

# CARLUCCIO'S PANETTONE

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## Properties list:

- additional structural elements
- box
- cardboard and paper
- opaque
- typographical texture
- identity by typography
- identity by colour
- confectionery and sweetness
- gift packaging
- new product
- single product
- end-user packaging

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.

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

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## Credits:

Agency: Irving

User: Carluccio

Other images: