

# A&H | MFG WORLDWIDE



FALL WINTER 2024

Nature's Edge

Midnight Meadow

What's Trending



**Packaging** is not just a cover for your product,  
*it tells your brand story.*

— A&H Worldwide

# Overview

## TREND 2024

Botanical Motifs  
Grounded Luxury  
Sensory Experience



In today's age of social media, information and artistry is spread faster than ever. Long gone are the days of the 20 year trend cycle. Year to year, even season to season, new trends have begun to continuously ebb and flow, and the pendulum swings from one extreme to another. The Fall Winter 2024 season takes a sharp departure from the light and airy aesthetics that captivated the spirit of Spring and Summer.

# Overview

## TREND 2024



This season's packaging collections are designed to create a unique sensory experience through the use of contrasting textures, finishes, and materials. We've included 3D elements, hardware, layered diecuts, organic shapes, tactile papers and fabrics to develop innovative packaging pieces that engage multiple senses.

By engaging the physical sense of touch, we aim to create intrigue and allow consumers to interact with your packaging in a new and exciting way. This not only keeps the packaging in their hands longer, but also creates a memorable unboxing experience that will leave a lasting impression.

# Nature's Edge

TREND 2024

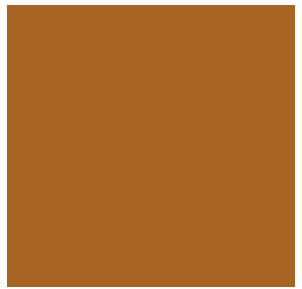
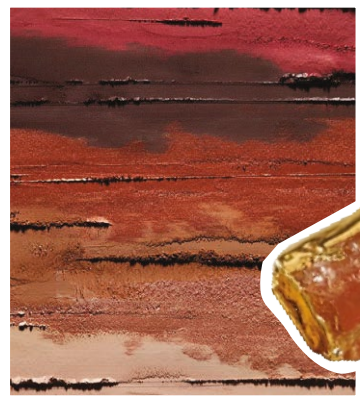
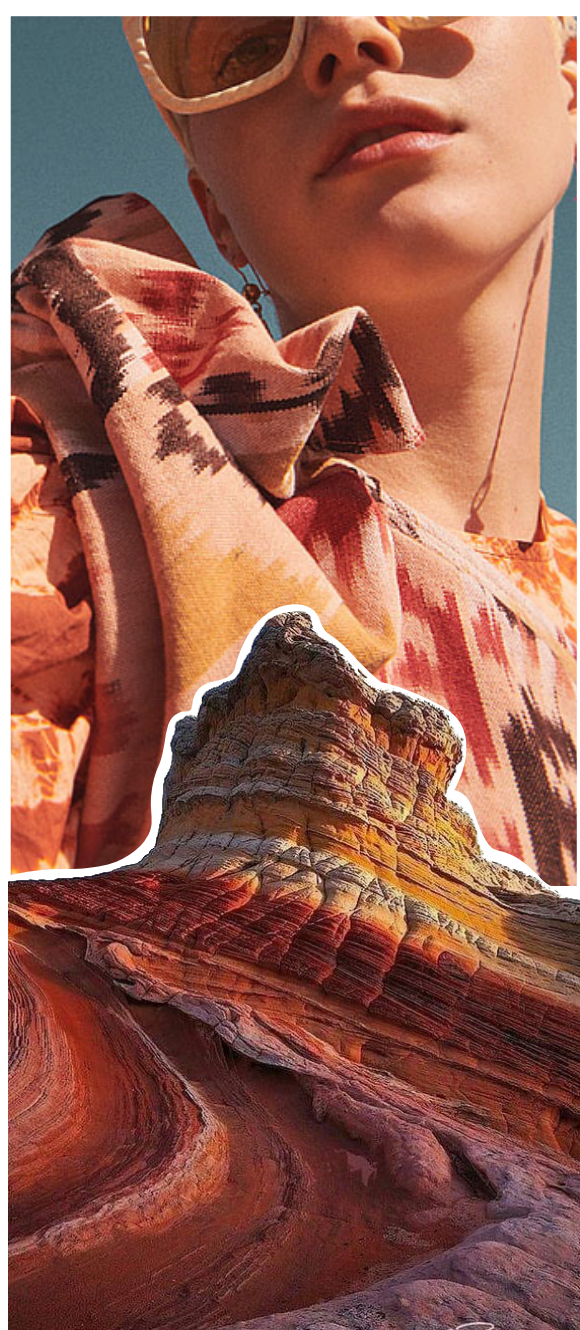


Earthy

Unfiltered

Dimensional

**Nature's Edge** artfully combines the gritty organic textures of the Earth with its delicate natural beauty. The inclusion of seeded papers, uncoated finishes, and aged metallic hardware juxtaposed with delicate botanical illustrations and freeform shapes captures the essence of this trend. Dimensional design elements such as embossing, debossing, and flocking are utilized to create unique textures, resulting in visually striking and tactile pieces that will not only capture the eye of consumers but also leave a lasting impression on their senses.



# Nature's Edge

## CORE COLORS



PMS 7624C

PMS 490C

PMS 7573C

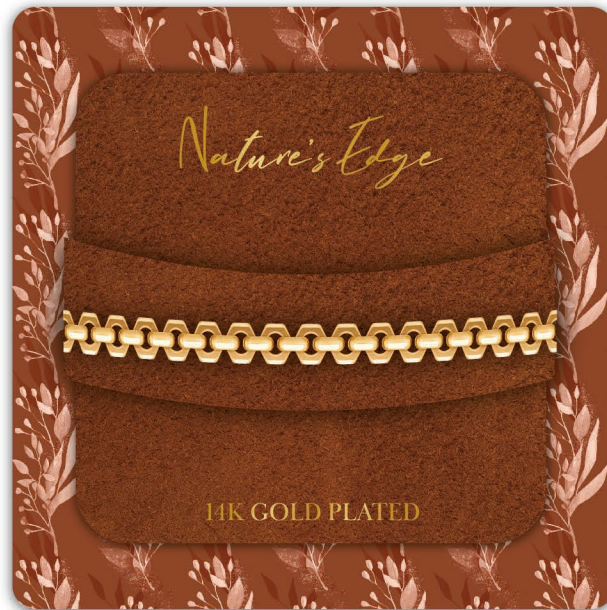
PMS 1375C

PMS 7607C

PMS 7584C

PMS 105C

Drawing inspiration from the sedimentary layers of the earth, **Nature's Edge** showcases rich, spicy hues, which exude a sense of grounded luxury. These colors pair well with warm neutrals and bronze metallics, or may alternatively be blended together in subtle organic patterns. The charm of this palette is further enhanced by the use of irregular organic textures.











Inspired by modern royalty, these delicate teardrop earrings feature 2 prong-set 3 mm cubic zirconia stones.

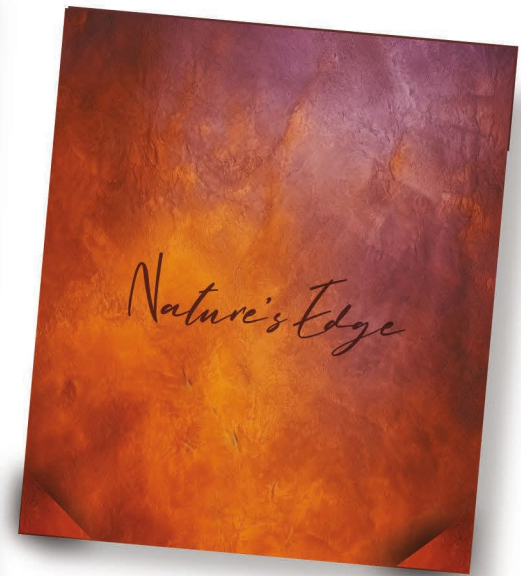
GENUINE CUBIC ZIRCONIA



*Nature's Edge*

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14K Gold Over Sterling Silver



