

Packaging That Says



I DO!!!!!!!!!!!!!!

THE COMMONWEALTH PACKAGING

INSIDER

VOL. ONE
ISSUE #002



JEWELRY

EXPLORING THE PACKAGING INDUSTRY FROM THE INSIDE OUT—THE TWISTS, THE TURNS, THE TRENDS

Jewelry Packaging That SHINES!

Solutions that are CHIC AND SUSTAINABLE



COMMITMENT

FULL SPARKLE

Gone are the days of a simple little black box . . . we show you endless examples of sparkling packaging to truly showcase commitment jewelry.



CONVERSATION

THE CREATOR

Go inside the thought process and design strategy of the intensely colorful Cast Jewelry brand as we go one-on-one with the creator, Rachel Skelly.



COLOR

SYMBOLISM

What do your packaging colors communicate to customers? Ever wonder why so many jewelry companies choose blue? Check out our quick color symbolism key.

Welcome

to the second issue of The Commonwealth Packaging Insider! If you haven't met us before, we are the go-to packaging partner for internationally recognized retail and hospitality brands. We collaborate with brand and sustainability-conscious retailers on memorable packaging designs and manufacture custom packaging programs that help bring the brand ethos to life.

In this issue we are delighted to discuss all things JEWELRY and how packaging is such an integral element of the overall experience.

WHY DO WE WEAR Jewelry?

An expression of personal style, a symbol of a bond, to honor a memory—the list goes on but regardless of the reason it is always a personal choice. And because it's so personal, the packaging needs to be significant and reflective of this ethos. Today, jewelry packaging is more than a vessel to hold product; it's part of the overall experience that represents the first impression of the jewelry itself. When executed thoughtfully jewelry packaging can be just as meaningful as the prize itself.



Investment
SENTIMENT
CELEBRATION
STATEMENT



YOUR SPARKLE HAS ARRIVED!
A DIAMOND IS FOREVER, SO THIS
BAILEY'S "TRY ON BOX" MAKES
SURE THAT YOU'RE CHOOSING
THE RIGHT ENGAGEMENT RING
AND WEDDING BAND PAIRING
FOR YOUR SPECIAL DAY!



Did you know...

HUMANS HAVE BEEN
WEARING JEWELRY
FOR 100,000 YEARS!!



Commitment

Jewelry is often worn as a demonstration of commitment: between couples, friends, loved ones and beyond. Commitment is significant, and so the packaging should reflect the importance of the jewelry inside of it! These gorgeous, stand-out and reusable ring boxes are the perfect complement to the commitment that Couple has made in producing 100% ethically created and sourced diamonds.

STATUS

Name a more beautiful and timeless status symbol than jewelry! Pearls, diamond bracelets, cufflinks, wristwatches, each of these items have been status symbols for generations and should be accompanied by an equally extraordinary packaging piece. Wrapped in a deep black suede with a complementary gift box, this Hoorsenbuhs box exudes status in all the best ways.

Style

At its core, jewelry tells a story about the person wearing it; their likes, dislikes, passions, hopes and dreams. It doesn't need to be glitz and glamour, it can be fun and not too serious! Girls Crew communicates just this in its playful pieces and coordinated packaging programs that tell us a story about a galaxy far far away...

PURPOSE

Watches are a special type of jewelry piece in that they are both a symbol of status, but also serve a very important purpose: to tell time! When a piece of jewelry serves this dual purpose, the packaging must do the same. This timeless Bucherer box is sophisticated and stately and can be re-used for generations to come, just like the handsome watches that are displayed inside.





When you want more than a shiny little box . . .

Jewelry programs that include numerous components and variations make the packaging experiential, exciting and memorable. Foundrae not only uses multiple pieces in its thoughtful packaging suite, but also employs different colorways, textures and structures throughout this exquisite program. These beautiful touches – from mini locket diaries to branded polishing cloths – show what “thinking outside the box” can look like!



COLORS~

Cast uses lushly vivid colors, patterns and distinct textiles to beautifully express their ethos, and the finished product is truly one-of-a-kind! Using the same colorways across different designs, these extraordinary jewelry cases not only serve as a jewelry box, but as a fashionable clutch as well. What could be better!

Textiles & PATTERNS

Sphera’s corrugated box shows us color blocking done right—fun, playful and gives all the tropical vacation vibes we never knew we needed! The effect of leaf imagery over simple black stripes is a unique take on playful patterns overlapping classic motifs. Upon opening the box, the zigzag panels and step and repeat social media imagery keep our eyes entertained and wanting more!



COLOR SYMBOLISM

BLACK = Authority, Luxury

BLUE = Trust, Authenticity

GREEN = Harmony, Loyalty

ORANGE = Happiness, Fun

PURPLE = Trust, Authenticity

RED = Boldness, Passion

WHITE = Purity, Simplicity

YELLOW = Joy, Energy

As the latest go-to jeweler, did you always feel the packaging designs needed to play as critical a role as the jewelry designs themselves?

~Cast is all about luxury at play and our packaging is no exception. As product people we are obsessed with packaging and believe it plays such an important role in the expression of a brand. Given that we were creating something to hold precious keepsake jewelry, we felt that this was the perfect opportunity to create something that was also meant to be cherished. Not only from a sustainability standpoint but also as something people could collect, travel with and use to store and display their pieces. It was important for us that we design a packaging case that elevated the entire experience and became a billboard for the brand.



