

REVOLUTIONIZING CHILDREN'S MULTICULTURAL HAIR CARE PACKAGING

AFRO UNICORN

CLIENT BACKGROUND

April Showers, the visionary CEO and Founder of Afro Unicorn, has etched her name in history as the first female, black-owned business owner to license a character brand in major retail chains. Afro Unicorn Magical Tresses, a pioneer in extended children's multicultural hair care, boasts a prominent presence in leading retailers such as Target, Kohl's, Amazon, JCPenney, HomeGoods, and Walmart.



CHALLENGE

The launch of a new product posed a unique challenge for Afro Unicorn – the need for an 8 oz square PET bottle with a narrow neck. This requirement was essential to accommodate a fine mist sprayer and maintain a cohesive aesthetic with the existing hair care line.

SOLUTION

Recognizing that a stock bottle wouldn't meet the specifications, Empire EMCO, in collaboration with the client, embarked on a journey to design a custom bottle. The focus was on creating a unique bottle for Afro Unicorn's curl refresher product, aligning seamlessly with the square shampoo and conditioner bottles.

IMPLEMENTATION PROCESS

Empire EMCO delved into an extensive search for manufacturers capable of bringing the custom square PET bottle to life. After careful consideration, a manufacturing partner was selected based on their expertise in supporting a narrow neck finish combined with the distinctive square bottle shape. The collaboration ensured that the design and functionality met Afro Unicorn's exacting standards.

RESULTS

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“POSITIVE: RESPONSIVENESS, CREATIVITY, PROFESSIONALISM, QUALITY

working with empire emco has been quite the partnership. They met the challenge head on in helping to find/create packaging that aligned with our products. would definitely recommend to companies looking to think outside the box.”

CONCLUSION

Empire EMCO's commitment to quality and innovation not only addressed the immediate challenge but also established a foundation for Afro Unicorn to maintain its position as a trailblazer in the children's multi-cultural hair care market. The positive outcomes are reflected not just in quantitative metrics but also in the glowing feedback received from our satisfied client. This collaboration not only met expectations but exceeded them, reinforcing Afro Unicorn's commitment to excellence in every aspect of its brand presence.