

Whitewater Creative

Design and Branding Solutions

Case Study: Watermans Packaging Design (Beauty & Cosmetics)

Project Overview

When Watermans approached us at Whitewater Creative, they needed a fresh identity for their new product, Frojus, aimed at individuals with curly, Afro-Caribbean, and hard-to-manage hair. They wanted the packaging to reflect the product's luxury while standing out in a competitive market, and we were excited to help bring that vision to life.

Challenges Client Was Facing

Watermans had a logo they loved, but the packaging concepts previously explored didn't capture the premium feel they were aiming for. They wanted something that would speak to the values of their brand, stand out on the shelves, and resonate with their diverse customer base.

Our Approach and Process

We took the time to understand Watermans' brand, diving into their existing designs and conducting a deep analysis of market trends. By truly listening to their vision, we knew a minimalist aesthetic would be key. Combining their brand's existing fonts with handwritten elements, we aimed for a balance of sophistication and warmth. We also wanted to honour the natural ingredients of Frojus, so we used shades of green alongside their signature gold, and created graphics that would reflect the curly, textured hair the product is designed for.



Our Solutions and Outcomes for the Company

Through close collaboration with the Watermans team, we developed mock-ups of the packaging, giving them a real sense of how the finished product would look. Together, we narrowed the options down to two that truly captured the luxury and ethos of Frojus. The final design now speaks to the high-quality ingredients, the brand's customer-first approach, and its desire to create meaningful impact.

The Results and the Impact They Had for the Company

The new packaging has elevated Frojus, communicating its luxury while standing out in a crowded marketplace. It resonates with Watermans' core values and strengthens the emotional connection with their customers. With this refreshed identity, Frojus is ready to make a lasting impact, just as Watermans has always done.



Services:

Design • Branding • Photography & Videography • Artworking
Email Campaigns • CGI Rendering

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