

# JENNIFER RUBELL

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**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.

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

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**Credits:**

**Year:** 2008

**Agency:** Helicopter

Other images: