



FASHION
LUXURY CIGARETTES

Fashion accessory

F Cigarettes

Lighting up the ramp!

COLL  TERAL

F Cigarettes

The Packs



Ultra Light

Ultra Slim

Regular

Light











FASHION
LUXURY CIGARETTES

REGULAR
20 CLASS A FILTER CIGARETTES

UNDERAGE
SALE
PROHIBITED



12mg tar
1.1mg nicotine
as per
Government
agreed method

LUXURY CIGARETTES
20 CLASS A FILTER CIGARETTES





Concept One

People who set trends become benchmarks in
their own rights

As the saying goes the life of the 'rich and
famous' ' is always under scrutiny

In effect, for them
life's a catwalk

Life's a catwalk

Wherever the connoisseur treads, others follow!

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Life's a catwalk



FASHION
LUXURY HEREDITAS



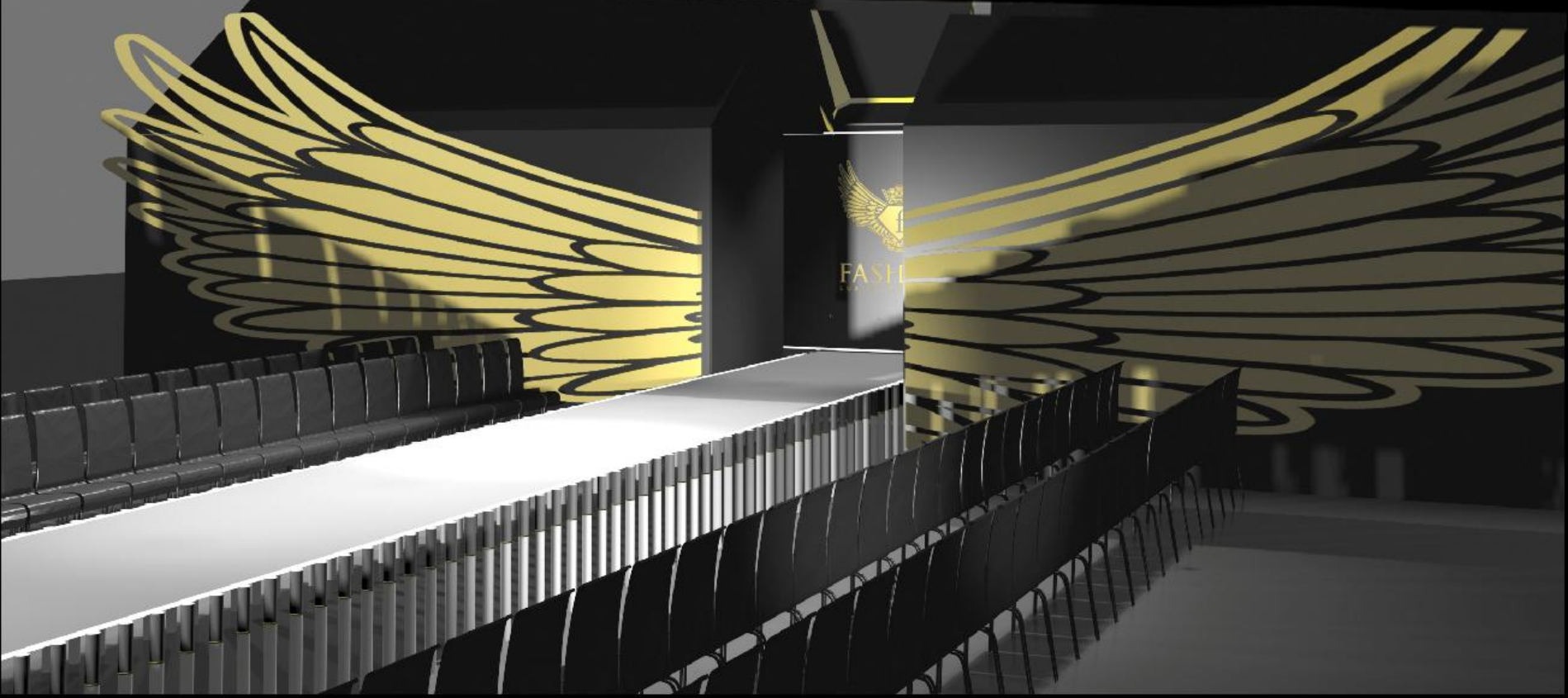
The Launch Party Theme













Concept two

Since we need to create a visual identity in all other communication we need an anchor

