

PACKAGING DIGEST

Top 10 packaging design editorials of 2017

By Lisa McTigue Pierce in [Packaging Design](#) on December 18, 2017



#8. Cannabis brand Toast uses elegant packaging to convey luxury

In the first of three cannabis packaging articles to make our list, we are introduced to Toast, a luxury brand of smokable marijuana. The “Slices” (which resemble cigarettes) are elegantly presented in a rigid box with an Art Deco design, embossing, foil stamping and metallic inks.

Gabrielle Rein, chief creative officer at Toast and creative director at [Viceroy Creative](#), which developed the structural and graphic packaging design, talks about how the high-quality paperboard box is a “meticulously crafted” unisex design that skews feminine.

“We took a very high-quality, crafted approach to creating something that was enjoyable to use,” Rein says. “The package is recyclable. Or you may want to just hold onto it for a secondary use! It has a magnetic closure.”

She also brags about the brand’s shelf appeal. “Customers consistently enter the store and are immediately drawn to Toast due to the beautiful packaging, which stands out on the shelf along with the custom-designed store displays.”