

# JILL PLATNER

---



## Properties list:

end-user packaging  
single product  
jar and pot  
shopping bag  
cardboard and paper  
metals  
metallic  
debossed, embossed  
identity by typography  
identity by colour  
jewels  
new product

From Helicopter site: "Jill is a jewelry designer who makes beautiful, intricate, nature-inspired pieces in silver and gold. Prior to working with us she had struggled to bring into cohesion her in-store, consumer marketing, and promotional identities. We developed an elegant system to unify the brand (without losing its mirth) and developed a long-term strategy to present her work in its own rarified space."

---

Reference: <http://www.hellochopper.com/work.php?cid=8&wid=16>

---

## Credits:

**Year:** 2008

**Agency:** Helicopter

Other images: