

ROCKPORT

PACKAGE DESIGN  
**WORKBOOK**

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## When Creative Direction and Packaging Architecture Work **HAND IN HAND**

When the heads of men's product design and merchandising felt existing packaging for Old Navy basics, like underwear and T-shirts, was not in line with the direction of upcoming product and did not distinguish itself from the competition, they challenged packaging design to elevate the product with a new structure and creative voice.

Sales of these basics, although a staple of the Old Navy business, were essentially flat. A reinvention and elevation of the brand packaging could potentially reintroduce customers to the product and reinforce brand messaging while raising perceived value and allowing a

higher price point without a negative impact on units sold.

### A Surplus of Imagination

At task was to clarify the voice of men's and boys' Old Navy basics and raise the product to a higher level in the marketplace. To achieve this, art director Jason Rosenberg set out to design entirely new creative that would work hand in hand with a new packaging architecture.

#### VOICE OF SUCCESS

"In terms of packaged product, the right container has the potential to place an otherwise basic product on a pedestal within the customer's mind."

**BRENT SEWARD**  
Sourcing and Print Production Manager,  
Old Navy

"Our new packaging has played a key role in growing the business by elevating the product, allowing us to drive a higher retail price."

**BRIAN RICHARDSON**  
Senior Men's Merchandiser,  
Old Navy



Distinctive design, materials, and packaging structure helped establish a core look and strong shelf recognition with Old Navy's spirit and authenticity throughout the line.

## Signed, Sealed, Delivered

To accomplish these goals, an overall concept of surplus was developed. Rosenberg sought to graphically establish the imagery of an everyday business communiqué between the Old Navy Surplus Company and its customer.

Designing the packages with an inter-office aesthetic, Rosenberg utilized die cuts from mailing envelopes and manila folders. He created a kraft paper backdrop for a memo-like grid system that remains consistent throughout all of the packaging variations. Actual handwriting was used to call out the product category with bureaucratic stamp motifs placed throughout. Employing innovative digital production and printing techniques, a realistic look was achieved—as if the package had just been written on and freshly delivered from the office mailroom.

"Everything in the office environment was explored," says Rosenberg, "from vintage ledgers to paper clips to wax seals. Finding ways to capture these elements in the packaging was an exciting challenge." Materials were chosen that would further establish this aesthetic—for example, printing on uncoated paper stock and the string-tie button closure on the boxer gift box. The men's shoebox features creative use of a high-gloss spot varnish; it looks like packing tape and Scotch tape hold the box together. The development of an antiqued metal hook as an alternative to the normal plastic hook drove the theme home.

Having a strong and cohesive brand packaging system in-store speaks volumes to the Old Navy customer but it appears to be driving sales results as well. With the new package design launched in fall 2007, results have already been positive.

## Supply and Demand

According to senior men's merchandiser Brain Richardson, "Old Navy's new basic underwear and sock packaging has played a key role in growing the business by elevating the product, allowing us to drive a higher retail price. This has differentiated us from our competitors. It makes the shopping experience easier and visual presentation more attractive, resulting in growth in the business from a 12 percent AUR (average unit retail price) increase and 28 percent higher gross margin. Since our customer has not been sensitive to the higher ticketed price, we've been able to be more profitable today."



OPEN  
HERE



## VOICE OF SUCCESS

"I particularly like how the packaging utilized hand elements that de-corporify the overall brand feeling and bring human touch to the equation."

**DARREN ENDO**  
Vice President,  
Old Navy Men's Design