U' LUKVA



Properties list:

gift packaging end-user packaging single product update alcohols and spirits labels and sleeves box bottle transparent glass and ceramics identity by shape identity by typography

U'Luvka Vodkas have pioneered the super-premium category, capitalizing on a revitalized cocktail culture. Aloof's design for U'Luvka reflects a rich mix of ancient and modern Poland, alchemical philosophy, and Arts and Crafts references. The type identity was sympathetically refine dfrom one of the first recorded Polish typefaces. Discretely branded, the bespoke bottle's silhouette ensures U'Luvka is instantly recognizable.

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

Credits:

Agency: Aloof Design

Other images:















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