

Uplifting



Strong Robust Handle

Concealed Hanging Bar in Base

Transparent Trunk Case

Our Customer: London PR Company

Their Customer: **Wonderbra**

Brief

To provide a presentation box to display six Wonderbra lingerie sets on hangers, to international journalists from leading glossy fashion magazines.

The Uplifting Case!

The London PR Company contacted us with an enquiry for a presentation box that could display six lingerie sets on hangers. These were to be given to journalists working on women's glossy magazines, to show off Wonderbras' new range. After discussing the possibilities with the client and quoting for various concepts it was decided that the most effective case would be transparent and fitted with an aluminium hanging rail and a branded, resin-filled, pewter plaque. Playtex were so impressed with the sample case and plaque that they doubled the initial quantity of cases ordered!



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