



Welcome



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Thank you for downloading our Fashion Brand Packaging Guide!

This guide has been carefully designed for start-up fashion companies to help you confidently navigate your packaging and labelling journey. From understanding different packaging types to making informed decisions about sustainability, branding, and costs, our goal is to give you the knowledge you need to make the best choices for your brand.

At Hallmark, we're here to do more than just produce packaging products. We aim to support and guide you every step of the way - helping you find solutions that align with your vision, values, and business goals.

With over 40 years of experience in the industry, we bring a wealth of knowledge and expertise that we're proud to share with you.

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Packaging Types

When building your fashion brand, it's important to understand the different packaging and labelling requirements depending on how you sell your products. Whether you're selling online, in-store, or both, choosing the right combination will help you create a professional, consistent brand experience.

Non-Ecommerce Packaging & Labelling (Retail /In-Store)

For retail, the focus shifts to presentation, branding, and the in-person customer experience.

Essential Packaging

Paper Carrier Bags
Luxury Gift Bags



Recommended Touches

Tissue Paper
Ribbon
Premium Wrapping
Boxes for Higher-End Products



Why does it Matter?

Retail packaging enhances perceived value and helps your products stand out, bags are also walking advertisers of your brand so very important to make eye catching and reflective of your brand.

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Packaging Types

Ecommerce Packaging & Labelling (Online Businesses)

For ecommerce brands, packaging needs to balance protection, cost-efficiency, and customer experience.

Essential Packaging

Mailing Bags

Postal boxes

Inner Garment Protection

Polybags

Paper Mailing Bags



Recommended Touches

Branded Stickers or Seals

Branded Tape

Branded Tissue Paper

Thank You Cards/Promotional Inserts

Care Instruction Cards



Why does it Matter?

Your packaging must ensure products arrive safely while also creating a positive and memorable unboxing experience that reflects your brand.

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Packaging Types

Core Items



Branded Garment Labels

Washcare Labels

Swing Tags

Tissue Paper

Branded stickers or Seals

Thank You or Brand Message Cards



Why does it Matter?

Using consistent packaging across all touchpoints strengthens your brand identity and creates a seamless customer experience, whether your customer shops online or in person.

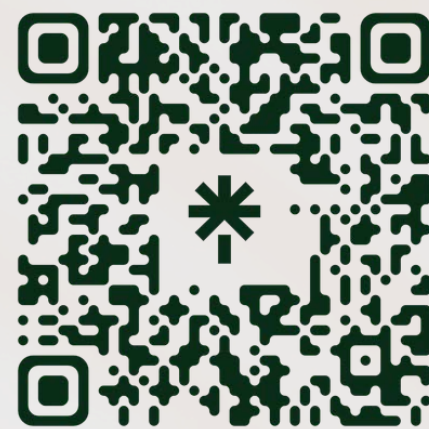
Top Tips

Start with the essentials and build from there. Many successful brands begin with simple, cost-effective packaging and gradually introduce more premium, fully branded options as they grow.

Keep your branding consistent across all packaging and labelling to build recognition and trust with your customers.

Choose packaging that reflects your brand values, especially if sustainability is important to your audience.

Remember that the little details count - small touches like tissue paper, stickers, or a thank you note can make a big impact on your customer's experience and retention.



Sustainability Options

Sustainability is becoming increasingly important for fashion brands, and choosing the right packaging can help reduce your environmental impact while aligning with your customers' values.

Paper Mailers & Boxes

Paper-based packaging, such as mailers and boxes, are a popular sustainable choice. They are widely recyclable, biodegradable, and offer a more eco-conscious alternative to plastic packaging - while still providing strong protection for your products.



Recyclable Mailing Bags

If you opt for mailing bags, many are now made from recyclable materials. This allows you to maintain the lightweight, cost-effective benefits of poly mailers while offering a more environmentally responsible option.

Certified Materials

At Hallmark, the paper and board we use comes from responsibly managed forests. This ensures your packaging supports sustainable sourcing and responsible production practices.



Reducing Waste

Simple choices such as using the right packaging size, minimising excess materials, and selecting multi-purpose packaging (e.g. reusable mailers) can significantly reduce waste.

Why does it Matter?

Sustainable packaging not only helps the environment but also strengthens your brand image, as more customers are actively choosing to support businesses with responsible practices.



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Building Your Brand Within Budget

Understanding packaging costs early on will help you budget effectively and avoid unexpected expenses as your brand grows.

Top Tips

Start with Small Quantities -

Test out what is working well for your products and then invest in higher quantities once sales and cash flow stabilises.

Order in Bulk (when ready) -

Larger quantities reduce the cost per unit, but only scale up once you're confident in your sales volume.

Be mindful of MOQs (Minimum Order Quantities) -

Custom packaging often requires higher minimums, so plan ahead to avoid over-ordering.

Choose Versatile Packaging -

Use packaging that works across multiple products to reduce the need for different sizes and styles.

Balance Cost VS Brand Perception -

Higher-end packaging can elevate your brand, but it should align with your product price point.

Plan for Growth -

Your packaging should be scalable; what works for 50 orders may not be cost-effective for 500.

What to Expect as You Grow

As your order volume increases, your cost per unit will decrease, allowing you to invest in more premium, fully branded packaging without significantly increasing overall spend.

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Branding Tips

Strong branding is a key part of building a successful fashion business. Your packaging and labelling are not just functional - they are an extension of your brand, helping to create recognition, build trust, and shape your customer's overall experience.

Keep your Branding Consistent

Use the same logo, colours, and fonts across all packaging and labels to build recognition and trust.



Make a Strong First Impression

Your packaging is often the first physical touchpoint with your customer, so ensure it reflects your brand's quality and identity.

Use packaging as a Marketing Tool

Include messaging, social media handles, or QR codes to encourage repeat purchases and engagement.



Don't Overcomplicate It

Simple, well-executed branding is often more effective than overly complex designs.



Create a Memorable Unboxing Experience

Think about how your customer interacts with your packaging from opening to product reveal.



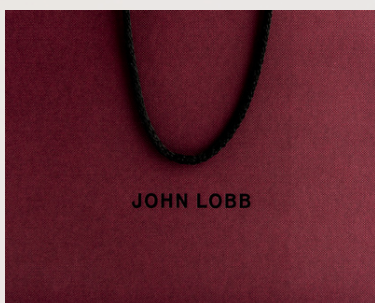
Prioritise Readability on Labels

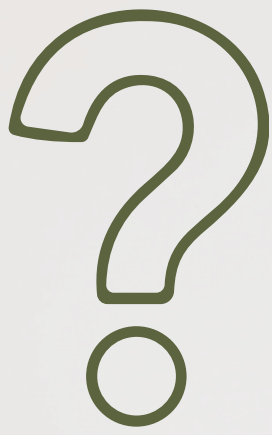
Ensure care labels and product information are clear, compliant, and easy for customers to understand.



Choose the Right Materials

Your packaging should align with your brand (e.g. premium, minimal, sustainable, or bold).





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FAQ's

What packaging do I need to start my Fashion Brand?

Most start-ups begin with the essentials: mailing bags or boxes (for ecommerce), swing tags, garment labels, and simple branding elements like stickers or inserts.

What are MOQs (Minimum Order Quantities)?

MOQs are the minimum number of units you need to order from a supplier, which can vary depending on the product and level of customisation.

How can I keep Packaging Costs Low?

Start with ordering in smaller quantities until your sales increase.

Do I legally need Care Labels?

Yes, care labels are a legal requirement and must include fibre composition and care instructions.

How Important is Packaging for my Brand?

Packaging plays a key role in customer experience, brand perception, and repeat purchases - it's often your first physical impression.

Can I use the same packaging for Online and Retail?

Yes, many brands use hybrid packaging (like tissue paper, labels, and inserts) across both channels to stay consistent and cost-efficient.

How long does Packaging Production take?

Lead times vary depending on the product and level of customisation, but it's important to plan ahead to avoid delays.

Can Hallmark help me choose the right packaging?

Yes, Hallmark works closely with start-up brands to recommend the best options based on your budget, brand, and growth plans.

How can I make my Packaging more Sustainable as a Start-Up?

Start by reducing excess packaging, choosing recyclable or responsibly sourced materials, and using multi-purpose or reusable packaging where possible.

Should I Communicate my Sustainability Efforts to Customers?

Absolutely - clearly communicating your use of sustainable materials can strengthen your brand image and build trust with your audience.



Thank You



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Thank you for taking the time to explore our Fashion Brand Packaging Guide!

We hope this has given you a clear understanding of how to approach your packaging and labelling, from selecting the right materials to building a strong and consistent brand experience.

Starting a fashion brand comes with many decisions, but with the right knowledge and support, you can make confident choices that align with your vision, budget, and long-term goals.

For more information or to discuss your packaging needs, please contact us at sales@hallmarklabels.com or call **020 8532 0620**.

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