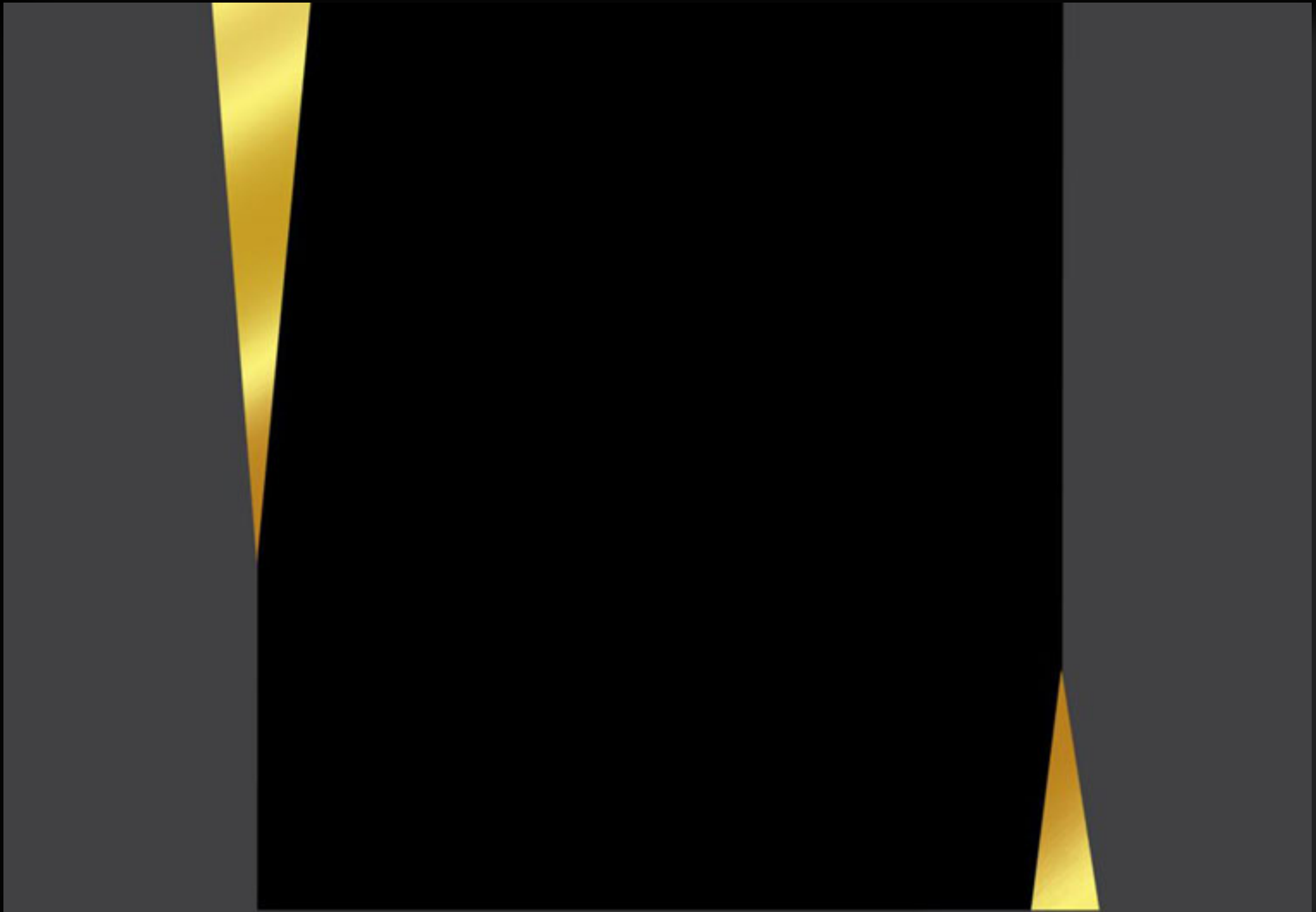
What better than a fashion accessory that ties up seamlessly with fashion and cigarettes



Essential Fashion accessory

The Rings and...

... a design element from the packs



Taken into lifestyle statements...

The rings placed in those particular fingers is
deliberate as usually we use those to hold
a cigarette

It adds to a stark yet elegant and different
visual appeal



Essential
accessory



FASHION
LUXURY CIGARETTES

ESSENTIAL FASHION ACCESSORY



Essential
glamour
accessory



FASHION
LUXURY CIGARETTES

ESSENTIAL FASHION ACCESSORY



Essential
style
accessory



FASHION
LUXURY CIGARETTES

ESSENTIAL FASHION ACCESSORY



Essential
trendsetting
accessory



FASHION
LUXURY CIGARETTES



Essential Fashion accessory



FASHION
LUXURY CIGARETTES



Essential Fashion accessory



FMINT
FRESH. STYLISH. MINT





Essential
Fashion
accessory



FMINT
FRESH. STYLISH. MINT





Essential Fashion accessory



FMINT
PURITY. STRENGTH. BALANCE.













