

Research on Brand Design of GUCCI Jewelry Packaging

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Abstract: In today's mature development of commodity economy, people's demand for jewelry increases and they have more choices in product brands. Jewelry packaging design and the combination of its brand core value embodiment and product connotation have become the focus of jewelry packaging design. The article takes branding as the starting point, and analyzes the importance of brand core value and brand positioning to jewelry packaging design by studying the core value of the product, and the strategy of branding to shape jewelry packaging design. GUCCI brand packaging design as an example, the branding packaging design on the development of the brand and the embodiment of the core value, so as to explore the branding of jewelry packaging design methods, design jewelry packaging in line with the public aesthetic, demand.

Keywords: Jewelry packaging; Packaging design; Brand design.

1. Introduction

The development of jewelry industry has influenced people's attention to jewelry packaging design. Jewelry packaging design is in line with the core value of the product, which is a necessary path for the brand to expand the market and penetrate into the hearts of consumers. Product packaging not only has the role of protection, content delivery and brand identification, but also plays a key role in strengthening brand positioning.

2. Brand packaging design builds the core value of product

It has been less than a century since branding emerged as an independent modern discipline, but the concept of branding has been around since ancient times. In the barter period of primitive society, each tribe engraved its own ministry's emblem on the clay pot it made, which was the earliest embodiment of branding. The fundamental reason for the birth of modern branding is the overproduction of human society, in times of poverty, what is available will be used who will not pick and choose; to modern society people's living material level, this "brand" of products, will be better than no "brand brand". In the modern sense, the connotation of brand has been gradually improved, and the brand also carries more functions, including trust, sales promotion, product premium and asset building. By the modern time, the brand has a value at the same time, but also has a value, the brand has become a value proposition of the enterprise, attitude to life, and therefore triggered the resonance of consumers.

The most fundamental purpose of design is to meet people's needs, so as to solve consumers' problems and reflect the core value of the product. The core value of the product is an important basis for determining the brand in the consumer's decision to purchase the product. The most direct manifestation of branding design is that different products have their own unique logo, and the logo is one of the elements of the product packaging design composition, and the enterprise establishes the enterprise brand through design, so as to promote the enterprise's brand positioning, brand value and brand image, etc. This is also an important means to distinguish other brands independent of the market. Society has developed so far, the environment of brand building has

changed dramatically, the methods and channels of brand building have become more and more diversified. In 1995, the American scholar Blackcomb put forward the brand relationship model, proposing that brand relationship is based on the attitude of the brand as perceived by consumers, just like the relationship between people and people, all exist with each other's mind. Since then, companies have begun a reform of product marketing, focusing on the core values of the brand to reflect the emotional needs of consumers. Brand "values-driven", marketing value proposition from functional and emotional differentiation upgraded to the spirit and values of the match, through the contemporary market, can occupy a certain position of the brand, the reason is the core value of its product transformation, they are more concerned about the spirit of consumers, psychological and emotional identity, is the core of the brand The core value of the brand exists in the consumer's consciousness, and it is the consumer who makes the brand.

GUCCI as one of the world's luxury brands, known for its unique creativity and innovation and exquisite Italian craftsmanship, in recent years for the luxury transformation trend, GUCCI can integrate the brand's fashion high-end advantages among the brands, to explore and meet the potential needs of consumers of different age groups, more attention to the brand can bring consumers the spiritual feelings. In the packaging visual design using special patterns and special materials, in the process of opening the packaging design ingenuity, in the packaging shape design to create surprises, etc., can make the brand's core values deeply rooted in the minds of consumers, favored by consumers to produce the desire to buy. Therefore, the branded jewelry packaging design should reflect the core value of the product and meet the needs of consumers in order to occupy a certain position in the market and create the brand's standing in the jewelry market.

3. Branding to boost the development of jewelry packaging design

3.1. Establishing brand positioning and brand extension

Brand positioning and brand extension are important factors in branded jewelry packaging design, and are important means to increase the staying power of a brand.

Brand positioning is to find a unique position for a product or brand in consumers' minds, to do work for consumers' feelings and perceptions, to use positioning communication methods to influence consumers' feelings and perceptions of the product or brand, and to make consumers feel or recognize the unique significance of the brand. Jewelry packaging design should be in line with the brand positioning, for the target group, to do positioning on their preferences and feelings, catering to their tastes. Successful brand positioning can fully reflect the core values of the brand, show the brand advantages and unique personality. When consumers are attracted by the brand's personalized and unique positioning, the brand can establish a long-term, solid relationship with consumers, which means cultivating "loyal customers". Brand extension is the use of the brand for new products by leveraging consumers' existing associations with the brand, in order to shorten the time for the new product to be accepted by consumers. The basis of brand extension is to optimize the innovation of the existing brand image, sudden changes to the brand image will cut off the durability and continuity of consumer perception of the brand, brand extension requires consistent brand image created by the product, in line with the overall positioning of the brand. Jewelry packaging design focus on the role of brand positioning and brand extension can consolidate the brand market position, the need to pay timely attention to market dynamics, public aesthetics and fashion trends, and in the appropriate period of time to update and optimize, to increase brand staying power.



