



Sous-Titre is a **packaging design** agency specialized in **cosmetics**, **luxury**, **emerging trends** and **branding** consultancy.



EXPERTISES

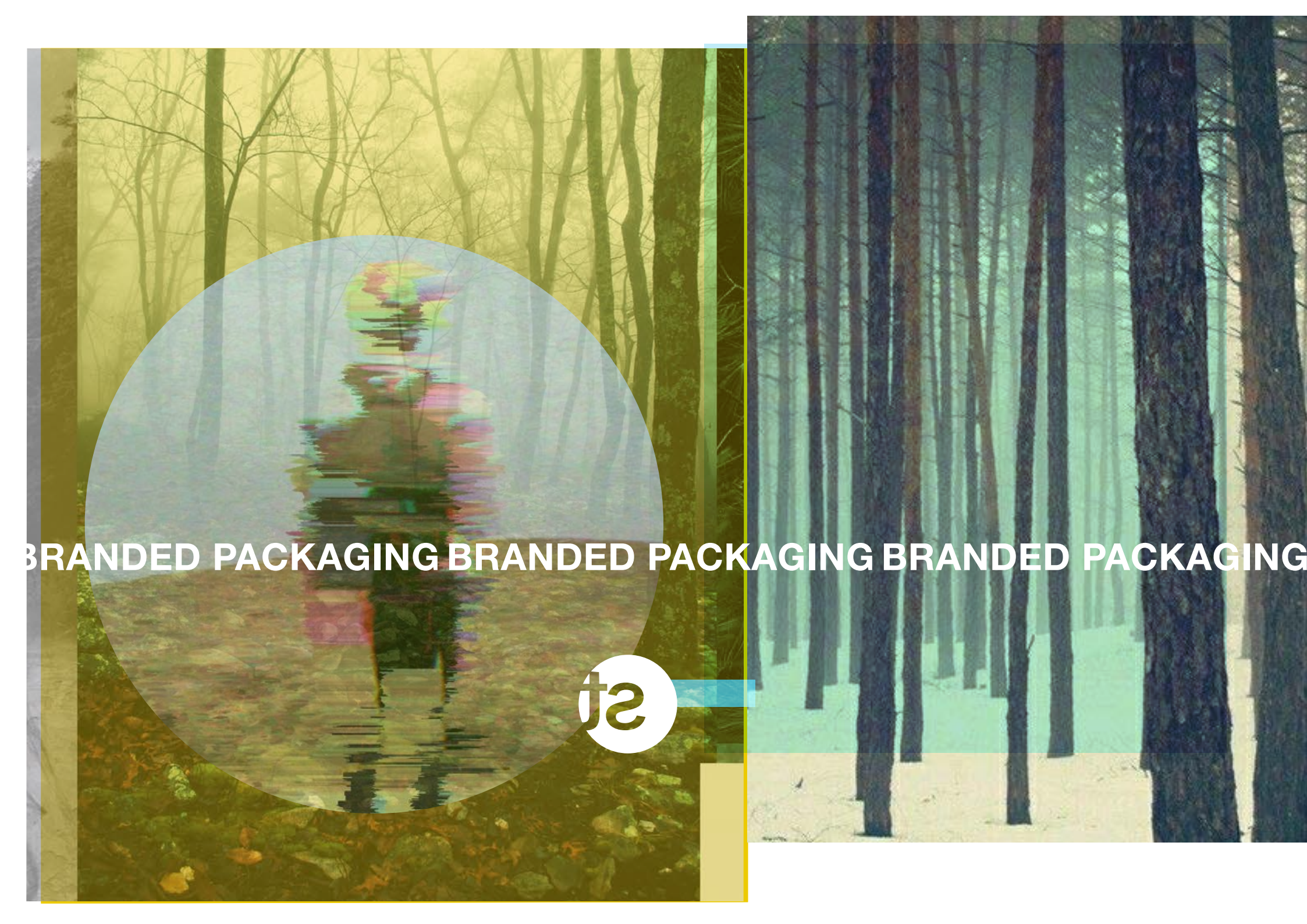
BRANDED PACKAGING
BRAND IDENTITY
TRENDS & INNOVATION
3D & PRODUCT DESIGN
ARTWORK & PRODUCTION

MAGAZINE

DAILY^{t2} INSPIRATION

IS THE AGENCY'S TRENDS MAGAZINE.

Led by a team of specialists in luxury, design, beauty and culture of the future, DAILY INSPIRATION not only generates trends but observes and analyzes our digital world through our experts' eyes.



BRANDED PACKAGING BRANDED PACKAGING BRANDED PACKAGING

t2

TRESemmé
USED BY PROFESSIONALS



AMERICA

ARGENTINA
BOLIVIA
BRAZIL
CANADA
CHILE
COLOMBIA
COSTA RICA
EL SALVADOR
GUATEMALA
HONDURAS
MEXICO
NICARAGUA
PANAMA
PARAGUAY
PERU
URUGAY
UNITED STATES

EUROPE

DENMARK
FINLAND
NORTHERN IRELAND
NORWAY
PORTUGAL
SPAIN
SWEDEN
UNITED KINGDOM
NETHERLANDS
RUSSIA

AFRICA & MIDDLE EAST

BAHRAIN
SAUDI ARABIA
JORDAN
KUWAIT
LEBANON
MASHRIQ
OMAN
QATAR
SOUTH AFRICA
UNITED ARAB EMIRATES
YEMEN

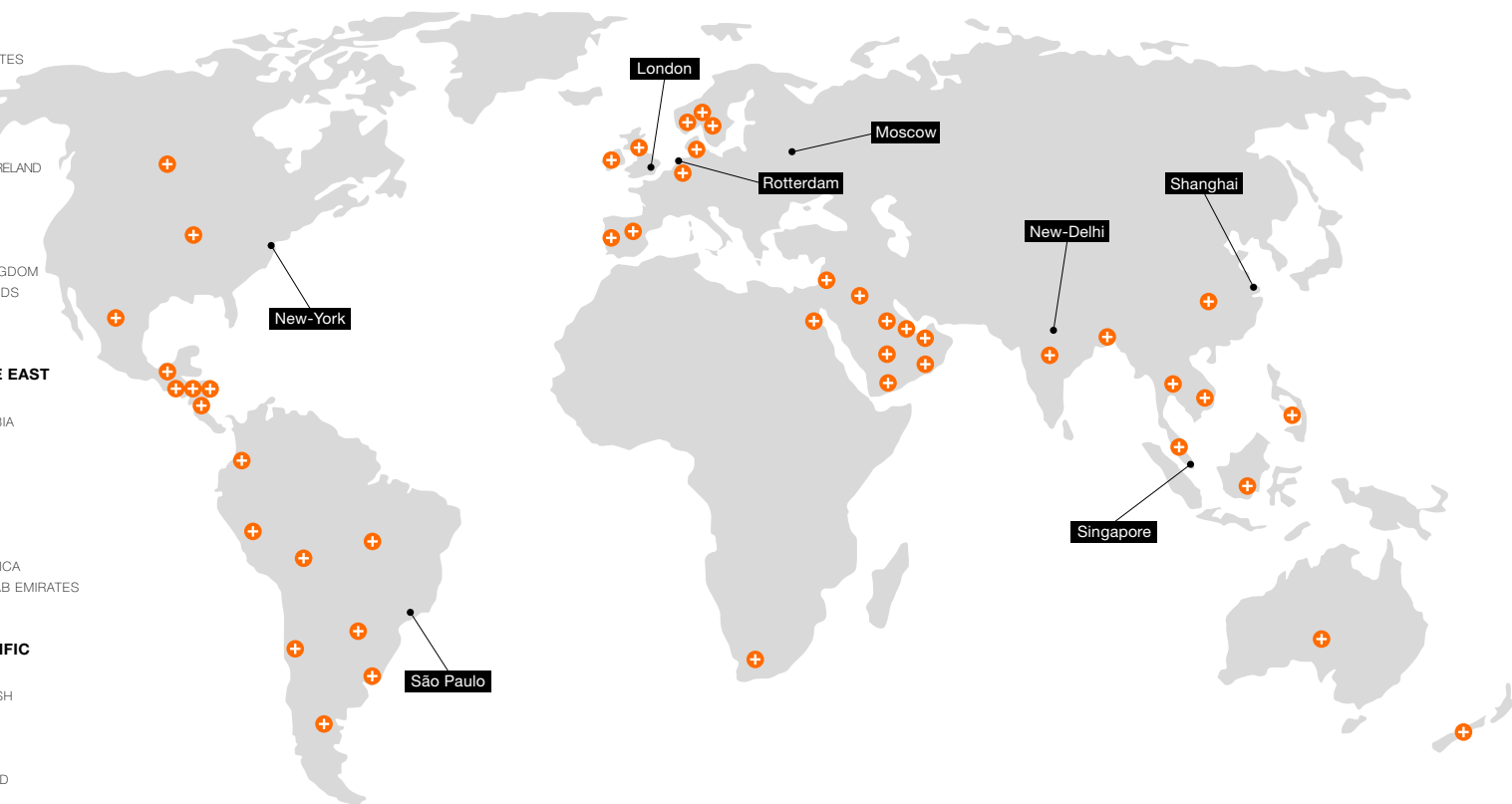
ASIA PACIFIC

AUSTRALIA
BANGLADESH
CHINA
INDIA
INDONESIA
NEW ZELAND
PHILIPPINES
THAILAND
VIETNAM
MALAYSIA



Unilever

TRESemmé
USED BY PROFESSIONALS



► SOLD IN **45 COUNTRIES**
WORLDWIDE

► AMERICA'S **#1**
HAIRSPRAY

► **1 PRODUCT SOLD**
EACH 2 SECONDS
IN UK

TRESemmé
USED BY PROFESSIONALS

BRANDED PACKAGING _
Global branded packaging and support of the local teams of the following countries:
United Kingdom, Netherlands, Russia, USA, Brazil, India, China, Singapore

TRESemmé _

BRAND IDENTITY _



TRESemmé
USED BY PROFESSIONALS

PACKAGING DESIGN _

Design of a new Haircare Expert range for the US and the UK markets

TRESemmé _

BRANDED PACKAGING _
BRAND IDENTITY _
3D & PRODUCT DESIGN _
ARTWORK & PRODUCTION _



TRESemmé
USED BY PROFESSIONALS

PACKAGING DESIGN _
Design of the new packaging identity
for the launch of the TRESemmé brand in China

TRESemmé _

BRANDED PACKAGING _
BRAND IDENTITY _
TRENDS & INNOVATION _
3D & PRODUCT DESIGN _
ARTWORK & PRODUCTION _



TRESemmé
USED BY PROFESSIONALS

PACKAGING DESIGN _

Design of the new packaging identity for the launch
of the TRESemmé brand in Russia

TRESemmé _

BRANDED PACKAGING _
BRAND IDENTITY _
TRENDS & INNOVATION _
3D & PRODUCT DESIGN _
ARTWORK & PRODUCTION _

BRAND IDENTITY BRAND IDENTITY BRAND IDENTITY BRAND IDENTITY



Omotenashi /

The **secret box** is a
japanese tradition :
women hide their secrets
written on papers in
wooden boxes.

It gave the inspiration
to Shiseido to create
the **Omotenashi Club**
and invite women
to share their beauty
secrets online.

SHISEIDO

BRAND DESIGN _
Creation of the web animation "the secret box" and sound and image sync (La Féline group)
Design of the visual universe of the website "My Club Omotenashi" www.clubshiseido.fr