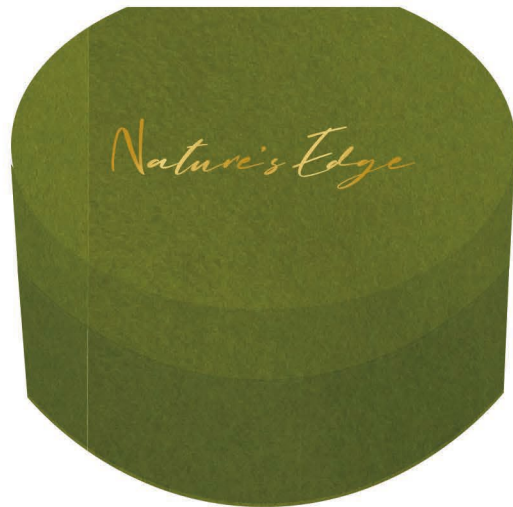
*Nature's Edge*

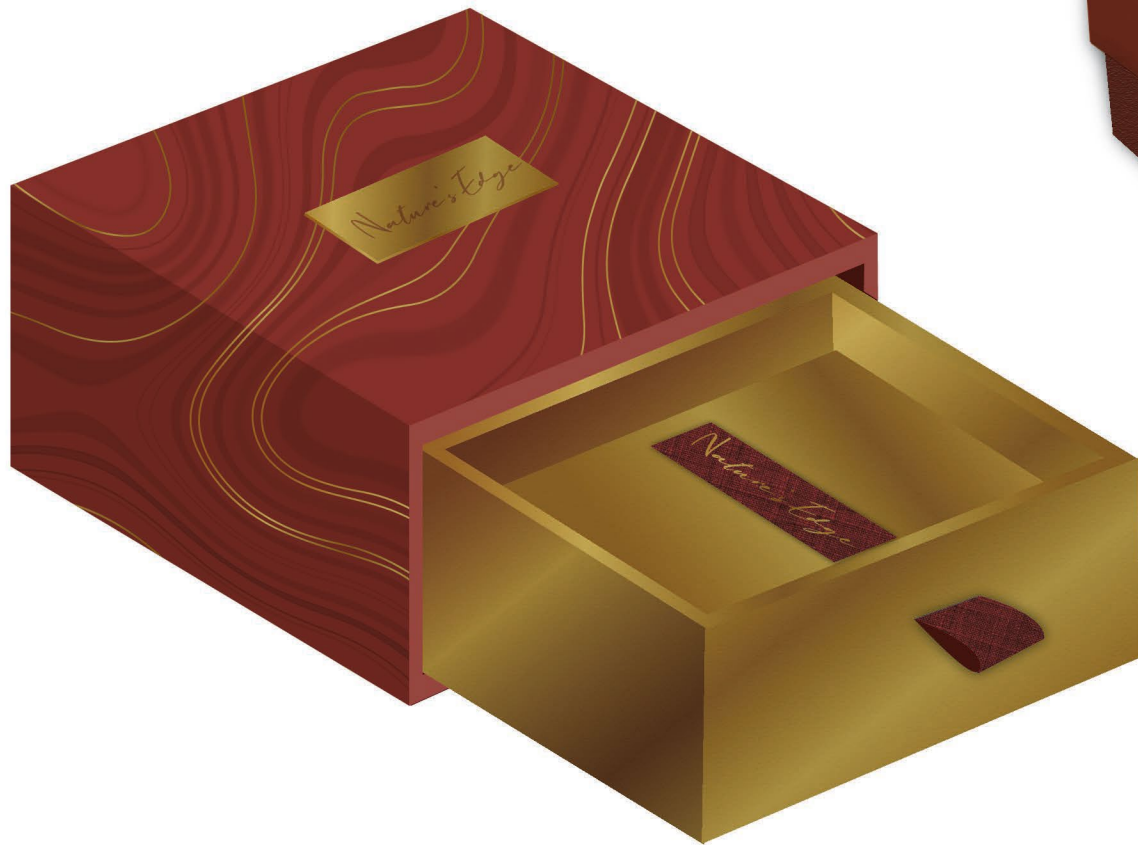
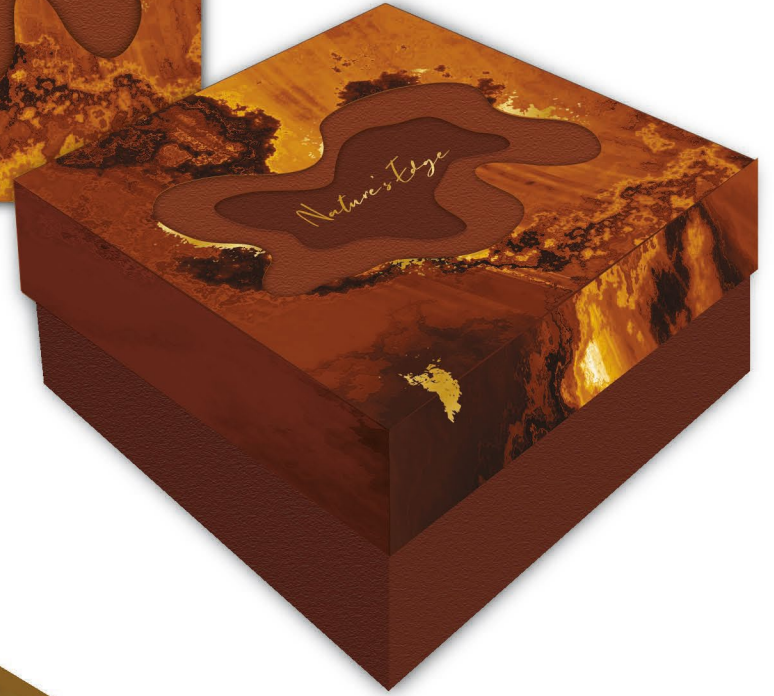