Figure 1. Tiffany Jewelry Packaging



Figure 2. GUCCI Regular Jewelry Packaging

Jewelry brand Tiffany's blue packaging design is the embodiment of its unique brand positioning (Figure 1), its jewelry packaging with a unified visual image design, unified design style, in the minds of consumers to establish a long-term solid brand image, the color has become a symbol of the brand. GUCCI brand also uses a unified brand jewelry packaging design, its conventional packaging design of "black rectangle, white inner frame" to create a simple, modern brand image (Figure 2), and in the extension of the brand continue to innovate in packaging design, repeated use of specific visual elements related to the brand, and the repetition of the same time to take a subtle differentiation of design, following the previous design style positioning and derive new design trends The company has redefined its

fashion brand positioning. Product packaging design focus on establishing brand positioning and brand extension can deepen the brand image while diversifying the brand connotation, strengthen the consumer's freshness of the brand, consolidate and enhance the brand's market influence, making it stand out from many brands.

3.2. Brand linking consumers and products

Brand core value for consumers may solve a painful problem, improve efficiency or self-actualization, etc. Branding is the bridge between consumers and products. Having a rich brand connotation, complete brand culture, and up-to-date brand image design will greatly promote the sale of products and consumers' favor. Brand is the unique culture of each product. People will be interested in purchasing a product based on a brand's past purchasing experience, word of mouth and corporate culture propaganda. Product packaging is the main carrier of brand image communication, is an important part of branding construction and branding communication, is an important means of brand image shaping and brand value creation. In the market, there are many jewelry brands, brands need to summarize their brand needs according to the aesthetic trend of consumers and brand characteristics, intentionally design the packaging beautifully or conceptually clever, establish a culture with brand characteristics, shape a unified brand image, so that consumers accurately capture the products they want to buy.

For product brands, the core brand value is the commercial value. By incorporating the branding concept, it can increase consumers' loyalty to the product and thus exert the value influence of jewelry products. In this process, it enables consumers to form a comprehensive knowledge of the positioning characteristics of jewelry products. The core value of the brand should be implemented to the level of product packaging, what impression the product wants to leave on consumers, it is necessary to create what image in the packaging design. The design should be combined with the characteristics of the product itself, fit the product attributes, to create the personality and temperament of the jewelry brand.

Jewelry packaging brand can link consumers and products, the core value of the brand reflects to help solve the problem of consumer pain points, which is conducive to the sale of products and attract the attention of consumers so as to reflect the commercial value of the brand, enterprises to achieve commercial value after paying more attention to the shaping and performance of the product brand, so as to design jewelry packaging to meet the aesthetic and spiritual needs of the public-oriented.

3.3. Brand sustainability

Modern commodity packaging is the product of industrial production and economic development, and commodity packaging itself is the product. Contemporary consumers tend to choose high-quality, excellent appearance, upscale products, products need to create a high-quality brand impression through packaging design, enrich the brand connotation through brand value, enhance product recognition, establish a brand value that differentiates from other homogeneous products, so that packaging design becomes part of the product sales. All the value activities of the enterprise should revolve around the core value of the brand, whether it is the product packaging design or the overall design of the brand, it is the embodiment and

interpretation of the core value of the brand, and enrich and strengthen the core value of the brand. With the improvement of people's economic level, consumers are more willing to pay in emotional design. Packaging design should be based on the perceived value of consumers, focusing on jewelry packaging functional structure, visual communication, emotional association. Jewelry brands need to highlight the brand concept, brand culture, but also focus on the emotional appeal of consumers, jewelry packaging design needs to shape a unified visual style, accurately grasp the brand connotation, and the jewelry sold itself design style complementary, with jewelry to evoke consumers' fond memories, with packaging to tell the brand story, so as to induce a good emotional experience of consumers.

Packaging design carries both product function and user experience function, not only should pay attention to aesthetics, but also to practicality. For jewelry packaging, the discard of product packaging is a missed opportunity for secondary marketing. The storage of jewelry products requires specific packaging or design to meet consumer demand, to solve the problem of jewelry oxidation, deformation, pre-designed jewelry packaging to meet the needs of consumers, the brand will be able to have the opportunity to promote, deepen the impression of consumers and good feelings about the product. The sustainable development of packaging design should cater to the popularity of today's green consumption concept, and should develop in the direction of recyclability and reuse. Jewelry packaging should adhere to the concept of brand sustainability, focus on enhancing the added value of jewelry packaging, grasp the shape of the right size, beautiful appearance and practical unity, in the design of green design concepts, more in line with today's minimalist design trend, jewelry packaging design reuse can be secondary sales for the brand, in the hearts of consumers to continue to establish a good image of the brand.

4. The branding strategy of GUCCI jewelry packaging design

4.1. Logo to create a brand image

A logo is the face of a brand, the representative image of a company, product or brand. Brand logo can make consumers evoke brand association visually, and it needs to be conveyed to consumers in a simple and clear form, so that consumers can understand its inner meaning in a short time.

GUCCI brand comes from the name of the founder GUCCIO GUCCI, 1920 at the beginning of the brand he had brand awareness, using his name and the birthplace of the brand as a brand to distinguish other products. Soon GUCCIO from his experience as a porter to get creative inspiration, the image of the luggage man carrying luggage as the logo shape (Figure 3). 1933 GUCCIO's son designed the product line often used pure letter logo, from GUCCIO GUCCI's initials, the two "G" each other Interlocking and juxtaposed, it became one of the most classic GUCCI logos. In 2015, in order to comply with the contemporary trend of minimalist logo design, the trend of logo de-graphic, GUCCI's logo is the first to use serif, word spacing widened, the overall elegant and sophisticated, modern sense, the logo is widely used in jewelry packaging design. The redesign of the logo strongly led the fashion trend of logo resurrection, in line with the aesthetic standards of consumers, and reconstructed the connotation of the brand value. In the development of the

GUCCI brand logo, the letter font, thickness and composition of the arrangement of certain changes, but the founder GUCCIO GUCCI for the logo of the basic letter elements used consistently to this day, greatly increasing the brand's memory and recognition. GUCCI will commemorate the brand ushered in each special moment and each season have launched a special edition packaging, but in the brand logo has remained unified, maintaining the freshness of the packaging while also using the consistent brand logo. All of this has contributed to the enrichment of the brand's spiritual and cultural connotations, creating a sense of personalized and diverse beauty for consumers. It is easy to see that the brand logo plays a key role in boosting the brand image, catering to the brand image design brand logo, differentiating from other brands, establishing the brand's own identity and building a unique brand connotation.



Figure 3. GUCCI Logo Development

4.2. Color to enhance brand recognition

The colors that appear in large areas of the packaging have a key role in establishing the brand image of the product, and can interpret the brand on behalf of the brand and form key memories in the minds of consumers. The use of packaging color indirectly affects people's judgment, the ability to properly use the characteristics of color to shape the visual communication of the packaging to form a harmonious unity, which is one of the key elements of the packaging can successfully attract customers.

GUCCI as a high-end luxury jewelry brand, its packaging design is very subtle in the use of color. Conventional jewelry packaging design is the use of black and white as the main color, box cover a circle of black rectangle, the middle is white printed with a black logo. Although black and white is the basic color of the packaging design, but it can be simple and at the same time create a change of pace, black and white contrast and tied with a bow to the overall design to create a sophisticated positioning. Although it is a simple color change, but in the presence of black rectangle and white inner frame combination, consumers will default to this is the GUCCI brand, repeated use and a recognizable combination to consumers left a deep impression. Of course, GUCCI is not satisfied with the repetition of fixed packaging design elements, the white part of the interior of the package to change the different designs to show the vitality of the brand and strong visual impact. Floral patterns in GUCCI packaging design has a very important presence (Figure 4), GUCCI and the famous Italian painter Vittoria Akonero, designed from any angle can see the bloom of the flower shape, floral patterns up to seventy-seven, flowers between the insects also became the design kind of recurring elements, and subsequently developed a black and white line drawing shape of the floral pattern the floral patterns were also developed in black and white line drawings. Coral snake pattern is also one of the patterns that also often appear, most of the patterns to the snake head up swimming bent coiled together, the color in red and black, the use of such animal elements and color dynamics is very novel, with visual impact, greatly

demonstrating the GUCCI brand exaggerated retro brand positioning. This decorative shape to the design of jewelry packaging brings a new visual effect, the brand romantic and retro exaggerated new trendy style is extremely recognizable, in many classic luxury goods to make people shine. The accurate positioning of brand colors can complement the brand image, and the proper use of color characteristics to shape the visual communication of the packaging can improve brand recognition and become a key part of establishing the brand image.



