

Bespoke Powder-Spray Packaging for FENTY HAIR

SR Packaging partnered with FENTY to develop a bespoke powder-spray packaging solution for The Imposter Invisi-Boost Volumizing Dry Shampoo Powder. Engineered to combine functional dispensing precision with sustainable material choices, this custom package meets the aesthetic and performance standards of modern luxury haircare.

Key Packaging Features

Bespoke Tooling & Exclusive Design: Custom-engineered mold profile tailored exclusively to match Fenty's signature design language.

High-Precision Powder Sprayer: Specialized mechanical pump dispensing mechanism designed to deliver a targeted, uniform cloud of dry shampoo powder without clumping.

Sustainable Material Selection:

- PCR PE Bottle: Utilizes post-consumer recycled polyethylene to reduce reliance on virgin plastics.
- PCR PP Overcap: Protective textured overcap molded from post-consumer recycled polypropylene.

Premium Finishing Techniques:

- Gradient Spray Coating: Soft, fade-out lilac-to-white ombre finish that emphasizes a lightweight, airy aesthetic.
- Silkscreen Printing: Crisp, clean typography providing high-contrast legibility against the gradient background.

