



UGG SANDAL CUSTOMIZATION PACKAGING CASE STUDY

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THE BRIEF

TARGET CUSTOMER:

18-24 year old female who attends Coachella.

VERSATILE.

Be able to sit in a tray or hang –
suggest some sort of elasticated strap or chain.

IDENTIFIABLE.

Want to be able to see the colour inside –
perhaps packaging could even be dye-to-match.

FUN, YOUTHFUL AESTHETIC.

Colorful, young, sporty appeal – NOT a box.

THE PRODUCT

REPLACEMENT STRAPS FOR LAALAA AND POPPY SANDALS.



THE FLUFF IT STRAP



THE LAALAA SANDAL



THE POPPY SANDAL

THE SEASONAL CREATIVE

STORE WINDOW VM & SPRING SNEAKERS.



PHASE ONE

EXPLORING STRUCTURAL CONCEPTS.

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STRUCTURAL CONCEPT: ONE

CLUTCH

Simple envelope construction can be reused as a small clutch or wristlet. Pop color enamel studs can accent the product.



Non-traditional shapes can be explored to amp up the fun.

Clear, pearlized, or colored materials can be used to reinforce product colors.



Transparent Heart

STRUCTURAL CONCEPT: TWO

ZIPPERED BAG

Zippered bags can be reused as make up or pencil cases. Showcases the product and features easy access for touching the product. Messaging can be included on a hangtag or insert card.

Fun print and pop color zipper.



Colored materials can be combined with clear panel to show product color.



Pop colored zippers can match the product, or key color of the season.

STRUCTURAL CONCEPT: THREE

SPRAY PAINT CAN

Playing with the dripping paint and graffiti used in SS18 VM, this option presents the straps in clear spray paint canisters. Lids match the product color for easy identification.



Faking the idea, this cost-effective option looks like a spray can, but without the aerosol dispenser head.

Color blocked areas could be transparent to show the product while areas would house product info and directions.

PHASE TWO

EXPLORING DESIGN CONCEPTS.

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DESIGN CONCEPT: ONE

PAINT EFFECTS

Echoing seasonal VM and demonstrating artistic freedom of the product, colorful paint effects can be used to decorate the packaging.



DESIGN CONCEPT: TWO

SEASONAL FLOWERS

Celebrating product details with a bold graphic flower pattern.



PHASE THREE

REFINING STRUCTURAL & DESIGN CONCEPTS.

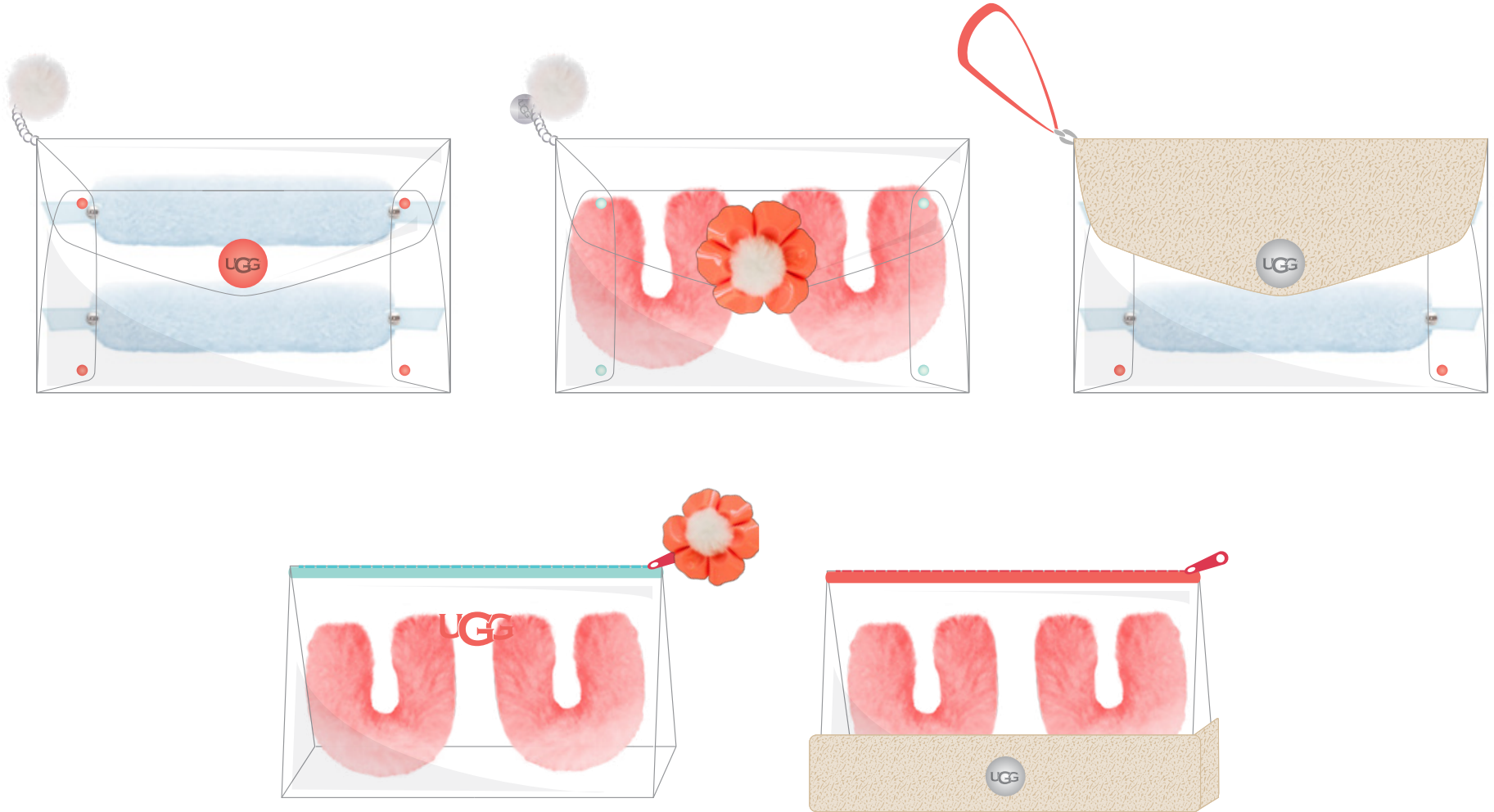
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DESIGN EXECUTIONS: ONE