Figure 4. GUCCI Special Edition Jewelry Packaging

4.3. Shape and material to create interactivity



Figure 5. Swarovski Jewelry Packaging

The shape and material of jewelry packaging design should be complementary to the brand positioning, to show the brand style to meet the emotional needs of consumers and public aesthetic trends. Jewelry packaging design is generally small, the part of the design available for brand display is limited, need to be cleverly conceived to echo with the product, and the brand combined to reflect the

brand value. Whether consumers are willing to buy products is directly transmitted through the brand image, packaging design is the most intuitive embodiment of the image.

The shape of jewelry packaging, jewelry box design are mostly round box shape or square box shape, the material is generally based on paper, the structure and function is relatively simple. Although the well-known jewelry brand Swarovski jewelry packaging design consistent use of square, dark blue packaging as luxurious as possible, but in the paper texture to create changes in the basic grinding and other sandy paper texture to add a curved stripe texture and four-pointed star texture (Figure 5), this design ingenuity allows consumers to touch the box will produce a different feeling. GUCCI brand also by adding vertical stripes on the surface of the box bumpy texture to enrich the packaging tactile

feedback, catering to the early GUCCI brand design commonly repeated geometric shape characteristics, to the simple packaging design adds a personalized style, the general purchase of silver jewelry will come with the jewelry box. But the difference is that GUCCI in different packaging design in the texture of the pattern and material are designed with subtle detail changes, expressing a different design style. Gold jewelry will use a round flap velvet packaging box (Figure 6), velvet material with gold jewelry, a perfect interpretation of the GUCCI brand retro and sophisticated, gorgeous and romantic style, jewelry packaging design and brand culture good combination. In 2020 Christmas is approaching, GUCCI launched a new green-based environmental packaging design (Figure 7), the jewelry packaging design to break the main black and white or dark-colored tradition. On the one hand, GUCCI adhering to the concept of protecting the Earth's environment, the use of fully recyclable and sustainable environmental materials, leaving consumers with the idea of protecting the environment of the brand, increasing the goodwill of the brand; on the other hand, the use of back to the Victorian era of brocade patterns, green packaging for vintage items to inject the brand connotation of classic, modern people began to love retro elements, the pursuit of jewelry The "Vintage" style. Packaging pattern using exquisite relief design, to give consumers a real tactile perception, to stimulate the diverse emotions of consumers. Each square GUCCI jewelry packaging, are tied with a bow ribbon, untie the ribbon to open the box is to open a surprise gift; packaging ribbon is also used by consumers as shoelaces, keychains and other decorative, in the interaction with the product, and constantly create imaginative space to stimulate consumer's association and emotional experience, so that consumers get a sense of pleasure from the product and great emotional satisfaction. The purchase of some jewelry products will also be delivered with a drawstring storage bag (Figure 8), solving the problem of consumers' pain points for jewelry storage. With the support of the shape of the design can protect jewelry from being squeezed deformation, convenient jewelry storage, sewn in the drawstring bag GUCCI brand logo, in the process of consumer use constantly do brand publicity and marketing, balanced the aesthetic value of the packaging design and use value, enriching the way consumers use the experience also increases the desire to buy.

GUCCI brand jewelry packaging design caters to the aesthetic and spiritual needs of consumers, highlighting the brand's retro and hip style, attracting consumers to buy products for the packaging design, the secondary use of packaging boxes to enhance the use of value and secondary marketing of the brand, through the mutual influence and role of consumers and packaging, to achieve interactive emotional communication between consumers and the brand, to help build the brand.



Figure 6. GUCCI Round Flap Velvet Packaging



Figure 7. GUCCI Green Packaging



Figure 8. GUCCI Jewelry Drawstring Storage Bag

5. Conclusion

In the context of people's growing aesthetic and emotional needs and the development of brand homogenization, the ability to shape the product branding, reflect the core values of the brand, establish a good brand positioning, and the positive interaction with consumers is the key to sustainable development of the brand, standing. Through the study of GUCCI branding design on the embodiment of the core value of the brand and the role of the full understanding of the importance of branding play a role in maintaining a good brand position, enhance brand influence. Jewelry packaging design from the brand, focus on the role of brand positioning and brand extension, through a reasonable brand construction, design packaging to meet the needs of the public, can effectively enhance the comprehensive value of jewelry products, rich jewelry market diversity, for other similar brands jewelry packaging design provides a reference, but also to pay attention to jewelry packaging design provides a fundamental premise. At the same time, pay attention to the jewelry packaging design to meet people's material and spiritual needs, better use the concept of green innovation in

the design, in line with the development requirements of the times, so as to better promote the development of packaging design and jewelry market.

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