HE SAID SHE SAID





Properties list:

end-user packaging range of products wine new product labels and sleeves bottle cardboard and paper glass and ceramics ironic illustrated character

Communication between the sexes has long been hazardous. He says ?wrong way down?, she says ?right way up? and before you know it things have gone all topsy-turvy. "He said, she said " is the fun and quirky entry level wine range for The Lake House Denmark in Western Australia. The naming and label is designed to inspire conversation and spark a healthy debate at the dinner table.

Reference: http://www.manifesto.com.au , http://www.lakehousedenmark.com.au

Credits:

Country: Australia

Year: 2009

Agency: Manifesto Design **User:** The Lake House Denmark

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