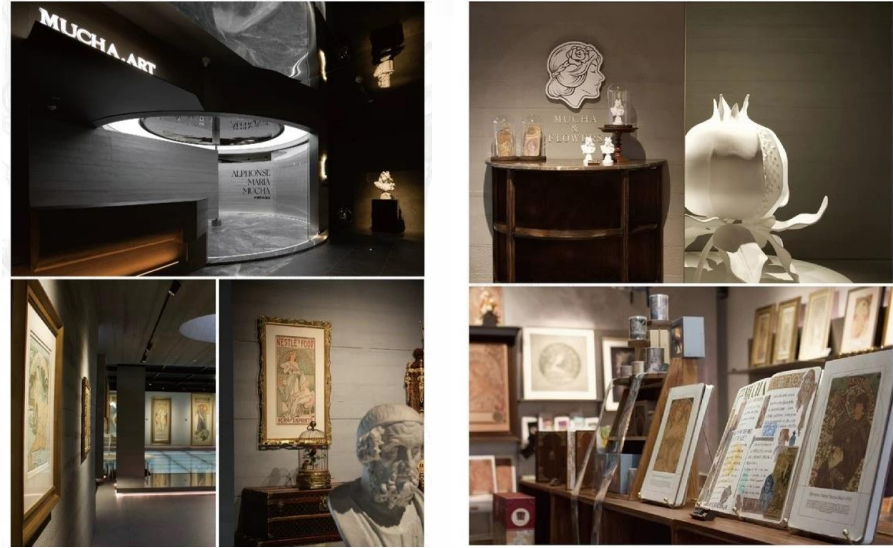


# MEIYUME'S SECONDARY PACKAGING SOLUTIONS FOR MUCHA ART MUSEUM

October 2024



# THE VISION



“A yearning for everything related to beauty, a love for the warmth of life.”

“MUCHA & FLOWERS” is a lifestyle aesthetic cultural and creative brand meticulously crafted by the Mucha art museum, dedicated to exploring the contemporary value of Mucha’s artistic heritage. Drawing inspiration from the “le style Mucha”, the brand incorporates the fluid lines, color aesthetics, and exquisite decorations of Mucha into product design, creating an elegant and romantic atmosphere to make modern life bloom like flowers.

## THE BACKGROUND

Brands can elevate customer shopping experiences and foster loyalty through gift-with-purchase (GWP) initiatives, adding value to their brand. With years of collaboration alongside internationally renowned brands, Meiyume offers an exclusive, fully customized one-stop solution that covers design, procurement, production, and warehousing.

Backed by our global manufacturing facilities, extensive supplier network, and expert team, we create bespoke solutions that perfectly align with each brand’s unique identity.



# THE SOLUTION

After understanding the brand's background and requirements, and drawing from its original design inspiration, Meiyume proposed the development of a diverse product range. This approach brings Mucha's artistic style into new categories, creating more business opportunities and building a strong brand presence across borders. It transforms elegant aesthetics into lively and fashionable products.



## **LA TRAVIATA COSMETIC POUCH**

### **Design Source**

The decorative pattern is drawn from Mucha's classic theater poster "Camille" (La Traviata).

### **Features**

- Large capacity design for easy storage.
- High-quality metal zipper for smooth use.
- Canvas fabric that is wrinkle-resistant, durable, and lightweight.



## **"FEATHER" TOTE**

### **Design Source**

The classic decorative painting "Feather" by Mucha is reinterpreted in a cartoon style, bringing a touch of cuteness to everyday life.

### **Features**

- The outer fabric is made from lightweight polyester with a cotton-like feel, offering a soft texture.
- The inner lining is delicate and silky, waterproof, wrinkle-resistant, and durable.

# THE SOLUTION



## **NOTEBOOK**

### **Design Source**

The interior patterns derived from Mucha's classic art book "Decorative Document."

### **Features**

- Fabric-covered, gold-foiled cover with a tactile feel, exuding vintage elegance.
- Locked thread binding ensures durability, prevents page separation.
- 180° lay-flat design for easy writing.



## **"WINDY" MINI BOX BAG**

### **Design Inspiration**

The iconic lily pattern is also derived from Mucha's classic art book "Decorative Document."

### **Features**

- The bag has a plump shape with comfortable padded handles, featuring the Mucha logo printed in a cute font that combines vintage charm with playful appeal.
- It features a detachable chain shoulder strap and a smooth, seamless zipper operation.

# THE SOLUTION

Meiyume faced several challenges in meeting the customer's vision but successfully overcame them through innovation and technical expertise. Our team worked diligently to ensure that the final product met both design and quality expectations.

The 'Feather' Tote is crafted from a special material with a surface prone to cracking. To address this, Meiyume refined the printing process, achieving a full-pattern print while ensuring the design's integrity remained intact.

Notably, to closely replicate the vintage prototype of the Notebook, we used PU fabric with gold-foiling techniques to enhance its tactile feel. However, this material is prone to cracking, and preserving the printed side patterns was a significant challenge. Achieving this required advanced technical skills and flexibility. After multiple refinements, we successfully perfected the intricate details.

## THE FUTURE

Through this collaboration with Mucha art museum, Meiyume has showcased our expertise in design, craftsmanship, and technology, along with our comprehensive one-stop supply chain. As specialists in creating bespoke products that reflect a brand's unique identity, we help beauty brands develop innovative and aesthetically striking products that stand out in the market.

