

# Water-damage resistant international shipping packaging for luxury womenswear brand Suzannah London

**When it comes to creating luxury packaging that not only ticks the box for being eye-catching and elegant, but also performs perfectly when being transported – our team of packaging experts at our Smurfit Kappa Gosport site always go the extra mile.**

When the high-end online boutique Suzannah London approached us with a brief to create boxes for their luxurious brand of clothing and accessories, we set about designing packaging that would meet their unique needs and provide an unforgettable unboxing experience for their customers.

**Created by British designer Suzannah Crabb, Suzannah London is a luxury womenswear brand. The range of timeless fashion items is cleverly conceived, flawlessly crafted, and flatteringly cut. The brand was looking for packaging that would reflect its brand image of beauty, elegance, quality, and comfort whilst delivering on the practical aspects of packaging.**

**Flawless luxury clothes packaging for fuss-free shipping**

**Central to the brief, Suzannah London wanted boxes that would be able to ship internationally, keeping the contents safe and secure, whilst delivering a high-quality opening experience for their customers.**

**Overcoming the challenges of international shipping**

**As they ship internationally, any damages or returns were costly, not to mention the reputational damage to the brand that this type of disappointing experience could result in. Suzannah London delivers a high-end range with a reputation for quality, so any products that are shipped to customers must be received in pristine condition.**

**Shipping internationally comes with various damage risks. The main damage and cause of returns for Suzannah London was water damage.**

To address this challenge, we looked at a postal style box for optimum protection, which would still deliver an enhanced unboxing experience for their customers. A high paper weight to retain strength even when exposed to water counteracted the problem of water damage. Our team of skilled packaging experts also added a varnish coating to provide the box with as much water resistance as possible, while still allowing for a finish that was fully recyclable.



## Box-ticking custom clothing boxes for a better opening experience

To create sustainable fashion packaging, we used our expertise and experience to provide a fashion-forward packaging solution for this high-end premium brand. Two sizes of varnished (water-based), branded postal boxes with a luxury opening experience were designed. These eye-catching yet durable boxes have 82% recycled fibre content, feel luxurious, and do the important job of protecting their meticulously crafted clothing.

It was important to this online fashion business to have shipping boxes that represented the luxury nature of their brand, as well as enhance their entire customer experience. The strength of the box and the varnish allows the brand to travel internationally without any concern of damage to their items. Smurfit Kappa Gosport's specially designed packaging meets their need for high quality and delivers on a premium unboxing experience and performance.

Plus, the 82% recycled fibre content of these boxes helps Suzannah London meet its sustainability goals.

### A word from the happy client

*"The boxes arrived and are fabulous thank you! Glad we managed to get there finally and have the perfect design. Everyone is very happy with them," says an elated Adam Dyerson from Suzannah London.*

If your luxury online brand needs innovative, eco-friendly packaging solutions for clothing, get in touch today!

For more information visit [smurfitkappa.com](https://www.smurfitkappa.com)