



**VICTORIA'S SECRET
SUMMER INTERNSHIP**

PROJECT OVERVIEW

This summer I had the opportunity to intern with Victoria's Secret Beauty as a Package Design Intern. A part of this role was participating in a group project along with four other beauty interns. Their roles were Merchandising, Allocation, Package Engineer, and Marketing. As a group we were tasked with creating a candle launch plan for both Victoria's Secret Beauty and Pink Beauty. The following is a list of objectives given to me by my manager:

Explore competitive candle designs, looking at how they communicate scent and story

Create 3 story moodboards for candle collections that tell a scent story that is compelling across the VSB+VSL customer

Choose 1-2 collections to design, thinking about print, paper, color, texture and finishes, and working within our production limitations

Have 3D comps made and DTOs created to show full understanding of 2D to 3D process

Work with PINK beauty team to do the same for PINK candles


As a team we created a storyline for each collection. Both collections each had three candles which we named and determined their scent notes based on competitive patterning. At the end of the project we were able to present it to over 150 employees of VS&Co.





VICTORIA'S SECRET BEAUTY
**COZY CABIN CANDLE
COLLECTION**

HOLIDAY 2022

A photograph of a cozy living room in a cabin. The room features a wood-burning stove on the left, a sofa on the right, and a coffee table in the center. The walls are made of wood, and there are large windows in the background. The text is overlaid in the center of the image.

**BRISK BREEZE
ROARING FIRE
WARM BLANKETS
A COZY GETAWAY
TO BRAVE THE
WINTER CHILL**



COMPETITIVE DESIGN RESEARCH



NEST

Flocked carton with gold hot stamp



19-69

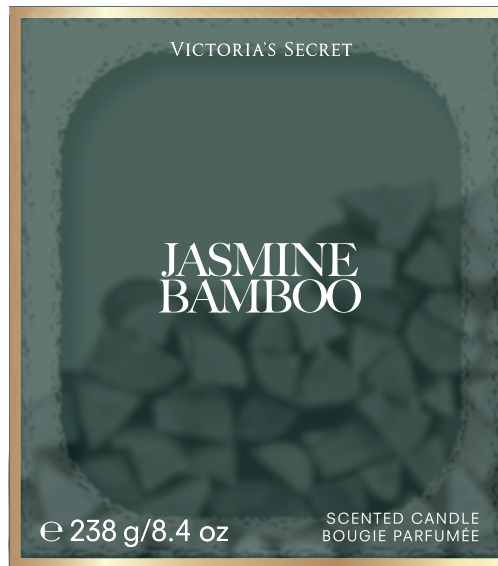
Pad Print Vessels



WOODWICKS

Woodwicks

DESIGN PROCESS



COZY CANDLE COLLECTION

OPTION 1/2



ARCTIC PINE

with notes of

**Pine
Fir
Mint**

CRACKLING FIRE

with notes of

**Cedar
Hickory
Patchouli**

SPICED CIDER

with notes of

**Apple
Cinnamon
Blood Orange**

COZY CANDLE COLLECTION

OPTION 1/2



ARCTIC PINE

with notes of

Pine
Fir
Mint

CRACKLING FIRE

with notes of

Cedar
Hickory
Patchouli

SPICED CIDER

with notes of

Apple
Cinnamon
Blood Orange

VS FINAL PACKAGING

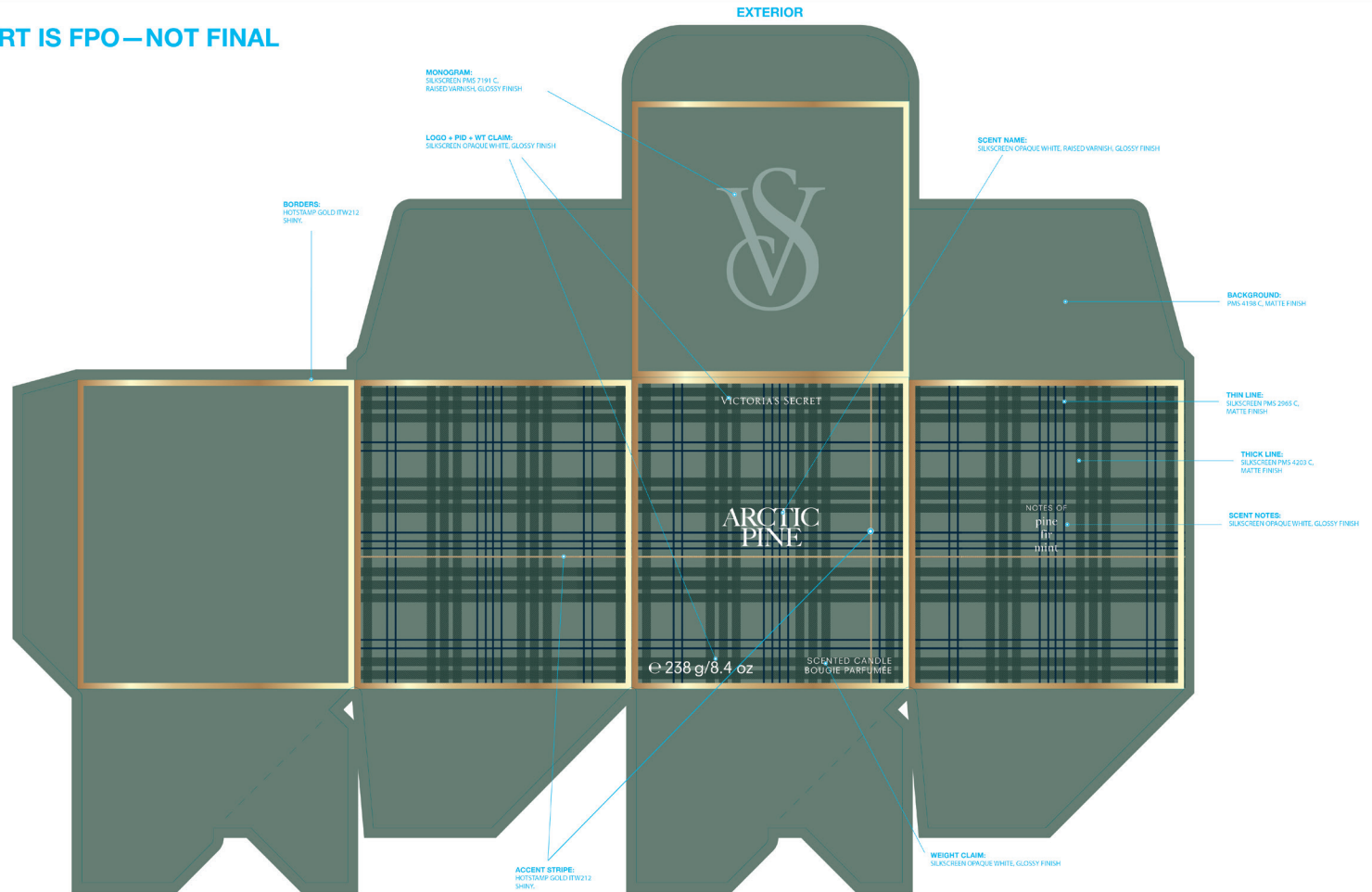


DIELINES

VSBCOMP REQUEST

PROJECT: INTERN21 - COZY CABIN COLLECTION CANDLE CARTON - ARCTIC PINE	
DATE: 06/25/2021	DESIGNER: RACHEL ANTHONY
FLOORSET: N/A	ITEM TYPE: RB_X_ WIP TEST
CONTENTS: 8.4oz candle	
SPECIAL INSTRUCTIONS: ARTWORK NOT FINAL	
FOLDING CARTON	
SSC	• Pick up Henri Bendel candle carton.
FOLDING CARTON	STOCK • 22 pt folding board, Invercote, coated.
	EXTERIOR PRINTING / EFFECTS • 1-spot color PMS 4198 C, matte finish • 1-spot color PMS 4203 C, matte finish on thick lines • 1-spot color PMS 2965 C, matte finish on thin lines • 1-Foil Hotstamp ITW 212, shiny on accent lines • 1-Foil Hotstamp ITW 212, shiny on borders • 1-spot raised tactile varnish on Scent Name, Monogram • 1-Silkscreen PMS 7191 C on Monogram, glossy • 1-Silkscreen opaque white on scent name, glossy • 1-Silkscreen opaque white on scent notes, logo, PID, Wt Claim, ILN, glossy