100% TOBACCO
100% TASTE
100% SMOOTH
100% SILENCE



Mints - Flip Top Pack



Chill Mint - Pouch

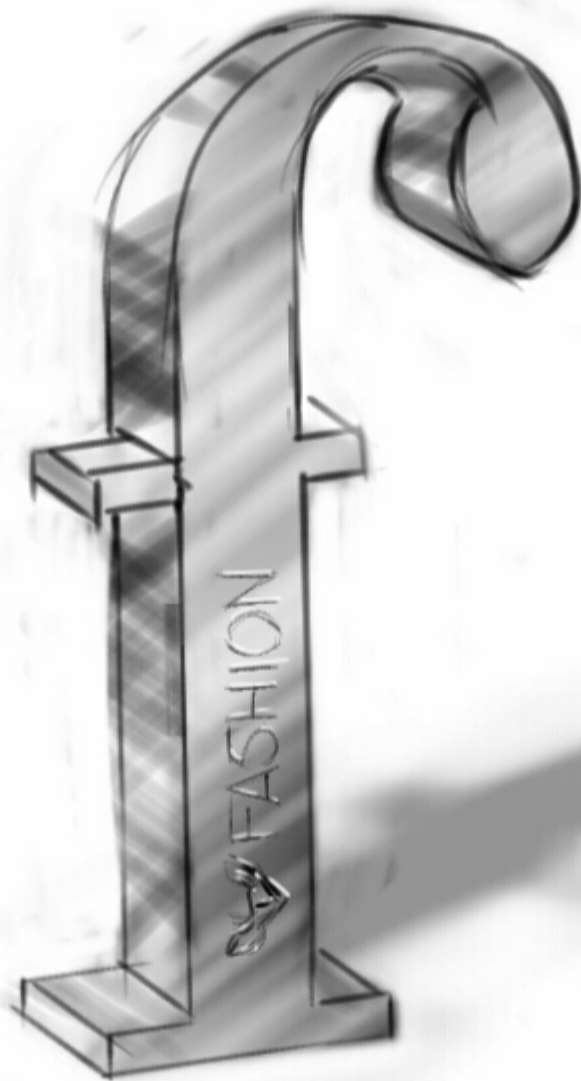


Natural Mint - Pouch

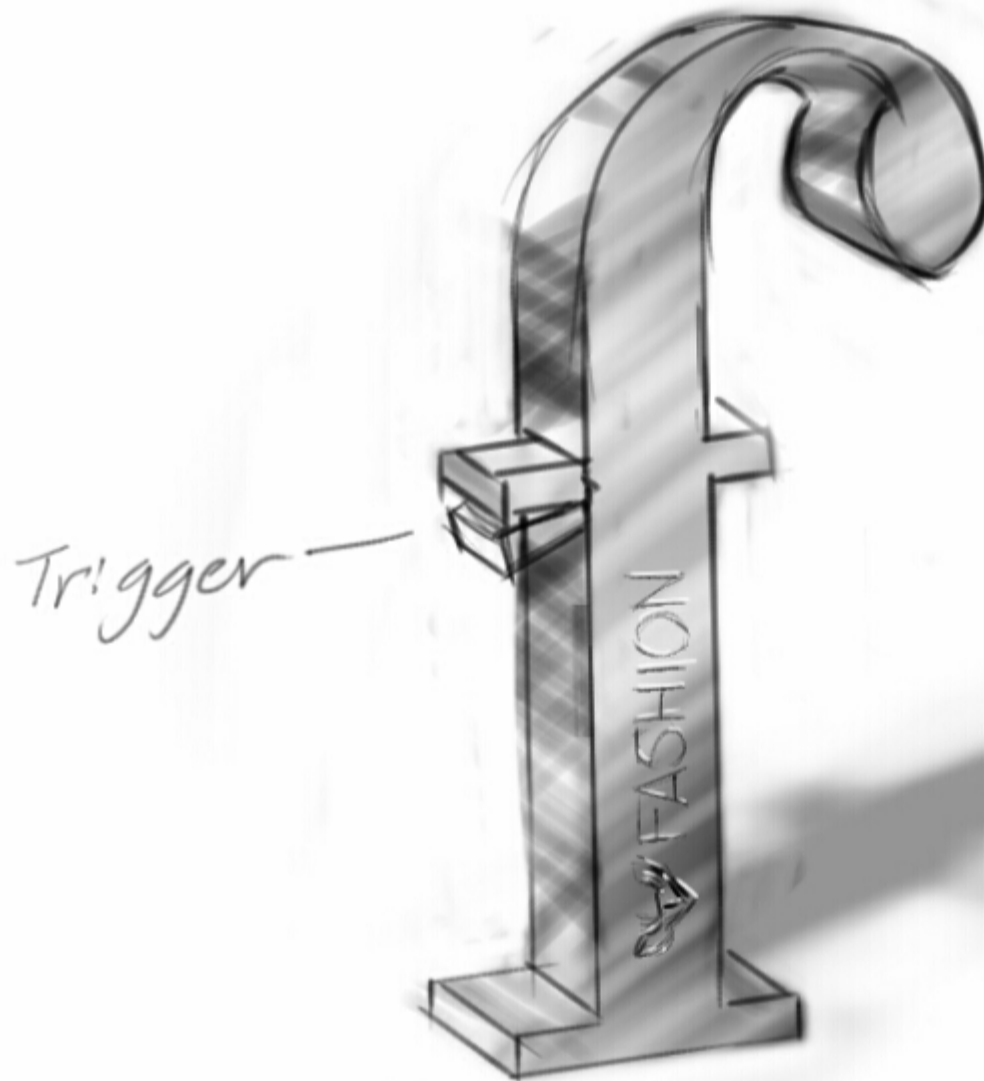


