

LOVE SAVES THE DAY



Properties list:
end-user packaging
range of products
new product
transparent
unusual visual association
confectionery and sweetness
labels and sleeves
jar and pot
bottle
glass and ceramics
metals
ironic
contemporary
illustrated character
identity by illustration

From [999](http://www.999design.com) website: "Established almost 10 years ago, Love Saves the Day has become an integral part of Manchester's cultural and social district providing the city's discerning food lovers with a unique venue in which to meet and eat.

As regular customers within a stone's throw of Manchester's greatest deli, we were asked over a skinny latte, if we would care to develop a series of cool and quirky labels and packs to run across the entire product range.

We started with pickles and a remit to stay away from stereotypical, supermarket-style food packs. We obliged.

We pulled together some great retro glamour illustrations. Big hearted gals on good old fashioned jars reflecting the character of Love Saves the Day, and raising a smile with the customers. It worked a treat.

We've now been tasked with developing packs for coffee, wine, champagne, pasta, olive oil"

Reference: <http://www.999design.com/work/categories/Packaging/Lovable+Packaging-60>

Credits:

Country: UK

Year: 2009

Agency: 999 DESIGN

Other images:

