

Fashion Cigarettes

Since Fashion TV is all about style and finesse, creating an association for anything will need to have a synergy in design that stems from the original look of Fashion TV

The most visible elements of Fashion TV are:

- The Logo (large spread out wings)
- The Diamond Shape

We have taken these elements to create an identity

Draft layouts

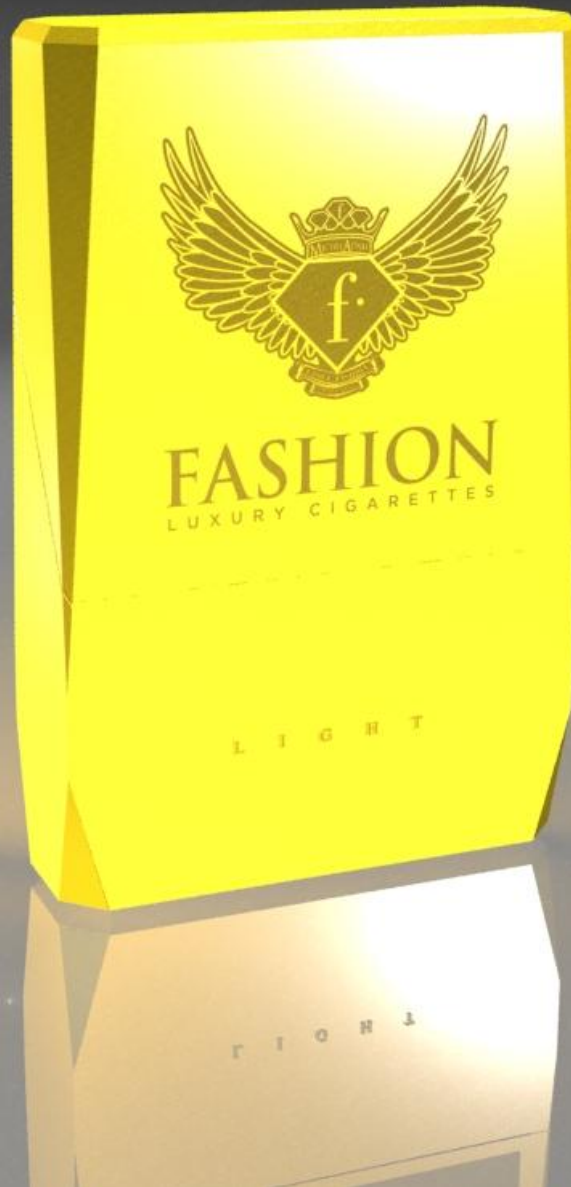
These are raw and unfinished files

Retouching will add more class and finish

The edges will be in gold metallic foil
which will be common across all packs



Ultra Slims



Lights (Colour Option)



Lights (Colour Option)



Ultra Lights



Regular - Flip Top



Regular- Printed foil



Regular



Range Shot

Feedback