

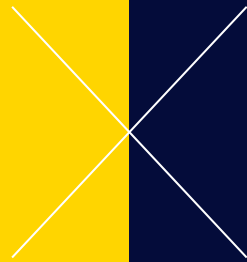


EVIOSYS

Joyful Taste

Packaging responds to the
quest for simple pleasures

EVIOSYS



Caramel
GROUPE

Rethinking happiness

The lockdowns reminded us that our health, along with simple, everyday life is more important than everything else. There was a sense of uncertainty, with one exception - life is short. Ideals have been questioned: how can we rethink this happiness so that it is accessible?

56% of global consumers have sought out comfort foods, such as confectionary, more than usual this year. **62%** reported that they like to enjoy moments of indulgence where they pay little to no attention to nutritional intake in moments of 'pure hedonism'. (FMCG Gurus, 2020)

In our quest for happiness, people found reassurance in their everyday lives through nostalgia, playful entertainments and childish pleasures.



Three trends to explore



01. Positive Nostalgia

Reinterpretation
of intergenerational classics.



02. Playful Experiences

Hands-on experiences as a source
of micro-joy.



03. Sweet Childhood

Reclaim happiness by connecting with
our inner child.

01. POSITIVE NOSTALGIA

In times of uncertainty, people tend to feel more nostalgic, relying on their memories to restore a sense of assurance and stability. This highly-romanticised nostalgia offers both an ideal and a sense of meaning in an uncertain day-to-day existence.

81% of French people believe that thinking about positive memories brings a sense of optimism into their day-to-day lives. (Insites Consulting, 2021)

When it comes to food, this retrospection drives people to go back to the classics. They want to make grandmother's recipes, enjoy cakes and pastries, and create special moments of indulgence.

63% of global consumers said they want more nostalgic offerings in the food products available to them. (FMCG Gurus, 2021).



Retro Tins

We observe a return to the classic formats of retro-style biscuit tins. These often boast a positively kitsch and cheerful spirit, using traditional patterns and colours with the look of an “old-school” print.



The Classic County Biscuits tin from Fortnum & Mason uses traditional illustrations and typefaces to evoke the imaginary world of English folklore that is associated with each of its biscuit products.



Featuring a crimson red background and a stylised font, William Sonoma’s confectionery tins borrow from the aesthetics of 1950s advertising.



Coca Cola's retro floral tin mixes a discreet aviator glass print with soft watercolor patterns

Family Tins

Tins displaying old advertising are revamped and printed on timeless metal tin shapes.



The tins designed by Cruce Design Group for Solar Cookies echo the brand’s collector’s items by revisiting its vintage codes.

Back to ancestral recipes: natural, simple, sustainable.

PAOS, an eco-friendly cosmetics brand offering solid and dry products. The products' playfulness (solid toothpaste, powdered shower gel) takes a cue from the past with reusable packaging: shower gel in aluminium flasks, deodorant in metal tins.



“Into the Beard” is a line of beard-care products which are made using alpine plants. To preserve all their benefits, they are packaged in metal containers.

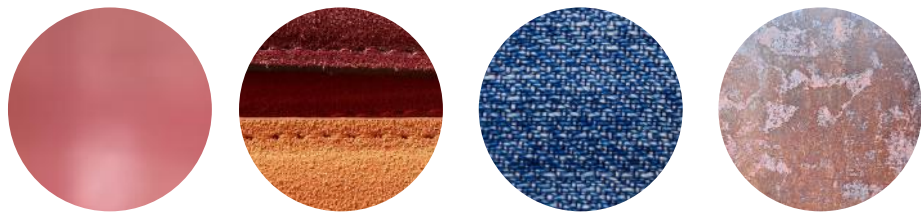
Positive Nostalgia

Design universe

Nude retro palette

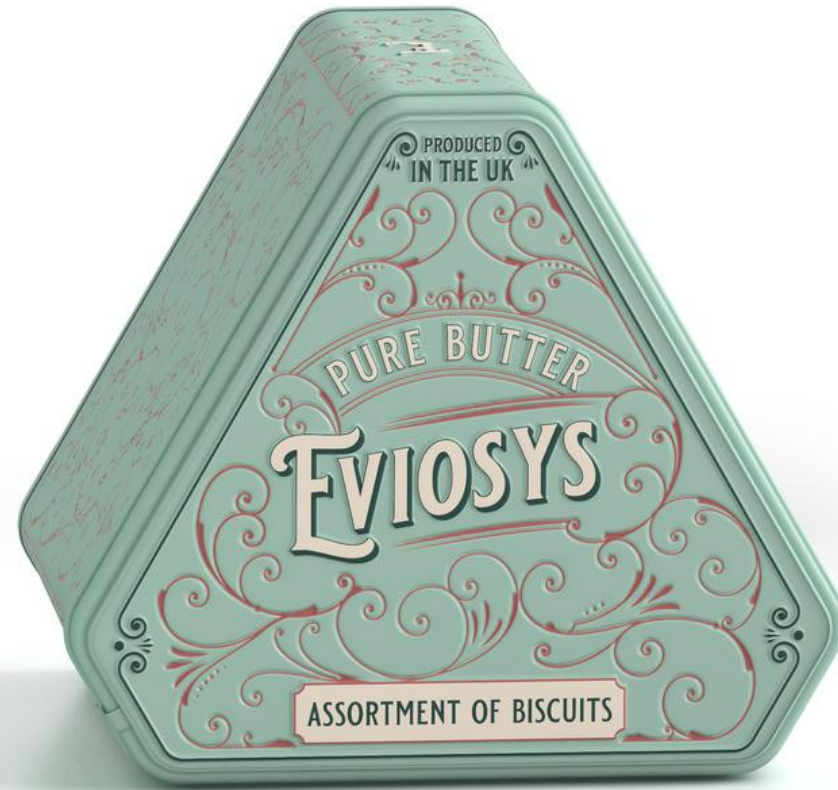
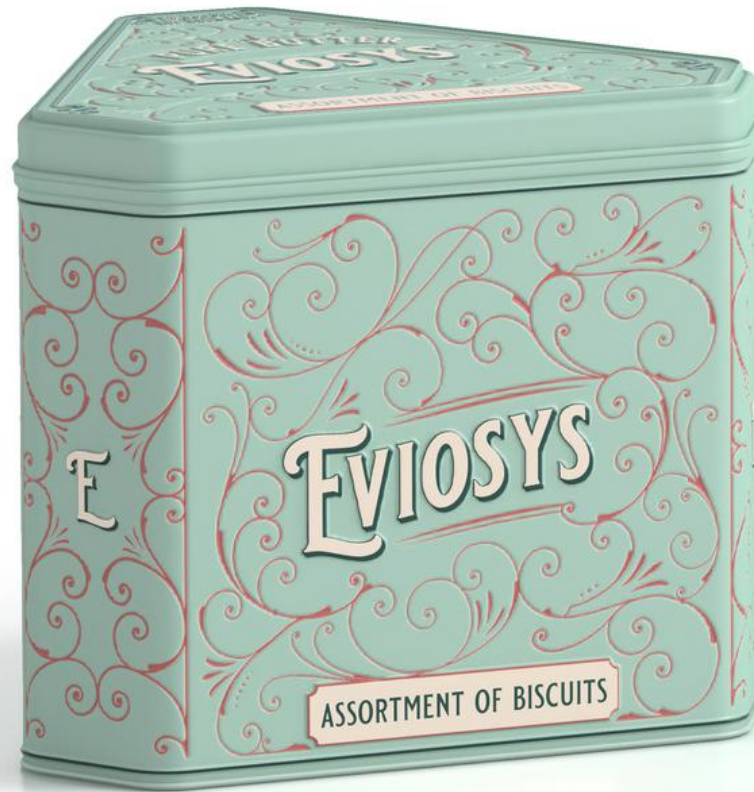


Vintage textures



Vintage positivity with Eviosys's tin Everest

*Vintage couture effect on
micro-debossed design
Matt pastel coating*



02. PLAYFUL EXPERIENCES

In the wake of health restrictions and government directives, people are more than ever looking for experiences that take them out of their day-to-day lives and give them back a feeling of freedom. It is an experience-driven society, where people are looking to regain a sense of care-free fun and excitement.

61% of consumers said that they have become more experimental with food and drink in the past five years (FMCG Gurus, 2020).

In terms of food, this quest will favour experimental practices that play with flavours, appearances, and norms. People are looking to create new habits of indulgence based on play, recreation, and entertainment.

Food packaging will have the opportunity to take inspiration from other sectors, from entertainment to make-up. The idea will be to offer containers that experiment with flavours and textures, with a design that blurs the line between form and function.



Cosplay

Between cosmetics and play, packaging is turning into a game that invites users into experiment with containers, appearances, and edible materials in a spirit of fun. Drawing inspiration from cosmetics packaging, the home of appearance and disguise, food packaging from chocolate bars to lunch boxes is transforming into a palette of flavours.



Collection of edible make-up

HipDot Cosmetics has teamed up with the Reese's confectionery brand to offer a limited edition of five edible make-up products, including brushes, milk chocolate eyeshadow palettes, and lip balms in delicious flavours.



Ouate uses a whipped cream aerosol as a shampoo dispenser for kids (or grown-up kids) to play in the bath.



Perfume or make-up?

Made by Me now offers a palette of signature fragrances that looks just like an eyeshadow palette. The palette offers a new way to wear perfume that is both sensory and fun.

UNLEASH YOUR CREATIVITY WITH EVIOSYS' TIN MOON

*Play with Matt and Gloss,
soft and strong colour contrasts
Detailed embossing to add textures
Precious gold ornaments*



03. SWEET CHILDHOOD

The quest for both reassurance and new experiences is converging and people are in search of pleasure. The emotion and comfort of the foods we grew up with will drive epicurean eating in the future. Pleasure is still in high demand, with 70% of the world's consumers claiming to have moved towards a healthier diet, without having given up on indulgence. (SIAL, 2020)

Food is increasingly emotional, and people are rediscovering their inner child by indulging their appetites in ways that free them from the diktats of what is right and proper. People want to relive their childhood experiences and are thus reintroducing childlike gestures that promote a sense of optimism and innocence in packaging formats.

Tomorrow's packaging will appeal to our inner-child. Regressive, genuine, almost naive, simple and colourful, it will help consumers rediscover pleasure in their day-to-day lives.



Naive Optimism

Packaging that brings a sense of optimism into day-to-day life by playing with colours and formats, inspired by a naive childhood aesthetic in terms of illustrations, formats, and graphic design.

Marks and Spencer's childhood revisits childhood memories this season with a collection of Christmas glitter globe liqueurs and the Percy Peggy collection for kids and adults.



Chocotop collectible chocolates by Qing Yan are inspired by nordic toys. This project aimed to create a brand new experience of sharing chocolate, delivering a sense of play while maintaining a level of elegance for both parents and children.



For the International Women's Day, Batiste dry shampoo expressed the power of women using a comic illustration of Wonder Woman.



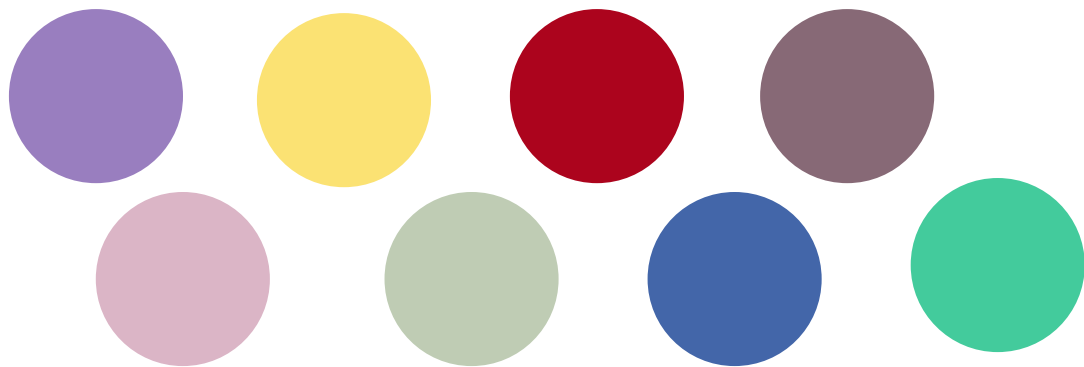
Childhood inspired cans for adults

The brand Lolipop offers vintage childhood recipes in retro decorated cans. With a name like Recess, it is easy to picture yourself as a young teen. Although these CBD-infused drinks, definitely for adults.

Sweet Childhood

Design universe

Soft palette



Iridescence and textures



Good memories
with Eviosys' tin
Comet



Eviosys' Holographs
Glitters
Thermochromic inks
Matt and gloss finishes



Developing new packaging?
We are here to help!

Schedule a workshop with Eviosys innovation
and design team to find the best solutions for
your project