

PRESS RELEASE

New special edition for feh paper handkerchiefs SCA relies on HAJOK Design for its traditional Austrian brand

Hamburg, 29 January 2017. In keeping with the motto "Glamour meets Art", SCA has launched a new special edition of the traditional brand feh on the Austrian market. The designs, inspired by Viennese art nouveau, which have been on the market since mid-January were realised by the Hamburg packaging agency HAJOK Design.



© HAJOK Design: feh Edition "Glamour meets Art"

The aim of the design development work was to create an attractive special edition for 2017, which also appeals to somewhat younger consumers and for the first time, to men. Since the target group is very interested in culture and art, the new special edition should pick up the theme of "Viennese art nouveau". HAJOK Design developed several concepts that use visual elements from different art nouveau and art deco styles and adapt them to the present. The winning design route "Art Nouveau Goes Digital", employing elegant designs and colorful patterns, is inspired by art nouveau buildings such as the Vienna Session, the Viennese Postal Savings Bank and the Majolica House.

"Art nouveau is very much something that is anchored in everyday Viennese consciousness. For example, if you look closely at the facade of the Majolica House, the motifs are made up of square tiles, which remind us of pixels," explains

Madeleine Weiss, Design Director at HAJOK Design. "Art nouveau resulted in art reaching deep into everyday life. The digital age is also part of all spheres of life – you can find its influence in fashion, in furniture and in the design language of appliances. This is a visible link to art nouveau. Another feature of many Viennese art nouveau buildings is the high proportion of gold. For this reason, all five special editions share a common design element of a 'digital shower of gold'."

For the first time, the classic feh boxes also employ decorative accents and innovate with two designs inspired by glass artwork from the so-called Viennese Workshops. In addition to this year's special editions for feh, HAJOK Design regularly creates design editions for the SCA Tempo brand.

feh by SCA

The traditional Austrian brand feh, which has now been in existence for over 60 years, has been launching special editions for the last 10 years. Once a year, they enchant consumers with extraordinary designs and contribute to making feh increasingly a fashion accessory. What's special about feh is that its paper handkerchiefs have different fragrances: from soothing aromas, aloe vera extracts and essential oils right up to exclusive fragrances for the limited editions.

HAJOK Design

Founded in 1997 by designer Klaus P. Hajok, Hajok Design is one of Germany's leading packaging design agencies. At HAJOK, more than 40 experts currently work in the disciplines of brand strategy and consulting, packaging design, packaging shape development, final artwork and production support. With a focus on FMCG, HAJOK Design develops strategically sound design solutions for national and international customers in the fields of food, pet food, drinks, consumer & personal care, household and technology as well as pharmaceuticals. Customers include Unilever, SCA, Colgate-Palmolive, Rossmann, Tchibo and Rewe.

For more information, please visit www.hajok.com

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