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Рекорд

Vol. 2

№ 4



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Российская

История

№ 4

常州大学图书馆
藏书章



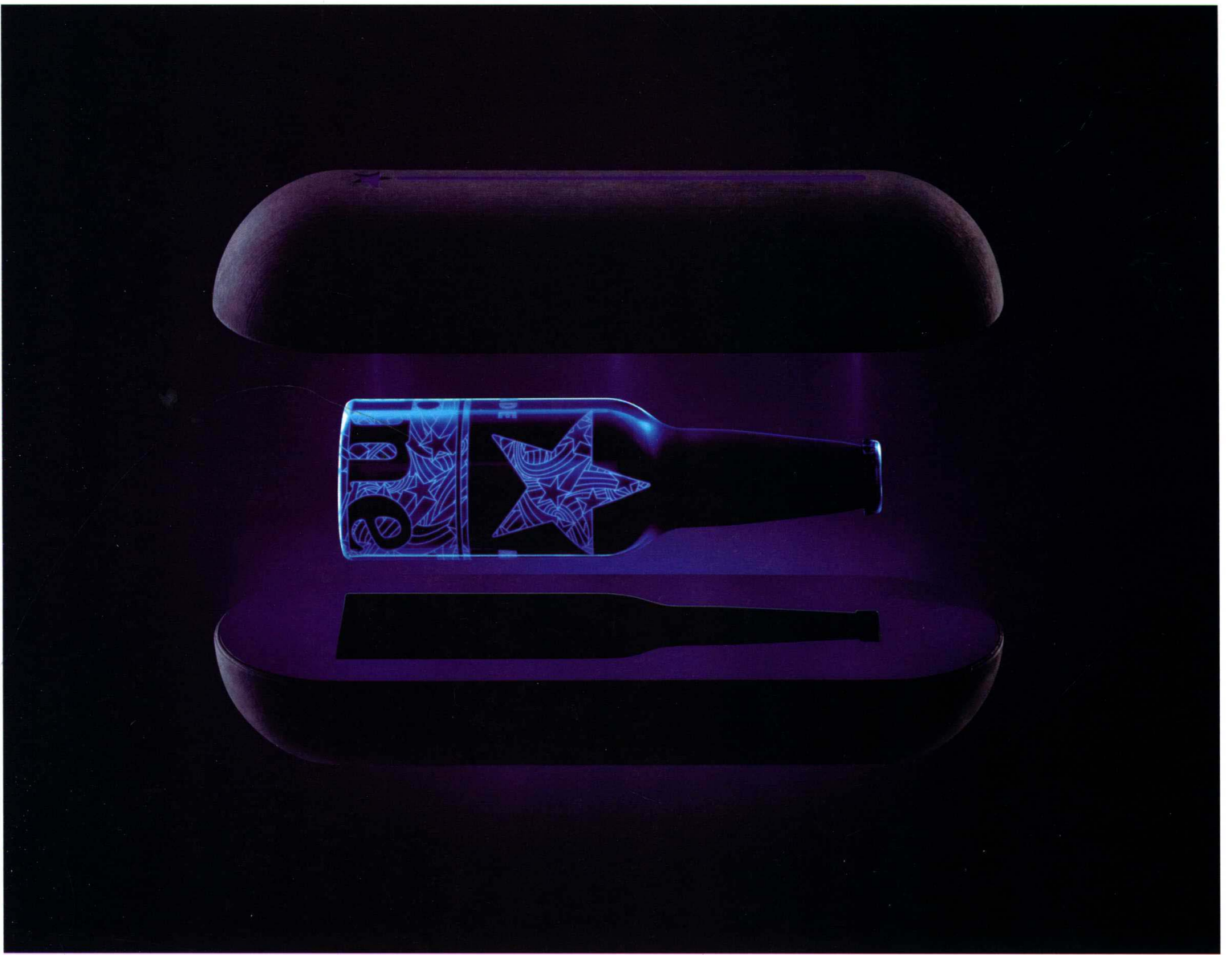
002

Alternative Organic Wine

Client Australia
Design The Creative Method

The brief was to name and create a premium organic package for a limited edition of top end organic Marlborough Sauvignon Blanc Wine. It needed to look and feel natural but original and act as a talking point for consumers.

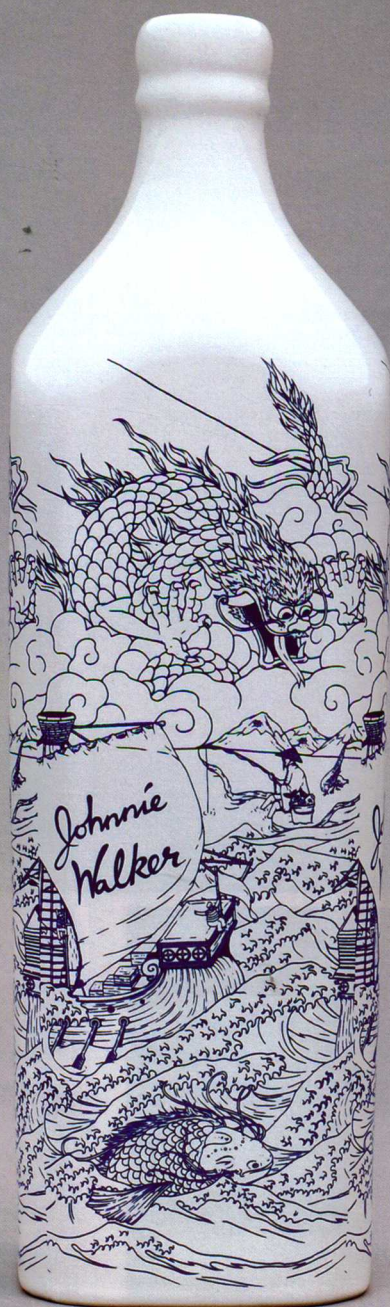
Alternative was chosen as it reflects a new way of looking at organic packaging. The concept simply shows a vine from the leaves, to the bark to the wine. Every aspect of the packaging was organic, this includes the laser cut balsa wood, the string and wax that is used to affix the label to the bottle, the outer paper wrapping and even the inks used to print the image.



003

Heineken STR Bottle

Client Heineken
Design Iris Worldwide & dbod



004

Johnnie Walker 1910 Special Edition Bottles

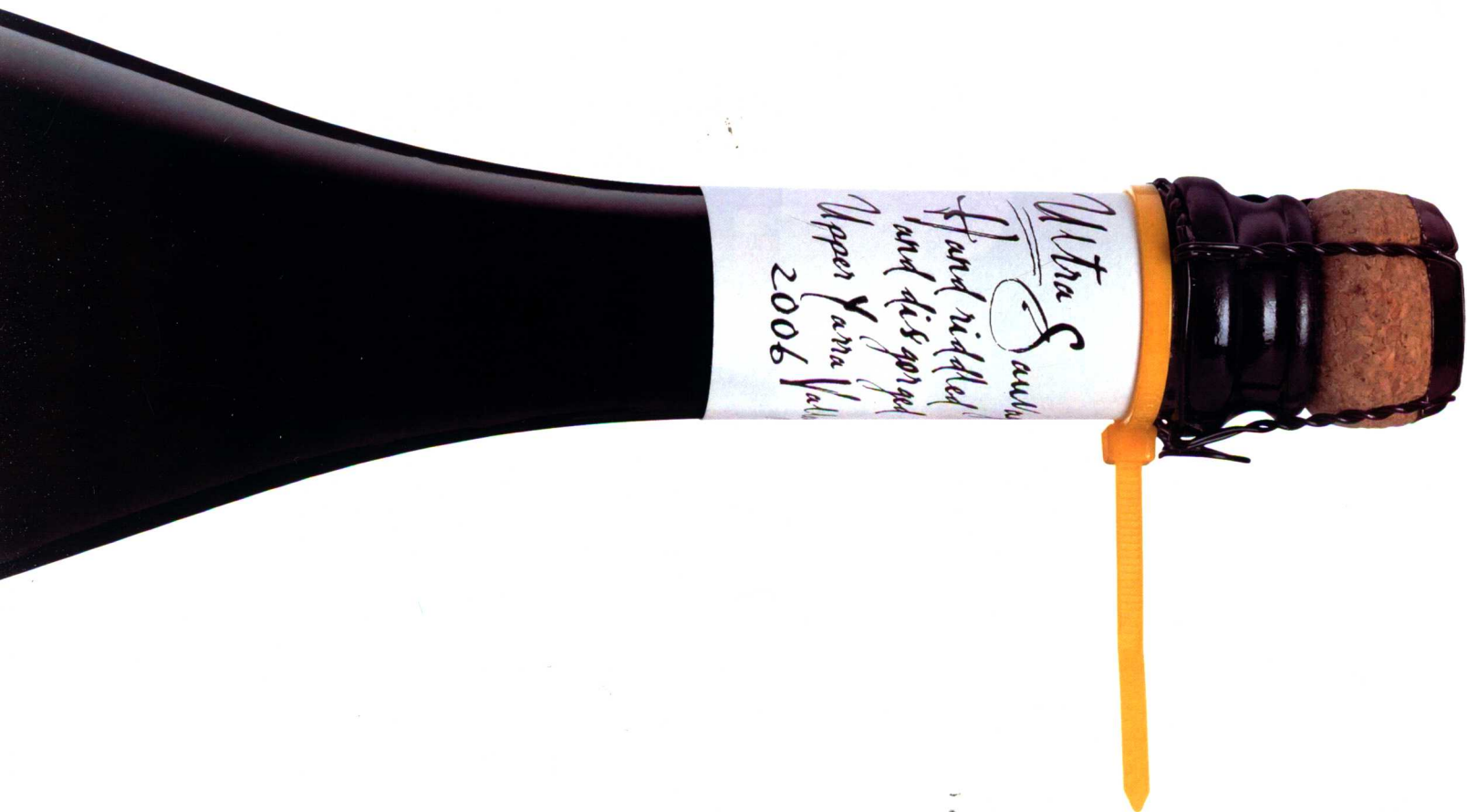
Client Diageo
Design LOVE & Chris Martin



Este Vintage Cuvée 2006

The blend of Pinot Noir and Chardonnay is 100% barrel fermented 'au sauvage' (using wild yeasts), has undergone full malolactic fermentation plus secondary fermentation in bottle, hand riddled and is finished in ZD style - that is zero dosage. Artisan in approach and edgy in style.







008

Mayhem Wine Bottle

Client Allstate
Design Leo Burnett Chicago





009

No3 Gin

Client Berry Bros & Rudd
Design Brandhouse WTS





010

Holiday 2011 Limited Edition Vodka Packaging

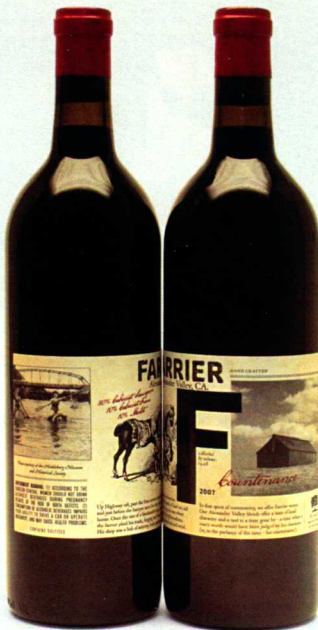
Client Svedka
Design Established, New York



011 Spirit No. 13

Client NOTCOT
Design Stranger & Stranger

Every year we create a limited edition product to mark Christmas and celebrate success with the people who support us to make it happen. After last year's Absinthe, we went a bit 'moonshine' but more 'snake oil' and lo-fi (we think). Enormous fun was had writing all the ads for the bag as well as about 500 words on the bottle alone. Our favorites are 'for reliable fire lighting and sterilising of wounds'.



012 Farrier wine packaging

Client Farrier Wines
Design Duncan/Channon

Created for Jackson Family Wines (of Kendall-Jackson fame), Farrier is a brand that D/C helped build from the ground up. The client came with a plot of land in Sonoma's Alexander Valley and a challenge — create a wine brand that embodies the heritage of that singular place.

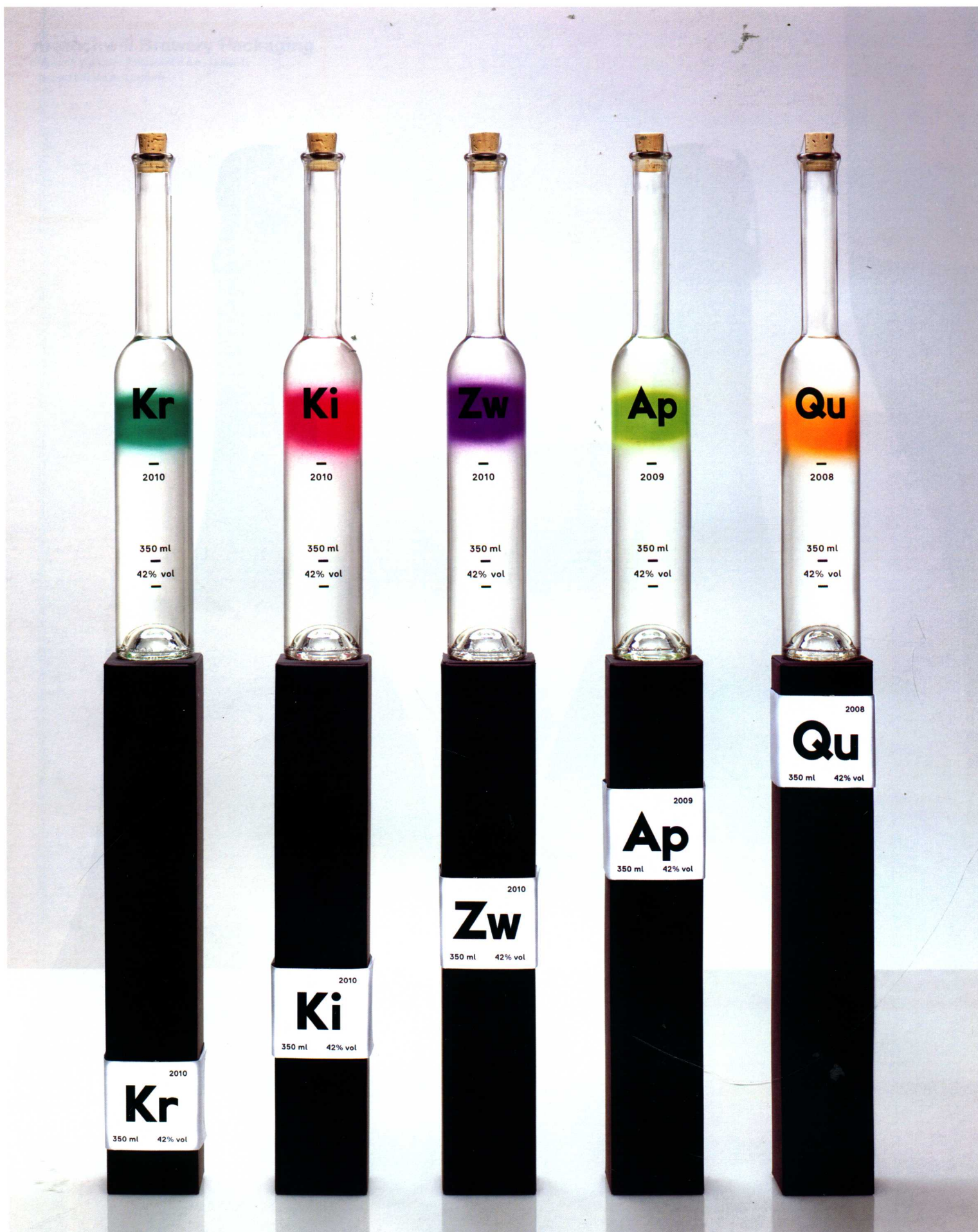
The overall concept taps into the sense of community that has historically played such an important role in rural life. Jackson Family Wines has always been guided by a strong appreciation for the land. And, as a family business, it is deeply rooted in the community. It seemed natural for Farrier to pay tribute to these things.

The design tells the story of a blacksmith shop that had been on the property in the 1800s. It was a place where the local farrier (or horseshoe fitter, for those of you not familiar with equine parlance) plied his trade and the townsfolk gathered to socialize. Reinforcing the handcrafted quality of the wine, the packaging mirrors the look of an old newspaper and the language adopts an endearingly olde-school colloquial tone. The red wine uses a more traditional wrap label, while the whites are adorned with a die-cut "F."









016

Rezept-Destillate Fruit Spirits

Client: Rezept-Destillate
Design: Thomas Lehner