LINER	INTERIOR PRINTING • Flood interior PMS 4198 C, matte finish • 1-Foil Hotstamp ITW 212, shiny on inside message • Standard black liner
EXTRAS	• Standard clear cello wrap
COLOR TARGETS	

ART IS FPO—NOT FINAL



DIELINES

VSB COMP REQUEST

PROJECT: INTERN21 - COZY CABIN COLLECTION
CANDLE CARTON - CRACKLING FIRE

DATE: 06/25/2021 DESIGNER: RACHEL ANTHONY

FLOORSET: 1/13/21 ITEM TYPE: RB_X_ WIP TEST

CONTENTS: 8.4oz candle

SPECIAL INSTRUCTIONS: ARTWORK NOT FINAL

FOLDING CARTON

SSC • Pick up Henri Bendel candle carton.

FOLDING CARTON STOCK
• 22 pt folding board, Invercote, coated.

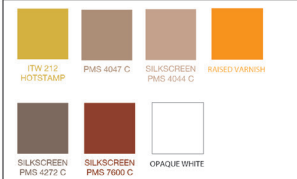
EXTERIOR PRINTING / EFFECTS
• 1-spot color PMS 4047 C, matte finish
• 1-spot color PMS 4272 C, matte finish on thick lines
• 1-spot color PMS 7600 C, matte finish on thin lines
• 1-Foil Hotstamp ITW 212, shiny on accent lines
• 1-Foil Hotstamp ITW 212, shiny on borders
• 1-spot raised tactile varnish on Scent Name, Monogram
• 1-Silkscreen PMS 4044 C on Monogram, glossy
• 1-Silkscreen opaque white on scent name, glossy
• 1-Silkscreen opaque white on scent notes, logo, PID, Wt Claim, ILN, glossy

INTERIOR PRINTING
• Flood interior PMS 4047 C, matte finish
• 1-Foil Hotstamp ITW 212, shiny on inside message

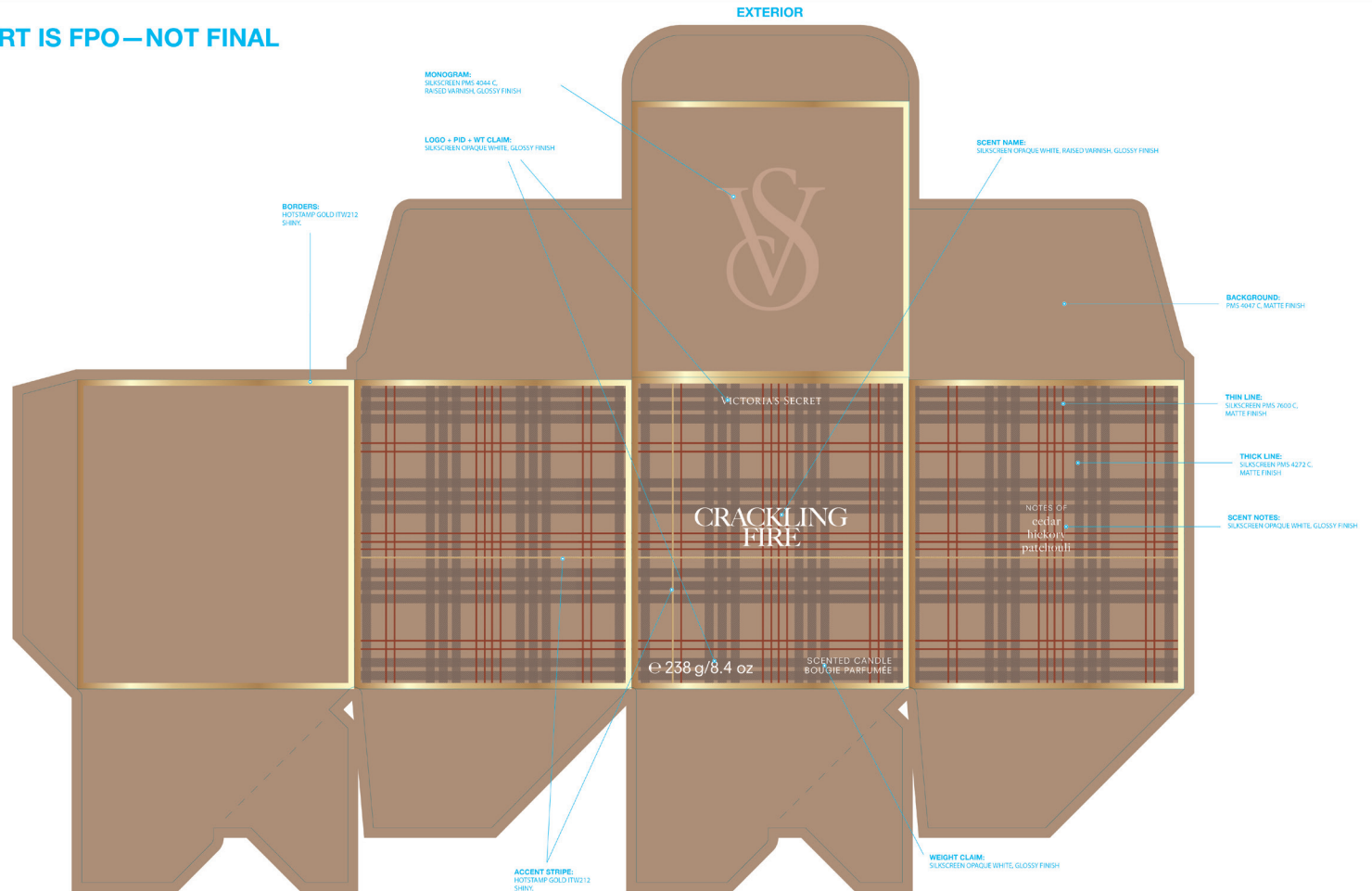
LINER • Standard black liner

EXTRAS • Standard clear cello wrap

COLOR TARGETS



ART IS FPO—NOT FINAL



DIELINES

VS B COMP REQUEST

PROJECT: INTERN21 - COZY CABIN COLLECTION
CANDLE CARTON - SPICED CIDER

DATE: 06/25/2021 DESIGNER: RACHEL ANTHONY

FLOORSET: N/A ITEM TYPE: RB_X_ WIP TEST

CONTENTS: 8.4oz candle

SPECIAL INSTRUCTIONS: ARTWORK NOT FINAL

FOLDING CARTON

SSC • Pick up Henri Bendel candle carton.

FOLDING CARTON **STOCK**
• 22 pt folding board, Invercote, coated.

EXTERIOR PRINTING / EFFECTS

- 1-spot color PMS 7419 C, matte finish
- 1-spot color PMS BLACK 3 C, matte finish on thin lines
- 1-spot color PMS 188 C, matte finish on thick lines
- 1-Foil Hotstamp ITW 212, shiny on accent lines
- 1-Foil Hotstamp ITW 212, shiny on borders
- 1-spot raised tactile varnish on Scent Name, Monogram
- 1-Silkscreen PMS 2445 C on Monogram, glossy
- 1-Silkscreen opaque white on scent name, glossy
- 1-Silkscreen opaque white on scent notes, logo, PID, Wt Claim, ILN, glossy

