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Graphic  
Designer

First Sight

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#### Shu Uemura packaging

Beauty packaging as art? That is the rather grand ambition of a new range of products from Shu Uemura, the Japanese-owned, global luxury salon and spa brand. "I created the Shu Uemura ranges to be as close to fine art as a consumer product can be," claims Robert Bergman, of New York-based Bergman Associates, designers of the packaging. "It was important to stay connected to Shu Uemura's history of minimalist design," he continues. In keeping with the "arty" theme, the outer boxes of the new products are "signed" by Mr Uemura himself and bear the following quote: "Creating something that is universally beautiful, that is art." ■