SHISEIDO _

BRAND IDENTITY _

GUERLAIN

AQUA
ALLEGORIA

LA COLLECTION D'EAU FRAÎCHES
DE GUERLAIN



GUERLAIN

POS & RETAIL _
Creation & design
of the Aqua Allegoria world

GUERLAIN _

BRAND IDENTITY _



GUERLAIN

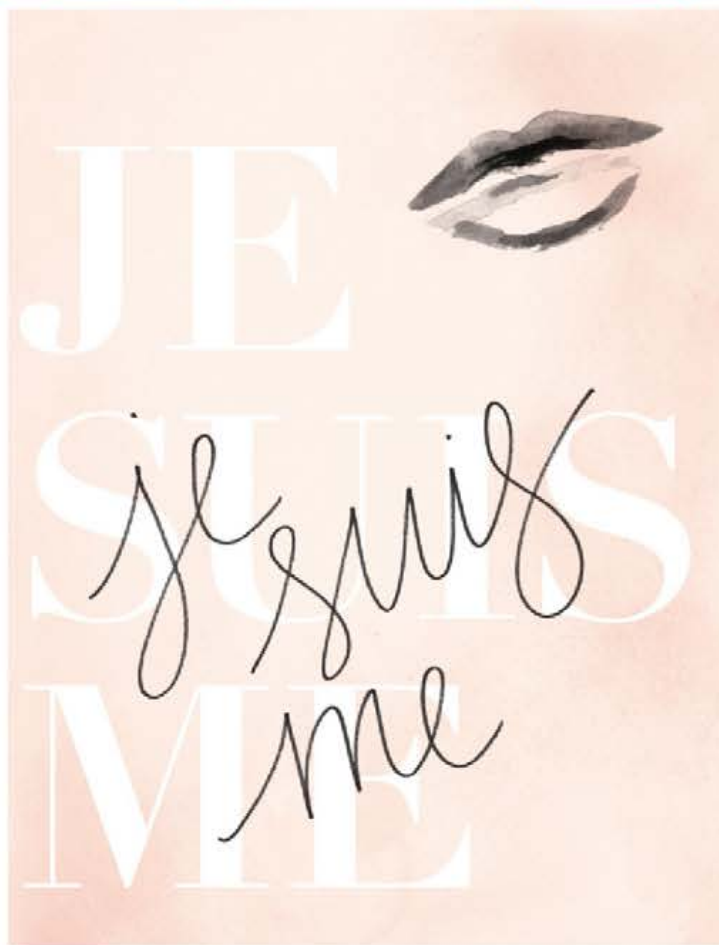
POS & RETAIL _
Creation & design
of the Blanc de Perle world

GUERLAIN _

BRAND IDENTITY _

TRENDS & INNOVATION TRENDS & INNOVATION TRENDS & INNOVATION





Carlos Miele spring show 2013
Fashion-Week in new-york



Chado Ralph Rucci Spring 2013



Lounge Chair
by Nico Kläber



Jeff Koons
Metropolitan Museum of Art



Brook Shop Nouveautés 2013
Pince à pantalon cuir



5 star shelter - Animal Refuge Centre
Arons & Gelauff Architecture



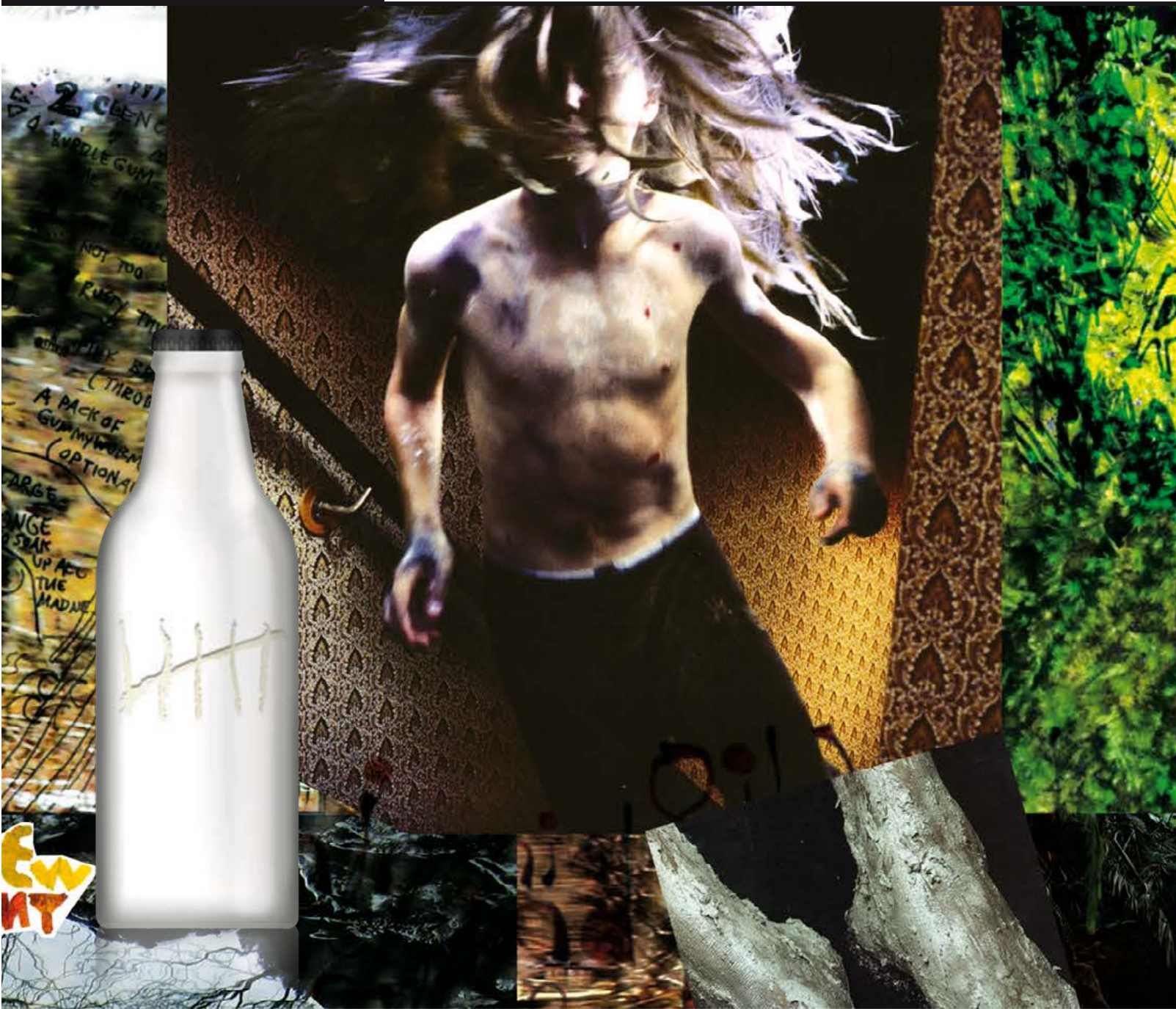
Stokke Austad Andreas Engesvik
the woods spring