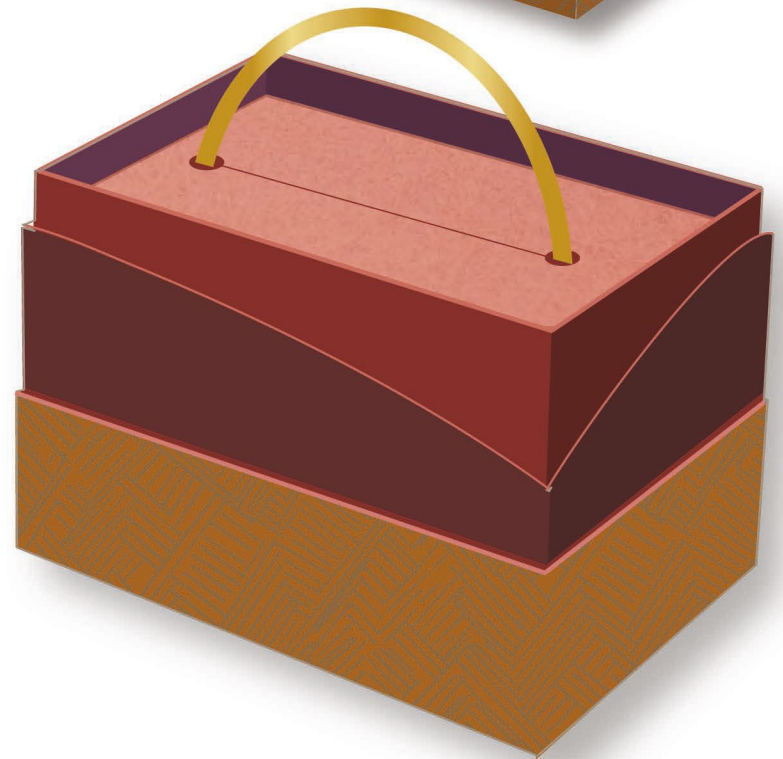
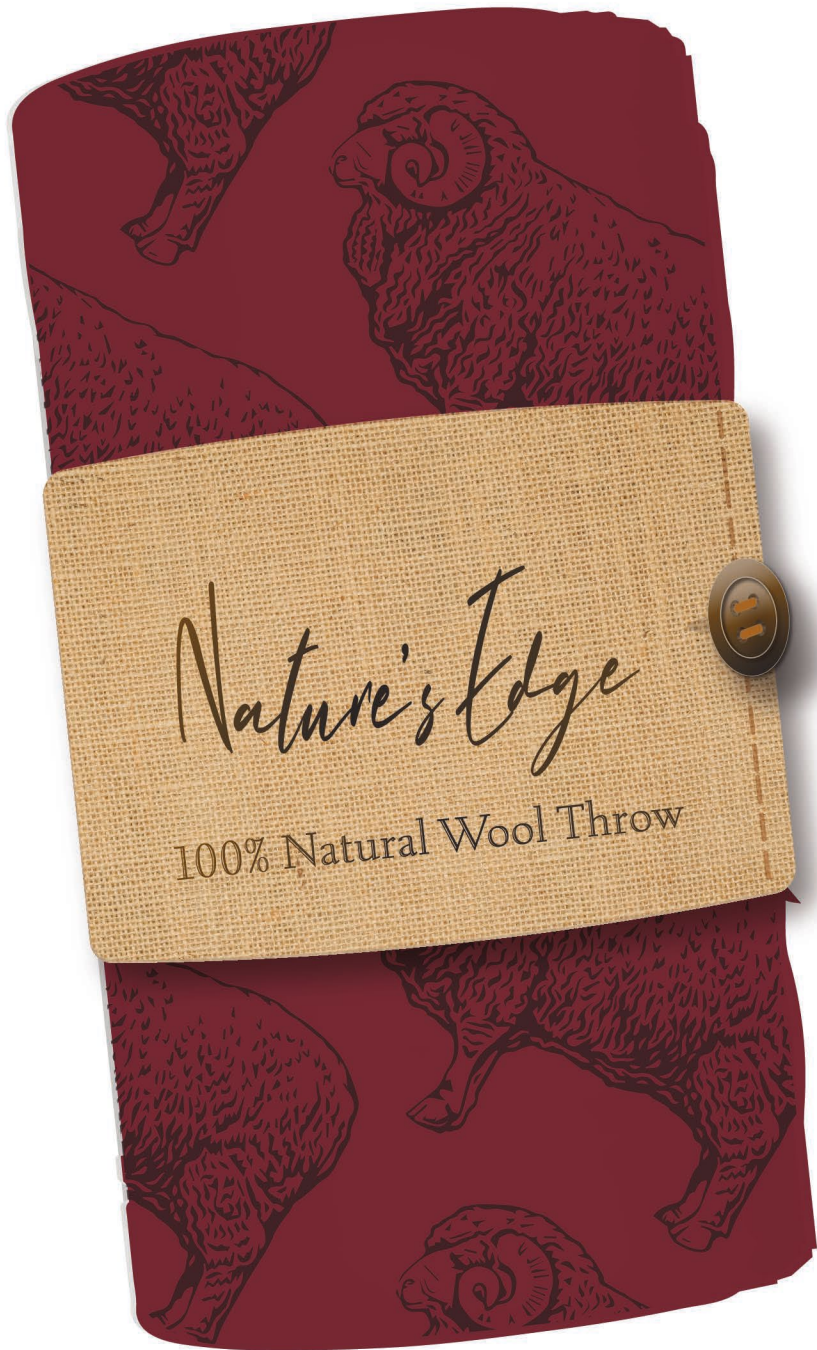
*Nature's Edge*

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*14K Gold Over Sterling Silver*







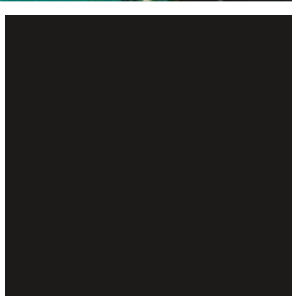
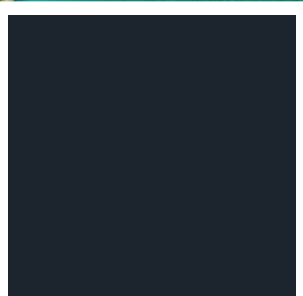
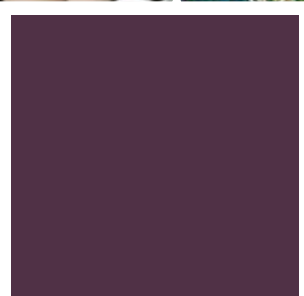
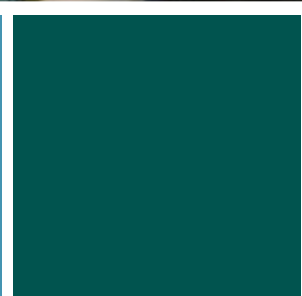
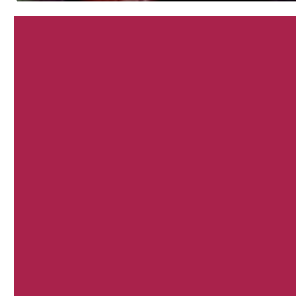
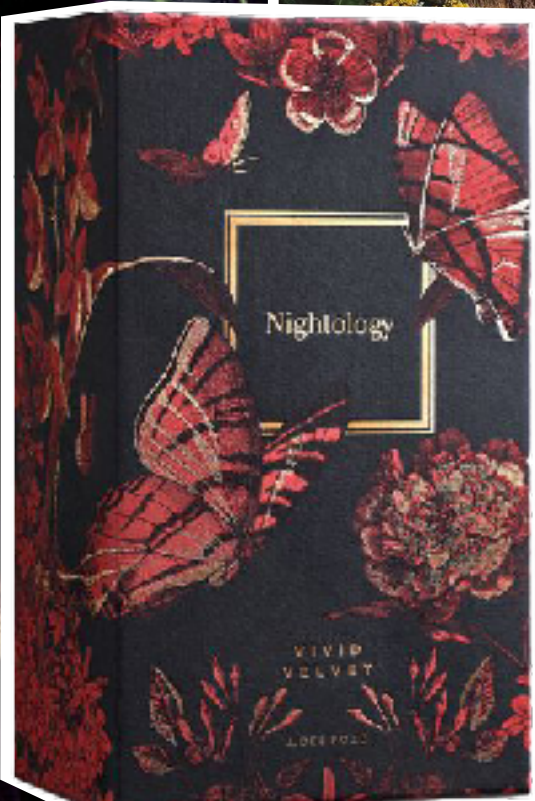
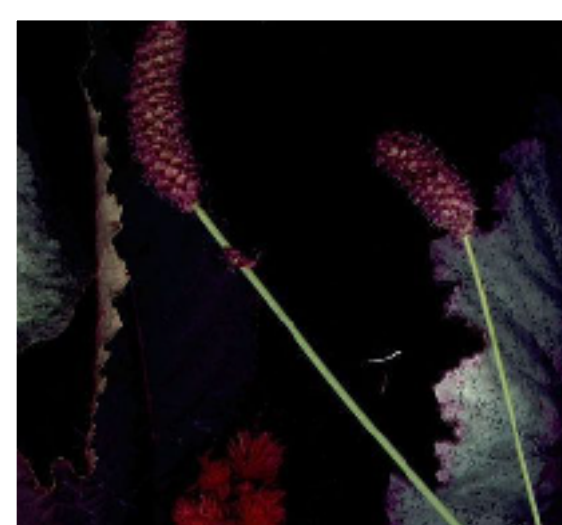
# Midnight Meadow

