

"Ramadan" —

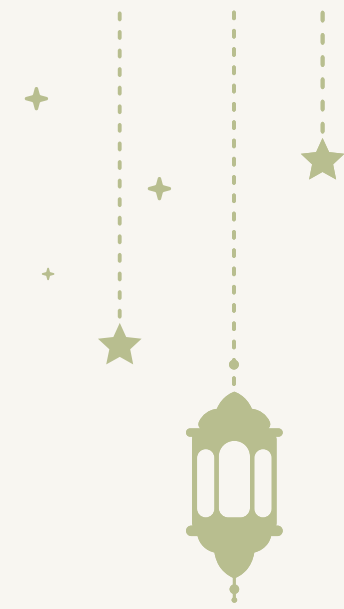
Cake Lab's festive
packaging line



Task

Create gift packaging for Ramadan and Eid that speaks a contemporary visual language without losing its connection to the national cultural code.





Insight

"During Ramadan and Eid, a gift is a way of showing care. But traditional packaging looked predictable, while modern packaging lost its connection to culture."



Creative Idea

*"Tradition doesn't disappear —
it changes form."*

Ornament transitions into color,
shape, movement, geometry



Standard box



Special edition

"Yarim oy" (Half Moon)

Idea: a dome shape as a crescent moon, a moving element inside, movement upon interaction. Not a concept — ready for serial production.

Technical Specifications:

— Material & Density: 2.0 mm binder's board + mounting (lining) with coated designer paper featuring matte lamination

— Finishing: Gold foil stamping for the logo and text, spot varnish for the illustration

— Halves Assembly Method: Pin swivel joint with a magnetic catch lock in the closed position

— Movable Crescent Mechanism: Radial slider (swivel axis with a 180° travel limit)



Date Boxes

Idea: a ready-made gift display, handed over with no additional packaging needed; a rigid structure holds its shape during transport.

Technical Specifications:

— Cardboard Material & Thickness: 1.5 mm thick binder's board

— Designer Paper Type: Mass-dyed deep-color matte paper (120 gsm) with fine "micro-velvet" embossing for outer wrapping; matte designer paper (130 gsm) with a gold effect for inner lining

— Finishing: Gold foil stamping for the pattern and logo on the outer lid; silk screen printing for text on the inside of the lid

— Assembly Method: Book-style rigid box structure lined over binder's board, glued base, embedded hidden magnets in the flap, and a removable divider



Ramadan Calendar

Idea: 30 days = 30 moments. Night sky and mosque — a hand-drawn illustration.

Technical Specifications:

— Material & Density: 2.0 mm binder's board for the outer shell and double doors; 300 gsm folding boxboard for inner pull-out drawers and structural grid-frame

— Finishing: Full-color offset printing with protective matte lamination + gold foil stamping for the logo and accent elements

— Section Assembly Method: Lined rigid outer shell with double magnetic doors; internal grid-frame assembly glued to the base



Children's Box

Idea: mini versions of the products, adapted for a child; after use, it remains as a keepsake box.

Technical Specifications:

— Material & Density: 1.5 mm binder's board
+ coated paper wrapping

— Finishing: Full-color offset printing + matte lamination

— Fastener / Closure: Precision die-cut friction fit lid on the base; requires no additional locks or latching elements



Macaron Set

Box for a set of 15 macarons — a seasonal adaptation of Cake Lab's existing box line for the "Ramadan" concept. Dark green palette, ornament with a fading effect — the same technique used across the rest of the collection.

Technical Specifications:

— Material: Binder's board + coated paper wrapping

— Cardboard Thickness / Paper Type: 1.5 mm binder's board; 130 gsm matte paper for wrapping

— Printing / Finishing: Full-surface matte lamination + spot gloss UV varnish for the pattern

— Capacity: 15 pcs.

— Internal Layout: 3-row cardboard insert tray (3 rows of 5 cells each)

— Adaptation Details: Existing box updated to the seasonal color palette and pattern of the "Ramadan" line



Eclair Set

Elongated rectangular box — a seasonal adaptation of an existing package for the "Ramadan" concept. Dark green palette, ornament with a fading effect.

Technical Specifications:

— Material: Binder's board + coated paper wrapping

— Cardboard Thickness / Paper Type: 1.5 mm binder's board; 130 gsm matte paper for wrapping

— Printing / Finishing: Full-surface matte lamination + spot gloss UV varnish for the pattern

— Product Securing: Custom eclair-shaped cavity cutouts in a protective insert tray to prevent shifting and filling damage during transport

— Adaptation Details: Existing box updated to the seasonal color palette and pattern of the "Ramadan" line



UX: Opening Scenarios

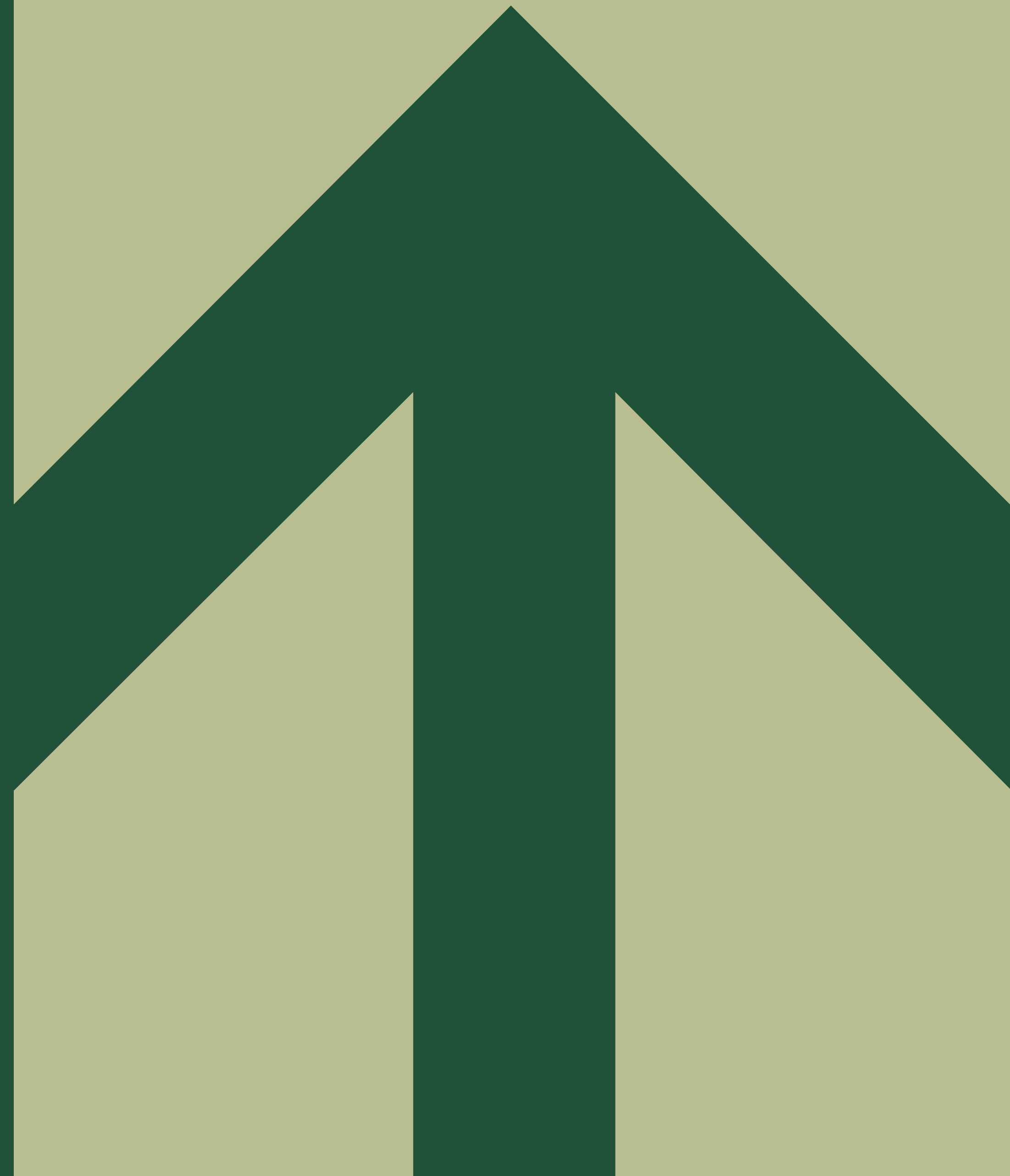
The message on the packaging doesn't end on the outside. On the inner side is text: a greeting, a warm wish, or a short phrase about tradition. This is a surprise that unfolds not at the moment of purchase, but at the moment when the person is already home, unwrapping the gift together with loved ones — turning the packaging from just a container into part of the message itself



Results

Sales of the "Ramadan" seasonal line grew by 20% during the Ramadan 2026 period compared to the same period the previous year

+20%





Cake Lab

Pâtisserie • Boulangerie • Coffeeshop

Cake Lab, 2026