

I would like to apologise for sending you such sloppy work. I'm not used to doing this type of brief! Kindly accept my apologies and hope the info I'm now giving you is more succinct and makes your job easier! – cheers Jan

Imagine this is our sleeve wrapped around a black shiny slim line elegant box that contains a piece of our lingerie. If we make provision for the boxes to be hanging we then have the choice to either hang them or to stack them on the shelves of retail stores.



Below are samples of colours that co-ordinate pretty well. We will be looking at 12 different lingerie products each having it's own definitive product name and block of colour, i.e. Love Me (in a block of red colour), Kiss Me (in a block of purple colour), Hug Me (in a block of green colour) etc etc. We are asking you to create just one sleeve and we will then produce the whole range from that one sleeve. However if you can provide 12 different colour pallets that co-ordinate perfectly, that would be an incredible help to us. We're looking at bright/vibrant/fun colours, not glow in the dark greens!



The front of sleeve should be divided into 3 segments:

Actual sleeve size is 130ml x 130ml

Actual box size is 130ml x 200ml

Width of sleeve and box is 18ml

Top segment:

- Should have the garment name, e.g. Love Me. This font should be bold and modern. It should be set into a block of bright vibrant colour. Text in your choice of font & colour.

Middle segment:

- Should have the LuminoGlow logo. Text colour as per either of our logos, white logo is now attached.

Third segment:

- Should have image depicting the model wearing the garment, with lights on. It does not have to fill all that space. There can be a coloured border around the image. Choice is yours.

The back of sleeve should be divided into 3 segments:

Top segment:

- Small LuminoGlow logo (either black or white logo)
- Alluring looking text that says: "Lingerie that says adore me, want me, even in the dark...."

Middle segment:

- Should have image with lights off. It does not have to fill all that space. There can be a coloured border around the image. Choice is yours.

Third segment:

- Print the product name, i.e. **Love Me Chemise** and allow space for a 20ml x 60ml barcode sticker to be placed at the very bottom of the sleeve under that product name. The product name doesn't have to be large font, just easily read by a customer who is reading the back of the sleeve.