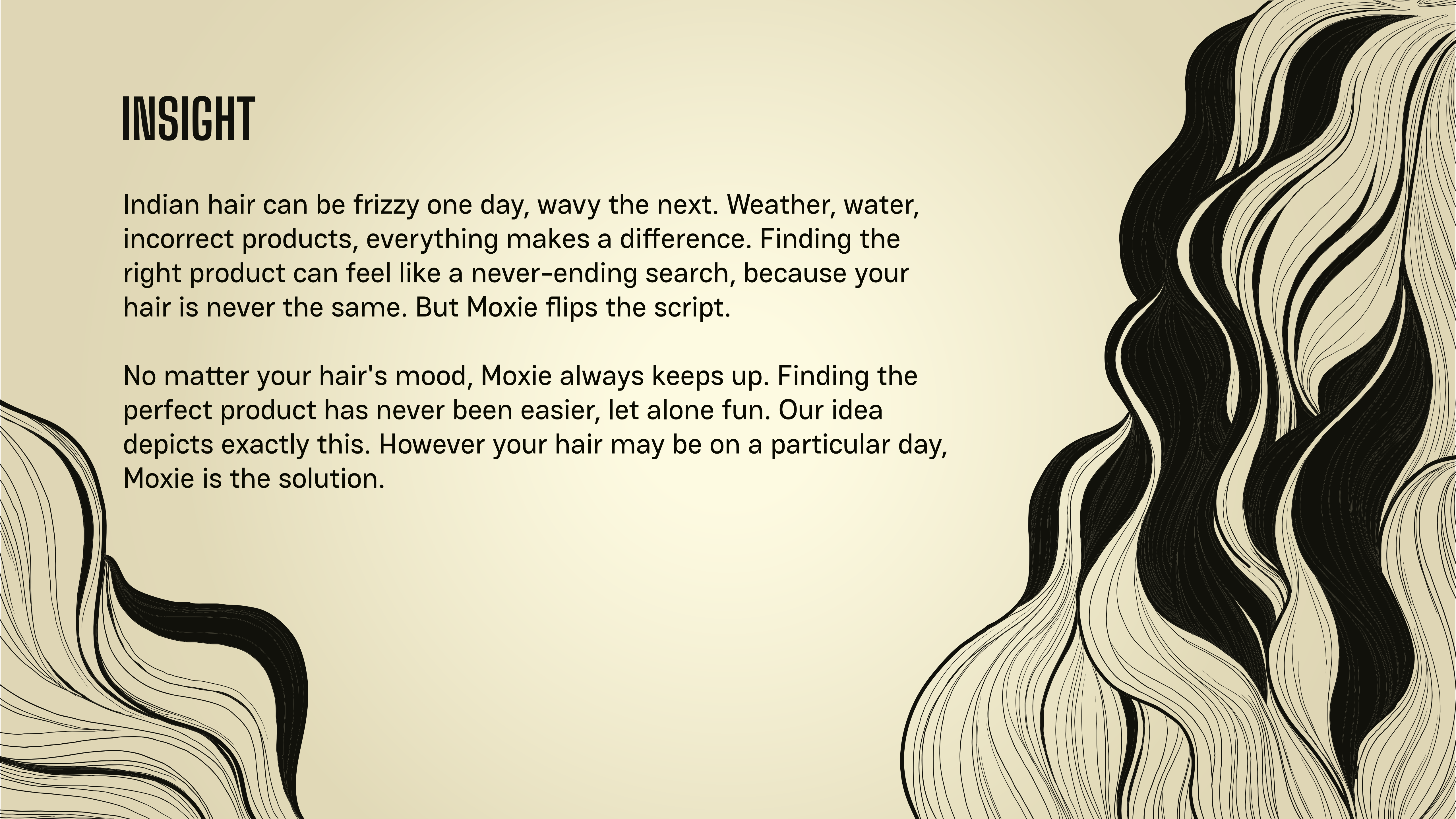


INSIGHT

Indian hair can be frizzy one day, wavy the next. Weather, water, incorrect products, everything makes a difference. Finding the right product can feel like a never-ending search, because your hair is never the same. But Moxie flips the script.

No matter your hair's mood, Moxie always keeps up. Finding the perfect product has never been easier, let alone fun. Our idea depicts exactly this. However your hair may be on a particular day, Moxie is the solution.



THE HAIR FLIP



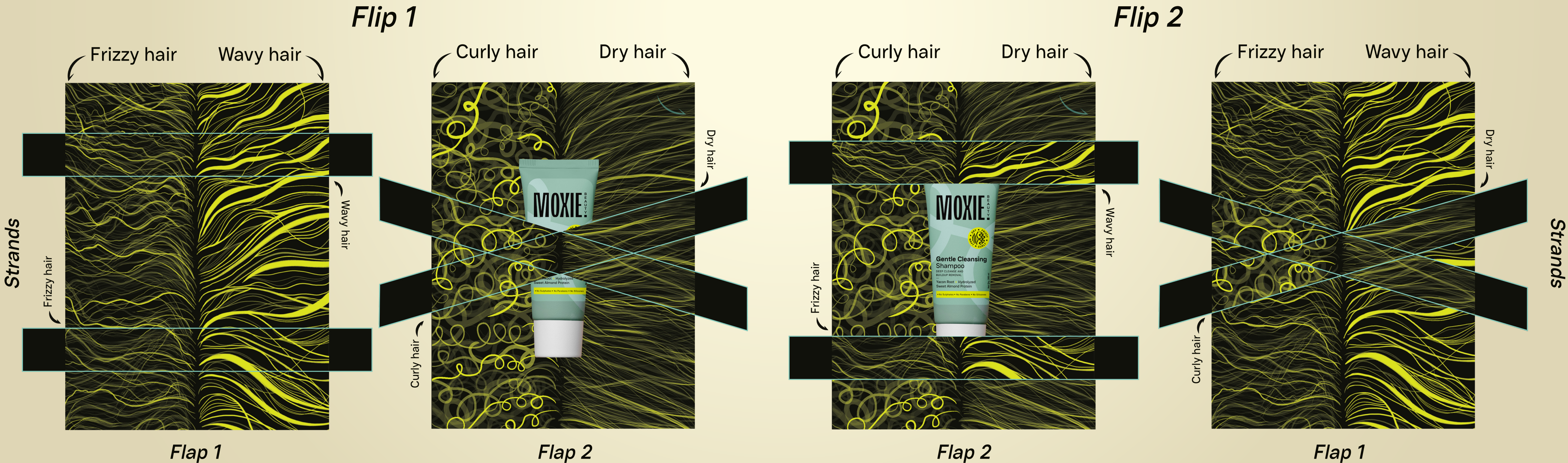
The Hair Flip is designed like a magic wallet, where the product's illusion of movement communicates Moxie's versatility in transforming all types of Indian hair.



IDEA

The Hair Flip is inspired by the fascinating magic wallet from our childhood. Upon flipping, the Moxie shampoo sample seems to shift sides. The straps change sides to form frizzy and wavy hair on the left, and curly and dry hair on the right.

With a flip, Moxie's versatility shines through, also showing the changing nature of any hair. Someone's hair can go from curly, to frizzy and curly, and from wavy, to dry and wavy. Your hair's got character, maybe it's got two!

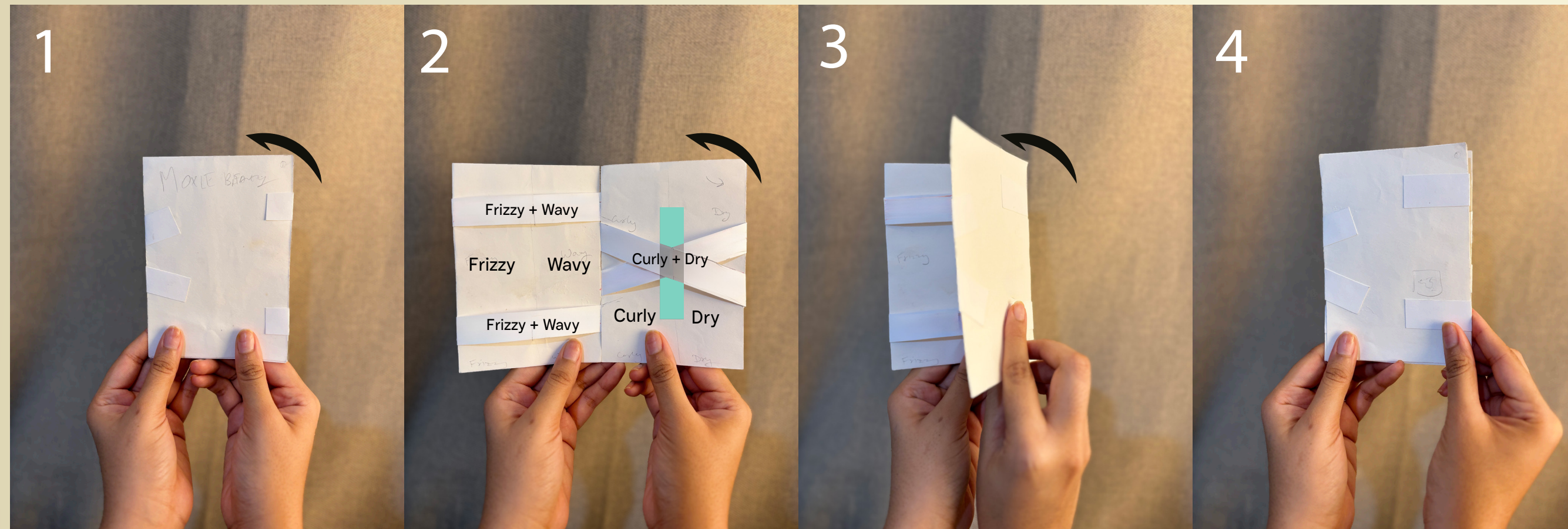


HOW IT WORKS

Cover page

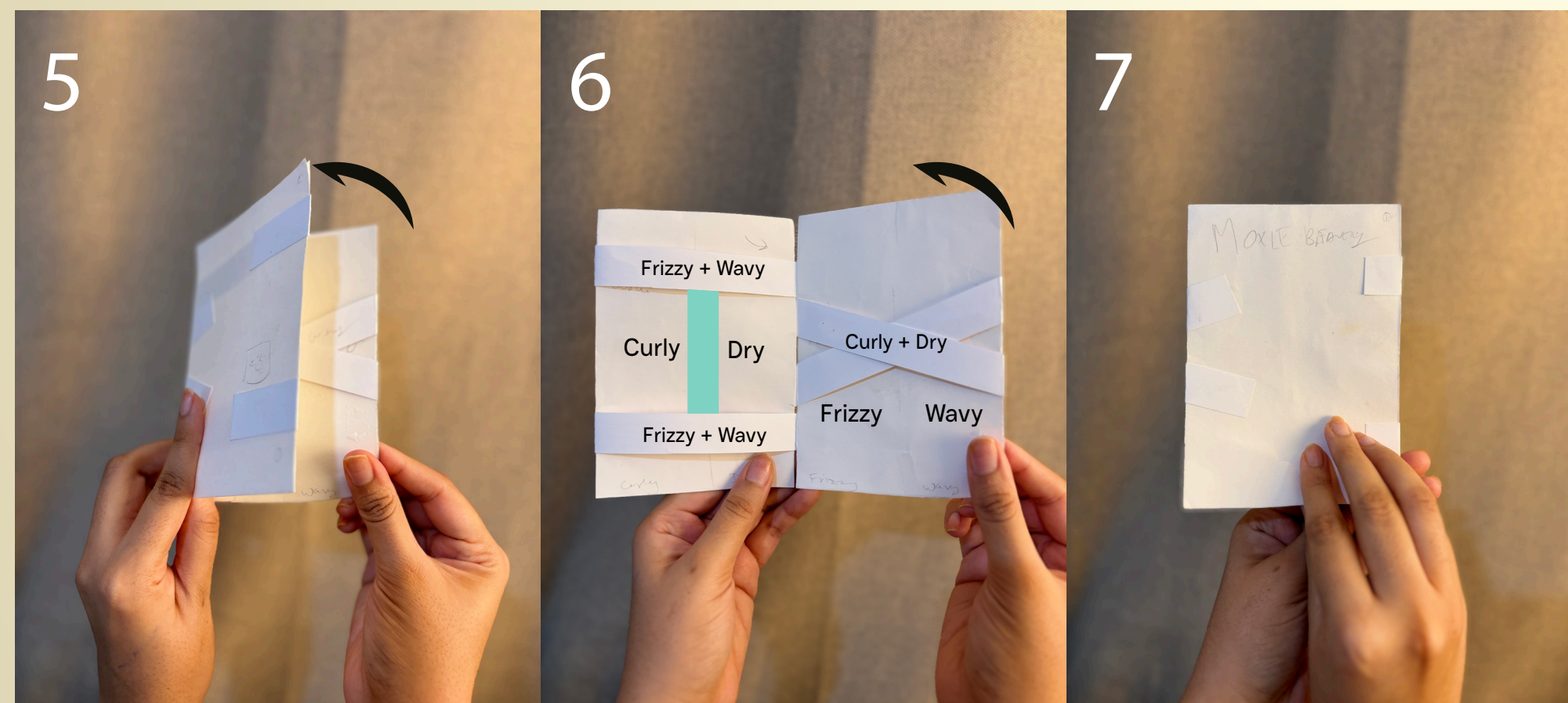
Flip 1

Back page



Flip 2

Cover page

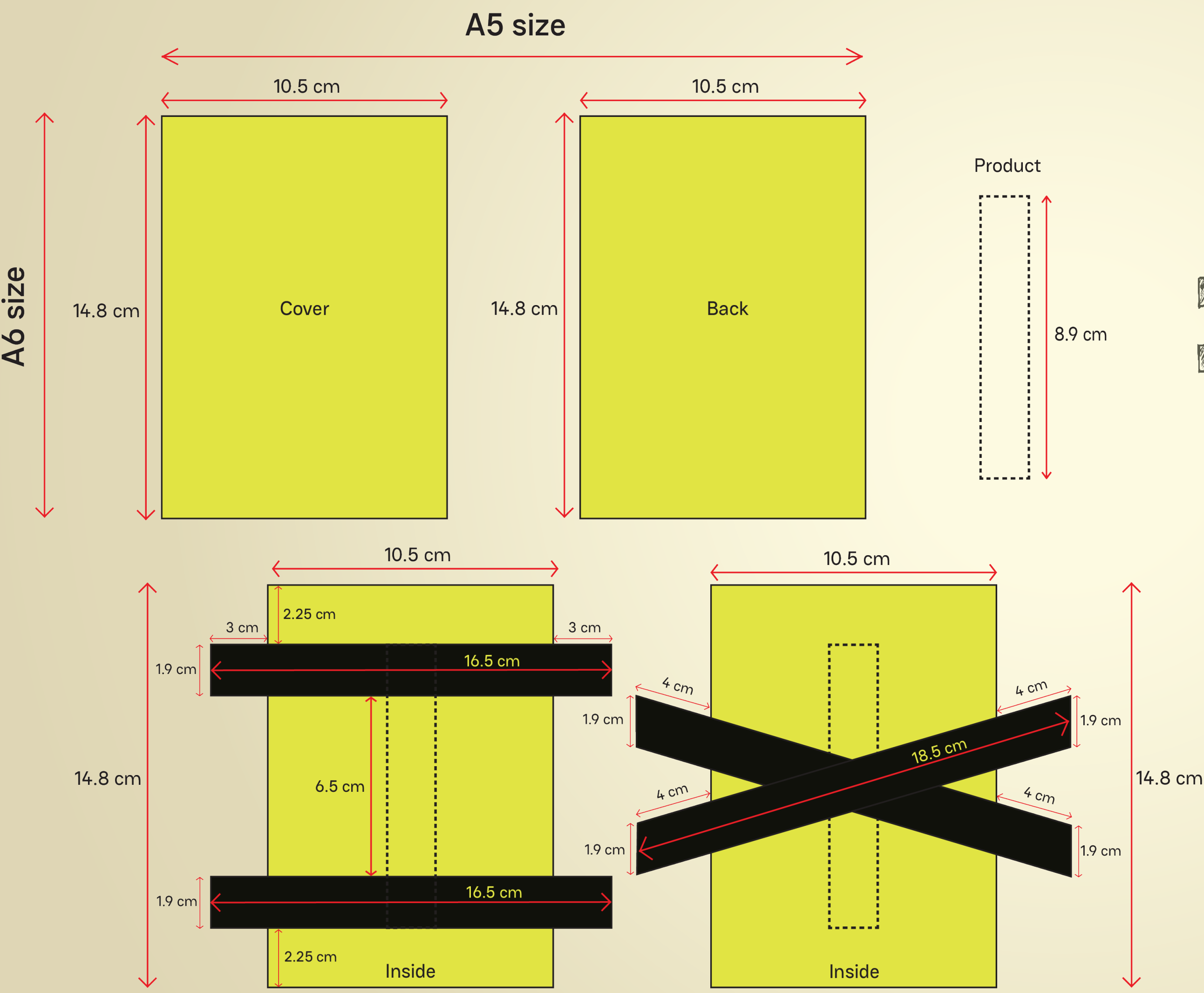


The Hair Flip has two sets of flat rubber band straps, one on each side. Each flat strap is printed differently on both sides. Upon closing, the straps on the opposite flap catch the tube.

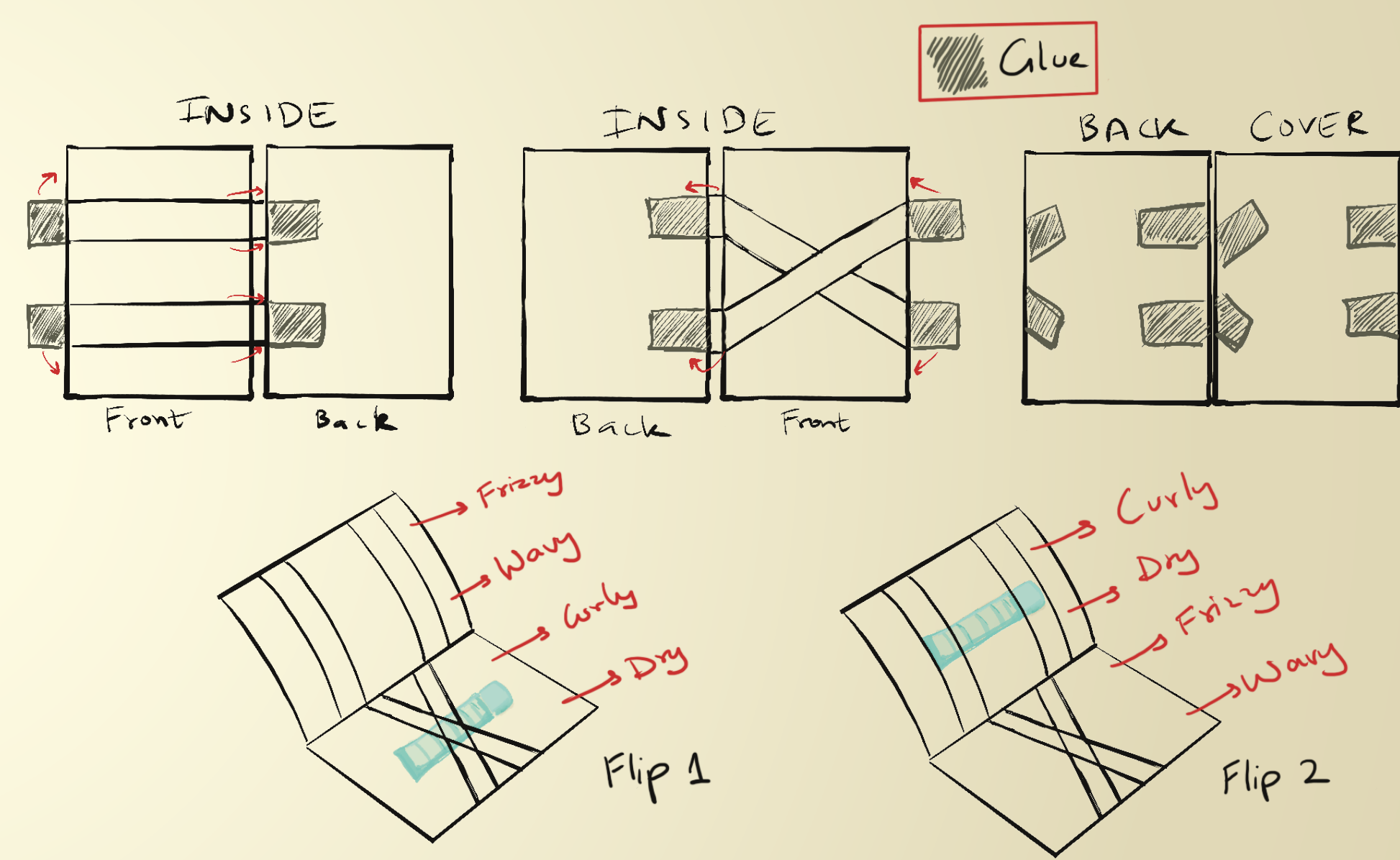
This makes it appear as if the product has moved to the other side. The placement of the straps allows them to interlock the product when The Hair Flip is closed.

Reference link: <https://www.youtube.com/watch?v=DVdq3TmkZVk>

KEY LINE DIMENSION



SKETCHES



MATERIALS

Flaps:

SBS (Solid Bleached Sulfate) Board is a high-quality paperboard made from bleached virgin wood pulp. Known for its smooth surface, it is excellent for printing and coating.

Crisscross and Parallel Straps:

We will use flat rubber bands to create the criss-cross straps. These hold everything tightly, keeping the shampoo bottle secure.

COLOUR PALETTE



Neon
Hex #E7FD45



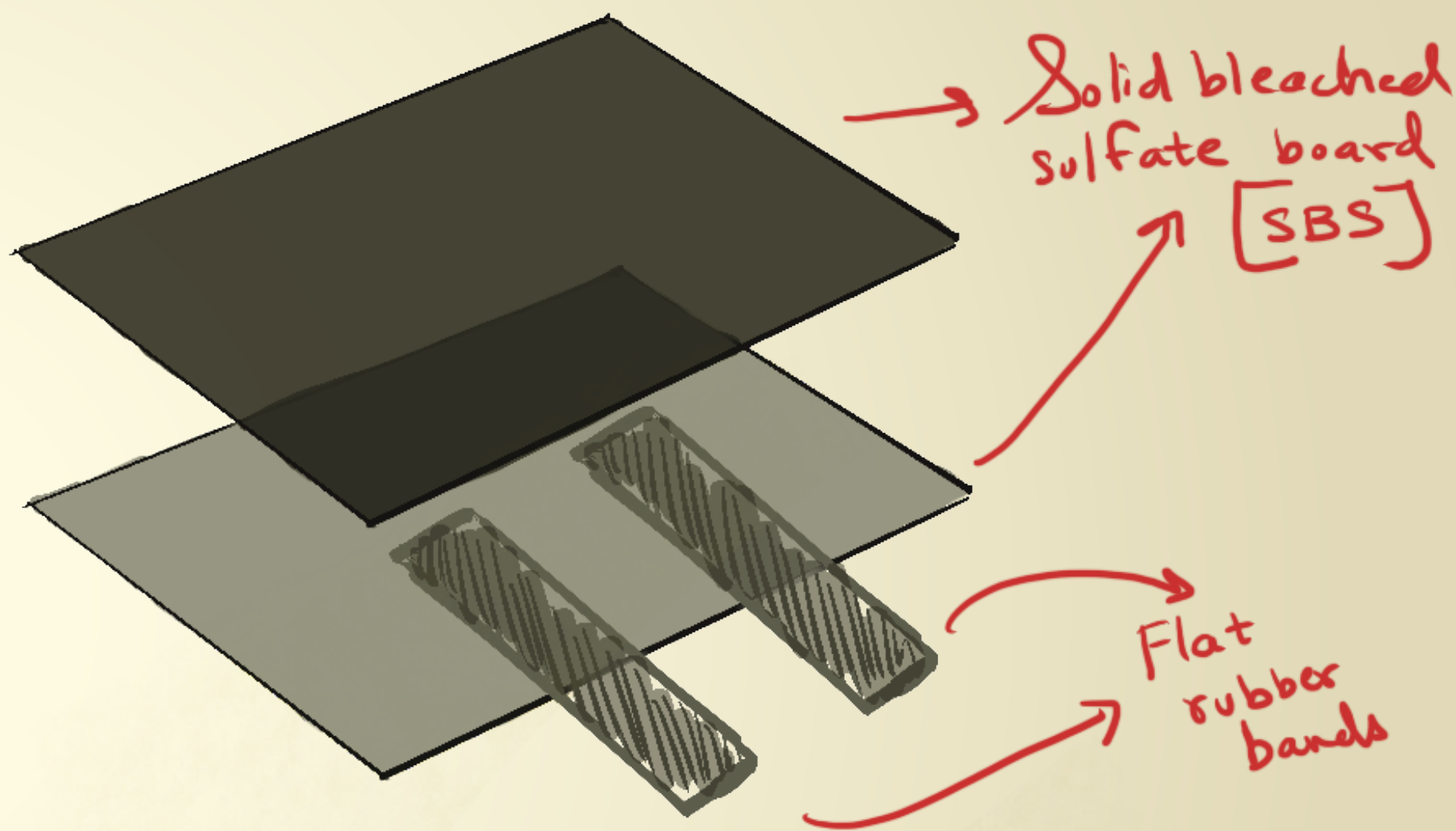
Coal
Hex #0A0A01



Teal
Hex #7ED2C1

This packaging flips the script on Moxie's signature colours. Instead of the usual coal on neon, it's neon on coal - closest to the natural shade of most Indian hair. This colour switch makes it instantly relatable and also makes the product's colours pop in contrast.

SPECIFICATIONS



The outermost layer of the wallet is made from a glossy-coated SBS Board, which acts as a robust base. While both outer sides of the flaps are glossy, the inner flaps are made of plain SBS board.

The rubber bands are strategically positioned and attached between the inner and outer SBS boards. They are anchored at specific points on both flaps, creating a crisscross and parallel pattern.