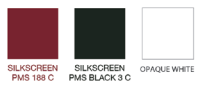
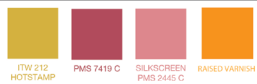
INTERIOR PRINTING

- Flood interior PMS 7419 C, matte finish
- 1-Foil Hotstamp ITW 212, shiny on inside message
- Standard black liner

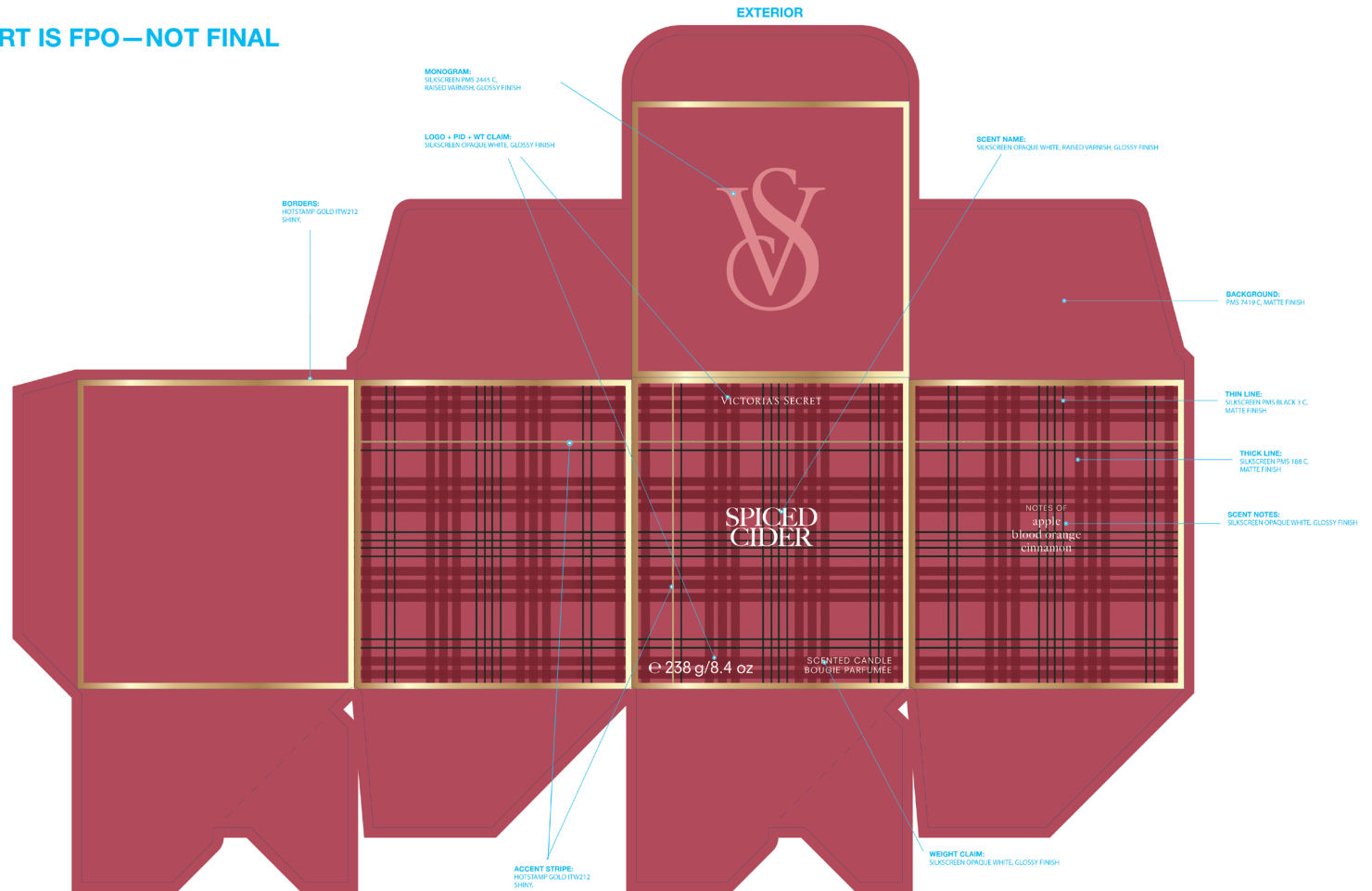
LINER

EXTRAS • Standard clear cello wrap

COLOR TARGETS



ART IS FPO—NOT FINAL



PHOTOGRAPHY INSPIRATION



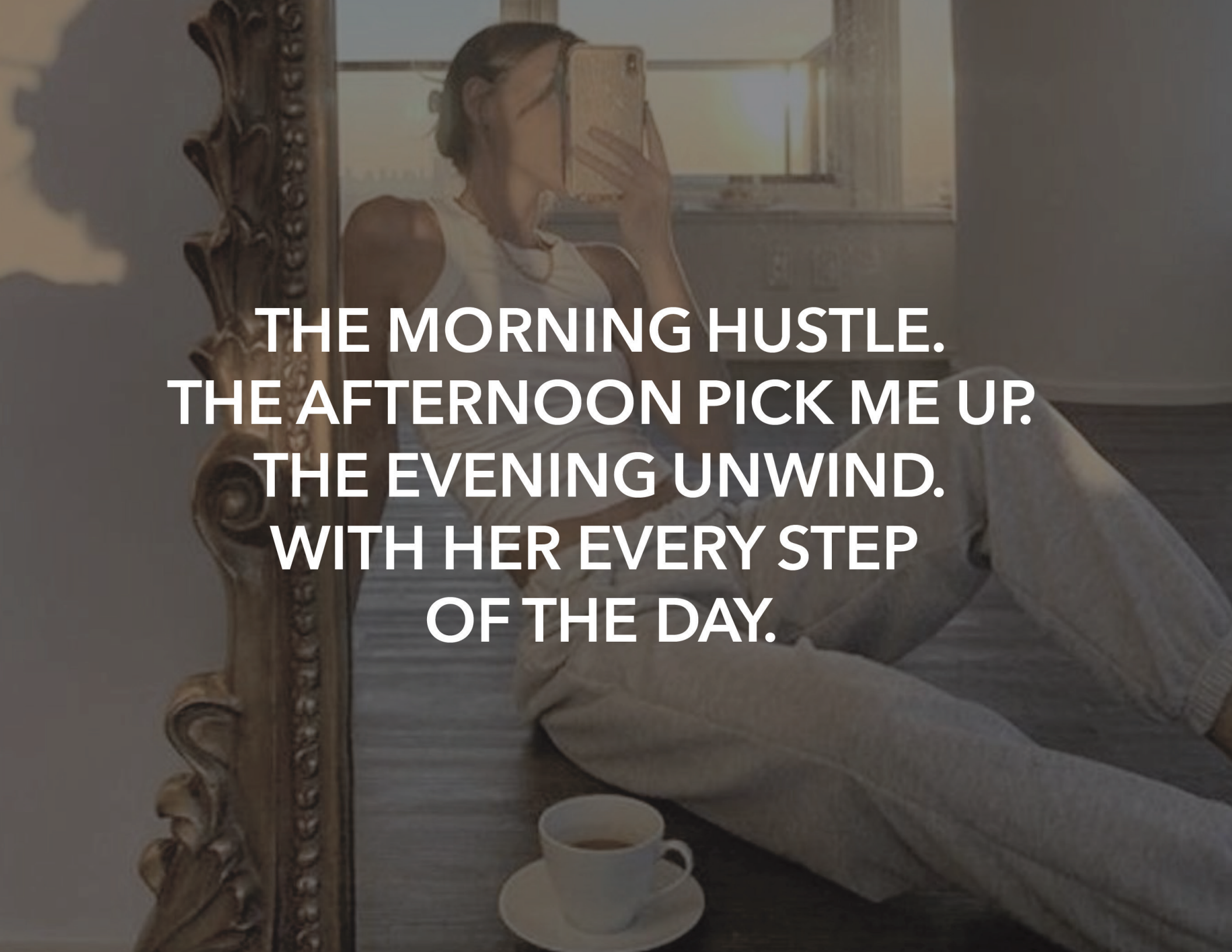
PINK



PINK BEAUTY

DUSK TO DAWN COLLECTION

FALL 2022

A woman is sitting on a bed, taking a selfie with her smartphone. She is wearing a white tank top and light-colored pants. In the foreground, there is a white cup of coffee on a saucer. The background features a large, ornate mirror reflecting the room. The overall scene is dimly lit, suggesting a morning or evening setting.

**THE MORNING HUSTLE.
THE AFTERNOON PICK ME UP.
THE EVENING UNWIND.
WITH HER EVERY STEP
OF THE DAY.**



COMPETITIVE DESIGN RESEARCH



DW HOME CANDLES

Coffee Cup vessels



SHRINE

Double use aesthetic



OTHERLAND

Double use aesthetic

DESIGN PROCESS



DUSK TO DAWN COLLECTION



MORNING GRIND

with notes of
Cinnamon
Vanilla
Hazelnut Latte



AFTERNOON REFRESH

with notes of
Mixed Berry
Lemonade
Mint



TWILIGHT TEA

with notes of
Eucalyptus
Lavender
Chamomile

SEED COVERS



PINK FINAL PACKAGING



DIELINES

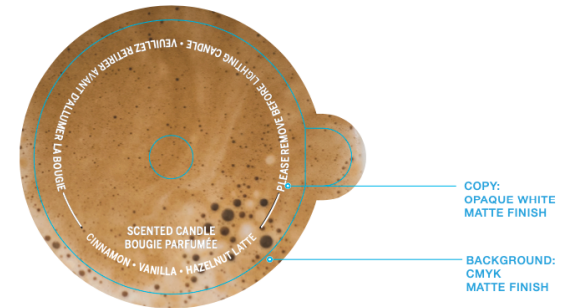
PINK	TURNOVER COMP	VERSION V1.0	DEPT HOME	SEASON FA22	PROGRAM CANDLES	TYPE INTERN	SIZE 6.3 oz/180 g	DESIGNER RACHEL	DATE 7/13/2021	SCALE (11"X 17") 1:1
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MORNING GRIND CANDLE SINGLE WICK

FINAL LOOK



ARTWORK

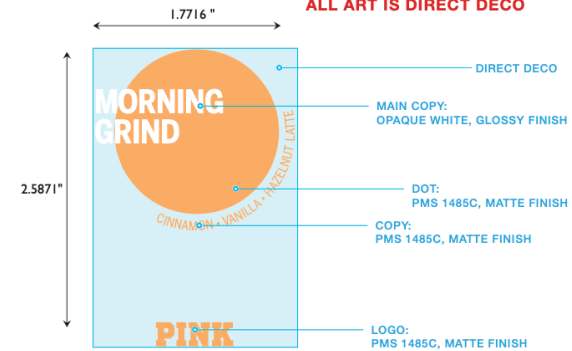


GLASS:
Existing 6.3 oz clear glass

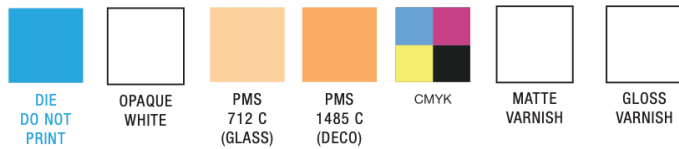
PMS 712 C spray
Opaque/ Matte Finish



**OVERALL MATTE FINISH WITH GLOSSY WHITE TYPE
ALL ART IS DIRECT DECO**



TARGETS :



DIELINES

PINK	TURNOVER	VERSION	DEPT	SEASON	PROGRAM	TYPE	SIZE	DESIGNER	DATE	SCALE (11"X 17")
	COMP	V1.0	HOME	FA22	CANDLES	INTERN	6.3 oz/180 g	RACHEL	7/13/2021	1:1

