

Sample Box

Designed from the product out.

THE NEED

Create a presentation box that would showcase the Copenhagen Pivot while giving Sales Reps and customers an interactive way to experience the product.

THE SOLUTION

A custom sample box designed around the product itself, combining presentation, product education, and functionality in one cohesive experience.



AN COHESIVE BRAND EXPERIENCE

From exterior to interior, every detail was designed to reflect the Copenhagen Collection: Modern, Functional, and Elevated.

CONCEPT → MEASUREMENTS → MOCKUP / FIT TEST → DESIGN → FINAL BOX

01 Plan

Presented the concept, gathered feedback, and finalized the design.

02 Measure

Measured the product and components to determine the box dimensions and ensure everything would fit securely.

03 Prototype

Created a mockup to test the product placement and ensure the pivot arm could move freely while inside the box.

04 Design

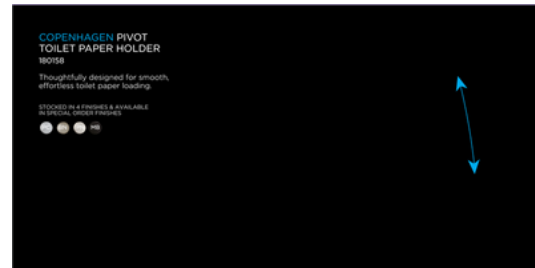
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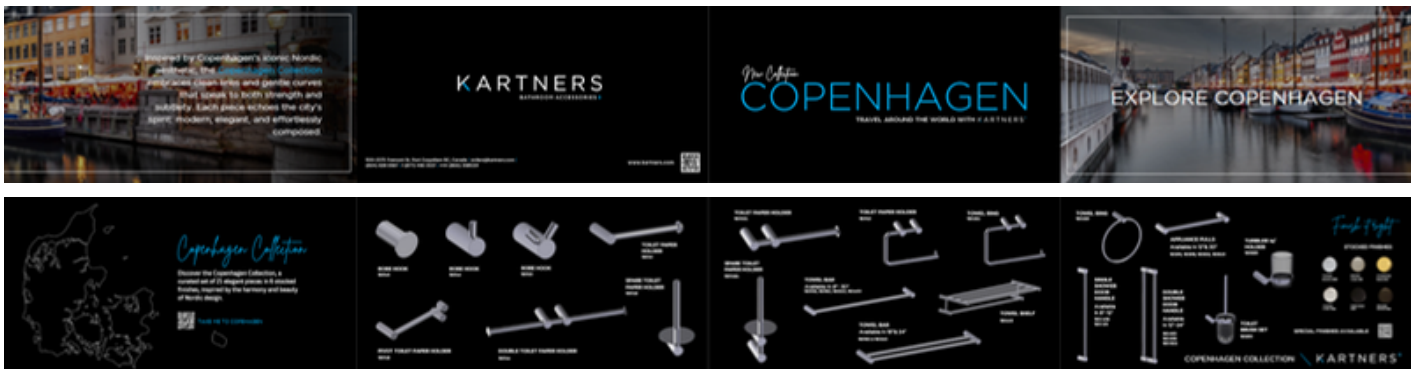
Outer design:
Created in
Canva to
visually align
with the
Copenhagen
Collection
branding.



Inner flap graphics: Created in Canva. The product photography on the left was shot by me, while the image on the right was sourced from Canva.



Inside front-facing graphic: Created in Illustrator for precise measurements and layout, with Canva used to develop the mockup.



Two-fold leaflet: Designed to accompany the sample box, showcasing the complete Copenhagen Collection, including available finishes, lengths, styles, and key product details.

05 Produce

Prepared the final design and specifications for production, ensuring the finished box reflected the Copenhagen Collection identity.

