

A fresh lick of paint

With the new packaging for Schöner Wohnen Farbe, sieger design has brought the look of the successful home decor magazine to the DIY market

The new Schöner Wohnen Farbe Naturell and Architects' Finest have been launched with packaging by sieger design. The packaging of the existing Schöner Wohnen Trendfarben has also been given a complete overhaul. The communications team struck the perfect balance between passionate innovation and continuity with the familiar look.

With a circulation of over 300,000 copies, Schöner Wohnen is Europe's biggest home and lifestyle magazine. The industry-leading magazine showcases interior design trends and inspires its readers to turn their own decoration ideas into reality.

Schöner Wohnen Farbe is part of the Schöner Wohnen Collection, an established DIY brand that allows readers to recreate the stylish looks from the magazine in their own homes. In parallel with the 2017 relaunch of the existing paint portfolio, the range was also expanded with new products. In the brand overhaul project, sieger design was responsible for the relaunch of the packaging for the existing Schöner Wohnen Trendfarben and the packaging design for Naturell (a series of new mineral shades) and the new premium paint range Architects' Finest.



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