JILL PLATNER



Properties list:

end-user packaging single product jar and pot shopping bag cardboard and paper metals metallic debossed, embossed identity by typography identity by colour jewels new product

From Helicopter site: "Jill is a jewelry designer who makes beautiful, intricate, natureinspired pieces in silver and gold. Prior to working with us she had struggled to bring into cohesion her in-store, consumer marketing, and promotional identities. We developed an elegant system to unify the brand (without losing its mirth) and developed a long-term strategy to present her work in its own rarified space."

Reference: http://www.hellochopper.com/work.php?cid=8&wid=16

Credits: Year: 2008 Agency: Helicopter Other images: