

PACKAGING AND PRODUCT IDEA :

- the packaging can be designed as the storyline and the lore of the product itself when displayed together so the more you buy the more the story reveals itself
- a character exploring each door of the 3 series
- all stories have to be correlated

3 themes: each animal represents a stage in love or a phase in love

- **ballet/swan** could be about the start of a rough relationship meaning it comes with **innocence, naivety, and purity** as well as insecurity in the relationship
- **butterfly growing into a new phase in life** pretty butterfly (**metamorphosis**). the butterfly will focus on self-love and allowing yourself to feel love again which triggers the “butterfly effect” of the healing proceeds
- **dove** should be about the **healing process of the relationship, more commitment, maturity**

Ripples of fragility

"Swans on a still lake, their reflections mirrored in the rippling waters, can serve as a metaphor for the insecurities that plague a relationship. At first glance, their reflections are clear and harmonious in the lake, echoing the unity and grace of their relationship. Yet, as the surface of the lake is disturbed by unseen currents or external influences (factors that could potentially affect the relationship in a negative way), ripples begin to distort their reflections. Each disturbance represents a moment of doubt or conflict that tests their connection. The more pronounced the ripples, the more one of the swans drifts away from its reflection, symbolizing the growing distance and the insecurity and uncertainty in the relationship. Despite their efforts to remain close, the distortions in their reflections serve as a reminder of the fragility and complexity of love, where even the smallest ripple can disrupt the delicate balance they strive to maintain."

Message: This metaphor uses the image of swans and their reflections to vividly illustrate how external factors or internal doubts can gradually erode the bond and clarity within a relationship, highlighting navigation during the early stages of love amidst uncertainties and external pressures.

Wings of Metamorphosis

The butterfly's metamorphosis mirrored the human experience of growth and healing—of shedding old insecurities and allowing oneself to embrace love and beauty once more. Her wings, once mere adornments, became symbols of her inner strength and the transformative power of embracing one's true self. a carried the echoes of her humble beginnings—the doubts and insecurities that lingered from her days as a caterpillar.

Nest of Perfect Imperfections

Doves are from the family Columbidae: the family of domesticated birds

Due to being domesticated, doves cannot build their own proper nest, yet they mate for life. This mirrors the experience of two lovers who, despite their imperfections, remain dedicated and content with the bond they share. They find love and make a home for themselves, even if it's through loose sticks.

Just as the doves build their simple nest, the couple learns to embrace their vulnerabilities and imperfections. Each loose stick represents a challenge they have faced, but together, they transform these obstacles into a sturdy foundation.

1. Swan/Ballet (Innocence, Naivety, Purity) -> White Lily

Theme: "Petals of Purity"

The white lily represents purity, innocence, and new beginnings. It can symbolize the start of a relationship, with all its fragility and beauty.

Story concept: A single white lily floating on a reflective pond. As ripples disturb the water, the lily's reflection wavers, representing the uncertainties and insecurities of a new relationship.

2. Butterfly (Metamorphosis, Self-love) -> Lotus

Theme: "Blossoming Through Adversity"

The lotus, which grows from muddy waters to become a beautiful flower, represents rebirth, growth, and self-regeneration.

Story concept: A lotus pushing through murky waters, gradually opening its petals to reveal its inner beauty. This symbolizes the journey of self-love and personal growth.

3. Dove (Healing, Commitment, Maturity) -> Red Rose

Theme: "Thorns of Devotion"

The red rose, with its beauty and thorns, can represent mature love - beautiful but requiring care and sometimes involving pain.

Story concept: Two intertwined roses, their stems woven together among the thorns, symbolizing a committed relationship that has weathered challenges.

Packaging Concept:

The packaging could still tell a story when displayed together. Each flower represents a stage of love, and the character could be exploring a garden or greenhouse instead of doors. The more products purchased, the more of the garden/love story is revealed.

This floral reimagining maintains the emotional depth and symbolism of the original concept while aligning more closely with your brand name, Fleurir. The flowers can still convey the journey of love, from innocent beginnings through personal growth to mature commitment, in a visually appealing and thematically consistent way.