

CARLUCCIO'S JARS



Properties list:

- information about content
- end-user packaging
- range of products
- glass and ceramics
- hand-made
- contemporary
- transparent
- jar and pot
- sauces and seasonings
- update
- reusability
- identity by typography

Great work from UK based IRVING for Carluccio's.

Carluccio's is a series of modern Italian caffès and food shops with a passion for design. From packaging and print through to web design, Irving has worked closely with the founders to build a brand which over eight years has developed from two stores into a hugely successful AIM listed series of destination caffès that has set a new benchmark on the high street.

Reference: <http://lovelypackage.com/carluccios/>

Credits:

Agency: Irving

Other images: