



ORIBE

# The idea

Orbè Hair Care was founded by renowned editorial and celebrity hairstylist Orbè, along with beauty industry veterans Daniel Kaner and Tev Finger. They wanted to create a new kind of hair company aimed at leading salon professionals and discriminating customers.

Each product would be tested at length on set, backstage and in salons to create a best-in-class collection for the truly hair obsessed.



*A best-in-class collection for the truly hair obsessed.*



maesa

# The Product

The packaging was key, setting consumer expectations for an elevated, sophisticated and fun experience. So, when Oribe launched their first hair fragrance, they requested turnkey service from Maesa including custom packaging, glass, pump, and cap.

Maesa also designed the custom packaging for seven hair care SKUs in the Gold Lust collection, including shampoo, conditioner, masque, and balm and retailing from \$48 to \$175.

We then provided the packaging for the Oribe makeup and skincare collections. These included nail polish, lipstick, illuminating face palettes, face masks, cleanser, oil and cream – retailing from \$32 to \$115.



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## Results

Oribe Hair Care's award-winning packaging makes the experience of using the products as beautiful as the formulas themselves.

Every detail was carefully crafted and nuanced – from the shape of each bottle to the eco-friendly boxes sourced from well-managed forests and printed with vegetable inks.

The architectural facets and striking jewel tones perfectly blend old-world heritage with modern elegance and have established a new standard for hair care.

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