

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, nature-inspired 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: