

TINY BOX
COMPANY

THE TINY BOX STARTUP GUIDE TO JEWELLERY PACKAGING

From first orders to first impressions, here's how to confidently choose packaging that makes your brand unforgettable.





STARTING OUT? START HERE.

Choosing packaging when you're first starting out can feel surprisingly big. **You're not just picking a box**, you're deciding how your brand shows up, how your products arrive, how much you can afford to spend, and how you want customers to feel when they open their order.

The good news is that you don't need to get everything perfect straight away. In fact, most new brands are much better off starting with a simple, thoughtful setup they can grow into, rather than trying to do everything at once.

This guide is here to help you do exactly that.

We'll walk you through the main things to think about, the common mistakes to avoid, and the packaging choices that tend to make the most sense when you're still finding your feet. Whether you're packing your first ten orders or getting ready for your first market, this is your starting point.

WHAT GOOD PACKAGING NEEDS TO DO.

When your brand is new, it's easy to get swept up in just how packaging looks. Of course that matters, but good jewellery packaging is not just there to be pretty.

At its best, your packaging should do four simple jobs:

1. Protect your product.
2. Make your order feel considered.
3. Reflect your brand.
4. Work for your day-to-day life.

When you're deciding what to choose, try to keep coming back to these four things. If a packaging idea looks lovely but is awkward to pack, too expensive to repeat, or not right for how you sell, it's probably not the right fit just yet.



THE THREE MAIN QUESTIONS TO ASK YOURSELF

Before you dive into colours, ribbons, and box styles, it helps to get clear on the basics, so ask yourself these three things:

1. How do I sell? If you sell online, your packaging needs to arrive well by post. If you sell in person, it needs to feel good at handover. If you do both, you'll want something flexible.

2. What can I realistically spend right now? This is not about aiming low, it's about making smart choices. A simpler setup that you can afford to repeat is always better than a fancy one that only works once.

3. Do I want plain packaging or branded packaging? Plain packaging can still look polished and premium. Branded packaging can have a bigger impact, but it does not have to happen all at once.



PLAIN OR BRANDED?

Here's how to decide.

The honest answer is that both can work beautifully.

- **Plain packaging** is often a great place to start. It is flexible, easier to commit to, and gives you room to evolve your branding over time. It can still feel really lovely with thoughtful details like tissue paper, ribbon, stickers, or tags.
- **Branded packaging** can help your business feel more polished and memorable, especially if your visual identity already feels strong, or you sell face to face and want to make more of the moment.

If you're torn, here's a good rule of thumb:

- If you want flexibility and ease, start plain.
- If branding is central to your customer experience, start small with branded details.
- If the budget is tight, brand one or two things first, not everything at once.



BUILDING YOUR PACKAGING SETUP

For most jewellery brands just starting out, your setup will usually come down to three layers:

- 1. The jewellery box:** This is the main presentation piece. It keeps your jewellery protected and gives the order its first sense of occasion.
- 2. The outer packaging:** If you sell online, this might be a mailing box or postal outer. If you sell in person, it could be a gift bag or carry bag.
- 3. The finishing touches:** These are the details that make everything feel more complete. Think tissue paper, ribbon, stickers, twine, or tags.

At Tiny Box, we often find that the best startup setups are the ones that feel easy to repeat. A well-chosen jewellery box, a practical outer layer, and one or two thoughtful finishing touches can go a very long way.



COMMON START UP MISTAKES TO AVOID

There are a few packaging traps new businesses fall into all the time. Luckily, they're all avoidable!

- **Trying to do too much too soon:** You don't need ten different packaging elements to look professional.
- **Choosing based on looks alone:** If it's awkward to pack, expensive to replace, or not practical for postage, it will become a headache.
- **Forgetting the outer packaging:** Your jewellery box matters, but if you sell online, what protects it matters too.
- **Not thinking ahead:** Ask yourself, "Will this still work if I get busier?" If the answer is no, it may not be the right setup.
- **Branding everything at once:** It is often better to choose a few things well than lots of things halfway.



IF YOU WANT THINGS TO FEEL MORE PREMIUM

Making packaging feel more premium does not always mean spending dramatically more. Often, it is the smaller choices that make the difference:

- A softer texture.
- A better colour combination.
- A neater box shape.
- A ribbon instead of nothing at all.
- A well-placed label that makes plain packaging feel intentional.



A TINY CHECKLIST BEFORE YOU ORDER

Before you choose your packaging, run through these quick questions:

- Does it suit how I sell?
- Will it protect my jewellery properly?
- Does it feel like my brand?
- Is it realistic for my budget?
- Will it be easy to pack and reorder?
- Can I grow with it?

If you can answer yes to most of those, you are probably on the right track.



YOU DON'T NEED TO HAVE IT ALL FIGURED OUT

Packaging can feel like a big decision when you're starting out, but it does not need to be a perfect one. The best setup is usually the one that fits your business now, feels manageable day to day, and gives your customers an unforgettable experience from the beginning.

You can always refine things later; most brands do.

Ready to find your jewellery packaging? [Explore our range.](#)
Need a hand choosing? [Get in touch.](#)

