

CASE STUDY

Lane Bryant

Helping to influence the influencers

Clothing retailer Lane Bryant was celebrating 120 years of fashion leadership and wanted a special packaging solution to commemorate the milestone.

Taylor created a custom folding carton for Lane Bryant to use in its #GiftedbyLaneBryant campaign. Fashion influencers nationwide received outfits curated by Lane Bryant's stylists — creating an unboxing buzz across social media.



PACKAGING MEETS PRESENTATION

Watch a key influencer unbox her gift from Lane Bryant.

[View the Video](#)



We *love* how the boxes turned out and are excited to have Taylor running this campaign for us.

BILL BRANSON

Manager of Print Production
Lane Bryant