matières

couleurs





Heineken®

CONCEPT BOARD _

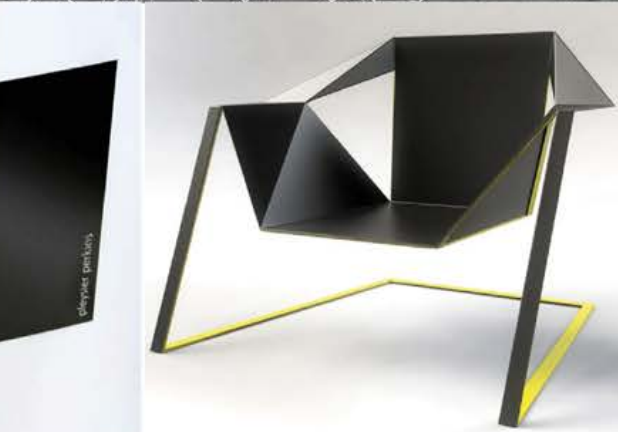
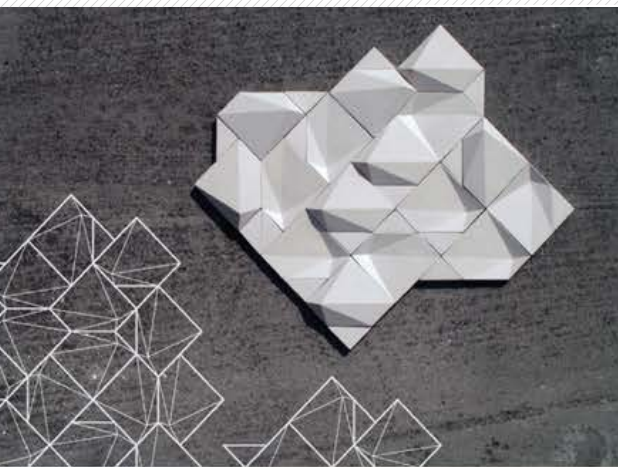
Creation of trend book and proposal
of creative concepts for the launch of a new expert beer.

INNOVATION _

TRENDS & INNOVATION _
BRAND IDENTITY _
BRANDED PACKAGING _

3D DESIGN PRODUCT 3D DESIGN PRODUCT 3D DESIGN PRODUCT 3D











CONTACTS

charlotte.cave@sous-titre.eu
+33 (0)6 60 32 01 10

alexia.guelte@sous-titre.eu
+33 (0)6 64 73 18 98

DAILY[®]
INSPIRATION

FUTURE BEAUTY CULTURE DESIGN LUXURY IDEAS



[Subscribe to our newsletter](#)

LANCÔME



WELLA



ENTREPRISE

PERNOD

TONI&GUY

COTY

GUERLAIN

Heineken[®]

Paddy



Unilever

TRESemmé
USED BY PROFESSIONALS[®]

jean-marc
maniatis
paris

TIGI[®]

POND'S

SHISEIDO

agnès b.