

JENNIFER RUBELL



Properties list:
end-user packaging
single product
new product
wine
labels and sleeves
glass and ceramics
contemporary
transparent
identity by typography
identity by colour
bottle

Jennifer Rubell is an emerging player in the home + entertaining market. Having written *real life entertaining*, she asked us to create a personal website that would complement the visual identity of the book as well as allow for growth of her lifestyle concept. Then the same look has been extended to the packaging of a delicious provençal rosé produced in the summer.

Reference: <http://www.hellochopper.com/work.php?cid=19&wid=97>

Credits:

Year: 2008

Agency: Helicopter

Other images: