


DIPLOMAT



REBRANDING & PACKAGING



All packages of underwear are simply people from the Internet, not associated with either the product or the audience of the company. Everyone copies each other and the packages look the same.



In the end, people stay from a local manufacturer and prefer foreign brands such as Calvin Klein, Tommy Hilfiger, etc. even if they are fake.

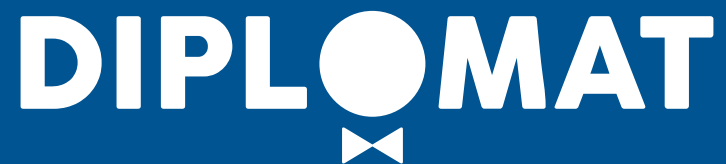
Diplomat - decided to be different,
expand the product category, and
become a respected local brand.

We have changed the logo,
added a distinctive element that
underlines the name.

Before



After



Developed packaging for
currently existing products.





Thanks for
your attention!