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## Start Thinking About 2013 Holiday Packaging Design Now

By: [Megan Lane Patrick](#) | November 29, 2012



The winter holidays are an obvious time to use limited edition package designs to boost sales of consumer products, but to be ready for the 2013 season, you'll need to start promoting your services to your clients right now. Brian Pankratz offers some advice on his [Let's Talk Packaging](#) blog.

*Start planning now for ways your product can capitalize on the 2013 holiday consumer market. Be creative...there are many different segments of the holiday market that need good gift solutions for those "hard to buy for" people!*

You'll want to be forward-thinking in your designs to stand out from the crowd. You can take a look at the trends shaping up for the [2012 holiday season here](#). Right now there seems to be a strong emphasis on illustrative typography, but that will likely shift by next year.

The [Dieline blog offers 10 tips](#) for making your holiday packaging design work over the long winter season and add value to the brand.

*Create collectables:*

*Packages that are part of a set or able to be repurposed in an innovative way help make your brand part of some of the strongest traditions families have.*

**Example:** *Pangea Organics created an easily wrapable and "easily plantable" holiday gift box for their bodycare products that will actually grow a spruce tree.*

We've been getting some fun and covetable examples of special holiday packaging in our inboxes. Take a look at 3 examples:



Pearlfisher created the packaging design and fragrance stories for Crabtree & Evelyn's new 2012 Christmas Gift collection. The collection also comes in a green version.







[Mode Design Group](#) designed a custom, limited edition SKYY Vodka bottle for the 2012 holiday season. The bottle decoration includes a flocked baroque velvet pattern adorning the trademark blue bottle. Proceeds of the bottle sales will benefit the amfAR organization, dedicated to ending the global AIDS epidemic through innovative research.



Bath & Body Works is known for its seasonal designs. [Bearwood&Co](#) is responsible for this year's holiday look.



For more resources about packaging design, visit [My Design Shop](#).

*Box Bottle Bag* by Andrew Gibbs TheDieline.com, the world's number one package design website, is the go-to site for packaging design. Established in 2007, it is a major influencer in the package design industry, providing a forum for the design community to stay abreast of the latest industry trends, developments and projects.

This inspirational and highly visual book, authored by the site's editor in chief Andrew Gibbs, showcases examples of the best of the best from the website, plus never-

before-seen projects from top packaging designers from around the world.



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### About Megan Lane Patrick

Megan Lane Patrick joined the HOW magazine team in 1999. As former Content Director, she was responsible for the editorial strategy for HOW magazine and books, as well as the HOW website and events. She's best known for her ability to find cool things online, which she happily shares as on the HOW blog. Away from the office, she enjoys looking for Mid-Century Modern furniture bargains and collecting tiny chairs, natural history specimens and a certain vintage paint-by-numbers kitten.

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