

# Penhaligon's Tin Collection Awards

We are delighted to announce that the Penhaligons Fragrance Collection of tins that we have produced for 2 years' running, has won a fourth award for us, with a **Gold Packaging Award** at the **2015 DBA Awards earlier this year.**

This is in addition to the following:

- \* The **2014 Dieline Awards** : **1st place** in the Health and Beauty category
- \* **Design Week Awards 2014** : **Winner** for the Packaging Design category
- \* **Silver Pentaward 2014** (Luxury)

JUDGES COMMENT:

**'A captivating design that goes far beyond the role of simply packaging the product. An enchanting piece of brand theatre in its own right, which will be kept and treasured for years to come.'**

The 2013 gift collection for Penhaligon's takes inspiration from the fragrance brand's Victorian roots and the music boxes of that time.

They are illustrated with mechanical song-birds in an array of colours. The largest 'Hero' tin rotates and produces the sound of birdsong.

With a striking new look and an incentive for buyers to upscale their purchase, the client achieved its goal of lifting sales, while the use of tin as a material kept production costs low. Overall sales jumped by 23%, and sales of the mini tins rose by 68%. At the same time, production costs exceeded expectations by falling by 5%.

dieline  
AWARDS  
2014



dieline  
AWARDS  
2014



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AWARDS  
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<http://www.effectivedesign.org.uk/winners/2015/packaging-structural/penh...>

<http://www.thedieline.com/blog/2014/5/15/the-dieline-awards-2014-health-...>

<http://awards.designweek.co.uk/packaging-design>

<http://www.pentawards.org/winners/?p=16080>