Graphic Design Showcase

2026

CONTINUUM by bold



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Invisible by Design: A Case Study on Discreet and Sustainable Packaging for Intimate Sanitary Pad Brand

This project aims to improve the user experience of sanitary products through a discreet and sustainable packaging design. Many women feel uncomfortable carrying or disposing of sanitary pads in public, while existing packaging often lacks proper disposal guidance and contributes to unnecessary waste. To address these issues, the project proposes a packaging redesign that prioritizes privacy, convenience, and environmental responsibility.

The design incorporates sustainable materials, a more discreet visual appearance, and clear disposal instructions to encourage responsible waste management. By considering both the functional and emotional needs of users, the redesigned packaging seeks to reduce discomfort and increase confidence during everyday use. Ultimately, the project aims to create a more positive and meaningful user experience while enhancing the brand's appeal to younger consumers who value both personal comfort and sustainability.

