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GRAPHICS - ELATE - PACKAGING FOR LUXURY CHOCOLATES

Conceptual idea for luxury chocolates. The brand name ELATE was created to be an emotional comforter for people with bad temper, depression or anxiety. The idea comes from a natural substance found in chocolate, phenylethylamine, which lifts the mood. Black Chocolate for Bad Temper: box decorated as a straight jacket. Milk Chocolate for Depression: box decorated with tears. White Chocolate for Anxiety: box decorated with pointed pieces of acrylic to be associated with uneasiness. Open the box and pull the ribbon up. Inside the chocolates are placed in many levels, the idea of an elevator. Elate, elevate and lift up your mood.