Spicy Mint - Pouch

FLighter – Rough Sketches



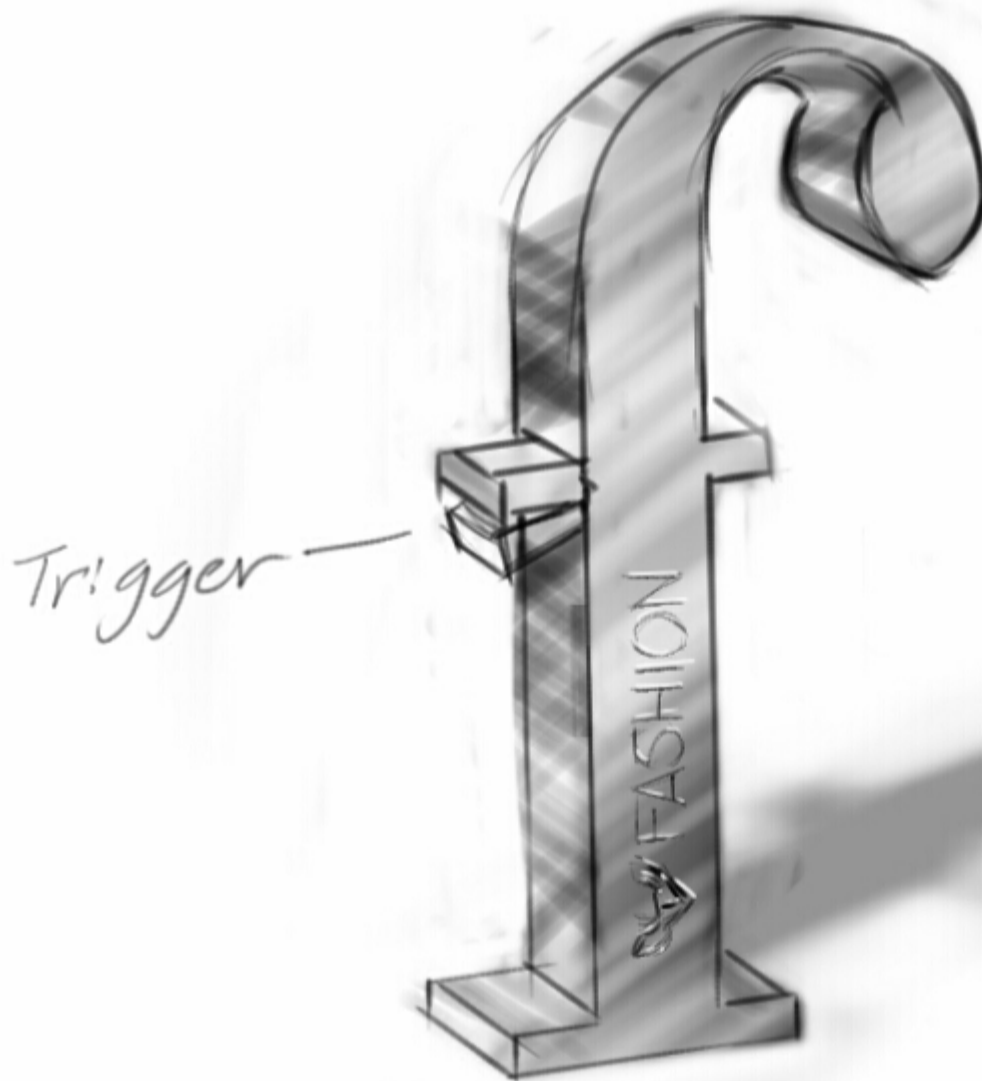
FLighter



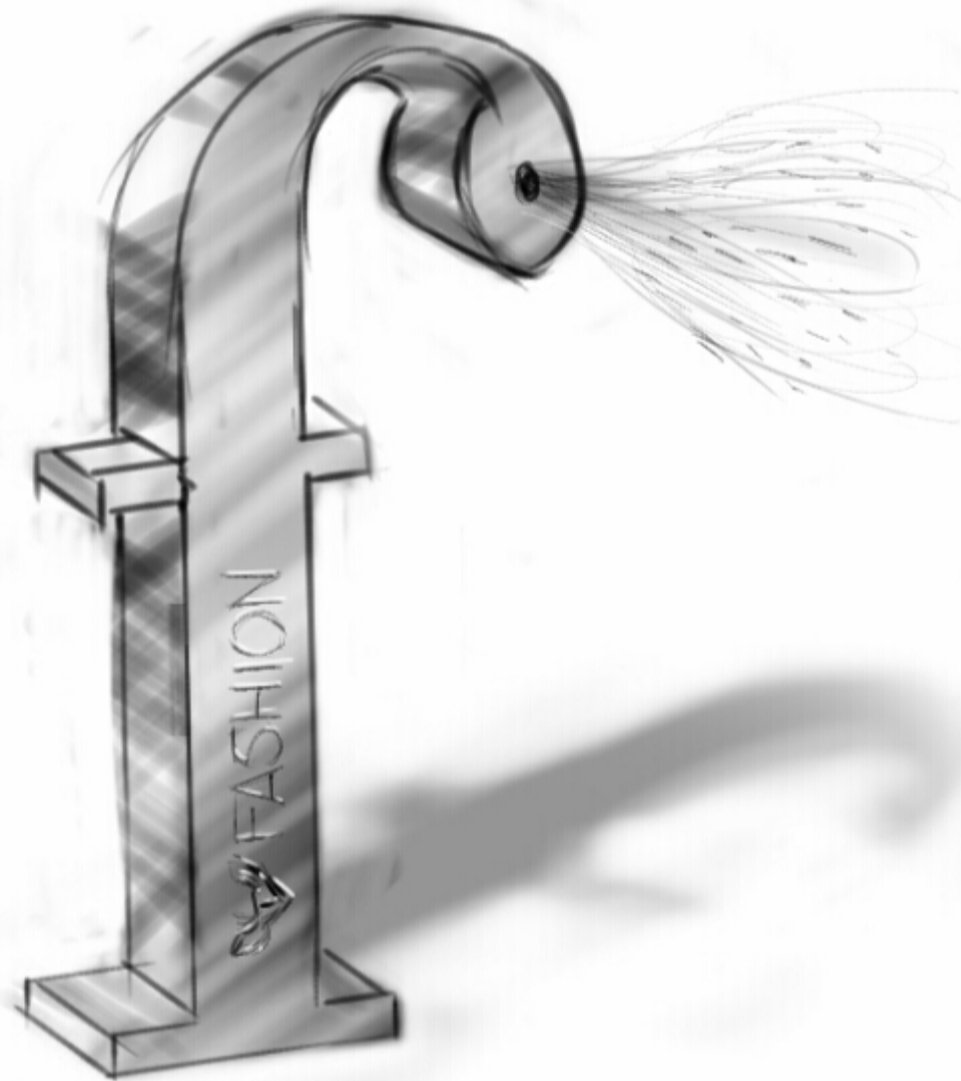
FLighter



FSpray – Rough Sketches



FSpray





Essential
Fashion
accessory



FMINT
FRESH. STYLISH. MINT



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Fashion Cigarettes Concept JULY 2012



Feedback

COLLATERAL

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