

BEARDWOOD&CO

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La Senza Promotes the Art of La Seduction with Launch of Fine Fragrance

Beardwood&Co. creates romantic packaging for perfect gift giving

New York, NY – February 1, 2010 – With Valentine’s Day on the horizon and inspiration from the brand’s sexy lingerie, La Senza has launched its first fine fragrance, La Seduction. Canada’s premier lingerie retailer, La Senza owns and operates over 300 stores throughout Canada and 300 more stores in 30 other countries around the world. The line of five La Seduction SKUs includes Eau De Parfum, Perfumed Body Lotion, Perfumed Massage Oil, Eau De Parfum Roll On and Perfumed Body Powder.

“We wanted packaging that would convey the sensuality of the fragrance itself with a glamorous look and feel that feels super luxurious,” says Felicia Schepis, Vice President of Product and Fragrance Development for Beauty Avenues. Beauty Avenues tapped New York-based branding firm, Beardwood&Co. to design the line.

The Beardwood&Co. design team started with La Senza’s key brand equities: sexy, feminine, sophisticated and indulgent to create the La Seduction packaging. The result: luxury and sensuality together with refined design and expensive finishes. The hand-drawn black lace pattern, reminiscent of sexy lace stockings and exotic flowers, is enhanced by embossing and varnish techniques across the packages.

The La Seduction cartouche acts as the center of a garter band cinching and wrapping the entire package. The refined serif gold and black typography artfully balances the graphic flourishes to communicate classic and expensive with an understated tone.

A 360-degree wrap lace pattern on the Eau De Parfum achieves a seamless decorative dimension and luxurious feel, while a vintage-style atomizer adds an ultra-feminine classic French style. Other distinctive details include gold hot-stamped typography, black-on-black printing on the massage oil and embossed detailing on the outer cartons.

“The challenge,” according to Sarah Williams, Creative Director, Beardwood&Co., “Was creating something completely fresh, unique and relevant. There is a perfect balance of classic femininity and sexy confidence— inspiring the customer to experience the product themselves or as a gift for someone special.”

La Senza La Seduction Credits:

Client: Beauty Avenues (Product Development for La Senza)

Felicia Schepis, Vice President, Product and Fragrance Development

Packaging Design: Beardwood&Co.

Sarah Williams, Creative Director

Alexandra Rubin, Designer

Sadie Dyer, Brand Strategist

Glass Decoration: Decotech

Carton Printing:

EDP – MPS

Bottle labels – Dow

Body Puff - Balance

ABOUT BEARDWOOD&CO.

Beardwood&Co. (www.beardwood.com) are problem solvers that connect brands with people on a human level. Comprised of strategists driven by creative potential and designers inspired by human insights, Beardwood&Co. focuses on brand, insight and innovation. The high-level team has earned long-term clients including national and global brands like Westin, Lego, La Senza, and Bath & Body Works, entrepreneurs and cultural brands including TerraCycle, CBGB, American Museum of Natural History and Seaport Museum New York.