



## THEORY

### Re-packaging A Brand

Theory CEO Andrew Rosen asked playworkgroup to revamp packaging for the fashion forward brand.

#### What we wanted:

- innovate to reflect brand's forward-thinking image
- solve space and shipping issues and reduce related costs
- create a more sustainable system

#### What we did:

- edited down to two bag shapes that fit all products
- reduced storage/shipping requirements and costs
- created reusable, fashion-relevant shapes: tote shopper and messenger bag
- innovated with a magnetic presentation/gift box
- offered all-seasons black and white options
- found materials that set the bags on the cutting edge

#### What we got:

- consumers immediately 'got' the new packaging from beta intro
- Theory put system into production for worldwide use
- bags were so popular, Theory is testing ltd. editions protos for sale

#### What we achieved:

PWG knows consumers can tell a brand by its cover. Plus, packaging is not utilitarian, it's value added. It makes every customer a brand ambassador, taking the brand to the streets. A well-made, well-designed carrier is a direct reflection of advanced product design and overall brand image. What's outside has to be as good as what's inside the package. That's what we worked, and played, with throughout the project.