CARLUCCIO'S PANETTONE



Properties list:

additional structural elements box cardboard and paper opaque typographical texture identity by typography identity by colour confectionery and sweetness gift packaging new product single product end-user packaging

Great work from UK based IRVING for Carluccio?s.

?Carluccio?s is a series of modern Italian caffès and food shops with a passion for design. From packaging and print through to web design, Irving has worked closely with the founders to build a brand which over eight years has developed from two stores into a hugely successful AIM listed series of destination caffès that has set a new benchmark on the high s treet.?

Reference: http://lovelypackage.com/carluccios/

Credits:

Agency: Irving **User:** Carluccio

This document was created by www.packagingdesignarchive.org			

 $Original\ web\ page:\ http://www.packagingdesignarchive.org/archive/pack_details/1322$

Other images: