



Mini case



Appartement 103

BRAND DESIGN

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LANCÔME THE ART OF FRENCH GIFTING / RELEASED IN THE GLOBAL INTERNATIONAL MARKET

The prestigious Parisian house selected Appartement 103 to rethink its institutional gifting elements and visual identity, while developing a new luxury experience that would embrace the art of gifting by Lancôme. Boasting elegance, all gift pieces feature a foil silver plate, which reinforces the brand's logo by capturing light. This emblematic focal point elevates the distinction and confidence of Lancôme's brand while paying tribute to the historic address of the house, 29 Faubourg Saint-Honoré in Paris.

In order to increase sophistication, the timeless Lancôme's rose is brought to life by a delicate blind embossing technique, awakening the tactile senses against the carefully chosen cottony paper. Lastly, the fuchsia notes contrast with the minimalist expression of the set, adding a special touch of joy and freshness, reminding us how "Life is beautiful in Lancôme".

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