

BOUTIQUE PACKAGING 101

**(OR HOW TO COMMAND RIDICULOUSLY ABOVE-AVERAGE PRICES FOR BELOW-AVERAGE PRODUCTS
AND HAVE CUSTOMERS FALL FOR IT EVERYTIME)**

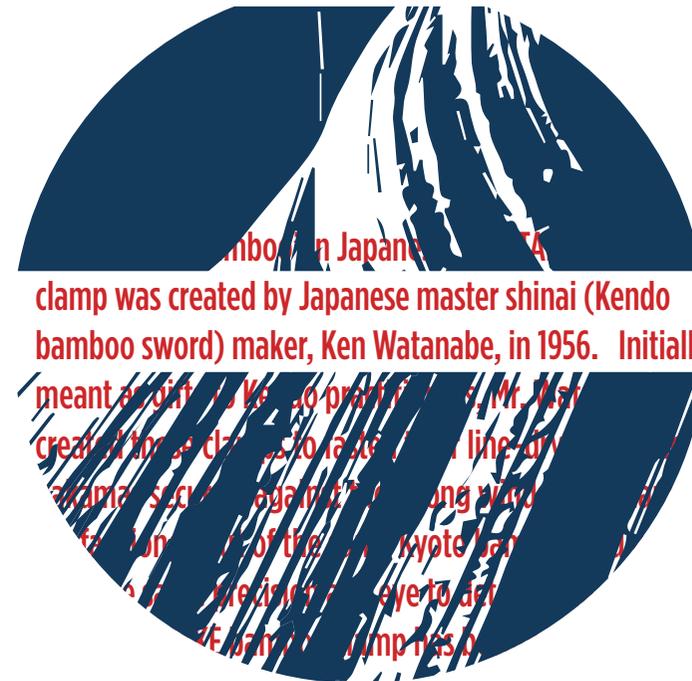
1. PICK A COUNTRY, ANY COUNTRY.

(PREFERABLY FAR AWAY)



2. FIND A GURU TO MAKE YOUR PRODUCT.

(PREFERABLY BY HAND. JUST TO USE THE WORDS ‘HANDCRAFTED’)



3. GIVE YOUR PRODUCT ANOTHER NAME.

(CLOTHES PEGS? NO. CLAMPS)



4. CONSULT **GOOGLE TRANSLATE** FOR A
SUITABLE FOREIGN NAME.

(OR NON-SUITABLE. WHO WILL KNOW?)



5. NAME YOUR PRICE.

(£9.95. BECAUSE £10 FOR CLOTHES PEGS WOULD BE HIGHWAY ROBBERY)

£9.95

10 oz

take.com

6. THANK YOUR CUSTOMERS WHO FELL FOR IT.

(BECAUSE YOUR PARENTS RAISED YOU WELL)

Dear Adventurer, Explorer, Warrior, and Lover of life,
Thank you for trusting us.

Allow us to share a little lesson from the humble bamboo. To stand strong, the bamboo develops its root system over four years. This system allows the bamboo to stay planted against harsh conditions. It bows down to the weight of snow and it bends with gusty winds. But it is able to spring back up everytime.

Be like the bamboo against adversity. Anchor down and stay rooted.
We'll do the same for your gear.

TA•KE

