

MAGNIFICENT WINE



Properties list:

- identity by illustration
- identity by typography
- unusual visual association
- contemporary
- ironic
- cardboard and paper
- glass and ceramics
- bottle
- wine
- new product
- range of products
- end-user packaging
- adults

The packaging is simple and even childlike in its sort of homemade appearance. There is no doubt these wines stand out on store shelves. With price points in the \$10-\$20 per bottle range.

Reference: <http://www.magnificentwine.com>

Credits:

Country: United States of America

Year: 2008

User: The Magnificent Wine Company

Designer: Rikke Korff

Other images:

