

WK360°

Crafting packaging where detail is the brand

Penhaligon's packaging showcase

In partnership with **PENHALIGON'S**
EST. LONDON 1870



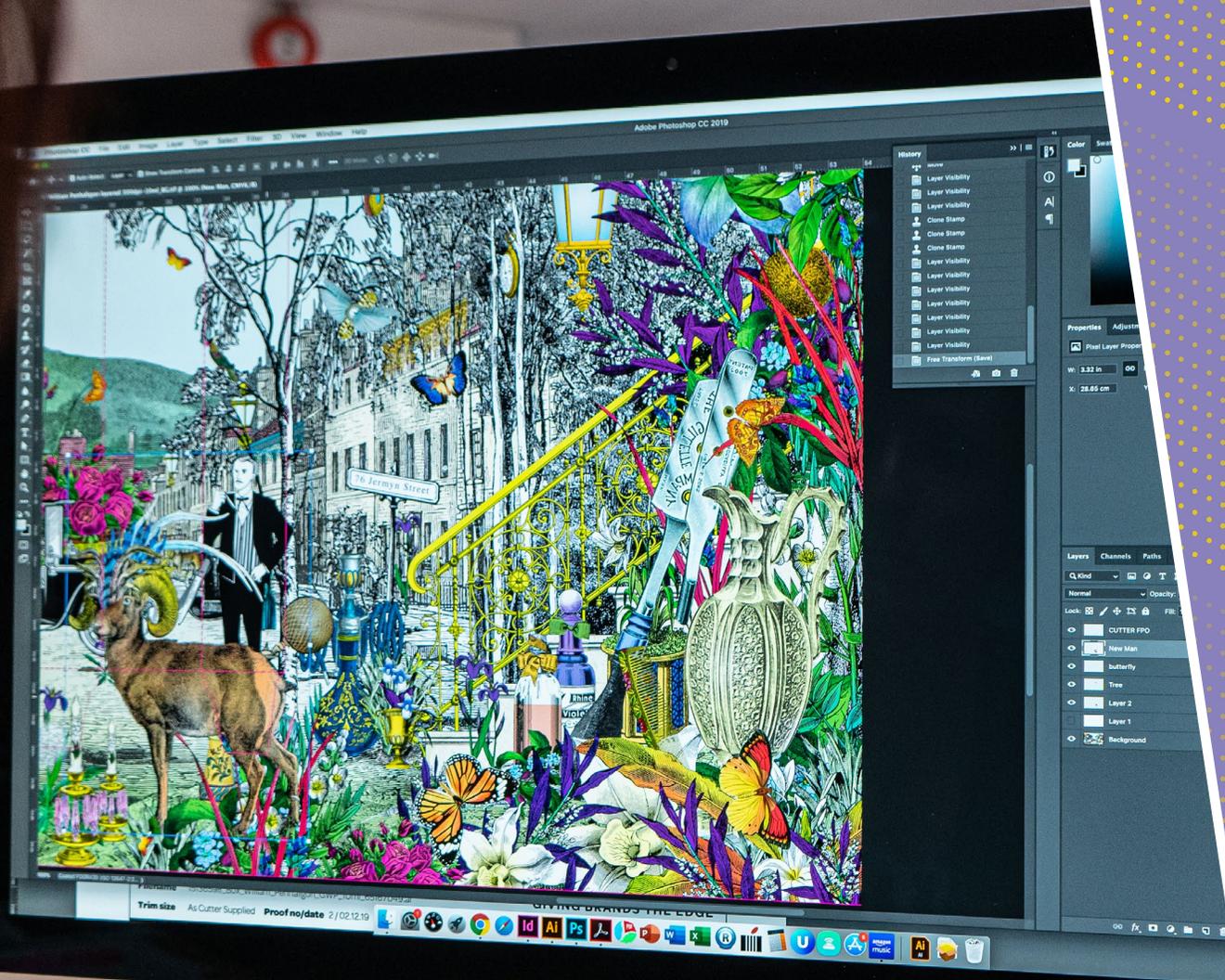
Craft in every detail

For Penhaligon's, packaging is integral to the brand experience.

It's where much of the brand's value is created - a physical expression of artistry, heritage and character that mirrors the fragrances themselves. Every line, finish and fold carries meaning; every detail contributes to how the brand is perceived, gifted and treasured.

WK360 works alongside Penhaligon's as a specialist packaging partner, helping turn highly expressive designs into print-ready artwork without losing the nuance, craftsmanship and intent that defines the brand.





The challenge

Penhaligon's designs are highly artistic, layered, and rich with detail. Complex finishes, intricate structures and unconventional formats push the limits of what can be manufactured – especially when design creative must translate seamlessly from concept into something that can actually be printed, finished and assembled.

The challenge isn't scale in the traditional sense; it's precision.

Nowhere is this more evident than in the annual Christmas advent calendar – a multi-part structure that must align creatively, look beautiful from every angle, and fit together with absolute accuracy. When dozens of panels, finishes and components meet, there is no margin for error.

Penhaligon's needed a partner who could protect the artistry of the work while taking full responsibility for the technical realities of production.





How we support Penhaligon's

WK360 approaches Penhaligon's packaging with the mindset of craftsmen.

Our packaging artists specialise in translating complex, expressive designs into technically precise artwork that can be manufactured without compromise. This is not automated production. It is skilled, detail-led work - informed by experience, judgement and a deep understanding of print and finishing.

Technology supports the process, but it never replaces the craft. Approval workflows help maintain control and clarity, but the real value comes from knowing when to adjust, refine and resolve challenges by hand.





Artistry made manufacturable

Penhaligon's packaging sits at the intersection of art and engineering.

The illustration-heavy designs, layered finishes and unconventional structures are not only beautiful, but meticulously constructed. Every edge, join and alignment must be considered so the final piece feels intentional - not forced into production constraints.

WK360 works through these challenges quietly and carefully, ensuring that when a product reaches print and assembly, the finished piece feels effortless - even though it is anything but.

"Artworking is crucial for our business, WK360 plays an important role for us."





Control without interference

With work of this complexity, control is essential - but it must never interrupt creativity.

WK360 uses structured approval processes to manage feedback, versions and sign-off without slowing momentum or diluting intent. This allows the Penhaligon's team to review and approve with confidence, knowing the detail is being handled responsibly behind the scenes.

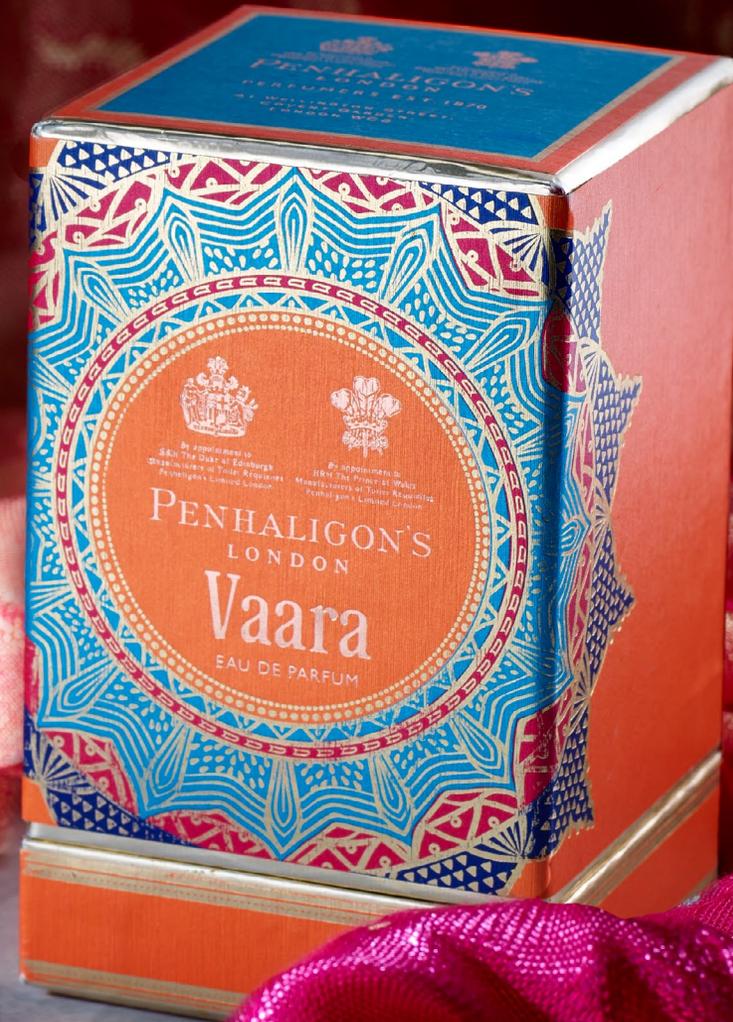
The result is a process that feels calm and assured, even when the work itself is intricate and demanding.

The outcome

By working with WK360, Penhaligon's can:

- Protect the artistry and character of its packaging
- Translate complex designs into flawless, print-ready artwork
- Deliver technically demanding pieces with confidence
- Maintain the premium feel that defines the brand

From signature packs to the most complex seasonal editions, packaging continues to feel crafted, intentional, and unmistakably Penhaligon's.





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Marketing Imagery Packaging

Launch fast
Launch at scale
Launch with ease

Always on brand.