MATERIAL MOTIFS

Elegant clutches designed with brand DNA emphasis – fluffy poms, flowers from the product, and furry panels.



DESIGN EXECUTIONS: ONE

PATTERN PLAY

Incorporating product colors in a variety of patterns – some inspired by seasonal product, others can live across multiple seasons.



PHASE FOUR

FINALIZING DESIGN CONCEPTS.

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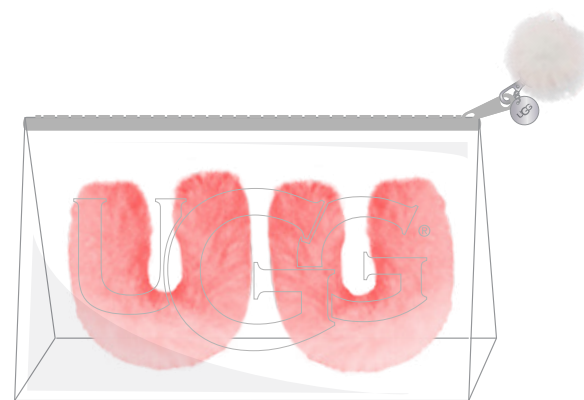
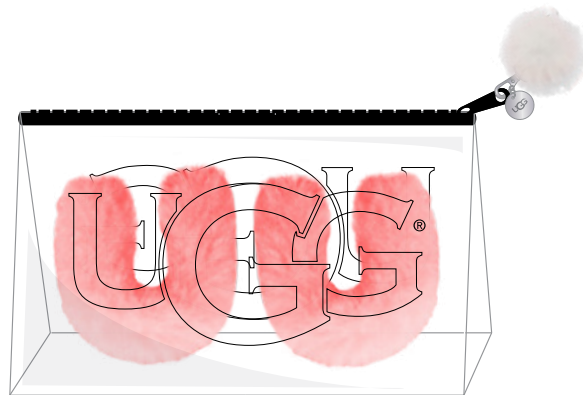
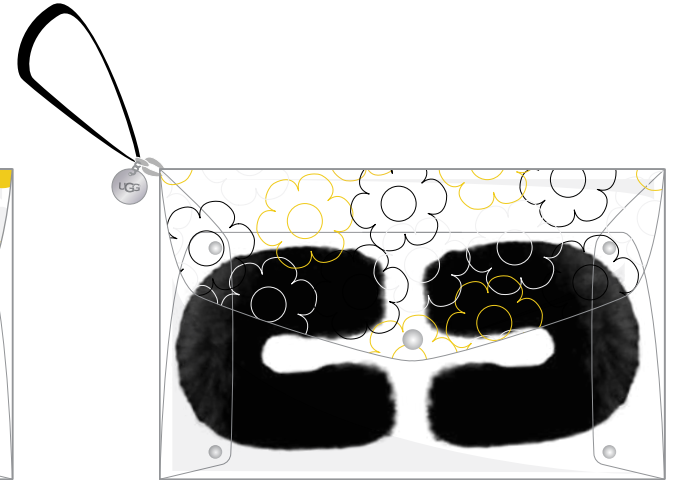
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DESIGN EXECUTIONS

NARROWING THE OPTIONS

Color palette is simplified for greater drama and options playing with the logo are explored.



PHASE FIVE

FINAL DESIGN.

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