

8 – Packaging

The packaging used in a clothing store has three main functions:

Protect and transport

Certain clothes need to be protected when they are displayed in the store. And when the customer buys clothing, he naturally needs a package to carry it.

Advertising

The second is advertising. Few tactics are as effective in advertising as the shopping bag that customers carry.

You must think of shopping bags as a way of advertising your store. And it's very powerful because apart from advertising, it's also a social proof. It says that customers who are carrying the bag bought in the store. So it's like a positive review.



It's impossible not to notice the lady carrying two white H&M shopping bags(at right).

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It increases the value the product

And finally, a good packaging increases the value the product, because the customer also associates the packaging with the product. It's as if it were part of the product. And this is even more important in the case of gift packaging in which the customer buys to offer another person.

For all these reasons, packaging is important.

Displaying packages

Let's start with the displaying packaging. These packs exist to protect or embellish the product.

They are very used in underwear, which for hygiene reasons benefit if the customer doesn't touch the clothes. They are also used in small accessories, or perfumes, to prevent people from using them.

Sometimes they are used so that the customer knows it's a gift product, and immediately see how the product will look when it's offered.

Sometimes the packaging don't protect the product, but only helps to display it. This is the case of paper straps (or other material), which are used to place around the products in such a way that they do not deploy, or to join several clothes sold in packs.

This is the case of ties that can be folded and put a strap around.

Socks packs also use this system a lot.

See the following photo with some examples

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In the following example, the store chose to put the lingerie in plastic bags.



Cardboard boxes are widely used. If you need to hang the boxes, you will

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need a hook.

There are self-adhesive hooks that stick to any box.



Example of self-adhesive hooks to stick to packaging.

Transportation packaging

Let us now study to the most used packaging type.

After the customer buys, the clothes are put in a bag, which is then delivered to the customer. It's this bag that we're going to study now.

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The material

There are three types of materials in which the bags can be made:

- Paper. Paper has been increasing market share in shopping bags. The main reason is the environment. They are considerably more expensive than plastic bags



- Plastic is the most economical solution. Lately has lost prominence, but is still widely used. Other advantages of plastic bags are: light weight, low volume and resistance to rain.



- Nonwoven fabrics. It's a relatively recent material, and imitate tissue. The advantage is that it's a sturdy material, and of greater value, and therefore many of the customers will use the bags in the future, and will not throw them away. The cost is higher than the other two materials.

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The choice of bag material should depend on your environmental concerns, as well as on the cost you want to support.

If your store is a luxury store, the only option is paper bags.



For medium-priced stores, many stores have opted to distribute paper bags during the normal season, and use plastic bags in the sales season. Some stores even make a bag especially for sales. This is a way for customers to spread the message that the store is on promotions.

Stores that sell cheap products, almost always opt for plastic bags.

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