



INNOVATIVE PRODUCT  
PACKAGING THAT IS CLEAN,  
STYLISH, AND FUN. CAPTURE  
THE ATTENTION OF A  
SKEPTICAL DEMOGRAPHIC  
WITH A COMPELLING  
PRODUCT DISPLAY.

CHALLENGE

Grooming Lounge, a leading retailer of men's grooming products, diversified its offering by producing its own brand of cosmetic and grooming products. In order to resonate with its target audience, many of whom are frequently skeptical or ignorant of the grooming practices and products Grooming Lounge recommends, the company needed a simple, straightforward message in its product packaging.

SOLUTION

Unison designed product packaging that aims to simplify the grooming product purchase decision and appeal to men's reluctance to buy a product they know little about. Simple names like "Some Hair Goop" and "Beard Destroyer" highlight the playfulness with which men approach the grooming process. Directions for use are replaced with questions like "What is this?" and "How do I use it?" The deep blue and metallic silvers of the product are



designed to appeal to guys who don't know the chemical compound of moisturizer, but do know that they want to look clean and refreshed.

#### RESULT

Grooming Lounge's products have been a hit with their consumers, who see a product that they can understand and relate to without taking the grooming process too seriously. The high quality of the products inside the bottle remains, while the Grooming Lounge line of products project an external image of simplicity and effectiveness.

#### ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

#### CONTACT

1010 Wisconsin Ave., NW  
Suite 400  
Washington, DC 20007

Patrice Samara  
Executive Director of Strategic Communications

P. 202.337.7887  
E. [patrice@unisonagency.com](mailto:patrice@unisonagency.com)