

Kevin Murphy Lenticular Labels

Kevin Murphy, hair styling connoisseur, has recently come up with a brilliant idea. It's an oldie but a goodie and in such a post-modern world like ours there's nothing quite like taking an old idea, recycling it with a brand new spin, and presenting it for the world to digest. Murphy, a stylist for big celebs like Heidi Klum, has recently started using lenticular labels on his new line of products.

Being Heidi Klum's stylist is impressive. Coiffing models for the cover of *Vogue* magazine is impressive. For me, anyway, and probably for you, too, but it certainly doesn't matter for government regulatory workers. Murphy came up with the idea of using lenticular labels because of all of the language regulations rules in Europe. With so many different countries (speaking so many differently languages) and only a small bottle to write them on, how was he supposed to find the space? And further yet, what about travel-sized hair products? The space on the bottle is even small and so even harder to fit all of the information. Lenticular labels are those glossy images on baseball cards and toys you find in cereal boxes that change image depending on which way you turn them. With these labels Murphy could incorporate a vast array of languages without having to create any more space on the box.

Another great element of the lenticular label is how it stands out on the shelf. Compared with all the other boxes lined up in a row, Murphy's product positively shimmers. Literally. It's original and eye catching and no one has had the confidence to go with this idea before. How European! For someone living in North America especially it holds a kind of charm and allure that other products don't offer. The label can convey a different message depending on which way you look at it, which is a great metaphor for women and beauty products; they will have a different and individual effect on everyone who uses them like the way a good quality perfume blends perfectly with the scent of your own body.

Because Kevin Murphy couldn't just stop there, he also deserves an honorable mention for the physical design of the case he houses his products in. Instead of choosing to go with a traditional box designed he instead chose a rectangular case. Though maintaining space for his product, this let him showcase the label and therefore further draw in the eye of any passersby.

Kevin Murphy has created a beautiful, classy, and innovative design specifically to avoid issues with international governmental language issues but has ended up building a beautiful design that I'm sure we will see many copy in the upcoming months and years. He's at the head of his game and these lenticular lenses (through Murphy's design agency ContainerMade) are simply one way to show how he's leading the way through fashion, beauty, and design. We're already living in the future, it's about time we start acting like it.