PARK AVENUE

Why I Choosed **Park Avenue** ?

Growing up, it was very frequent seeing our parents wearing many shirts tailored by Park Avenue, making the brand a household name.Inspired by this familiarity, we undertook a project to create a product and repackaging design for Park Avenue's Good Morning deodorant. Our vision for this project was motivated by the fresh and invigorating fragrance of park avenue's deodorant.

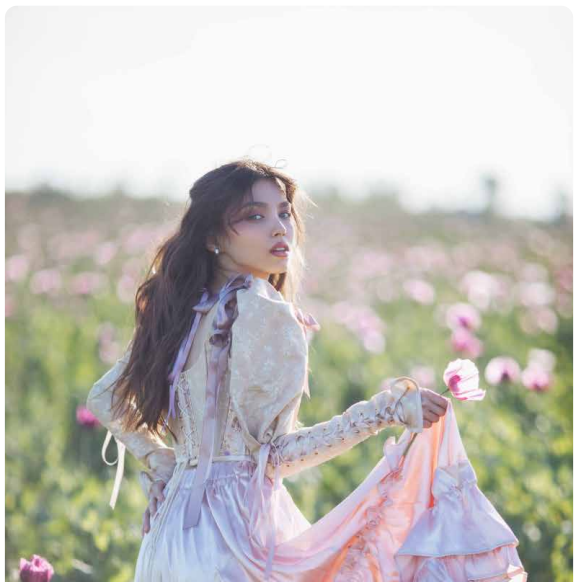
This connection to the brand is reflected in our design, capturing the essence of Good Morning to resonate with the target audience. This project is a tribute to Park Avenue's heritage and a contribution to its ongoing narrative of elegance and excellence.

PARK AVENUE

GOOD MORNING

MOODBOARD

moodboard



COLOR
color

356bb3	a5a3ce	f3f1c2	e8ebf5

TYPOGRAPHY
typography

Poppins

Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w y z ! @ # $ % & *
Thin	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w y z ! @ # $ % & *
Thin Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z* *a b c d e f g h i j k l m n o p q r s t u v w y z* *! @ # $ % & **
Light	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w y z ! @ # $ % & *
Light Italic	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w y z ! @ # $ % & *
Medium	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w y z ! @ # $ % & *
Medium Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z* *a b c d e f g h i j k l m n o p q r s t u v w y z* *! @ # $ % & **
Bold	**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z** **a b c d e f g h i j k l m n o p q r s t u v w y z** **! @ # $ % & ***
Bold Italic	***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*** ***a b c d e f g h i j k l m n o p q r s t u v w y z*** ***! @ # $ % & ***

Mockup *mockup*

THANK YOU

Contact Number: **+91-8658437153**

Rawnick_Studio_India