

Maybelline New York

Lifter Gloss



For Maybelline's Lifter Gloss collection, we created a unique packaging experience that reflects the bold, daring spirit of the product—infused with chili to give lips that extra plump and spicy kick. This limited-edition hamper is designed to elevate the everyday beauty routine with a touch of sass and heat, perfect for those who love to go the extra mile in both style and confidence.

The concept blends vibrant, attention-grabbing design with the fiery, bold character of the gloss. Each component of the hamper is curated to emphasize the product's key ingredient—chili—while amplifying the essence of individuality and bold self-expression. The result is a product presentation that is as hot and daring as the lips it enhances.

This custom-designed collection encapsulates the spirit of Maybelline: fearless, fun, and unapologetically chic.

Sketch

The illustration features a bold, confident girl holding a chili, symbolizing the fiery essence of Maybelline's Lifter Plump Gloss. It reflects the product's plumping power and celebrates fearless self-expression.

