



retail

*Private label packaging
and signage for home
store retailer.*



Home Express

The Problem

Home Express needed to create a brand personality that reflected both quality and value in retail home fashions.

The Solution

The solution was two-fold, private label packaging for textiles and housewares that emphasized good design complemented by in-store signage that emphasized good value. The new signage and labeling programs refreshed the retail floor and provided a cohesive identity for Home Express.