

MR. NOIR & MISS GRIGIO



Properties list:
end-user packaging
single product
new product
wine
labels and sleeves
bottle
glass and ceramics
unusual visual association
illustrated character
identity by illustration

?Working with the ever energetic and partly insane genius of wine maker Justin Lane as well as illustrator Harry Slaghekke, Miss Grigio and Mr Noir are wine packaging creations for the Marauding Vintners brand. The name is derived from the mystery surrounding the brand as they source wines and/or grapes from across the globe. In reflection of their underground nature Mash played on Mafia type characters to become the personalities behind these wines. Not available as yet, lets hope these wines reach our shelves soon.?

Reference: <http://lovelypackage.com/mr-noir-miss-grigio/>

Credits:

Agency: Mash Design

Other images: