

Forvr Mood Packaging

Kayla Anderson | ARTG 351 | Process Book

Overview

Forvr Mood is a luxury candle brand owned by Nigerian-American YouTuber and beauty influencer Jackie Aina. Aina is well-known for her love of makeup, scents, and perfumes. Thus, the aim of this redesign was to extend three of Forvr Mood's fragrances -- Cuffing Season, Champagne Showers, and Butterfly Effect into a line of perfumes.

Initial Sketches

Note: A challenge I faced with the poster development was editing the images. I didn't know if I should go with a disposable camera feel, or for a warmer, more vintage one.



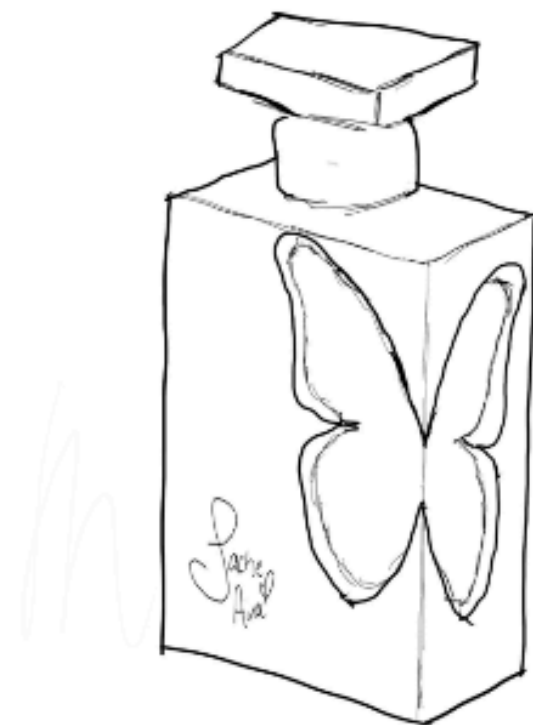
SKETCH 1



SKETCH 2



SKETCH 3

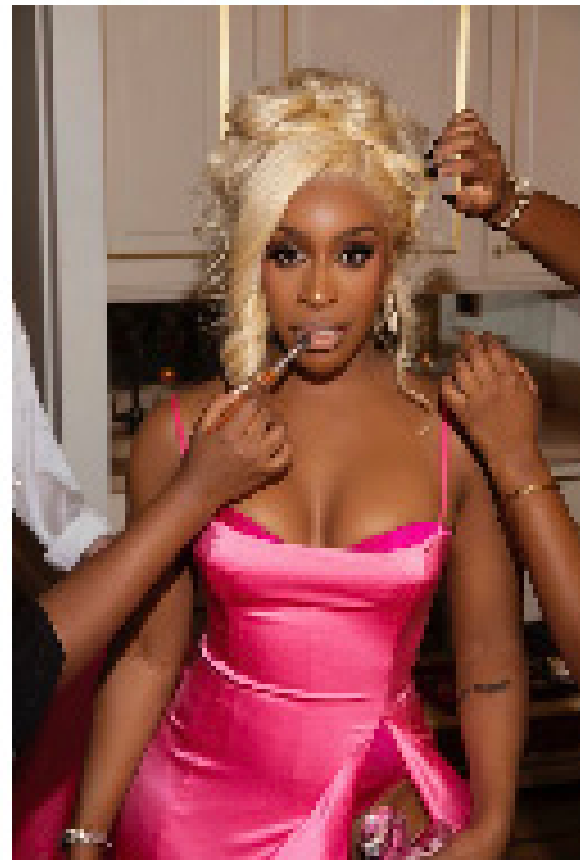
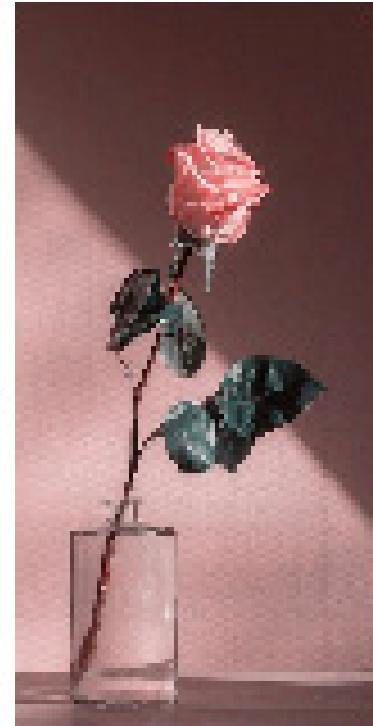


SKETCH 4



SKETCH 5

Moodboard



Initial Bottle Design

My initial bottle design was created in Fall 2021 as an exercise used to learn Illustrator's gradient mesh tool. Because of this, I wasn't able to experiment as much with the bottle's design as I wished to but I knew there was an opportunity to expand upon it.



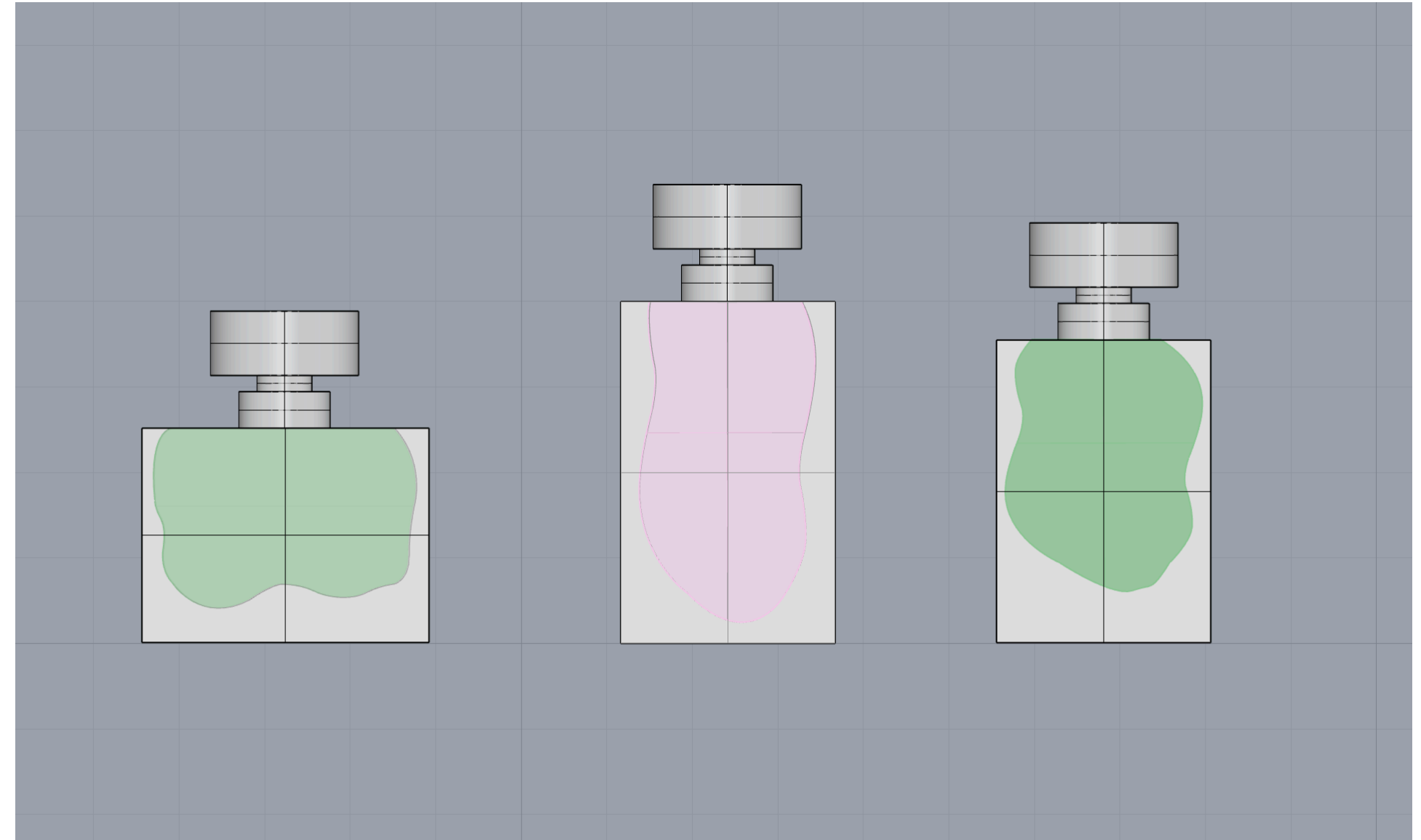
Revised Sketches

Note: Early on in the design process I was inspired by heat waves and melting being that the original fragrances were candles. So, I knew I wanted the bottles to be oddly shaped.



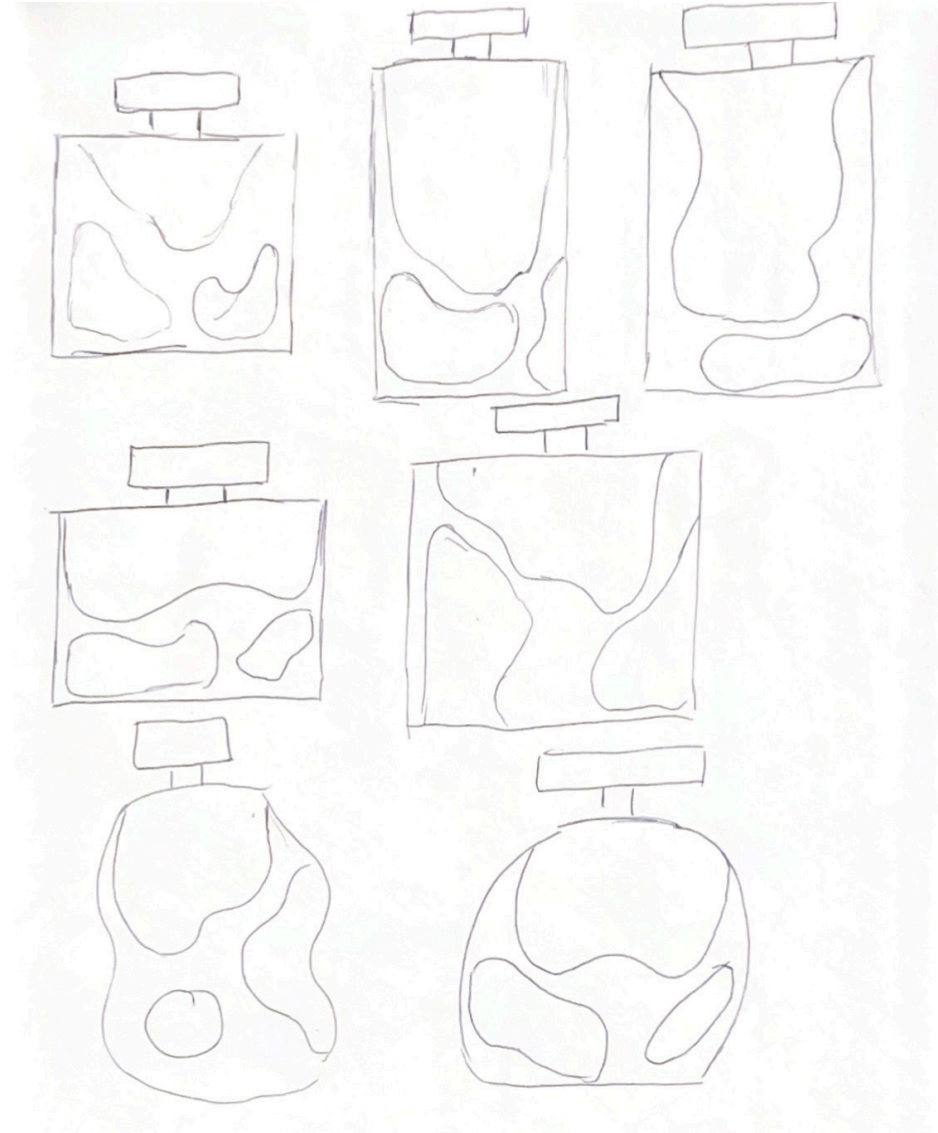
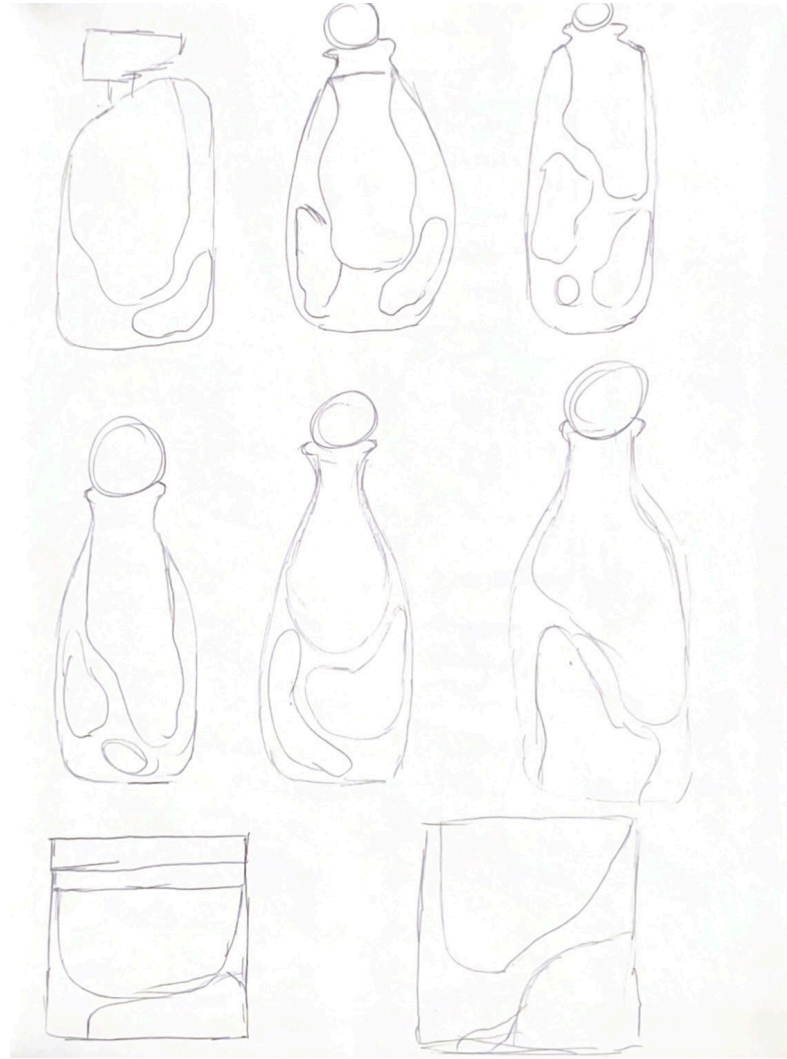
Digital Workflow

Note: I spent most of my time working digitally in Rhino to create 3D models of the bottles.

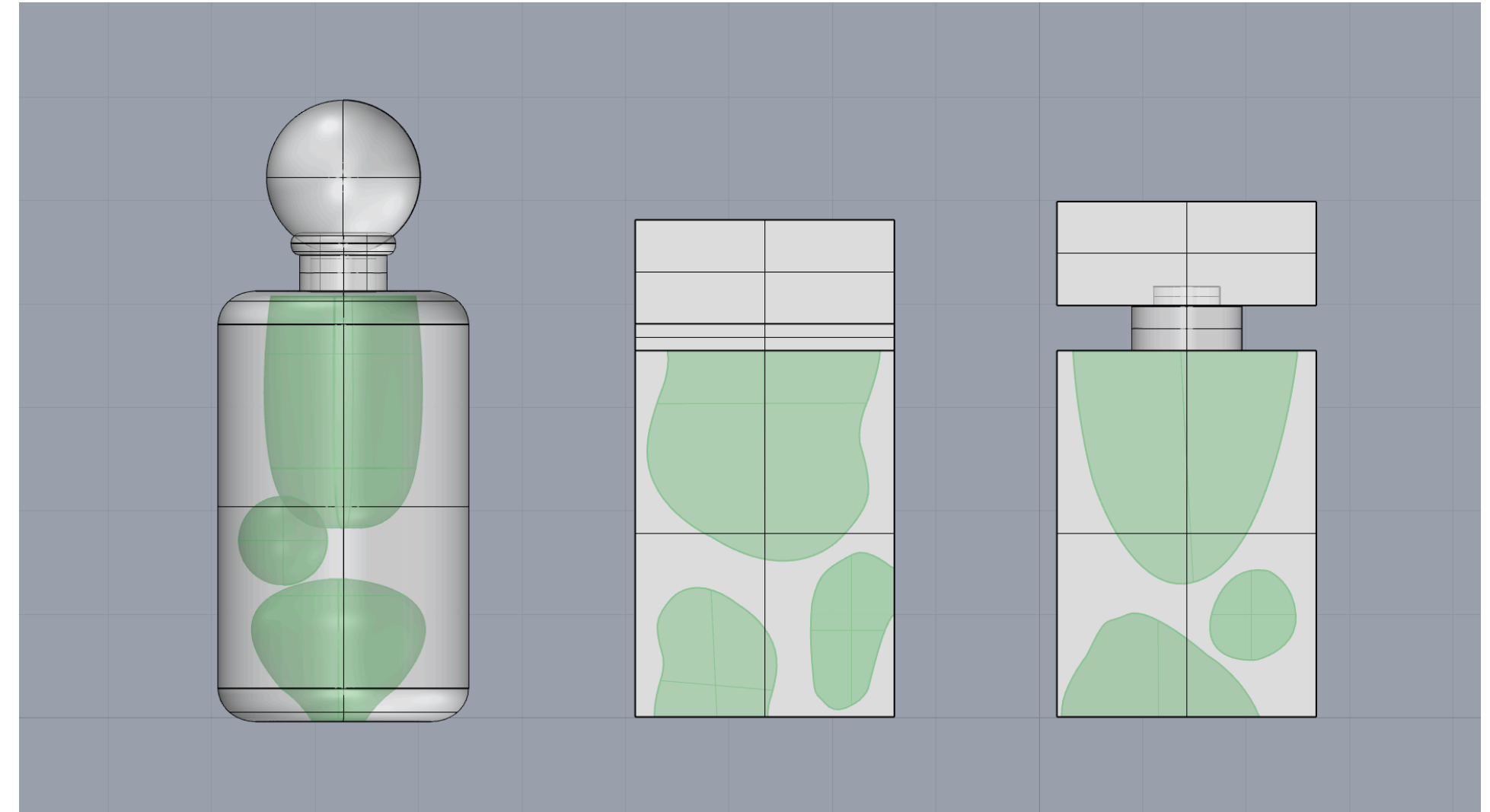


Additional Sketching

Note: The bottles weren't looking how I'd envisioned them so I created more sketches and the creative juices were finally flowing.

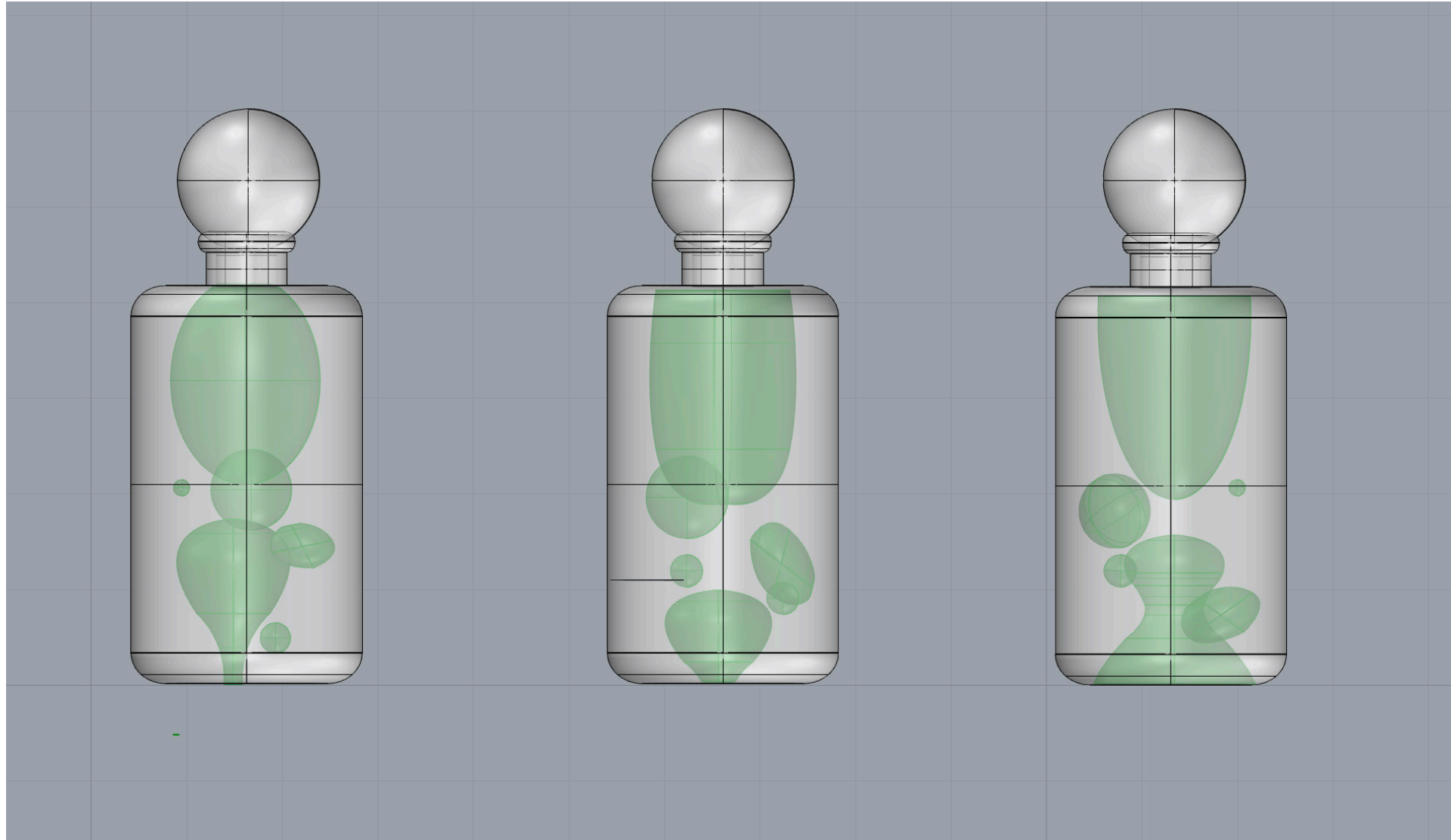


Bottle Iterations



Final Bottles

Note: I chose the cylindrical iteration because it held the "blobs" more comfortably.



Color Palette

Note: I chose color palettes for each bottle based on their notes and the mood its meant to evoke.

Butterfly Effect: Floral, Light, Laid Back



Cuffing Season: Romantic Mood



Champagne Showers: Brunch with the Girls

