

SENSORY DESIGN

TREND SPOT
by HACO





DELIGHT

With the constant evolution of technology and, consequently, the emergence of new consumer profiles, brands increasingly aim to provide differentiated experiences to their public.

This behavior trend appears strongly in the coming seasons, reflecting directly on fashion and design, where the union of innovation and creativity creates unique effects and sensations, stimulating the 5 senses to elevate the buying act to incredible experiments.

Products with strong aesthetic appeal, such as surprising traces, volumes, colors and shapes, along with exceptional touches provided by special materials and bold compositions sharpen the senses and captivate even the most refined and demanding tastes.

We bring you an inspirational compilation that demonstrates only a small part of the entire Haco potential in developing unique branding solutions.

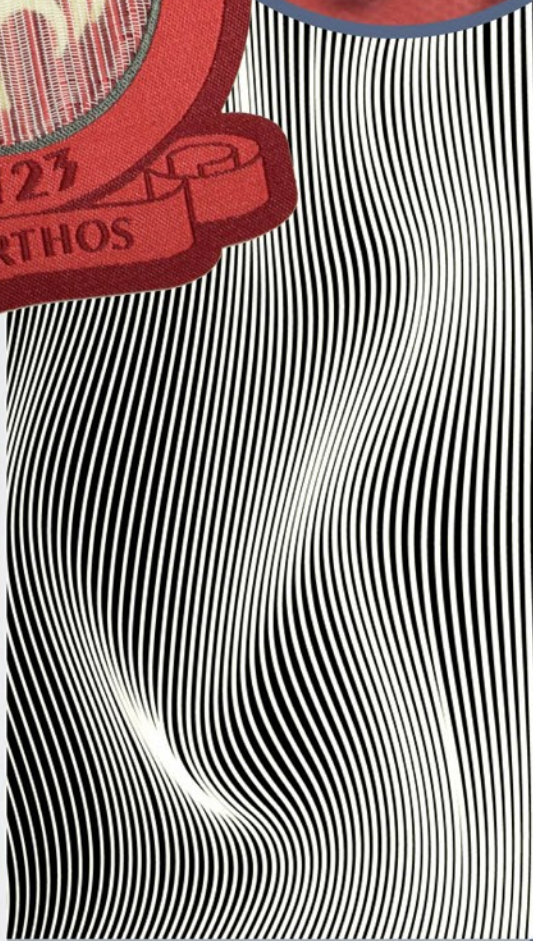
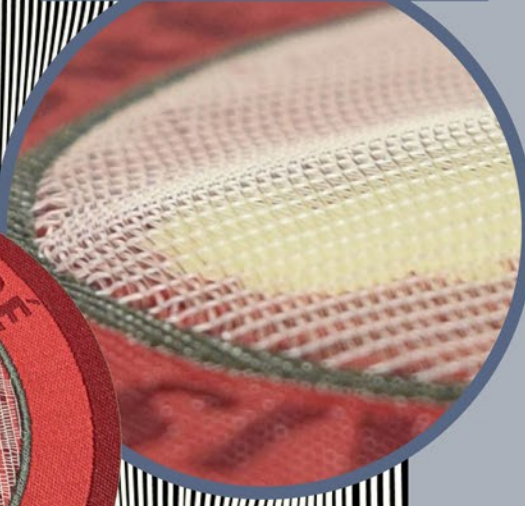
Enjoy!



HERMÈS



patch with over layer effect



tulle special background + holographic thread



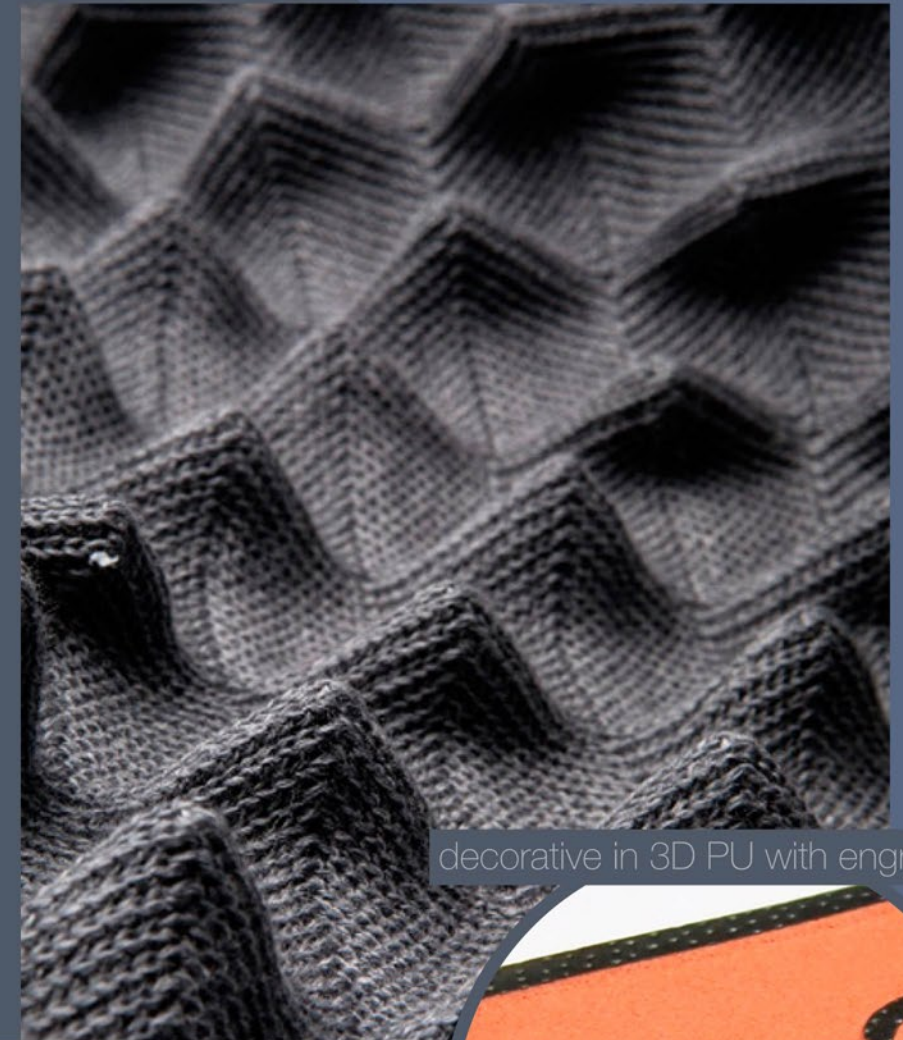
CHANEL



decorative with high frequency embossing



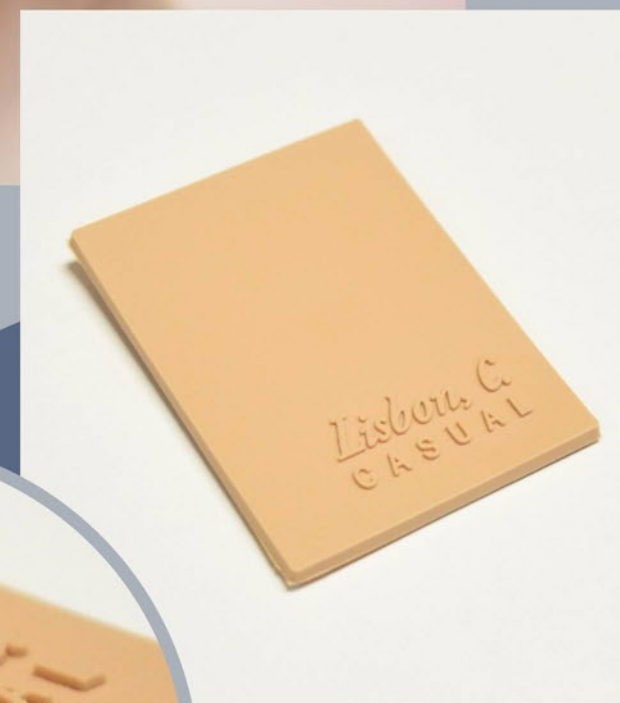
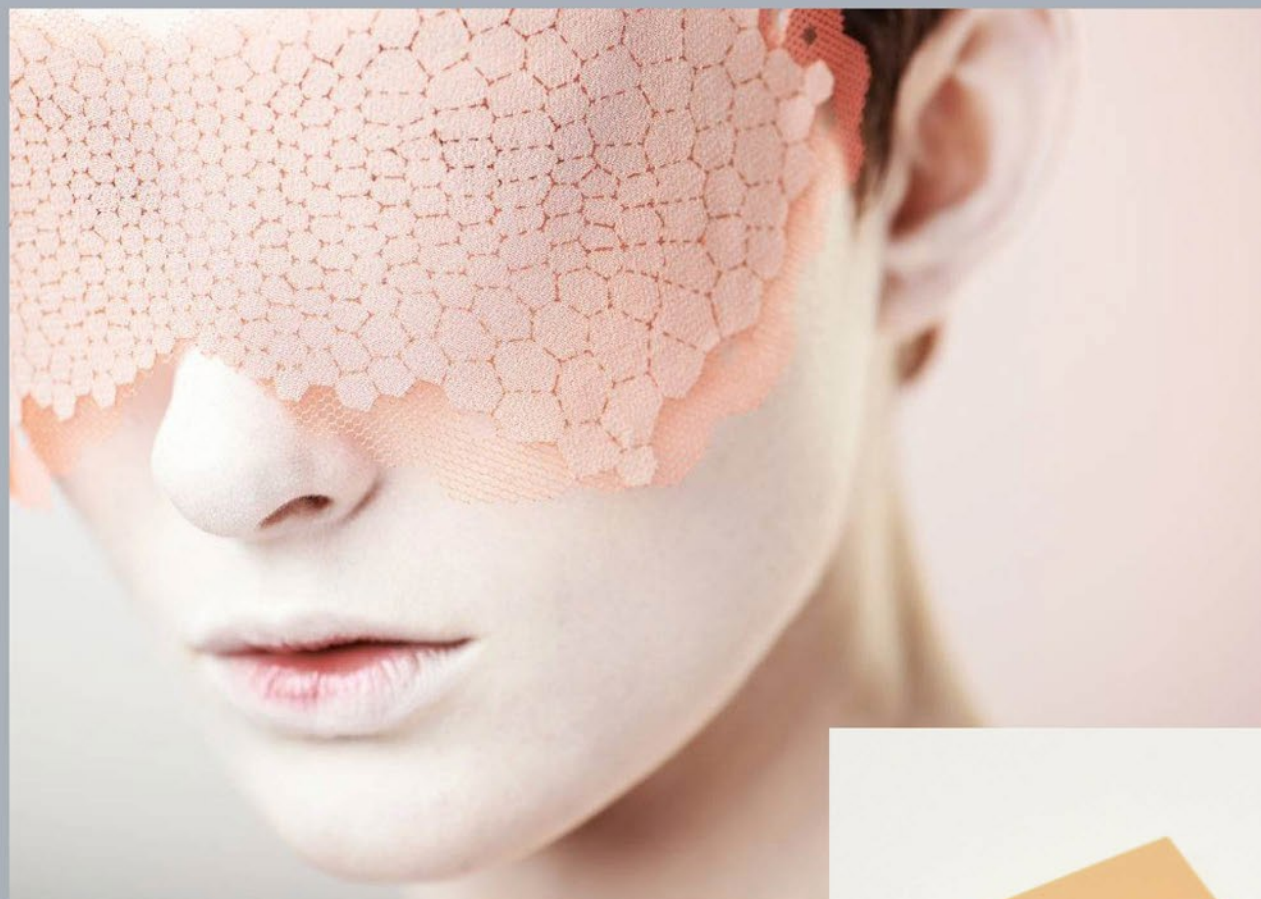
STELLA MCCARTNEY