MORNING GRIND CANDLE SINGLE WICK

FINAL LOOK



ARTWORK



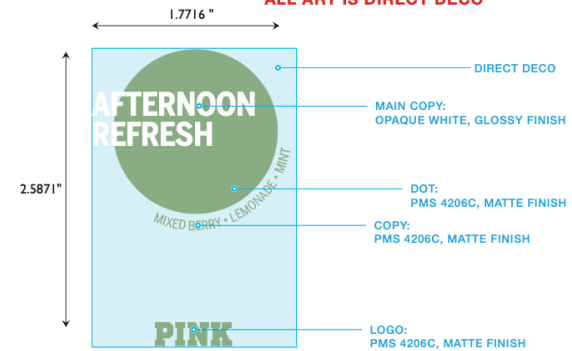
COPY:
OPAQUE WHITE
MATTE FINISH

BACKGROUND:
CMYK
MATTE FINISH

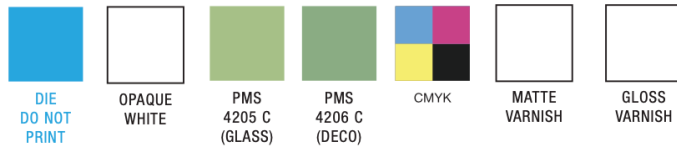
**OVERALL MATTE FINISH WITH GLOSSY WHITE TYPE
ALL ART IS DIRECT DECO**

GLASS:
Existing 6.3 oz clear glass

PMS 4205 C spray
Opaque/ Matte Finish



TARGETS :



DIELINES

PINK	TURNOVER	VERSION	DEPT	SEASON	PROGRAM	TYPE	SIZE	DESIGNER	DATE	SCALE (11"X 17")
	COMP	V1.0	HOME	FA22	CANDLES	INTERN	6.3 oz/180 g	RACHEL	7/13/2021	1:1

MORNING GRIND CANDLE SINGLE WICK

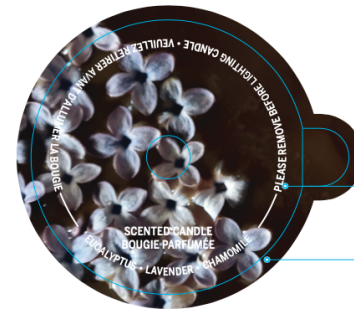
FINAL LOOK



GLASS:
Existing 6.3 oz clear glass

PMS 2095 C spray
Opaque/ Matte Finish

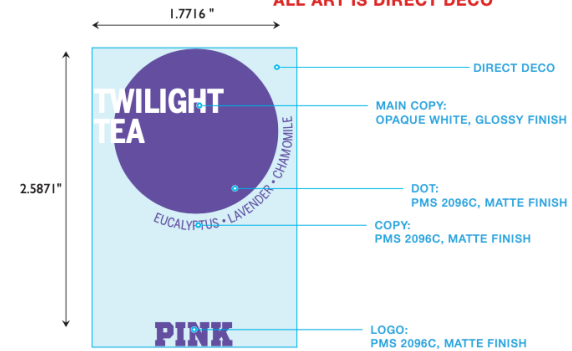
ARTWORK



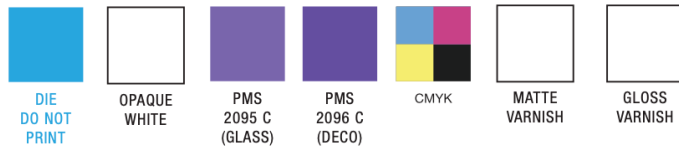
COPY:
OPAQUE WHITE
MATTE FINISH

BACKGROUND:
CMYK
MATTE FINISH

**OVERALL MATTE FINISH WITH GLOSSY WHITE TYPE
ALL ART IS DIRECT DECO**



TARGETS :



PHOTOGRAPHY INSPIRATION