CONVERSATION with the creator of Cast

CONGRATULATIONS ON YOUR SUCCESSFUL LAUNCH AND THE INCREDIBLE PRESS AND RESPONSE CAST HAS RECEIVED! WE APPLAUD AND SUPPORT CAST AND ITS MISSION AS A FEMALE-FOCUSED JEWELRY COLLECTIVE.

What factors inspired you to develop the concept for the look and feel of the Cast packaging? Was being new to the jewelry space an asset as you were able to look at things differently?

What initially felt like a potential weakness—being new to the category—has actually started to feel like a strength. We've learned in the CPG world that often packaging is an afterthought, when in fact it's one of the most important aspects of the brand. It's the first moment you get to convey your story on the shelf. It has been a uniquely fun challenge to bring some of that thinking to this category. Thinking of how this might be displayed in a retail environment and how it might be used at home, we landed on a round case design inspired by a vintage clutch. Given that the celebration and discovery of art/artists is in our DNA we knew that we wanted the clutch to be a canvas of sorts to allow for an ever-changing set of vivid patterns and prints, including the potential for limited editions, much like our jewelry.

What are the main components you consider at the inception stage, as well as during your design process?

We had two top considerations—it needed to look iconic and gorgeous and most importantly it needed to function properly given the precious cargo. We started with the round shape and the desire for high end finishing details. The clutch is made with metal hardware which gives it a secure, audible close, important for protecting fine jewelry. The interior is lined with a soft microsuede fabric with removable inserts to allow for travel and storage. We thought of these cases as being useful not just for jewelry storage but for other personal items.

Your jewelry features the consistent use of particular bold colors and patterns that have translated into your packaging aesthetic. Do these colors or patterns hold a particular symbolism or meaning?

As lovers of color and pattern we didn't want to own just 1 color but rather color in general. We love the play of boldly mixing patterns, shapes, colors and silhouettes in our jewelry and do this across all of our brand elements as well. All of our patterns have been designed in collaboration with female artists, much like our jewelry. We set out to create an eclectic mix that pulls from different influences but there's undoubtedly a mid-century modern flair to them all and an other-worldly wonder.

How many different design patterns are part of your overall packaging program, and will you design a special collection for the holiday season?

We currently have six Cast patterns that adorn the Cast Clutches. We plan to continue building the assortment, working with designers, illustrators and artists on special patterns in the future. The holidays are such a magical time, we would love to create a design to match the season.

What components of your packaging are made from recycled content, and how do you hope to continue to evolve your packaging to meet your sustainability goals?

Each Cast clutch is made from 100% recycled resin and is

meant to be kept and reused. We've designed them to be keepsakes to store jewelry and other favorite items. We are always looking for ways to improve and we will continue to refine and source the most sustainable materials and processes possible for these special clutches.

We have loved working with Cast on your packaging designs. Can you share with us what you looked for in choosing a packaging partner?

We hand pick our partners and sustainably source our materials where possible. The design and production of this packaging was no small feat and required a great deal of creativity and expertise.

We started this journey early with Commonwealth given their background in the category. They were equally as excited to take on this challenge and worked tirelessly to ensure flawless execution.

We couldn't be more thrilled with the outcome and are excited for the next covetable run.



Need Jewelry Packaging?) START HERE!

The amazing thing about jewelry packaging is that the design options are endless. Boxes, pouches, closures, inserts, textures . . . there are numerous elements to be considered, and it can be overwhelming—that's where we come in!

When designing your jewelry packaging or rebranding, here are the questions to consider:

Oh, the things people say . . .

"Commonwealth Packaging has been such a pleasure to work with. They did an amazing job at bringing our vision to life with high quality and attention to detail! They were able to deliver our boxes on a tight schedule and really pulled through for us! Highly recommend!" —Girls Crew

"I love working with Commonwealth Packaging! The team always has great recommendations to level up my packaging, while also keeping a budget in mind. They truly make our pieces look their best while making my life easier!"

—L Priori Jewelry

"It was wonderful to work with the entire Commonwealth Packaging team. They worked with us to find the most beautifully unique design for our jewelry pouches within our price point. They also were able to deliver our products in a timely manner despite worldwide shipping delays. We will definitely be using Commonwealth for all of our packaging needs." —Henri Noël Fine Jewelry



1.
What's your brand aesthetic?

SIMPLE, DELICATE
AND MINIMAL
OR LUXE WITH
MAXIMAL IMPACT?



2.
Do you love a versatile pouch or a statement box or both?



3.
What are your brand colors?
AND HOW DO YOU WANT TO INCORPORATE THEM INTO YOUR PACKAGING?



4.
How are you selling your products?
WILL THE CUSTOMER RECEIVE JEWELRY IN A SHOPPING BAG OR VIA THE MAIL?



5.
Do you have any recyclability or sustainability goals?
AND DO YOU WANT TO INCORPORATE RECYCLED MATERIALS INTO YOUR PACKAGING?



6.
What is your budget?

ONCE WE ANSWER THESE QUESTIONS, LET'S GET TO DESIGNING!

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