

# MEIYUME'S SECONDARY PACKAGING: LIFESTYLE COLLECTION

July 2024



# THE VISION

Introducing the Lifestyle Collection—a celebration of the diverse lifestyles people lead, each with its own unique charm and modern aesthetic. Our collection is designed to cater to a variety of lifestyles, embracing the rich spectrum of individuality. With a commitment to sustainability and customizable options, the Lifestyle Collection offers a truly unique and inclusive experience, inviting you to explore and celebrate the beauty of your way of life.

This eclectic lineup begins with minimalism, emphasizing a clean, simple approach to beauty that embraces the natural self. Next, multi-functional beauty offers versatile, all-in-one solutions for dynamic lifestyles. The collection also includes functional beauty, focusing on products that blend practicality with visual allure, followed by sustainable beauty, which champions eco-friendly practices and materials. Completing the array is emotional beauty, nurturing the soul and enhancing well-being through sensory experiences.

Brands can also have the option to integrate NFC into the packaging, opening a new channel of communication between your brand and your customers. With a simple tap, consumers can access exclusive content, personalized beauty tips, and tailored product recommendations, all curated to complement their unique beauty journey. This technology not only simplifies interaction but also fosters a deeper, more engaging relationship with consumers regardless of which channels the products are acquired. Watch Meiyume's [video](#) on the benefits of our smart packaging.

Celebrate individuality and stay connected with the Lifestyle Collection, where beauty meets innovation.



# THE SOLUTION

## Perfectly Imperfect Bag

For the advocate of **authenticity**. Designed to reflect the essence of embracing imperfection, the Perfectly Imperfect Bag features a woven texture tangled with metallic-colored lurex made of recycled materials, finished with artistic washed marks. The adjustable strap, which reveals the empowering words "IM PERFECT" or "IMPERFECT," symbolizes the beauty found in embracing one's flaws. This versatile two-way bag can transform from a cross-body to a tote, offering flexibility in both style and function.

## VersaBlanket Bag

For the **multi-functional**. The VersaBlanket Bag's versatile design combines comfort and creativity for on-the-go use. It boasts a vibrant digital color print accented by playful broomy embroidery patches resembling eyes and lips, adding an artistic touch. Inside, an organized tote neatly stores essentials, enhancing its practicality. Uniquely, the body can be unsnapped to transform into a patterned mini blanket, perfect for impromptu relaxation outdoors or as a cozy layer on chilly days.

## Form & Function Toiletry Bag

For the **aesthetic functionalist**. A nod to functional beauty, this spacious Form & Function Toiletry Bag combines thoughtful design, visual allure, and sustainable luxury. It is crafted from recycled PET fabric, providing a velvety touch that enriches the daily beauty ritual. Every detail, from its eco-friendly material to its practical layout, is designed to elevate the grooming experience, seamlessly integrating functionality with aesthetic appeal.





# THE SOLUTION



## EcoHaven Tote

For the **eco-conscious**. The EcoHaven Tote is not just a statement piece but also a celebration of beauty in sustainability, inspired by the tranquil beauty of a mossy forest. Crafted from recycled materials, it offers a textured, moss-like appearance that echoes the organic patterns found in nature. The bag's dark gradient, reminiscent of forest shadows, provides a soothing visual backdrop, while the playful, duo-tone "RED" inscription adds a vibrant contrast that catches the eye.

## Calm Travel Set

For the advocate of **mental health**. Designed to alleviate anxiety during long journeys, the Calm Travel Set is meticulously crafted with features that ensure a stress-free experience. This travel set includes a cozy, padded, pillow-like pouch that houses a sleep mask, a neck warmer, and an earplug case. Constructed from PU and lined with a matching RPET fabric, the body is elegantly quilted with a logo monogram pattern. Additionally, the opening at the back of the pouch doubles as a hand warmer, while the soft fleece on the inner side offers a comforting touch, providing soothing relief for travelers managing anxiety.



Meiyume consistently crafts meticulously designed beauty products and packaging, utilizing a diverse range of materials, all driven by a compelling purpose. Annually, we unveil new collections featuring innovative formulations and packaging designs, in addition to tailoring bespoke solutions for clients through custom briefs. At Meiyume, we are committed to providing comprehensive end-to-end solutions for all beauty brands.