decorative in 3D PU with engraving



decorative with high frequency embossing



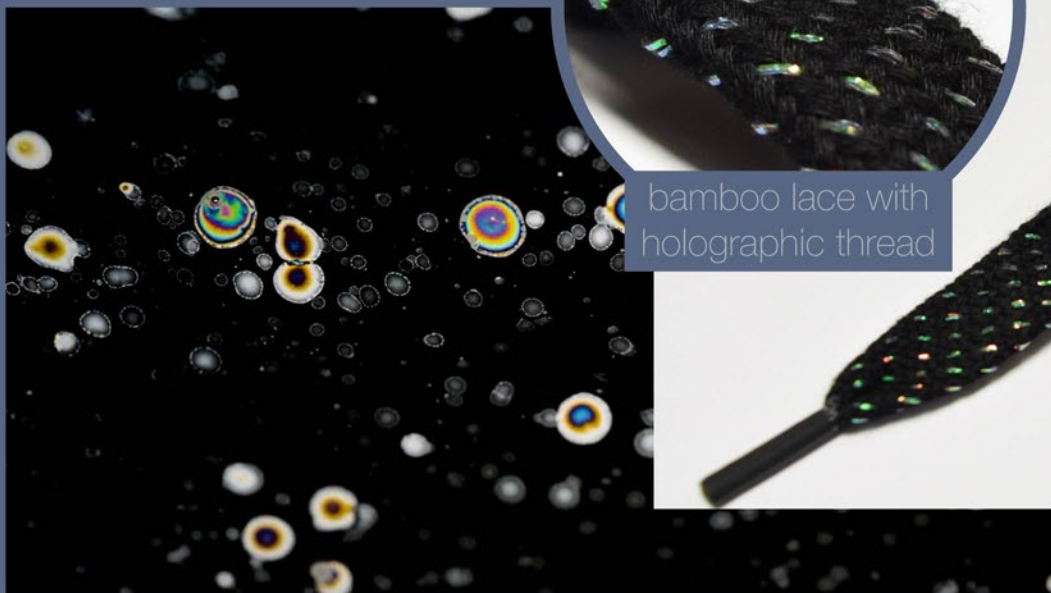
rubberized label
with embossing



frieze in metal thread



bamboo lace with
holographic thread

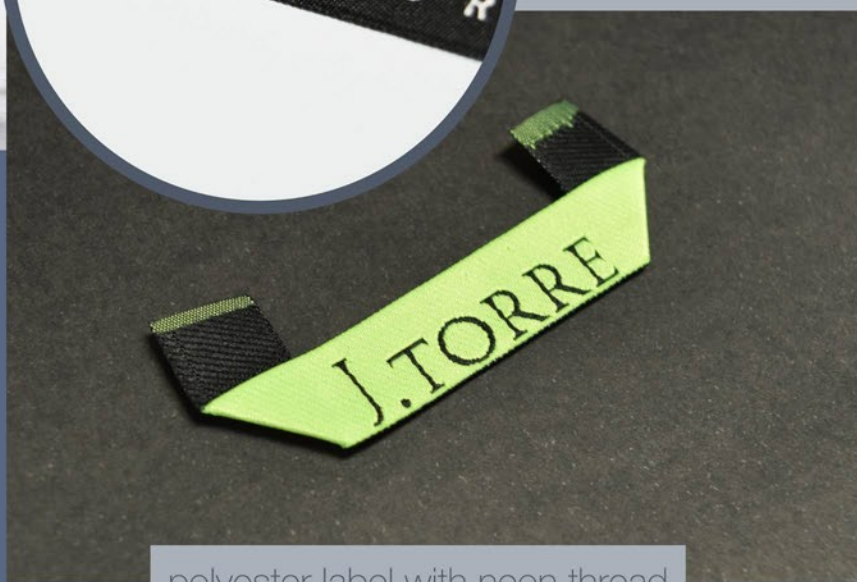


waistband label
in coating 3D PU





MIU MIU



polyester label with neon thread



tag with holographic hot stamping



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export@haco.com.br | +55 47 2102-6042 | haco.com.br