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Be Colored Range

HCT France SAS worked closely with Blandine Arnaud on the exciting development of both the packaging and the products used for her new brand: Be Coloured.

This range of foundations is designed to provide for all shades of complexion, boasting a line of fifty two products. The foundations come in four different textures: liquid, cream, stick and mousse, each in eight different shades. Loose and pressed powders come in six shades with four lip bases and four multi-use products to complete the set.

In order to reflect the individual products the packaging is equally varied in design and colour. A pump dispenser is used for the liquid foundation, tubes are used for the cream foundation, a stick for the solid foundation and a pot for the mousse. Cardboard packaging is used for the loose powder, pressed powder lip bases and highlighter formulae. To reflect the difference in content, the packaging is in shades ranging from warm reds to saffron and paprika colours in-keeping with the “ethnic” feel required and visually emphasising the ethos of the brand.



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