

Mothers in bloom

FutureBrand creates the packaging for Chicco's new line "Mammy"

Chicco presents the new line of underwear "Mammy", specifically designed for mothers during and after pregnancy, which combines functionality with elegance, because every woman can continue to feel beautiful and feminine while her body continues to change.

Based on the concept of "Mothers in bloom", FutureBrand has created the packaging which contains the new bras, girdles and underpants.

The packaging, embellished with a satin ribbon, seems to closely resemble confectionary boxes and plays with the notion of flowers in bloom, using the idea as a metaphor for the body changes experienced by women during pregnancy and after the birth of their child. The front and the sides are decorated with blooming flowers in hot pink for the post-natal line, and green for pregnancy stages. The brand name is soft and spontaneous to underline Chicco's care for all mothers and their needs.

