

Packaging & Product Design



Bow- Gives a feminine look.
Looks more presentable
than a plain box

Fulertons Fudge Fancy

across the box.

Slogan '*a perfect treat for
the perfect one*' under the
product name.

White writing so it stands
out.



Heart shaped fudge-
represents the symbol
of love



Red box- Valentines colour.
Love. Velvet material.



Thick box. 2 layers. Getting
more for your money.