



PROJECT
Old Navy Men's Basics
Packaging

FIRM/CLIENT
Old Navy, San Francisco;
www.oldnavy.com

TIMELINE
Five months

CREATIVE TEAM
Jason Rosenberg, art director/
designer; Jeffrey Pelo, July
Hopkins, Judith Werstler, pro-
duction; Shane Greenwood,
Pasquale Tremblay, copywrit-
ers; Brent Seward, sourcing;
Kimberly Nogay, print pro-
duction

BEHIND THE DESIGN BEYOND THE BASICS

It's a common problem: What do you do when a core product's sales go flat? The Old Navy design team's solution was to completely reinvent the packaging for its line of T-shirts, underwear, socks, etc.

"We felt that with the right packaging solution we could raise the perceived value of the products, allowing a higher price point, and increase revenue," explains art director Jason Rosenberg. "We set out to create a whole new packaging structure using new substrates, techniques and creative direction."

The idea behind the "Old Navy Surplus Co." label is to riff on the common aesthetic of office supplies, which allowed Rosenberg to explore a variety of familiar elements, from die-cuts you'd find in manila folders to the memo-like grid system to a string-tie button closure on the boxer shorts gift box.

"One of the things that was so exciting about this project was the chance to work on something that may normally be overlooked in the store environment," Rosenberg says. "It allowed me to create something new and unexpected in a place where packaging can typically be monotonous."

