

Callie's by Audrey K.

# Inspiration

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An original cosmetics brand that is inspired by the vintage beauty industry from the 1950s-1980s, Callie's aims to bring high quality products and packaging that evokes a feeling of nostalgia and coziness with a contemporary, feminine tone. An original font was created for the logo and the current main product line includes face cream and lipstick.

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AUDREY K.

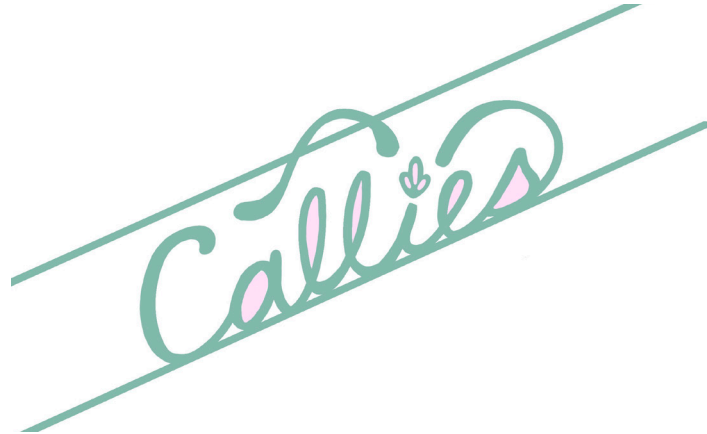
Revlon



# Process



Callie's



Final Logo (Black + White)

Callie's

# Packaging



# Final Staging



# Magazine Advertisement



"If it's not Callie's... then it's not for me."

Say it how it is. Callie's is the best for all of your beauty-related, personal care needs.

Our new hydrating lipstick will have your lips feeling like no other, with a 24-hour stay on formula that is sure to beat the rest! It comes in a rich red shade, called Ready Set Rose. Not only that, our new, luxurious face cream will keep your face baby smooth for a better, easier makeup application!

What a *perfect* combination, wouldn't you agree?



\$5.99  
plus tax

\$1.99  
plus tax

Audrey K. Callie's Advertisement, 1977

Thank you!