

CASE STUDY

MEIYUME'S
AI-INSPIRING
SECONDARY PACKAGING
ALT-OPTIMISM COLLECTION



THE VISION

Revolutionizing Design with AI

Background

In today's fast-paced beauty and fashion industry, technology and creativity must work hand in hand. By leveraging Artificial Intelligence (AI), brands can streamline the product creation process, reducing time and resource demands while ensuring designs align with market trends and consumer preferences—helping them stay ahead in a competitive market.

Meiyume's AI-Inspired Secondary Packaging Alt-optimism Collection leverages this power to analyze market trends and generate concepts that align with them. By blending AI efficiency with consumer-focused creativity, we create impactful packaging solutions for an ever-evolving market.

Rooted in the Alt-optimism trend, this trend is about embracing individuality, diversity, and the fresh ideas that come from combining different perspectives. Inspired by new lifestyles and migratory patterns, it reflects a rebellious shift toward comforting, inventive designs, ranging from super-padded, cocooning products to softer, AI-driven fantasy themes and aura-inspired healing colors.

Concept

The AI Inspiring Alt-optimism Collection is a celebration of personal expression, merging contemporary aesthetics with practical functionality. The collection showcases a vibrant array of colors—including shades of orange, olive, mustard, and baby blue—alongside playful patterns like abstract polka dots and irregular color blocking. Each product is thoughtfully designed to evoke comfort and happiness, appealing to today's fashion-conscious consumers who crave both style and emotional connection in their accessories.



THE SOLUTION

After validating data and trends through Meiyume's intelligence team, our talented designers leveraged advanced AI tools to create innovative concepts and material ideas aligned with current trends, enabling rapid prototyping. While AI sparks creativity and provides direction, it may lack practical insights into material feasibility and production processes. Serving as a creative partner, AI inspires designs that our experts refine and transform into production-ready innovations.

The result is a collection that seamlessly blends AI-driven efficiency with artisanal craftsmanship, offering unique features that enhances user experience.

Makeup Pouch

Material:

Matte finished RPET fabric with digital print

Highlights:

This multi-functional makeup pouch not only holds beauty essentials with style but also transforms into a chic cross-body bag, perfect for on-the-go fashion.



AI-generated design



Production- ready design

Vanity Organizer

Material:

Matte finished RPET fabric with digital print

Highlights:

Designed for the organized storage of skincare products, this vanity features an inner lid pocket and four compartments, providing functionality along with a touch of elegance.



AI-generated design



Production- ready design

THE SOLUTION

Puffy Sleep Mask and Case

Material:

Matte finished RPET fabric with digital print

Highlights:

Enjoy restful nights with this oversized puffy sleep mask, designed to effectively block out light. Paired with a functional case featuring two compartments for sleep essentials, it combines practicality with cozy comfort.



AI-generated design



Production- ready design

On-the-go Case

Material:

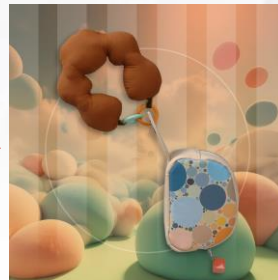
Matte finished RPET fabric with digital print

Highlights:

This versatile case securely holds lipstick or small essentials while doubling as a stylish crossbody bag. Its sleek design embodies modern personal expression, making it a must-have accessory.



AI-generated design



Production- ready design

Confetti Phone Case

Material:

Thermoplastic polyurethane with acrylic decorative confetti

Highlights:

Add a playful touch to phone protection with this confetti phone case. Featuring fun patterns, it seamlessly combines durability and style, keeping phones both safe and fashionable.



AI-generated design



Production- ready design

THE FUTURE

As we move forward, Meiyume remains committed to leveraging AI across the entire beauty supply chain to create innovative solutions and add value for our partners. The Alt-optimism Collection stands as a testament to the transformative possibilities of integrating technology with creativity, showcasing how AI can inspire designs that align with market trends while reflecting brand individuality.

By harnessing the power of AI, Meiyume aims to reshape the beauty industry through enhanced efficiency, sustainability, and personalization. AI enables us to streamline processes while creating designs that truly resonate with consumers, enabling us to empower brands to stay ahead in a rapidly evolving market.

Join us as we explore the future of beauty, delivering thoughtfully designed, cutting-edge solutions that redefine industry standards.