## TREND 2024

Alluring  
Opulent  
Botanical



**Midnight Meadow** is a visually striking trend that is defined by delicate botanical prints against dark inky backgrounds. The collection features soft matte finishes, which are given a touch of dimensionality by the addition of lustrous pops of foil and glossy varnishes. The packaging in this collection boasts vintage-inspired silhouettes with a contemporary twist that exudes a sense of refined whimsy.





# Midnight Meadow

## CORE COLORS



PMS BLACK

PMS 518C

PMS 533C

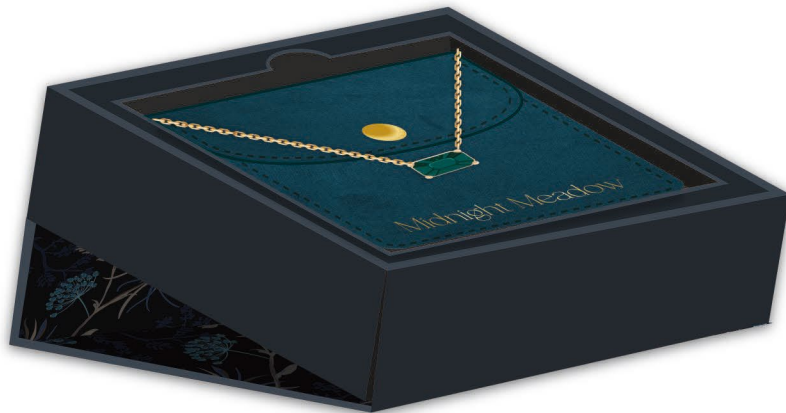
PMS 3292C

PMS 7459C

PMS 7621C

PMS 220C

The enigmatic charm of this palette is characterized by lustrous pops of color juxtaposed against deep inky backgrounds. The juicy berry shades at the heart of our spring-summer collection are elevated to a deeper tone, creating an alluring contrast against the rich jewel tones. You'll find these core colors used in ornate botanical patterns, accentuated with metallic foils and spot varnishes that provide an extra touch of refinement.









