



Vintage is at the heart of Body and Soul's packaging.

Miller, bringing their brand to life was a labor of love, often taking years of research, rummaging through flea markets and antique stores and finding the right packaging suppliers.

"It took me a while to find suppliers who were willing to manufacture these pieces. Finding those willing to do custom work, to do the engineering and do what works, was diffi-

cult," says Hernandez.

Being a niche company also makes the task difficult.

"It is a challenge. As a small company, we are faced with large minimum order commitments," says Miller. "We were very fortunate because everyone could appreciate our direction and felt that it was original and they wanted to be part of it. Most of our suppliers have always been very supportive and understanding."

Exact standards make open communication between client and supplier essential. For example, Body & Souls' signature color is sea foam, but according to Miller, it's "not exactly a Pantone color, making it difficult to work with."

Later this year, Bésame will launch a sharpener that looks like a hummingbird. After Hernandez fashioned a clay model and sent it to the supplier, it took three to four months to finalize a unit that worked and met her standards. "We create everything from scratch and

HOW TO GO RETRO

Here's a look at how some companies get their vintage look, and ways to incorporate retro style:

- **Materials:** While it's hard to imagine the world without plastic, metal and glass were the packaging components of choice until World War II. "Older" plastics, such as Bakelite can help create a vintage feel too. For fragrance, try heavy, very faceted glass, say packaging designers. Rosen suggests black, white or opal glass.
- **Graphics/Fonts:** In many instances, a certain font or graphic design can connote vintage appeal. The Kiehl's logo is an old style font, giving its products an apothecary look, says Taft.
- **Color:** "Color is most important to give a feel from a certain era," says designer Robert DuGrenier, president of DuGrenier Associates. Looking to capture the 1970s? Try harvest gold, avocado green and chartreuse, as well as intensely pigmented shades. Amber bottles with a tea-stained looking label give Dr. Perricone's skin care line an old-time neighborhood pharmacy look.
- **Shape/Weight/Size:** Lipsticks were smaller in the 1940s, while cold cream jars were huge. Replicating shapes is also a trick of the trade. Companies such as Bigelow, Crabtree & Evelyn and L'Occitane use aluminum crimp style tubes, and mimic vintage glass bottle shapes with plastics. Schwarzkopf & Henkel has launched a new Poly Kur shampoo in a bottle based on an earlier design. It contends the new bottle offers marries a retro look with convenience and durability.
- **Adornment:** Beauty and personal care items were fancy, and not just those sold as gift-with-purchase or at holiday. Jewels, ribbons and even functional adornments—think mirror attached to a lipstick—were much more commonplace. Bulb spray atomizers can give a fragrance instant retro presence, such as the look used by niche fragrance brand Abinoam (above).

