

On Jan 29, 2010, at 6:39 PM, Mary Acker wrote:

Hi Cara. We both think the second look is right on for VS. Can you please drop the use of ISO in the text and make us a 3D box image that we can send out Monday.

Thank you,  
Mary

----- Original Message -----

From: Cara Moultsis <[REDACTED]>  
To: Richard Guy; Mary Acker  
Sent: Fri Jan 29 18:04:49 2010  
Subject: The Body Boxes

Hi Richard and Mary,

Here's 2 mockups... simple and more complex... for The BODY box. The intention is that all the gray would be metallic silver spot color. On the one w/ girl photograph, she would be part of the CMYK build (no metallic spot color). Then, on both options, we'd want to explore options for spot varnish for a matte/high gloss contrast. On the simple one, I'd do the dark red and all the silver areas varnished; bright red on left, flat matte. On the girl one, Everything would be spot varnish except for the bright red in the background behind her.

Let me know your feedback!

Thanks!  
Cara

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