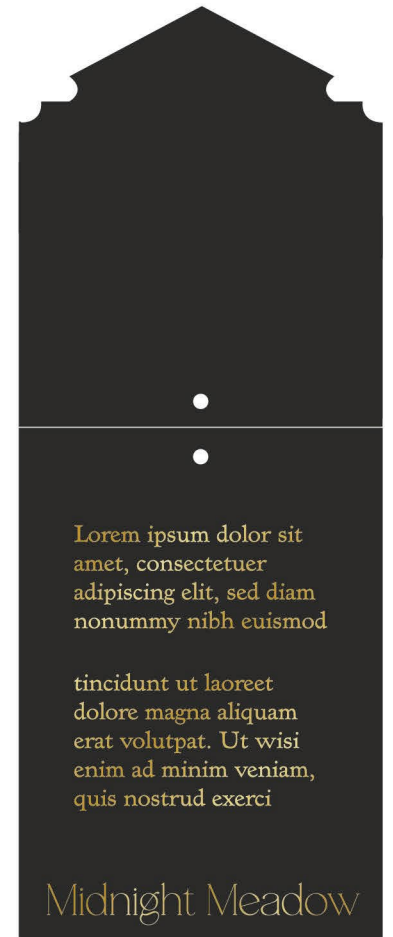


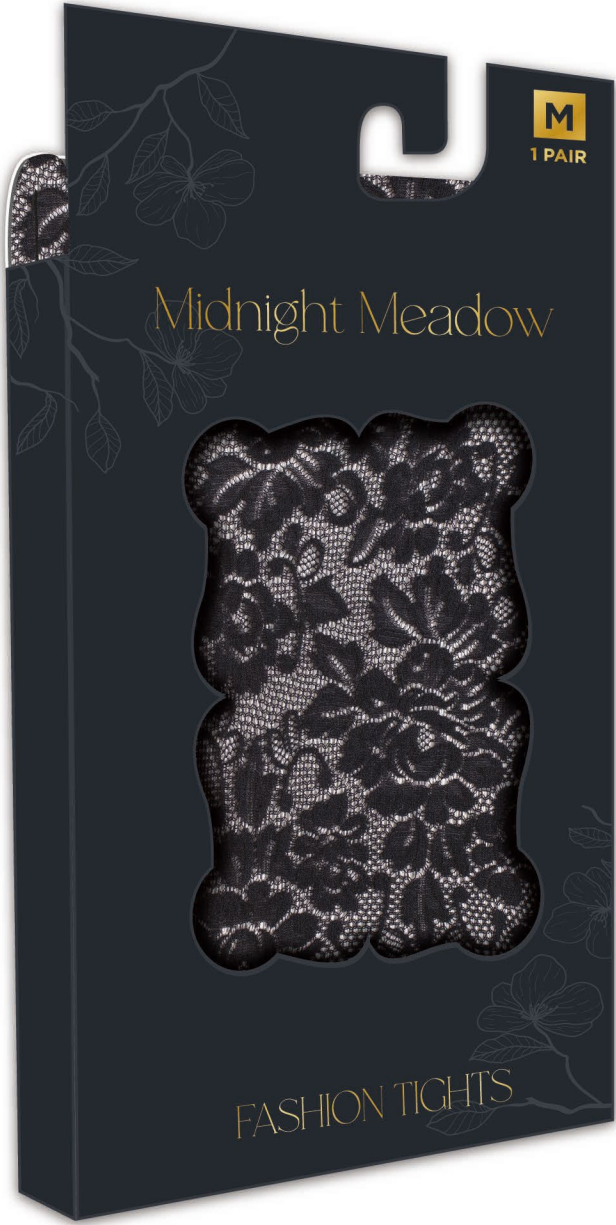
Midnight Meadow

Inspired by modern royalty,  
these delicate teardrop earrings  
feature 2 prong-set 3 mm cubic  
zirconia stones.

GENUINE CUBIC ZIRCONIA











# Common Themes

TREND 2024



This season's trend exudes an air of relaxed sophistication, encouraging us to take a moment to appreciate and experience the world around us in fresh and meaningful ways. We've drawn inspiration from the natural world, including rich earthy tones and textures along with organic shapes and botanical prints. The textural appeal of these collections, achieved through the use of distinctive layering, embossing, and unconventional materials, goes beyond the visual appeal and allows consumers to engage with your packaging on a sensory level, elevating their unboxing experience to new heights.

We're excited to show you our new  
2024 Fall/Winter  
Trend Program!

We're Here to Help!

For more information on how you can incorporate these trends into your product packaging, please give us a call at **401-943-5040**

or email **info@aandhworldwide.com**.

Be sure to visit us online at **www.aandhworldwide.com**