PURE



Properties list:

gift packaging
identity by system of colour
identity by colour
single product
end-user packaging
update
clothes and accessories
additional structural elements
flacon
box
smooth
textured
debossed, embossed
contemporary
fabrics
cardboard and paper
unusual visual association
identity by textures and patterns

Good Creative: "Pure Collection is the UK's leading online cashmere retailer. The owners of the business are immensely passionate about every detail and we took the same care and approach to their brand. At the heart of it all, we combined the two halves of the company. English heritage and reserve, from their home in Harrogate, combined with the colour and passion of Mongolia, where they gather and manufacture the finest of cashmere. A line from the brief, "Elegance With A Twist", gave us our vision for the brand and we created a series of Mongolian influenced ribbons to complement the dark browns and greens of a quintessential England, to form the backbone of the brand and all its deliverables."

Reference: http://www.good-creative.com/pure.html

Credits:

Country: UK
Agency: Good Creative

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